Please Note: This is the original raw, uncut video transcription. It has not been altered, however, the contractions have been spelled out to make it easier to translate into different languages. Make the time to read every word and you too will realize the Power that is ONPASSIVE!

Transcribed By:
Victoria Leal
Scott Nelson: Well, hello everybody! I just wanted to take a moment to introduce myself and my guests here tonight. This is Scott Nelson and I am a Founding Member and Global Leader with ONPASSIVE and I feel greatly privileged tonight to be able to have two very, very talented and wonderful gentlemen on this interview tonight. This interview is going to be including our CEO and Founder of ONPASSIVE, Ash Mufareh, and one of our brand new Founders and Internet Marketing, Social Media Masters, Mr. Eric Green.

And Eric has put together some questions and just basically going to keep this very simple and short tonight and it is going to be for those people that want to know a little bit more about ONPASSIVE and the vision of our Founder, being able to hear some of the things as he responds to the questions from Eric. So, without any further ado, Eric, we want to welcome you and thank you for jumping on this interview tonight and Ash, thank you for taking time out from your busy schedule to be able to join us tonight.

Eric Green: Hey Scott, thank you so much. Hey guys, Eric Green here. Now, if you are listening to this, obviously you know me. We have either worked together, you have followed me, we have been in various programs together and we have been around this Internet Marketing game for a while. And what I wanted to do... this is an interesting situation, and I really... I reached out to Scott. Scott is who I joined or decided to become a Founding Member with ONPASSIVE. You know, Scott has been in the Industry 25 years, but... just super professional, down to earth great guy, got on the phone with me, you know, shared his passion for this.

And I told Scott, and just like I have told all of you guys, you guys know me, many of you very well, that I am doing something here that I rarely do. I rarely, well, I hardly ever do. I hardly ever join something prior to it officially rolling out and launching, I just do not. I typically look for things that are more seasoned or have been on the market for a while. But, for some reason, huh, for some reason, I
kept coming back to this and I can not really put a finger on why but the one thing that I can tell you guys, over my career and my experience in this Industry is anytime I got a really strong gut feeling or had intuition about something, it has almost always worked out and been successful. And so, I tend to listen to my intuition and listen to my gut.

And you know, I kept telling myself, if Ash, which I am going to interview you real quick here, Ash, but I said even if Ash does 25% of what he says he is going to do, I think we have something here that is going to be a global, viral monster that is going to shake up the Industry. And so, with that said, you know, it was a no-brainer for me, I am like, you know, I keep coming back to this, I am going to do it. So, I know many of you guys are out there, you now just starting to get exposed to this and I really wanted to meet the man behind it and just ask Ash a few questions.

Now, Ash, you have been in this Industry for quite a while, the one thing I even told Scott that I really appreciated was, you know a lot of people try to launch marketing systems or programs who maybe have a great technical background or you know, a great business background but they do not have success inside of the actual Home-based Business Industry and understand the pulse of the Industry, itself. And I was pleasantly surprised and excited that not only do you have the pedigree from the technical side and all that fun stuff to actually even pull this off, but you have had great success inside of the industry, you understand the Industry, and the plight of the average person just trying to go out there and figure out a way to make some extra income to help their family.

So, I would love for you to, at first, just to kind of introduce yourself, really quickly, that elevator speech, and talk a little bit about, sort of your background in the Industry and who you are for people that may not know you, that are listening.

Ash Mufareh: I am very delighted to be here and I am so pleased to do this with you, Eric and Scott, true leaders and caring marketers about what you are doing. I could not be more happy to do this. I would love to continue the dialog as you just asked one of the points, actually. I never... you know, it has never been pointed
out, so far. The truth is I did not come to the Industry, in the beginning, about roughly 20 years, not to do the traditional things, like reasons people come to the Industry; they are running out of options, outside their, you know, let us say or maybe in the regular employment arena and maybe they are looking for an income, supplement income, or some maybe they just are excited about the possibility, it is definitely very promising, and the lifestyle of the Internet.

