



The 7 Great Lies

Exposing the Lies and Myths
of Gold and Silver Investing

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Lie Number One

Gold and Silver Cannot Protect Us From Financial Crisis or Collapse

Despite what you may have heard in the mass media, the current recession the entire planet is mired in is far from over; in fact it's going to get worse.

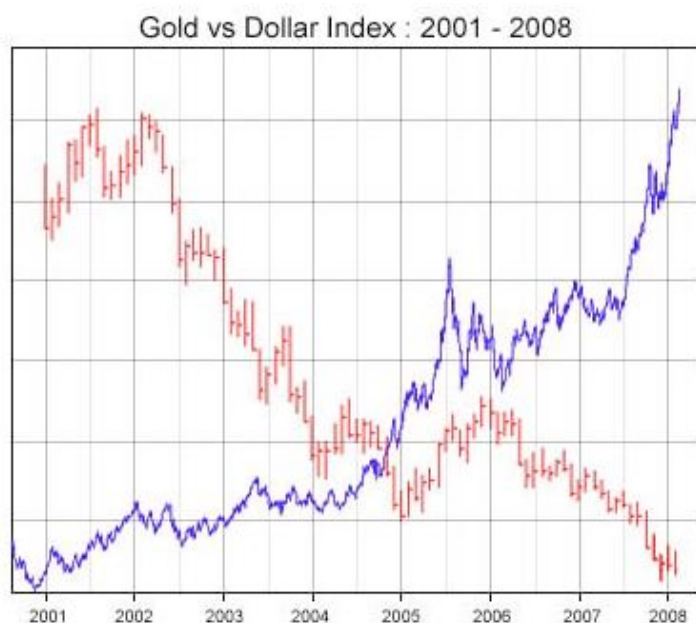
Why you may ask? Simple, because the current monetary system which the world uses is based on fiat currency, not on real money. Our money is based on debt, not on goods and services. The Federal Reserve has open reign to control interest rates and the expansion of the money supply in order to "stimulate" growth as they see fit.

The U.S. dollar has lost over 97% of its purchasing power since the 1913 inception of the Federal Reserve. The U.S. Dollar came off the gold standard in 1971 and the newly adopted fiat monetary system has devastated our national currency.

Unknown to many Americans as of March 23, 2006, the Federal Banking committee has stopped publishing the "M3" money supply figures.

This means we no longer know the amount of credit paper currency the government is mass producing on a regular basis. Our government is spending money at an alarming rate; the gross national debt is now well over nine trillion dollars.

Since 2002, the U.S. dollar index has lost 30% while, during this same time period gold has gained more than 200%.



It's very important to understand that any central banking system has direct control of the money supply, and therein, the actual value of the currency.

Consider money as you would any other commodity or resource. Let's say for example diamonds. The law of supply and demand tells us that the more scarce an item is, the more it's worth. If there is a large quantity of diamonds in the marketplace, the price of diamonds will fall. Conversely, if diamonds become scarce, the price will rise.

In the free market, scarcity is directly tied to the value of a given item.

Money is exactly the same ... the more there is within the system, the less value the currency actually holds. So as the FED floods the banking system with money in order to "solve" the problem, in reality they are simply making the problem worse by devaluing the currency and creating more inflation.

The current recovery figures that are being touted by the media are largely a scam. We are told that consumers are spending again and the economy is on a rebound. This is only a half truth.

Yes consumers are spending more, but largely this increased spending is a result of the inflation being created by the mass expansion of the money supply.

In other words, we're paying more for the items we were already buying thus making it "look" like we've increased spending, but in reality the increased spending is just reflective of the higher price of these same goods and services.

So, how does investing in precious metals solve the current crisis?

Well in the larger scheme of the problem, returning to the gold standard, or at least abolishing the FED and returning to government based currency would solve the problem, but ... that's not something that you as an individual can control, other than at the ballot box.

The purpose of this report is to provide solutions for YOU, not necessarily the entire world, so let's talk about this in terms of how gold and silver can help you directly.



Gold and other precious metals are the only true currency. Precious metals hold their true value over time as we've seen for many thousands of years. Let me give you an example.

2000 years ago, a single gold piece, (approx. 1 ounce) would buy a man a typical suit of clothes. A robe, belt, sandals, etc.

Today, a single ounce of gold, worth about 1200.00, does exactly the same. You could buy a suit, shirt, tie, belt and shoes for that same piece of gold.

Gold and other metals hold their value, what changes is the amount of fiat currency within the monetary system that gold can be exchanged for.

So once again, how does this help you? By beginning to convert your existing investments to gold and silver, and by making new gold and silver investments, you can begin creating a hedge against the current inflationary cycle and the impending collapse of the financial system.

Let me ask you this ... if and when the system does collapse, would you rather have a million dollars of paper money, or a million dollars worth of gold?

If the system collapses, the value of the dollar will go to zero, which means that any current investments you have, stocks, bonds, t-bills, forex, IRA's, 401K's or anything else that's tied to the dollar will be worth NOTHING!

You will have lost everything you've worked for.

If, on the other hand you had a million dollars worth of gold, you would have a million dollars worth of tradable currency that you could use to buy goods and services just as you do now. The value of your investments would not change, other than to rise. In reality, the price of gold would skyrocket and your gold would be worth many times it's initial million dollars.

Precious metal investment is the ONLY safe investment to help ensure that any financial collapse or downturn doesn't effect you and your family.

Lie Number Two

The Gold Price Is a Bubble and Will Go Down Again



As we already talked about, the likelihood that there will be complete collapse of the current monetary system is virtually assured, and when this collapse does occur, the price of precious metals will literally skyrocket to highs that are unimaginable in today's market.

Historically one of the best performing periods for precious metals is when the FED begins to raise artificially low interest rates. Gold's bull run during the 1970's from 35.00 per ounce to a high of 850.00 per ounce, for a rise of 2329%, came during a time of rising interest rates.

Using gold's low of 250.95 per ounce in 2001, if gold makes the same percentage gain during it's current secular bull market, gold could easily reach 6200.00 per ounce before it's bull run is over.

Although they won't admit it, the Federal Reserve secretly watches gold very closely. If the price of gold rises too quickly, it's a sign that the current dollar bubble is coming to an end.

Keep in mind that this is exactly the situation that is occurring right now. In order to "stimulate" the economy, the FED has artificially lowered the interest rates to 0. And every economist will tell you that this is unsustainable. Once the FED stops the artificial manipulation of interest rates, they will rise, and when they do, so will the price of gold.

If gold were to rise at the same rate that it did during the bull run of the 1970's, as little as 50,000 worth of gold would be worth over 1.1 million dollars by the end of the run, or shortly after the collapse.

Even more exciting is the opportunity for silver because of the tremendous price manipulation that's taking place by large banks naked shorting silver contracts right now.

Let's start by understanding the relationship between the silver market and the gold market.

Because the silver market is minuscule compared to the gold market, silver prices are normally very volatile and swing higher and lower by much larger percentages than gold.

Based on recent events in the silver market, it's quite obvious that the recent bailouts of Wall St. may have been in part to artificially suppress the price of precious metal prices.



