
Finding Gems In The Dirt

A Special Report

By
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The Gentle Kick-in-the-Butt Coach

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Finding Gems In The Dirt

On my morning walk recently, I looked down and saw a diamond earring lying on the sidewalk. Yes, a real diamond, approximately a fifth of a caret, and excellent quality.

It was lying right out in plain sight, perfectly visible and sparkling in the sunlight.

But nobody else saw it – most people DON'T see the things that are right underfoot. Especially the opportunities that lie scattered all around us.

A few months ago, just as my wife and I exited the train station near our house, I found a wallet. Filled with money, but no identification. We turned it in at the train station, hoping its owner would reclaim it.

Six months went by, however, and the other day they called to say that the wallet and money (about \$350.00) was ours.

But finding wallets or diamonds is not the only way to gain unexpected riches.

There are a million opportunities – little gems just waiting for somebody to pick them up, brush them off and profit from them.

These days, thousands of people are being downsized, laid off or otherwise tossed out on the street. No job. No prospects. No hopes.

What can they do?

Let's talk about SMALL opportunities... things the average, non-rich person without huge assets, and maybe without a job or savings, can turn into a profit.

Mike, a friend of mine first came to Japan in 1965 with just enough money saved to study Judo for a few months. His dream was to become better at a sport he loved.

The mid-sixties was a time of fabulous growth in Japan. Companies were turning out massive quantities of goods for export to the Western countries. And all those products needed brochures and manuals in English, the near-universal language of business.

Mike may have been studying Judo, but he had a sensitive nose for opportunity. He visited several translation agencies and asked if they needed somebody to smooth out the English in their translations.

They did, and a new career was born. Mike went on to live many years in Japan, working first as a rewriter and advertising copywriter (neither of which he'd had training in), then eventually as a very successful translator.

Many years ago, I was out of work in a new city. I was not quite broke, though it was close, so I decided I'd start up a small part-time business while I looked around for something more substantial.

I decided on house painting. It's easy to get into because few people want to do their own, and some of the professionals in the business are not very professional.

Art is not my strongest talent, but I spent about three hours drawing and re-drawing a simple, perky little painter character. It took me that long to get it looking good enough to use. Then I had an instant printer run me off a batch of business cards featuring that character as my logo.

Charles Burke
The Careful Painter

Note that catch phrase. A lot of people worry that when they hire a stranger, he'll come in, sling paint around, and make a mess. Whatever business you decide on,

try to identify a fear that you can soothe, making you a hero to your potential customers.

Next, I had the printer do up some more business cards, but these were on regular copy paper. He made them into pads of 50 each. I glued each pad of these “cards” onto a 3 by 5 inch index card and wrote “Take One” at the top. Dead simple concept.

About half of the grocery stores in the area had bulletin boards so that’s where I thumbtacked my little ads. I figured it’d take months to get semi-busy.

I was wrong.

The phone started ringing within two days, and after one month, I was working seven days a week and had a month and a half of work backed up.

Two years later, when I moved on, I sold the painting business to a friend for a nice little profit.

Moral of that story? If you don’t mind doing what others don’t want to do or can’t do, you’ve got a real opportunity on your hands.

Oh, I forgot to mention, I had never painted a house nor hung wallpaper before in my life. I just went to the library and checked out how-to books. For other info, I asked advice at the paint stores where I bought supplies. They were happy to help me.

Another time, I was in a small city of about 150,000. This was well before the age of computers.

I looked around and saw that there were only two or three fairly large typewriter repair shops, and they were expensive, so I went to the library and looked up a supplier of typewriter parts and tools.

The next day, I put a small classified ad in the newspaper, offering to repair typewriters.

Your Typewriter Repaired Fast
Satisfaction absolutely guaranteed
If it doesn't work right, you don't pay

That supplier gladly sold me parts in lots of one and two, and resurfaced the rubber plattens when they required it.

Again, I had never repaired a typewriter, but I managed to fix every machine, manual or electric, that came my way. My price was good, and I delivered fast.

Although I wasn't flooded with work, it paid the rent, put groceries on the table and left me with considerable free time to read and goof off.

Today, the opportunity won't be in typewriters. Think computers, web design, ad writing. If you have strong English skills, you can even do rewriting, like I did for more than 16 years here in Japan.

But you don't have to go to Japan to find customers.

Consider how many non-native English speakers need help with the English on their websites. Visitors judge them by the quality of their English, and if they are not a native speaker, they will be judged harshly. It's not fair, but they will be judged.

You could help them present a more professional face.

That's just one possibility. There are literally millions of small (and not-so-small) opportunities out there. With some clever promoting, you could end up making a six-figure income without even having a product.

I've found that if you'll just try, you can do nearly anything. There are always small gems, little opportunities, lying around just waiting for somebody to come along and pick them up.

But they're often lying in the dirt. If a little dirt's no problem, you can always make a decent living.

By the way, that wallet I found? It also contained 20 lottery tickets. When I checked them, there were no big winners, only two very small ones – but they did provide me 200 yen (about \$1.50 or so).