And I came in the beginning for two very specific reasons; Freedom and Time Freedom. Career was good, income excellent, above average, everything was good position. I just did not have time to do what I like to do in my life and personal life. So, that was my primary attraction and I was very determined to figure out how to do this. If you have the common sense and basic traditional business principles, it can apply to a degree, here. There are some challenges in our Industry because most people come without having the time to spend to acquire the knowledge or experience to practice this type of business. They think, it is a quick form online and I am in business; look at the top or the max of the pay plan; I will be a millionaire very soon. That is the main misconception.

It is a true business, it is a real, real business like everything else, you have to have the knowledge, you have to have the tools, you have to have the mindset, you have to have the determination, it is a whole set. In fact, it takes more of the Entrepreneurship mentality because nobody to supervise you and you are on your own, for the most part. What I love about your question is, when you mentioned, I had my success okay, and my background... not only that, I was actually very happy in many experiences and specific businesses we practiced in the last 15-20 years or so. However... we were able to help many, many individuals from different backgrounds and different walks of life, all over the place... we just got to a point that it was not only us, it is the companies and that is the exact point I was really not expecting that you point out this very, like immediately.

The truth is we can build a business. There are enough people on the planet or on the world wide web that are interested in our concept, whether they come like me for the freedom or like others for retirement back-up plan or for the income supplement or for maybe financial freedom or financial security or tax benefits, the reasons are, you know, many. But mainly, we do have a very good desire that this is a very attractive concept. It is just not enough companies that will hold up
long enough. And that was the turning point, 2018 and end of 2017, when I reached a point, that it is not only the individuals, the affiliates, the members, or the networkers, we can build, regardless. It will come to... it will boil down to two factors, okay. It is a two-way street; it is the business that we possess and the people who will build that business.

So, let us say that we take care of everything, we can duplicate, we can invite many exciting individuals, but then the company will have a flaw. Also, to convey one point, you mentioned that if we deliver 25% of what is outlined so far, for ONPASSIVE, I say this, we are in Pre-launch for ONPASSIVE, purposely we did not put out everything we have in our bucket or tent, purposely, due to compliance and we want to make sure we know who is with us and before we get... we will just basically shock everybody! To be truthful okay, whether we deliver 25% or more, what is there, I can tell you easily, it is less than 25%. So, it is 10 X of what we know and if we deliver the 25% that eventually, I do not know how mathematically I could clarify this but we are going to deliver more than what our Founders expect, so far.

They really know some, not everything, intentionally, not that we do not want to tell them but definitely, I like to tell what they need to know. They know enough for now but it will only get better, the more they know, the more exciting they will be about this and perhaps, results will speak. So, I always like to show a little bit results and then back it up with facts and talk. But first, I like to walk the walk, before we talk the talk. I really appreciate that question, Eric.

Eric Nelson: I love it, I love it! So, Ash, I want to assume that, I want you to assume that you and I are sitting across from each other. Now, with this question, I do not want to necessarily... you're not talking to someone new, right? So, you are sitting across from me or someone who has been involved in Internet Marketing and they know terms like autoresponders, or webinars, or SMS Messaging and these sorts of things. Can you describe, what you can, some of the things the system, the capabilities that the system will have and why an Internet Marketer or somebody who has some experience marketing online is going to be so excited about taking a hold of this program and really pushing it out to the
Marketplace? Because really, I think, you know I have a lot of Internet Marketing contacts, and the problem is you know, I think sometimes, Internet Marketers get a little bit of a bad rap. And the reason I say that is because they have worked really hard to build a list, they have worked really hard to educate themselves on how to be successful online marketers but they really want people to be successful and sometimes it is hard because some of the programs, you know most of the programs on the market... obviously they have a list, they know how to market, they know how to advertise, they know how to drive traffic and to do well but it is very difficult for someone new to come in and create success a lot of times with those programs and sometimes, the Internet Marketer gets the finger pointed at them... like, "Oh, well you're having success but none of us are having any success" and that is really not their goal but at the same time, you can not teach someone years of Internet Marketing in 2 days, to go out and learn all the things they have to learn to be successful.