“On March 14th, the very day Bear Stearns failed, we saw silver hit a multi-decade high of nearly 21.00 an ounce. Bear Stearns was on the verge of having to cover their short positions which could've easily sent it to 30, 40 even 50 dollars per ounce. Instead we see the Federal Reserve orchestrate a bailout where J.P. Morgan acquires all of Bear Stearns assets with the backing of the FED. Next thing we know J.P. Morgan, they acquire the silver short positions of Bear Stearns, and manipulate the price to lower than 9 dollars per ounce.”

*Gerard Adams
President
National Inflation Association*

There are now 8 large commercial banks that are short 65,000 silver contracts which amount to 325 million ounces of silver which they will eventually have to cover, by purchasing these 325 million ounces back on the open market.

If this happens it will create the largest silver short squeeze in the history of all commodities. Silver is currently only 1.5% the price of gold, and over the past 70 years the amount of available above ground silver has decreased from 10 billion ounces to only 1 billion ounces today.

In the first quarter of 2010 the U.S. Mint sold 9,023,500 American Silver Eagle coins up from 8,299,000 sold in the fourth quarter of 2009. All silver mines in the U.S. are producing only 40 million ounces of silver annually which means that almost all of that annual production needs to be used just to keep up with the demand for the Silver Eagle coins.

It's entirely possible that the Morgan Stanley situation has evolved into an epidemic of banks selling silver that don't actually have.

Based on the current gold price of around 1200.00 per ounce, and the silver to gold ratio of 16 : 1, if we see this massive silver short squeeze which is highly likely, we could easily see the price of silver to rise from it's current price of 18.00 per ounce to 72.00 per ounce once J.P Morgan's manipulation comes to an end.

“The fact of the matter is this, the gold to silver ratio ... would not be possible unless silver was being held artificially low through manipulation. I don't believe it is possible for the silver that J.P Morgan is short to be backed by physical silver. Most likely J.P. Morgan is naked shorting silver by selling paper silver that doesn't physically exist.”

“Investors around the world that are holding paper silver contracts believe they actually own the physical silver. There's going to come a time when these investors don't want settlements in U.S. dollars, they're going to want the physical silver itself, and this is going to result in a Comex default.”

*Gerard Adams
President
National Inflation Association*

So what does this mean?

In a nutshell, it tells us not to invest in gold or silver contracts, but to take immediate delivery of the physical gold or silver itself so as to avoid being left out to dry if and when the squeeze takes place.

Only physical possession of your gold and silver assets can guarantee that you actually own them, and can access them when you need them.

Lie Number Three

Once Purchased Gold and Silver Are Difficult to Store, Use and Sell

Nothing could be further from the truth.

Before we delve into exposing this lie, let's first understand the difference between "investing" in gold, and creating a metal savings plan.

In the minds of most legitimate financial planners and serious investors, precious metals should be thought of as a savings plan as opposed to an investment for profit.



Precious metals are the only true currency as we explained earlier, and as such provides the true owner of the metals a hedge against monetary and price inflation, and economic collapse of the monetary system.

Gold and silver investing is not a fast turn profit vehicle such as stocks or currency trading and should never be used as such. The reason we're bringing this up now is to help you understand that you'd have no reason nor desire to sell your metals other than in an emergency.

We will share with you several ways to go about it, but selling is not something you'd want to do until such time as your metal has greatly increased in value or the monetary system has collapsed.

Storage

Now that you've begun purchasing physical gold you'll need to find a solution, or perhaps several solutions to store your gold savings.

There are a few viable solutions that can work really well and are extremely economical in terms of cost to you.

First and foremost, the most important thing to remember in terms of personal storage of physical gold and silver is to keep your mouth shut :)

The most dangerous thing you can do is to go blabbing about to your friends and neighbors that you are storing gold in your home or about your property.

It's very exciting to be investing in physical gold, believe us when we tell you, we know how you feel, you want to run out and tell everyone about this exciting opportunity. But DON'T DO IT! You can tell people you're investing in gold, that's fine, but do not under any circumstances tell anyone that you are storing physical gold.

Let me give you an example to help illustrate. Let's say you are out at a nightclub with some friends and you tell them that you're storing all your new gold and silver coins in the new safe you bought and installed in your home.

Perhaps you didn't notice the shady looking guy sitting at the next table ... but he noticed you. The next night you come home and find this guy in your home, with a gun pointed at one of your children's heads, and he says, "Open the safe or else."

This may sound extreme, but it has happened, and will happen again. BE SAFE, it's no ones business that you have metals in your home or on the grounds of your property, keep it ONLY to those you can completely trust.

So with that warning out of the way, let's discuss storage.

1. [Bank Safe Deposit Box](#)

This is certainly an option for you and does provide a very secure place to hold your physical gold and silver. However there are some drawbacks you should be aware of:

- You do not have immediate access to your gold.
- Banks can go under and you might lose your property.
- Could be seized by the Government.

Because of these limitations, and the rash of bank failures that have occurred recently, we recommend if you're going to choose this option

that you choose a small local bank, not one of the large corporate banks, and DO NOT store large amounts in a bank; you simply never know what will happen.

2. [Bury It](#)

This is certainly an option that has thousands of years of history and can be a good option for you if you own your own home. There are some things to keep in mind if you decide to go this route.

- Pick a place that is not obvious, but that you can locate easily.
- Do not dig when others can see where you are digging, this is sometimes referred to as “midnight gardening.”
- If you do dig during the daylight, make sure you have another reason to be digging such as, removing a stump or fixing a broken pipe.
- Store metals in an airtight waterproof container such as a hiker’s water bottle or capped PVC pipe.

Burying your metals is certainly a good option as it ensures that no one can break in to your home and steal it, and it protects against catastrophes such as fire, tornados, and hurricanes.

3. [Safes](#)

Storing your precious metals in a home safe is a very good idea as it gives you instant access to your assets. If you do choose to use a safe make sure you follow some basic concepts to ensure your security.

- Make sure the safe is bolted or otherwise attached so that it cannot be carried off by a burglar.
- Make sure the safe is hidden so that burglars can not easily find it.
- Install it yourself if possible for obvious reasons.

Safes do not need to be expensive, but obviously the better the unit you buy, the more secure you will be, use a bonded safe company if at all possible. Small Sentry safes start at about \$150.00.

4. [Internationalization](#)

Storing your gold and silver overseas can be a great hedge against

governmental controls and provides liquidity if you're a frequent traveler. There are really 2 solid and easy to access options for most standard gold savers.

- Safe deposit box in another country is good for small amounts
- Perth Mint certificate can provide you with larger amounts and storage in one of the safest places on the planet. You simply order unallocated storage and pay your upfront costs, and there are no storage fees. Perth Mint certificates can be ordered from Kitco and Asset Strategies International.

Ultimately the best strategy for storing your physical gold and silver assets is to utilize a combination of all the options we just covered. Remember the old adage, "Don't put all your eggs in one basket" and you'll be just fine. It's really not as complicated as you might think.