Who says you have to win big to be a winner?

Cheers from warm and smiling Thailand,

Charles Burke

Your Gentle Kick-in-the-Butt Coach

Workshops:

Rocket-Write™ Your First Book (or Next One) in Record Time

If you've read my *Makin' Book*, you already know the quick, smart way to get your ebook written, posted online and selling – and do it all FAST! (You'll find it at www.MakinBook.com)

In this ebook I've given you the complete plan, without holding anything back. And I didn't load you down under too many details. You got exactly the how-to information you need, plus a healthy dose of inspiration and motivation.

Of course, a large part of inspiration is realizing that, not only is something possible, but that it is possible for *you*.

Inspiration, however, is a highly individual thing. And some people, no matter how inspired they are, may still need a little jump-start to help them get up to speed. Some short-term mentoring or coaching. That's normal.

If you're now thinking of writing your own book, you may feel *almost* ready to move forward, but need just a bit of help during your first few steps. If this is you, here's good news. I've put together an action-based coaching class to help you move forward more confidently.

Coaching Class One:

6 Week "Rocket-Write™ Your eBook" Coaching Class

This class will take you deeper into the writing process than this book could. I'll take you by the hand and lead you through the entire book-planning and writing process. This 6-week program will give you direct, hands-on experience in producing a complete outline, then writing your entire book using my Rocket-Write™ System.

I'll be there throughout the entire 6 weeks to answer your questions as soon as they arise. This can reduce the uncertainty that most people feel when tackling something they've never done before.

When you've completed this class you'll have:

- **A vivid description and understanding of your target reader**
(you'll know your reader as well as you know your best friend)
- **A clear grasp of what your readers are starving for**
(you'll know them and understand exactly what they crave more of)
- **A long list of benefits your reader will gain from your ebook**
(this will form the foundation of your sales page)
- **A powerful book title and subtitle**
(they'll grab your reader's attention and won't let go)
- **A complete outline for your ebook**
(so you'll never get lost, or stall midway through the writing process)
- **Your ebook completely written**
(The point of this entire program – a completed, Rocket-Written™ ebook)

Average time commitment required for a student over the course of the 6 weeks will be about 10 to 12 hours per week. This is about equivalent to working a part time job (but with more potential for advancement). If you are unable to commit to this, then your results will suffer, and it would be better to wait until you have the time and energy available to take this class.

Each week, students will receive a written lesson containing that week's assignment.

Also each week, there will be a group phone call. This will give each student an opportunity to ask questions and share experiences. Although attendance at these calls is not required, most students consider them helpful because they serve as masterminding opportunities, where other students may have the answer to the issue you've been facing.

Each day, a student can email me up to 3 questions – that's as many as 42 personal emails (and over 125 questions) during the course of this class.

I also give you an iron-clad personal guarantee. If you get two weeks into the class and decide it's just not for you, simply drop me an email, and I'll refund your money instantly. And cheerfully. Guaranteed. Already know you want in? [Drop me a note](#) and tell me! Let's get you started on Rocket-Writing™ your book right away!

- **Check class availability** and dates at the CharlesBurke.com website.

Additional Coaching Classes:

Which of these classes is right for you?

Coaching Class Two:

6-Week ‘Build Your Website FAST’ Coaching Class

You’ve written your ebook. Now you need a place to showcase it. This coaching class will enable you to build a good-looking website, including sales page, download page, and other support pages as needed.

Coaching Class Three:

6-Week “Launch & Sell Your eBook”

With a completed ebook and a strong sales page, you still need to drive large numbers of qualified buyers to your website. In this coaching class, you’ll learn simple ways to attract hoards of visitors to your site.

Coaching Class Four:

26-Week “Mindset Makeover for Business Owners”

Mindset is the master key to success. Without a strong success mindset, we can make all the right moves and still come up short.

And the biggest difficulty with changing mindset is that it’s mostly out of sight. We have a hard time recognizing which attitudes and beliefs are the ones holding us back. For that reason it generally takes longer to get mindset adjusted and pointed in the right direction.

In most cases a short class only gets you started, then leaves you hanging halfway to your mindset goals. Unlike shorter classes, this one carries you well past the “easy backsliding” stage, and deep into firmly established new mindset and thinking skills.

- **Check class availability** and dates at the CharlesBurke.com website.

More Suggestions for Success in Your Life and Your Career

- Luck is the word everybody uses when they have no control over their life. Successful people seldom believe in luck, or fate, or destiny. They know there's something far better. [Click here for the secrets to Command More Luck](#)
- Tired of having your mind polluted by the random negative conversations all around you? Now take the initiative. It's easy to stay positive when you saturate your mind with the [Words Winners Use](#)
- Many entrepreneurs have a hard time getting the Law of Attraction to work for their business. If this is you, see [The Business Owner's Quantum Cash Pump](#)
- Some people see opportunities all around them, while others stumble through the same landscape and see only difficulties, roadblocks and lack. It's not your fault if nobody ever taught you how to "See Rich," but now is the time to discover your own [Acres of Opportunities](#)

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