So, this is one of the things I thought was powerful with ONPASSIVE. As an Internet Marketer, it is a system that is going to be super powerful, something that you can tap in immediately and use the tools that are going to be available in the system. But also, the system itself is set up where that new person coming in really has an opportunity to succeed and to win because the system is really going to be, through the technology, working on their behalf and helping them succeed which I think is going to put a lot of Internet Marketers in really a great position where they can go out and do very well, financially, but they can also be proud that they are putting a system in people's hands that have never really had success with online marketing or Home-based Business programs and their folks are having success.

Can you talk a little bit about your vision and what you have put together that would be so exciting for an Online Marketer?

**Ash Mufareh:** I appreciate this and this is again another very powerful point. Are you sure, Scott, we can do this in 30 minutes, because now, he is going to get me talking about the tools and all mechanics of ONPASSIVE... (laughter)
Eric Green: (laughter) We can go a little further, go ahead

Ash Mufareh: (laughter) Here is... we have to... help me out to have a couple of things in our background because you mention the newbies who may have the tools and the terminology but not necessarily grasp everything. And we got the seasoned Marketers, like yourself and Scott, and all other great Leaders around this concept. At the same time, in the back of our head, we always have to remember, okay, no matter how gorgeous and how... which Scott just mentioned that and I love when he brings the point... no matter how gorgeous is the website, or the platform, or the tools, or all of that, if it is not with the ethical, transparent Leadership; if it is not with a company that has a logical, mathematical plan that makes sense; if it is with a company that does not have the right support; or the right experienced and talented engineers, it will at some point, will come out short.

I do not want to say a guaranteed failure but those variables which is on the company side, we can go just not so far, if that is not taken care of. So, always we have to have those two connected together. So, we got the company and we got the users of the company and they can be at different levels. One of our challenges in the past is we presented solutions, okay... let us say when we had a decent company to market, we basically had people who would follow instructions, who are self-motivated, like-minded, they have what it takes to do it if we provided the tools but the vast majority, we discovered over the years, that no matter how much help you give them; you give them the education, you give them the tools, you give them the resources, you give them guidance, everything and still they cannot make it for some reason.

Now, this could be a very complex dialog because the reasons are different, it definitely, for the most part, they would depend on the individuals and the mindset they have when they first came into the Industry. If everything was based on the wrong mentality then it is hard to retrieve a very healthy business relationship.
here. So, for the newbies, here is my focus because if we give them two things: If we give them a viable business concept and a business model that would last, first of all the many challenges we have experienced recently... the legality about things are just money game, scam, get rich quick and just meaningless business models and that is just... what it does is simply going to disappoint them and will actually emphasize and increase their incompetence and their, say lack of trust and mistrust with the market.

So, and of course, needless to say, they would lose money and time and time is the only thing we cannot recycle. So, that is the problem when we do not have a good business model. And they do not have the knowledge what to look for in a good business model so they jump... you know, Scott tells them this is a good deal, they would trust and take the leap of faith and then jump and see what happens. So, they are not necessarily having a logical, rational evaluation or doing due diligence to jump. If they like Ash, they like his sound, they like the website, okay, looks good, let us do it and see what happens. Nothing is going to happen if the business model is not ethical, if it is not from the core based on reality then it is just not going to go that far. So, for those, if we attract them, I do not have percents, this is something I promise you I am not going to do.

I am not going to tell you 90%, I am not going to tell you 95%, I do not have verifiable statistics but I know it is the vast majority of the market. We are talking about tens of millions of individuals, they do not have that knowledge whether to find a business, or... that is a good fit to their lifestyle and their abilities or to practice that business or to run that business. So... and that was something where we based our business. We have to make sure those individuals have a chance to succeed. In fact, if it fails on them, our business again, is just going to be another one and will not go so far. So, before we go any where, I made sure the way the business is set up to take care of, let us say, the little guy, the newbie, the people who are not knowledgeable. They might have incredible knowledge and expertise in different areas of life but not necessarily in technology or in digital marketing.