Selling Precious Metals

Once again let us reiterate that gold and silver "investing" at least for the purposes of our definition, should be considered savings or insurance if you will. You normally do not want to sell your metals accept under two conditions:

1. You personally have some sort of catastrophe that requires an immediate large cash outlay.
2. There is a global financial crisis and the dollar bubble has burst causing the need to move to precious metals as a means of everyday currency.

Nonetheless, if you find a need to convert your metals back into cash for whatever reason there are a plethora of options you can use to make the conversion. Keep in mind you'll want to shop around to ensure that you get the best price, don't just take the first offer.

Here is just a partial list of places that will buy your gold and silver.

- ❖ Metals Brokers (usually this is the best price)
- ❖ Pawnbrokers
- ❖ Jewelers
- ❖ Dentists (rare but possible)

- ❖ Bullion Refineries
- ❖ Gold and Silver Smiths

Your best bet is to use Google to search for buyers in your local area then contact them directly to get their availability and pricing.

Lie Number Four

Once You Purchase Physical Gold or Silver It Belongs To You And You Can Do As You Wish



This is absolutely false, and making a mistake in this area can cost you your freedom. **READ THIS SECTION VERY CAREFULLY!**

It's very important to understand that the gold or silver you purchase has certain characteristics that may stop you from actually owning the metal outright.

Government Issued Coins

Contradictory to what we are led to believe, when one purchases government issued Gold or Silver coinage, the buyer does not retain ownership of the coins, they instead become the bearer of the coins. The issuing government retains all right to ownership of the coins.

The inherent danger in this is that those coins could feasibly be confiscated at any time the controlling government sees fit. In the US this has already happened, and with the tenuous financial situation that exists in the current economic environment, we're likely to see this type of activity again.

What does this mean? It means that unless you are the true owner of the gold and silver you hold, you would be required by law or executive order to turn over your precious metals to the government in exchange for nearly worthless fiat currency, defeating the entire purpose of saving gold and silver as insurance.

The other major pitfall of holding government issued metals is that because it is against international law to destroy government issued currency, virtually no one will buy it other than for the collector or face value of the coin itself.

For example, if you were to take a US Gold Eagle and attempt to sell it to a Goldsmith somewhere in Europe, likely you would receive no more than the face value or collector rate for the coin. The Goldsmith cannot melt the coin down to create something else with it, all he can do is resell it intact. This situation is much like the existing Federal Reserve notes used in the US today as currency. It is against US law to destroy paper dollars issued by the US Treasury, or treasury issued coins as well for that matter. The only thing that can be done with them is to spend them as legal tender.

So, why then should you save in gold and silver if you don't actually become the owner? We don't recommend saving in government issued coins, the way to go is to save in privately minted, religious coins.

[Privately Minted Coins](#)

Privately minted gold and silver coins are not controlled by the government, thusly they are not subject to confiscation because they are not government issued currency. They also have the ability to be melted down by Goldsmith or brokers to be used for other items, thus you will normally get very close to the current gold price when selling them.

As a further hedge, coins with religious symbols on them can be categorized as religious artifacts under the law and further protects you from confiscation.

Further in this report we'll introduce you to the exact type of coins that can be of the utmost value to you since they are privately minted with religious icons stamped into the coins.

[Gold and Silver Bullion](#)

Buying gold and silver bricks and bullion in it's raw form is also a way to avoid governmental controls and melt down issues. Obviously these types of raw metals can be melted into whatever you like which makes them very desirable to gold and silver brokers.

Lie Number Five

Governments Will Never Confiscate Gold or Silver From Citizens Again



Let's start by understanding the history of gold confiscation so that we have a frame of reference to see if it can happen again.

Confiscation History

On April 5, 1933, President Franklin D. Roosevelt signed Executive Order 6102 requiring that all US citizens deliver on or before May 1, 1933 all but a small amount of gold they possessed to the Federal Reserve in exchange for \$20.67 per troy ounce, or the existing face value of a specific coin.

Here is the order in it's entirety:

The Gold Confiscation Of April 5, 1933

From: President of the United States Franklin Delano Roosevelt

To: The United States Congress

Dated: 5 April, 1933

Presidential Executive Order 6102

Forbidding the Hoarding of Gold Coin, Gold Bullion and Gold Certificates By virtue of the authority vested in me by Section 5(b) of the Act of October 6, 1917, as amended by Section 2 of the Act of March 9, 1933, entitled An Act to provide relief in the existing national emergency in banking, and for other purposes, in which amendatory Act Congress declared that a serious emergency exists, I, Franklin D. Roosevelt, President of the United States of America, do declare that said national emergency still continues to exist and pursuant to said

section to do hereby prohibit the hoarding gold coin, gold bullion, and gold certificates within the continental United States by individuals, partnerships, associations and corporations and hereby prescribe the following regulations for carrying out the purposes of the order:

Section 1. *For the purpose of this regulation, the term ‘hoarding’ means the withdrawal and withholding of gold coin, gold bullion, and gold certificates from the recognized and customary channels of trade. The term “person” means any individual, partnership, association or corporation.*

Section 2. *All persons are hereby required to deliver on or before May 1, 1933, to a Federal Reserve bank or a branch or agency thereof or to any member bank of the Federal Reserve System all gold coin, gold bullion, and gold certificates now owned by them or coming into their ownership on or before April 28, 1933, except the following:*

(a) *Such amount of gold as may be required for legitimate and customary use in industry, profession or art within a reasonable time, including gold prior to refining and stocks of gold in reasonable amounts for the usual trade requirements of owners mining and refining such gold.*

(b) *Gold coin and gold certificates in an amount not exceeding in the aggregate \$100.00 belonging to any one person; and gold coins having recognized special value to collectors of rare and unusual coins.*

(c) *Gold coin and bullion earmarked or held in trust for a recognized foreign government or foreign central bank or the Bank for International Settlements.*

(d) *Gold coin and bullion licensed for the other proper transactions (not involving hoarding) including gold coin and gold bullion imported for the re-export or held pending action on applications for export license.*

Section 3. *Until otherwise ordered any person becoming the owner of any gold coin, gold bullion, and gold certificates after April 28, 1933, shall within three days after receipt thereof, deliver the same in the manner prescribed in Section 4. unless such gold coin, gold bullion, and gold certificates are held for any of the purposes specified in*

paragraphs (a), (b) or (c) of Section 2; or unless such gold coin, gold bullion is held for purposes specified in paragraph (d) of Section 2 and the person holding it is, with respect to such gold coin or bullion, a licensee or applicant for license pending action thereon.

Section 4. Upon receipt of gold coin, gold bullion, or gold certificates delivered to it in accordance with Section 2 or 3, the Federal reserve bank or member bank will pay thereof an equivalent amount of any other form of coin or currency coined or issued under the laws of the United States.

Section 5. Member banks shall deliver all gold coin, gold bullion, and gold certificates owned or received by them (other than as exempted under the provisions of Section 2) to the Federal reserve banks of their respective districts and receive credit or payment thereof.

Section 6. The Secretary of the Treasury, out of the sum made available to the President by Section 501 of the Act of March 9, 1933, will in all proper cases pay the reasonable costs of transportation of gold coin, gold bullion, and gold certificates delivered to a member bank or Federal reserve bank in accordance with Sections 2, 3, or 5 hereof, including the cost of insurance, protection, and such other incidental costs as may be necessary, upon production of satisfactory evidence of such costs. Voucher forms for this purpose may be procured from Federal reserve banks.

Section 7. In cases where the delivery of gold coin, gold bullion, or gold certificates by the owners thereof within the time set forth above will involve extraordinary hardship or difficulty, the Secretary of the Treasury may, in his discretion, extend the time within which such delivery must be made. Applications for such extensions must be made in writing under oath; addressed to the Secretary of the Treasury and filed with a Federal reserve bank. Each application must state the date to which the extension is desired, the amount and location of the gold coin, gold bullion, and gold certificates in respect of which such application is made and the facts showing extension to be necessary to avoid extraordinary hardship or difficulty.

Section 8. The Secretary of the Treasury is hereby authorized and empowered to issue such further regulations as he may deem necessary

to carry the purposes of this order and to issue licenses there under, through such officers or agencies as he may designate, including licenses permitting the Federal reserve banks and member banks of the Federal Reserve System, in return for an equivalent amount of other coin, currency or credit, to deliver, earmark or hold in trust gold coin or bullion to or for persons showing the need for same for any of the purposes specified in paragraphs (a), (c), and (d) of Section 2 of these regulations.

Section 9. *Whoever willfully violates any provision of this Executive Order or these regulation or of any rule, regulation or license issued there under may be fined not more than \$10,000, or, if a natural person may be imprisoned for not more than ten years or both; and any officer, director, or agent of any corporation who knowingly participates in any such violation may be punished by a like fine, imprisonment, or both.*

This order and these regulations may be modified or revoked at any time.

*Franklin D. Roosevelt
President of the United States of America
April 5, 1933*

This was quickly followed by Executive Order 6260 on August 28th, 1933.

Order 6260 revoked and super-ceded 6102. Basically, it became a federal crime, with steep penalties of a \$10,000 fine and or up to 10 years imprisonment for any US citizen seeking to protect his wealth by simply possessing physical gold coins or bullion which they had purchased legally with income that had already been taxed. The government changed the rules in mid stream.

[Can It Happen Again?](#)

On March 23, 2010 the current administration passed the **Heath Care Reform Act** into law which included a most odd insertion into the bill which ostensibly dealt with health care.

“... starting on January 1st in 2012, US federal law will require coin and bullion dealers to report to the Internal Revenue Service all gold and silver coin purchases and sales greater than \$600.”

Understanding the way the government normally operates, this inclusion can mean only one thing; that there is an option on the table somewhere to revive 6102 and confiscate gold from US citizens.

What other purpose would there be to bury monetary policy in a Health Care bill other than to disguise it and keep the general public from knowing that the possibility exists?

So yes, because of that single entry in the Health Care Reform Act, US citizens could possibly be stripped of their gold holdings by executive order.

Will It Happen Again?

Despite the premonition of the previous paragraph, we believe that another confiscation or naturalization of gold is very unlikely.

Back in 1933 gold was the foundation of the monetary system, today it's a completely separate commodity and not actually tied to the monetary system meaning there would be little use to confiscation.

Furthermore, the day any such order was signed, investment bankers from all over the world would institute a massive dollar sell off that would completely destroy the dollar within a few weeks. Gold would immediately skyrocket.

The administration has to know that they would get exactly the opposite effect that they are after, confiscating gold would not strengthen the dollar, it would destroy it.

So to rebut the lie, we can say, governments can and may confiscate gold again, but considering the current situation it seems unlikely that the government would intentionally kill the dollar.

Lie Number Six

Gold and Silver Have Little Value and There Is Much More to be Mined

There is a huge disconnect between understanding the face value of a currency based coin and the value of the actual gold content of the coin itself.

It's true that if you take a \$1.00 gold piece and attempt to spend it in the monetary system as currency, it will be taken only at face value, so in this respect, yes gold has no more value than any other fiat currency instrument.



But the reality is that your \$1.00 gold piece is “*worth it's weight in gold.*” Given that, if your coin was 1 ounce in weight, it would be worth \$1229.90 as of the writing of this report.

As a publicly traded commodity, the value of your \$1.00 gold piece will fluctuate with the current spot price of the gold. So even though our government issued gold coins may only worth their face value within the monetary system, they do indeed have tremendous value as commodities.

Gold Still Underground

Where it is known about with reasonable confidence, and can be extracted economically, un-mined gold appears on the books of mining companies as “reserves.” There remains as reserves about 40% of the total of gold above ground, i.e. about 50,000 tons. South Africa has 50% of the world's known stock of un-mined gold.

Inelastic Supply

Gold is difficult to find in commercial quantities. It also takes time, typically 5 years, and plenty of money to bring mines into production. In this sense the supply side of the gold equation is relatively constant.

One of the features of this is that boom times encourage investment which takes a considerable time to work through to production and, eventually, to worked out mines. After a boom, when investment decisions may be made on over-inflated expectations of ultimately achievable prices, there is a tendency to subsequent overproduction and poor prices for a considerable period.

The gold price boom of 1979-80 resulted in steadily increasing production all over the world from a stable base of 1200 tons annually to a peak of above 2600 tons in 1999. All major producing countries except South Africa substantially increased production in this period.

Production then leveled out and started to dip slightly, as mines were exhausted and poorer mines shut. Also the uninspiring gold market encouraged a decrease in exploration which now means there are a lower number of new mines coming into production than is expected to be required by the market.

So buying into the lie that there's plenty left to mine is ridiculous. Gold is precious for a reason, there's simply not very much of it and if you truly want to begin growing your gold savings, ***NOW is the time to start.***

Lie Number Seven

Average People Cannot Benefit From Gold and Silver Saving

This is completely false. There are many ways an average family can begin saving with gold and silver. But specifically I'm going to be covering a company that you can begin saving with immediately for as little as \$25.00 a month.

Customer Savings Plan

Customers are provided with an Easy Set & Forget Gold & Silver Saving program which enables them to save as little as \$25 a month into grams of Gold or Silver and once sufficient grams are purchased the Gold or Silver product selected will be shipped.

For example you select in one of our business owner's shops, a Swiss Minted 999.9 certified pure Gold 3.11gram collectible medallion. You may purchase it outright for the market price of the day such as \$138.00 or you may select the savings model where you contribute \$25, \$50 or \$100 a month towards the purchase of grams for that product.

Each month \$25, \$50 or \$100 will purchase you grams in Gold or Silver based on the market price on that day once you have purchased sufficient grams to complete the selected order the product is then shipped to your door any excess grams are credited to your secure online account.

Not only are you able to begin your gold and silver savings plan, but you can actually begin building your own gold and silver business as well.

Gold and Silver Business

One of the most exciting things about the company we'd like to share with you is that not only can you begin saving gold and silver easily, you can actually start your own gold and silver business and make a tremendous income.

The Wealth Program

The Wealth Program is a monthly subscription to an International Wealth Creation platform. Our company is a Multi Level Marketing Company that has researched 75 years of Industry performance data to create what is today recognized as a Revolutionary Wealth Program which systematically creates a powerful income stream while saving in the Money of Kings, Gold and Silver.