And if we presented a plug and play model to them, that is huge. Remember, who follows them, the seasoned and experienced marketers. So, we got to take care of, let us say... can I call it, the little fish, and then the sharks will follow. If we flip it the other way around.. okay, I am also going to touch up on the experienced
people but the newbies... I will give you the analogy... if you purchase a device whether it is a cell phone or a computer and if most people, all computer users, they have to download software or set it up and do the configurations and the operation system and all of the technicalities that involved, most people would never be able to actually run a computer. What we need is to turn, like a switch on and off, and go browse and surf the Internet and watch videos and communicate and send and receive emails... that is all... you know, as most users... and if you have it to where it would rely on their knowledge in computers, then most people would not even buy or if they buy it will just be collecting dust in their homes.

So, the reality is we had to create a system where it is plug and play. It is already there, it is installed and everything is configured, you just have to plug in the power and that is it. Maybe you just register and you will be on board. It is that simple! If they can come in, there is nothing to actually do further. So, that is more important than the seasoned one because the seasoned one... it gets better because they already know the game and they will appreciate the tools. Now, I can talk mechanically with the seasoned and experience marketers. Now...

**Eric Green:** Hey Ash, before you do that, can I... so let me understand this right, from the newbie perspective, so that you know... I am an Online Marketer, I write copy, I am sort of that brain but I am not a technical guy, right, so I like to keep things sort of ... I need things really simple, analogies that are super simple that I can relate to. So, what you are saying with the ONPASSIVE system is what... most newbies go out there and they join, and I know if they are listening... and I hate using... we throw around the word "Newbie" do not take that the wrong way if you are listening to this, you are just new to this and Ash mentioned, you may be a Lawyer and really good at what you do or a Doctor or anything, right, but you are just are not familiar with online programs and this type of world.

The problem is, and I know that a lot of people that are listening to this, they have joined many deals and like you said, they come in and it is almost like, hey, here is the nice beautiful shinny car and there is really no... but what they forgot to tell you was, there is no engine. I mean, it is nice and you can get in and the leather is
nice and it smells nice but you are not going to move off the lot, right, unless you can go into the garage and figure out how to assemble an engine which is how to actually go market and advertise and learn all these things that really in many cases, they do not tell you you have to learn. They just hype you up to get you into the deal and you see success from someone that already has the skill set and the background and but they do not tell you that that guy spent 10 years trying to figure out how to become a successful marketer...

Ash Mufareh: I love the analogy, Eric. Just to touch up on the luxurious car, yeah, we can have the vehicle and not only they tell you it does not have fuel, they tell you well, now you need to learn how to manufacture fuel and keep it fueled all the time. You know what I am relating to now...

Eric Green: Yeah, you are putting...

Ash Mufareh: That is the most complicated piece of it.

Eric Green: Yeah, and you are putting together a system, from what I gather here...

Ash Mufareh: Self-fueled, yes.
Eric Green: It is almost like a self-driving car, where now they are coming in and going, well, wait a minute... yeah, I do not understand how all of this works and I do not even have to get behind the driver's seat and push the gas or put my hands on the wheel. I can sit in the passenger's seat of ONPASSIVE and I am in a self-driving business opportunity for the first time ever because the technology that you are putting together is going to go out and find the traffic, filter the traffic, bring the eyeballs, you know, help close and bring people into the business through this self-driving ONPASSIVE car that they get to sit in the passenger's seat and enjoy the ride with.

So, that is sort of what pops into my mind for the newbie and that is exciting! That has got to be really, really exciting for people. And the world is changing, I know that there are elements of artificial intelligence and we are not going to get into... get over people's heads but you know, you are really putting together something completely proprietary that has never really been done before and giving people an opportunity to be in sort of this self-driving business and I think that is powerful.

Ash Mufareh: But let us do some justice to those, let us say, seasoned marketers or they know the details at least, or they have their fair share of the knowledge and experience. Now, were are going to assume they are not coming to ONPASSIVE as an opportunity. They are coming to ONPASSIVE as a platform, a vehicle they want to use to build a business and that is another primary reason of the manufacturing of ONPASSIVE. It is where I have been on this side for the most part of this journey and I know what it takes to build a business. So, you are talking to somebody who is not a CEO behind a desk and just thinking, what can I sell? I am one who has been in the field and I know exactly what we wished for and for the most part, the tools are presenters.