The monthly program is the qualifying product to receive instant payment of commissions from sales generated through an Independent Business Owners Wealth Program and qualifies payment of commissions to thirteen levels.

The President of our company has two decades of Bullion Banking experience which provides it's global community with a solid foundation & entrance for ordinary people to create remarkable incomes & preserve wealth with Gold & Silver.

Our Revolutionary monthly Wealth Program consists of FIVE essential Wealth Building elements:

❖ Gold and Silver Retail Shop

Customers purchase products of our company at any time ONLY through one of our Independent Business Owner Retail shops.

For each purchase made commissions are generated and paid in US Dollars directly into the Independent Business Owner secure online back office account.

❖ Gold and Silver Wholesale Shop

Independent Business Owners only have access to the wholesale at 'refinery direct prices' via their secure online back office.

Business owners are provided with an Easy Set & Forget Gold & Silver Savings program which enables them to save as little as \$25 a month into grams of Gold or Silver and once sufficient grams are purchased the Gold or Silver product selected will be shipped.

For example, you select in your wholesale shop a Swiss Minted 999.9

certified pure Gold 3.11gram collectible medallion, you may purchase it outright for the market price of the day such as \$138.00 or you may select the savings model where you contribute \$25, \$50 or \$100 a month towards the purchase of grams for that product.

Each month \$25, \$50 or \$100 will purchase you grams in Gold or Silver based on market price on that day once you have purchased sufficient grams to complete the selected order the product is then shipped to your door any excess grams credited to your secure online account.

❖ Wealth Sense

Wealth Sense is a remarkable monthly streaming educational program only available to Business Owners. The foundation is from the President of our company where he shares the knowledge and wealth consciousness of the Wealthy from 20 years experience as a Bullion Banker.

He teaches us why Gold and Silver has been money for 5000 years and why Rulers of Empires, Royalty and what he refers to as the Generational Wealthy choose this real tangible asset as their choice in Wealth Preservation.

❖ Marketing Platform

Each Independent Business Owner receives an International secure business system consisting of the following:

1. *Multiple personal replicating websites.*
2. *Multiple personal Retail Shop Customer websites with free gifts.*
3. *International secure Banking platform for commission payments.*
4. *Video management system for optimization and video selection.*
5. *Communications and training.*
6. *Business Growth Management System.*

Bob Proctor - The Success Gifted

Chairman of Life Success Group of Companies.

You may be familiar with Bob, he was featured in the movie The Secret

which was viewed in excess of 200 million people in multiple languages. Bob offers Business Owners a powerful program valued at \$195.00 as a free gift for starting your business and sharing the message of prosperity with others around the World.

Bob Proctor is an author, lecturer, counselor, business consultant, entrepreneur, and teacher preaching the gospel of positive thinking, self-motivation and maximizing human potential. In that endeavor, he follows in the footsteps of such motivational giants as Napoleon Hill, Earl Nightingale and Wallace D. Wattles.

Our global company has the ultimate ambassador, Bob Proctor, in supporting the message of global prosperity. A name that is synonymous with changing people's lives to one of Health, Wealth & Happiness!

❖ Pay Plan - The Revolution in Wealth Creation

As an IBO (*Independent Business Owner*) you own an international Business Platform that allows you to refer and market our Wealth Program to people currently in 64 Countries & expanding.

Our Pay Plan is seamless and when you have referred any person to your website and they purchase the \$149.00 Wealth Creation program you receive instantly \$80.00 in referral commissions into your secure account.

STEP ONE: Cash Flow Positive

When you have personally sponsored two people directly on your front line, you become cash flow positive. You will be earning \$160.00 each month from the commissions generated by the sale of the Wealth Creation platform.

With the purchase of our qualifying \$149.00 Wealth Creation Platform, you have qualified yourself to begin earning commissions on your total organization to 13 levels deep.

This is one of the main goals of the pay plan. It allows you to become cash flow positive by doing less than the industry average. Let me explain.

Across the network marketing industry, as a whole, business owners on average only tend to sponsor 2.6 people during the life of their business. Most distributors never have the opportunity to hit the break even point. With our revolutionary pay plan, you need only sponsor 2 to hit the break even point, allowing you to never need to bring in excess people to stay in the money.

STEP TWO: Duplication

Duplication is a very over-used word in this industry and the fact of the matter is that the concept is completely misunderstood.

One of the biggest mistakes business owners make when attempting to coach their team is that they use the term “*duplication*” to reference duplicating themselves, ie: do what I do and you’ll get the same results.

As you can imagine, this is impossible. Each person is unique, and comes to the table with a different set of skills, time constraints, economic challenges, etc.

For instance, a single person who works 40+ hours per week will have completely different time constraints than a stay at home mother of 3 kids. It’s just common sense, people cannot be duplicated.

What we’re really talking about here is the process. Systems and tactics used to sponsor new distributors or team members can be automated and duplicated to produce consistent results, so as to level the playing field and allow each person to work at their own level and pace.

Simply put, using the techniques and tools we give you, you sponsor 2 people, and help them each to sponsor 2 people and so on.

Right now in all of the countries our company services there are **1,102,561,568** people that have internet access ... we’re pretty certain you can find at least 2 that might want to change their lives by building a gold and silver business along with you :)

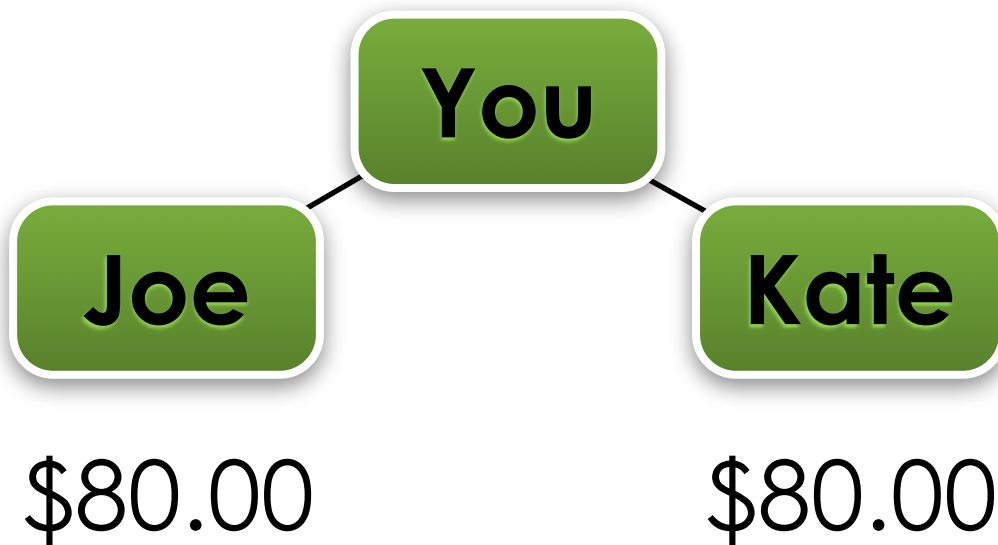
Let’s move along and we’ll show you some graphics to illustrate the pay plan in depth.

Pay Plan Illustrations

In this section we'll cover the pay plan in detail with some graphics to help illustrate what you can expect to earn using our building system.

CASH FLOW POSITIVE

This is a really simple and productive concept that easily gets you back to break even and then some.



Just 2 front line IBO's get's you \$160.00 per month in commissions, you are officially in profit. No other plan that we're aware of gives you this level of positive cash flow on only 2 front line business partners.

THIRTEEN LEVEL UNI-LEVEL COMMISSIONS

At first glance it may seem unrealistic to have 13 levels in a downline, but as you'll see on the next page, using only the 2 member front line, it's not required to have massive exponential growth as you would in bottom loaded pay plans.

Let's take a look.

Level	IBO	Commission Per IBO
1	2	\$80.00
2	4	\$1.00
3	8	\$1.00
4	16	\$1.00
5	32	\$1.00
6	64	\$1.00
7	128	\$1.00
8	256	\$1.00
9	512	\$1.00
10	1024	\$2.00
11	2046	\$2.00
12	4096	\$2.00
13	8192	\$2.00

DISCLAIMER

Potential earnings listed below are accurate only in a case where each and every individual in the example business sponsors at least 2 new IBO team members.

There is however no reasonable expectation that this will happen within any predictable time frame.

There are no guarantees that a participant will make this type of money or any money at all.

Your success will be determined by your own efforts to build your business, both retail and wholesale.

Creating retail sales is required for this business.

That's a total
downline of
16,380

Earning
potential
\$31,738.00

PERSONAL CUSTOMER RETAIL SALES

As an IBO with an active Wealth System purchase within the previous 30 days, you are eligible to receive customer retail commissions on any sales you acquire through your personal replicated web-site.

Each product within your sales cart is assigned a CV (Commissionable Volume), and that CV is used to calculate your commission on the sale of a certain item.

The standard commission for personal retail sales is 50% of the CV on a given item, and you can have as many retail sales as you want or can achieve.



Retail commissions are paid instantly, directly to your back office banking platform.

RECOGNITION POOL

The recognition pool is a performance based reward pool over and above all retail and uni-level commissions. Our Wealth System Product generates 200CV of which 2% is contributed toward the pool from worldwide sales.

The rank of Consultant is achieved upon the initial purchase of the qualifying Wealth Product and business system. This is the qualifying product for the payment of commissions and makes you eligible to receive commissions from the uni-level and retail sales in your organization.

RANKS, QUALIFICATIONS AND REWARDS

The following table shows all the ranks, qualifications to reach them and rewards for certain levels. For example, to qualify as Senior Executive, you need to have the following:

- ❖ 5 legs, 2 each with a Senior Manager and 3 each with a Manager
- ❖ 5 direct customers on a metal saving program who have an order in the qualifying month,
- ❖ be on a metal savings program yourself,
- ❖ have purchased the qualifying Wealth Plan for that month which will give you your PSV of 200, and
- ❖ a total Group Volume of 12,000.

(Please review the ranks and qualification chart on the following page for a full breakdown.)

Monthly Requirements for Rank Qualification ==>		9K_Gold Director/s	Silver Director/s	1 Star Director/s	Senior Manager/s	Manager	Senior Consultant/s	Consultants	Number of direct Customers who have bought metal	Number of metal products you have bought	PSV (1)	GV	Rewards
		Each in a separate Leg											
RANKS	24K Gold Presidential	2	5						17	1	200	5,000,000	\$1 million cash ⁽²⁾
	22K Gold Presidential	1	3	3					16	1	200	3,000,000	
	18K Gold Director		3	4					15	1	200	2,000,000	
	12K Gold Director		2	5					14	1	200	1,500,000	
	9K Gold Director		1	6					13	1	200	750,000	
	Silver Director			5	2				12	1	200	500,000	Luxury Car ⁽³⁾
	Ruby Director			4	3				11	1	200	200,000	
	Emerald Director			3	4				10	1	200	150,000	Annual Cruise ⁽⁵⁾
	Bronze Director			2	5				9	1	200	100,000	
	2 Star Director			1	6				8	1	200	60,000	
	1 Star Director				7				7	1	200	35,000	MM Retreat ⁽⁴⁾
	Director				5	1			6	1	200	20,000	
	Senior Executive				2	3			5	1	200	12,000	Flip Cam ⁽⁶⁾
	Executive					4				1	200	8,000	
	Senior Manager					2				1	200	3,000	Gold Tribe Pin ⁽⁶⁾
	Manager						2			1	200	1,400	
	Senior Consultant							2			200	600	
Consultant										200	200		

Notes:

- 1 Must be from the purchase of a qualifying product.
- 2 Qualify as a 24K Gold Presidential for 12 consecutive months. One time reward.
- 3 Qualify as Silver Director for 12 consecutive months. Value up to \$100,000.00 debt free. One time reward.
- 4 Qualify as 1 Star Director for 3 consecutive months in the 5 month period prior to the event. Travel not included.
- 5 Qualify as Senior Executive or above for 12 consecutive months ending within 5 months of the cruise.
- 6 Awarded on initial qualification to this rank.

FORCED COMPRESSION

To understand compression you must first understand the dynamics of the payment model itself, and you need to understand the network marketing industry's "Dirty Little Secret," called Breakage.

Breakage is something that few people know about and even fewer really understand. It's actually really simple once you understand the dynamics of a sale.

For every sale that's created, a number of transactions are created, be it commissions, gifts, pledges etc, equal to the number of levels (depth) within the current pay plan.