They go around profitability to the owners of it and it is hard to find everything in one place. So, you quickly realize this is just something wrapped up, quickly packaged. If it sounds familiar... how many times you hear like product launch, or this is how to make a campaign, so if we realize what this is essentially saying, they are saying put up anything there and put a price on it... and this is how you
make a campaign... so they are not focused if they are actually solving a problem or giving a genuine solution to anything there. So, they are simply focused on making a profitable campaign with a starting point, ending point, not a lifetime solution and not targeting anyone. Anyone buy it, okay. We just want to sell as much as we can. So, that is the problem, the engineering of everything I witnessed. So, there is no lack of intelligence, or artificial intelligence there. There is no lack of programmers, or people who can put all the products we want. It is just a lack of ethics, I would say, and lack of vision for somebody to focus on the value before the profit and the return, the financial return to it. So, I know exactly what we need.

There are so many things that we see included with packages. I think they are just included there, just because. I have no idea why...they are easy or they are cheap or they are available and we are paying a price. Again, if we go back to the vehicles, or to the car jargon now, there are so many features we never use, okay and this is how we end up. We see so many things but what are we using? With ONPASSIVE, we focus from the very beginning. If it is not needed, it is not there. And if it is not there, not in ONPASSIVE, you actually do not need it. So, it is not a matter of impressing and showing what we can do, there is nothing we can not do. Let us put that out clear... there is nothing we can not do. There is enough resources and knowledge and everything. So we can put hundreds and hundreds of tools, but do we really need them? Would we ever use them? Okay, that is the bottom line. Or how many people could actually utilize them?

With that being said, ONPASSIVE is focused on the tools that simply help you build, duplicate any business whether it is online, offline, brick and mortar style, even a non-profit organization somebody wants to build. What tools do we need? Like you said, autoresponders... it is essential, you have to have it. You have to have also communication tools, such as a webinar platform, such as a chat platform, you have to have texting, in boxing, all those basic, crucial tools must be there and not only that, placed and inclusive with the prices, with the packages, so all of that inclusive. Now, you may not be interested in the ONPASSIVE business model or the pay plan so, it will give you the ability to display any business or businesses for as many as you want.

So we are actually not competing with any company out there because we are not
primarily a business opportunity, we are a smart Marketing Solution before we are an income opportunity. We are an income opportunity for those who do not have a business so we tie it in with an income plan which is one of a kind, not even to mention that. But those who have other businesses or multiple because you recently realized that most of us do not trust one business so we have to have multiple businesses. Of course, we are tempted and attracted to the concept of multiple income streams, at the same time, is it not wonderful to have one platform?

You have to have your domain name hosting. You have to have... so not everybody having the same domain all over on ONPASSIVE(.)com, that would just not go so far. And we have to have the ability to attract non-stop traffic, qualified people. Now, if we stopped right there and do not complete the cycle with traffic, that is another issue. The presentation... you have to have a way to have endless supply of unique websites, pages, marketing materials, videos, plus all of the graphics, that is also done and provided. And those marketers who know how to create their own, like a drag and drop style, or editor that has every has everything done, just a few clicks here and there, 20 seconds, 60 seconds you have your own custom funnel, that is also available.

So, you see that now, our purpose is if you are in ONPASSIVE, there is absolutely no reason for you to look outside, whether to spend another tool, or to... there is absolutely everything, all in one and scalable. I would not even want to go to the social aspect... you do not even need to go to Facebook, LinkedIn... all those channels because we created our own and with ONPASSIVE, there is more. You do not need Skype, you do not need to have all those... this exact webinar platform we are using now, we will not need it inside of ONPASSIVE. So, it is absolutely everything you need in One Stop and it is inclusive, and for using that, we get paid! And of course, you choose how to utilize it. For those marketers, they can build their own businesses, at the same time it is safer for them because they never have to depend on the existence or the success or failure of any business because businesses can be changed inside of their platform and they would never change the brand.