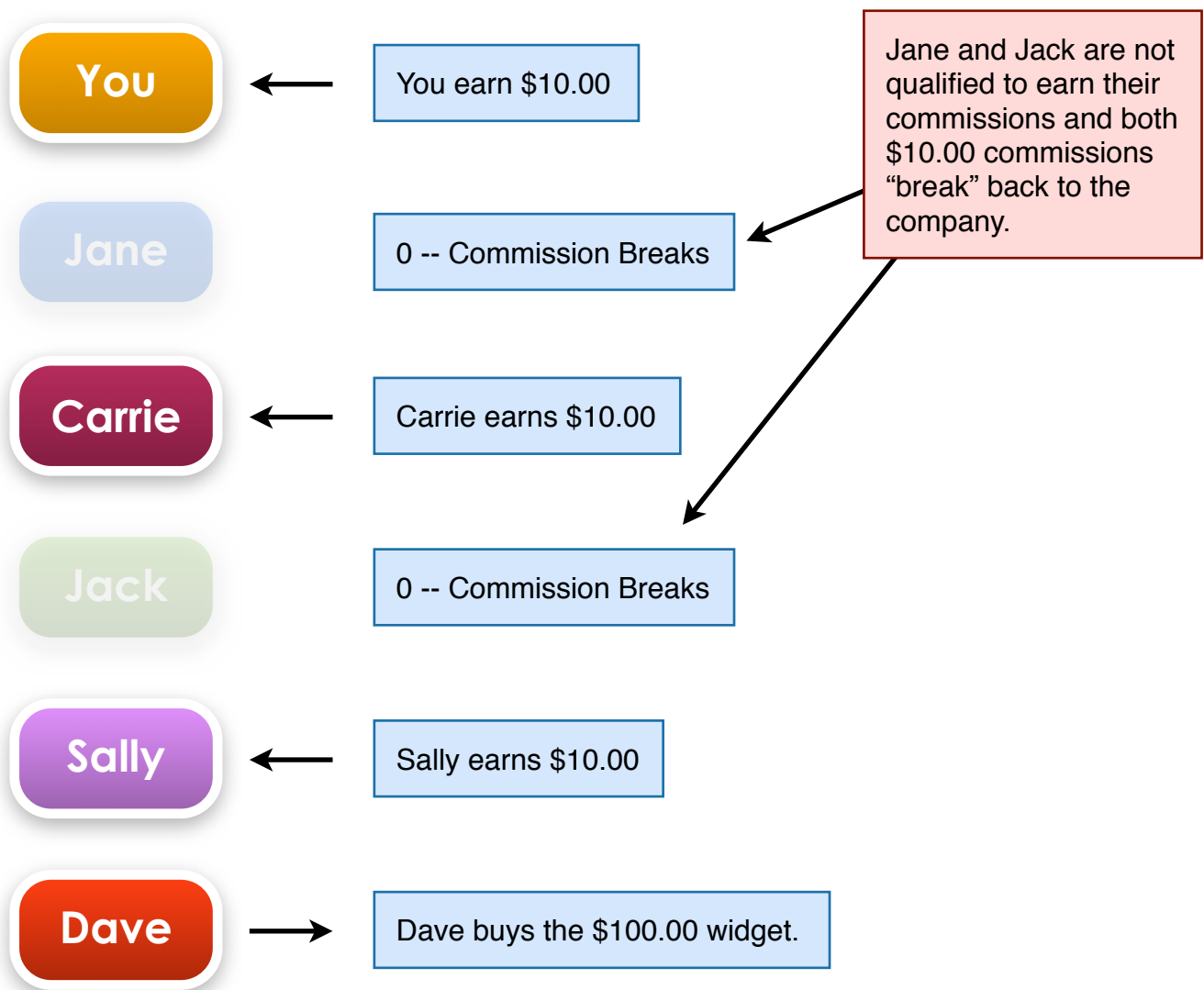
For simplicity sake, let's make everything easy to follow.

In our fictional pay plan we have 5 levels of depth and a \$100.00 sale. Each level pays 10%. So whenever a sale is generated, 5 \$10.00 transactions (commissions) are generated as well.

These commissions are then paid to members who are qualified to receive them beginning with the member directly above the initial sale.

Any member within the 5 levels above the sale, that does not qualify to receive their commission for whatever reason, does not get paid, and that commission "breaks" back to the company. In other words, the company doesn't have to pay it, they get to keep the money.

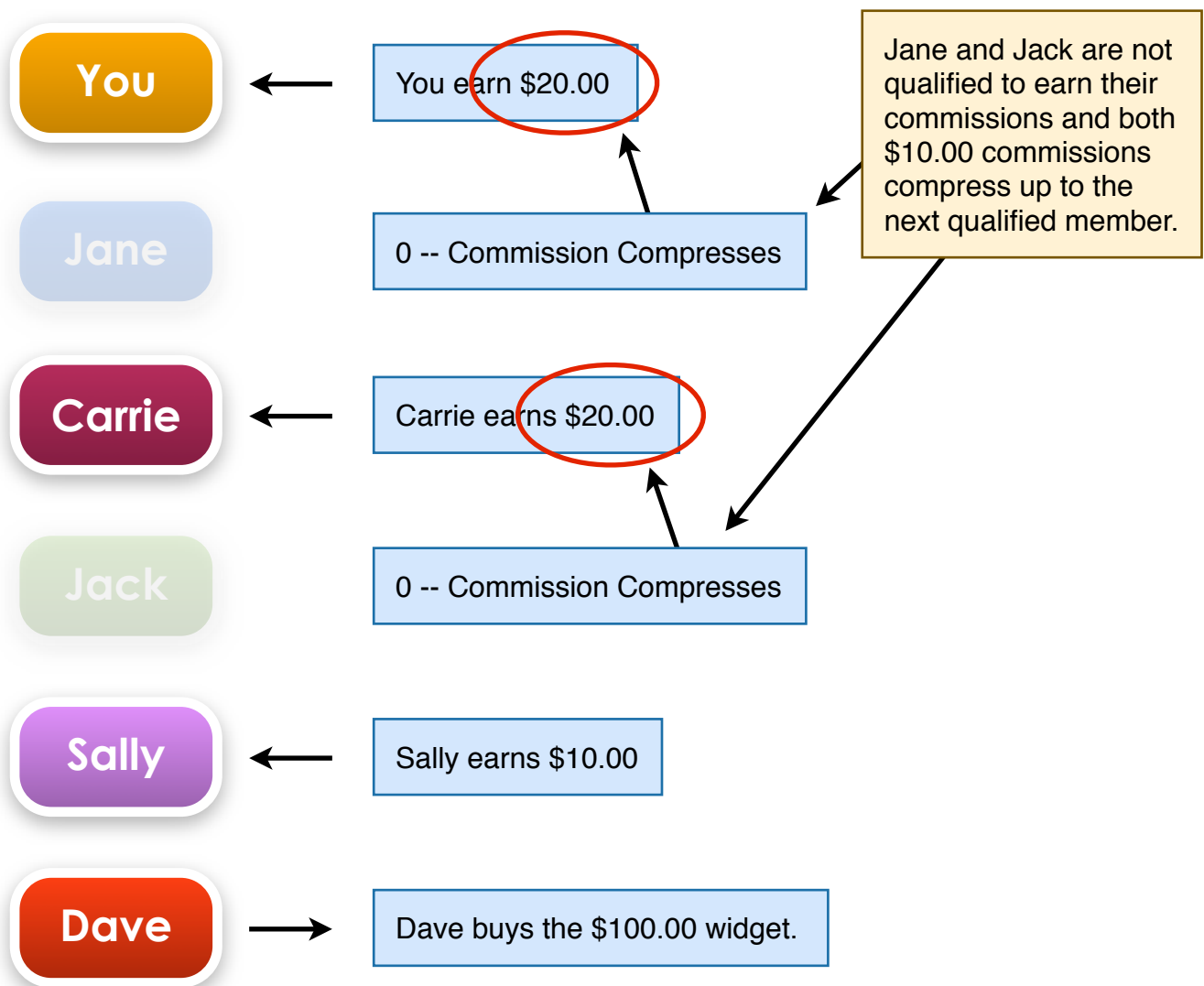
(Look at the illustration on the following page)



As you can see in this example, the company makes out like a bandit anytime one of the members doesn't qualify to get paid, their profit increases by the break percentage of the broken level, in this case 10%, each and every time breakage occurs within a sale transaction.

For a typical network marketing company for example, after expenses the normal average net on a sale is usually around 10%. So for each broken sale, in our example above, they increase their profit by 100%. What was a \$10.00 profit sale, has now become a \$30.00 profit sale.

Now on the following page we'll look at this same example sale, WITH compression, and you'll see how compression helps the members earn more money, without any unexpected reduction in company profits.



As you can see here, the two \$10.00 commissions that are broken, are no longer left on the table, they compress up to the next qualified members above them.

The company hasn't lost anything that they haven't already planned for, they are still committed to paying out the same commissions, \$50.00. But now, instead of having money break back to them, they have very happy members, since commissions are compressing up.

This concept is becoming more popular in the industry, but is still even after 10 years of existence, very rare. Only a handful of companies take care of their members so well.

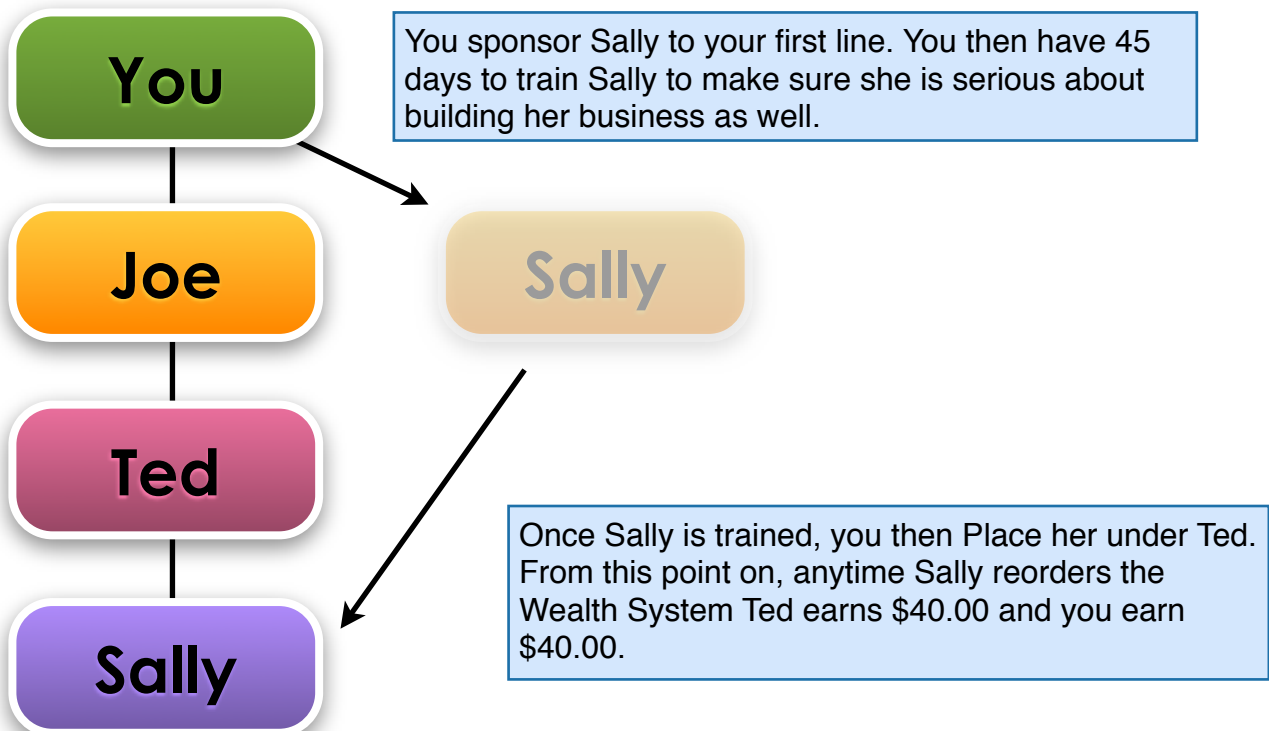
Compression within your business allows you to maximize your earnings by pushing compression up to the next qualified IBO according to their qualification status ie: whether they have purchased the Wealth System or not. This includes both retail sales, and wholesale IBO commissions.

PLACEMENT

One of the most important elements of the pay plan is what we call placement. Placement allows you to have direct control over the building of your business. You can train and place new IBO's that you personally sponsor anywhere within your business, subject to the following restrictions:

1. They must be placed within 45 days
2. They can be placed only once
3. They can only be placed within your first 7 levels

Plus you also have the added bonus of retaining part of your initial 1st level commission when placing a new IBO. Instead of receiving only 1.00 per month on this placed IBO, you'll now split the normal \$80.00 commission with the IBO member you've moved the member under. Let's see how that works.



Using the Placement system is **CRUCIAL** for the success of your business. Since our plan is only designed for the average network marketer ie: *only requires less than the industry average to be in profit*, using placement to build down in your business creates leverage and momentum for everyone that's within that line.

In other words, it allows you to help and encourage those that are committed and serious, by placing a new member under them to motivate them even further.

Keep in mind that you will be giving up \$40.00 for each person you place, but your team will grow at a much faster pace and you'll have much more success along with a growing and happy team.

Conclusion

Make no mistake, gold and silver are your ultimate hedge against inflation and financial crisis. It's important that you completely understand this, nothing other than precious metals can ensure that you keep your wealth, not stocks, bonds, foreign currency, real estate.

And with this incredible business not only are you buying a product each month that is increasing in value, but you're earning commissions as well.

Think about it for a moment. You're not spending money on lotions, potions, pills, weeds or seeds, diet cookies, "magic juice", candles, downloadable e-books, over-priced conference tickets, fiddly software bundles, holiday discount vouchers, vacation discount programs or vouchers, or any other product that you use up and throw away.

You are purchasing Gold and Silver, the world's most valuable and utilized commodities. The product you purchase increases in value; it doesn't get thrown away or used up.

Plus, at the same time you are earning commissions, through one of the most exciting and profitable Network Marketing compensation plans on the planet.

Don't wait, find out more about this amazing system right now.

For More Information

This eBook is proudly brought to you by:

Metallic Freedom

You can get in touch with me directly via phone at:

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On Skype at:

bjorn.lestrud

or via email at:

bjorn.lestrud@gmail.com

If I'm not available please leave your name and telephone number and I will call you back as soon as physically possible.

Thanks so much for taking the time to download and read 7 Great Lies and I hope to speak with you soon.

Metallic Freedom

Make This Report Your 24/7 “Digital Recruiting Machine!”

Imagine this ...

What if you had a Digital Recruiting Machine working for you 24 hours a day, handing out this eBook to your prospects, so that they could call you ... as opposed to you chasing after them?

At **7 Great Gold Lies** we have a very specific system of recruiting and sponsoring that will teach you the correct way to build your business, it's called **2L7** and it all starts with what you're reading right now.

We have our own time-tested training program that will lead you, and your future prospects through a systematic, step by step formula that will allow you to get to know them personally, understand their needs and desires, and qualify them at a business level so you can decide whether this person is truly qualified for your organization.

This is a business ... not a hobby, game or any other time wasting activity, it requires work, a current income, and a few hours of time each to week to participate and become financially independent.

When you enter the company with us, we'll give you your own website to distribute your own dynamically created copy of this eBook, complete with your name, phone number and email allowing your prospects to reach out to you for more information.

We don't charge for this service, it comes complimentary when you enroll with us, so don't miss out on this opportunity to grow your business and start living the life you truly deserve.

We hope to see you on the next cruise!