So, let us say if your brand is EricGreen(.)com, just for the sake of illustration here, this would be your permanent brand, you never have to change. If I spoke
with you 5 years ago, I am almost sure you have a different business than what you did 5 years ago but that is not going to be the case with ONPASSIVE. If I speak with you 5 months from now, 10 years from now, 20 years from now, you are always going to have your brand, EricGreen(.)com, that is your permanent brand. Now, inside of it, you feel free, based on the facts, you would add, remove, as you wish, day and night, the businesses. So for those who are outside your ONPASSIVE, they do not know what you have in-house, unless they come inside and they are not going to be hurt because there are options and of course, they are backed up with ONPASSIVE pay plan.

If something goes south which they will... we all know there is a very short life span and shelf life, time, for the businesses that we see out there, sadly, I am not saying it is a good thing, but with ONPASSIVE it is not going to be like that and you can just try all you want. From the income from ONPASSIVE, you will be protected and if something does not do well, you can just remove it anytime, you keep what is good and you never have to start all over again. So, your database, the 4, the 5 people that you get today, in 2019, they are going to be in your business and that is a true residual, high retention business model.

I hope this is clear because this is powerful, okay. This is absolutely the last business that we need to do and it is not going to compete with anything out there. We are not competing with anything. If they have a good business, if they have a good product, if they have a good legit business model, we are going to assist them to be unstuck or to duplicate, finally, or to have a higher retention. That is why most business owners will see the vision. Many of them are taking a position early on with us because they understand being unstuck or not to be over saturated. You have to have, like a permanent, not just occasional exposure to your business and that is what we have.

So, we are going to supply the fuel. We are giving the vehicle that is turned on... of course, those who like to venture with it and be creative, it is there... those who are, you know whether intimidated, or they do not have the skills, the knowledge, or maybe the time to do it, or they are happy with the way it is, they never have to touch anything. Simply, come on board, get yourself in and it is simply plug and play. I love the concept, it is just plug and play. And if you do not do anything, it is going to run, if you do, it is going to just run faster or it is not going to hurt what
you do and you never have to build your business again. This is the last business or marketing platform that you need.

**Eric Green:** Well, and that is what is powerful... and that is what I saw. It is based around a generic platform that... again, there is no competition here because if... whether you are a seasoned Internet Marketer and you are into multiple income streams and you are going to promote multiple different programs or you are a Network Marketer and maybe, you know, obviously even in the world of Network Marketing, they change opportunities from time to time. You may be doing a business today and in 3 years, you may be doing a different Network Marketing business, if you really like that. You may be a small business owner. So, ONPASSIVE essentially is going to be this all-in-one tool suite that an individual can use from this point moving forward that will always have the... not a million different tools, but the tools that... what you know being in this industry for so long... the tools that really make a difference, that they really need, if they want to leverage those tools to go out promote their business and to duplicate their business. It is going to have the very, very best tools available all within one marketing system. And that is really, really... that is powerful.

But the other side of this is, the system itself (laughter) is also the product. The main product itself is traffic, so the system itself, you have set up because there are a lot of marketing systems out there that have tool suites. There are tons of them, right. There are different things, some have more than others and that sort of thing. You know, they may have, you can go out and build funnels and it has a few other features and that is it. Or this one has this or this one has this, but it is still the same problem for someone that comes into a system like that, they still run into the same problem. Even if they learn how to use those tools, they still then have to figure out, Okay, how do I get traffic? How do I get eyeballs to my business?

And with ONPASSIVE, not only do you have this amazing tool suite that is going to be released, but you have the traffic side covered, as well, right. So, you can go out and get those unique visitors to their programs or that sort of thing, if they decide to promote multiple programs, outside of promoting the ONPASSIVE
opportunity or marketing system. And that I think is really powerful and what is lacking out there and that is what I am blown away with because you know, it is one thing to come in and find phenomenal tools and great systems but you know, to also be able to have the traffic side covered, as well, I think is ingenious.

So, can you talk maybe a little about that, how the traffic piece will work?

Ash Mufareh: Absolutely, so before we move on to the next topic, Eric, let us kind of simplify, in case somebody got confused or overwhelmed. So, online or digital marketing is obviously a more efficient option. Now, I do not know when was the last time that you bought a newspaper or you looked for an opportunity through the Sunday paper or on TV or... obviously we have new modalities today and new gadgets and new lifestyle requires we have to be up to that. So, digital marketing is the way to go for anything, absolutely, even for a Presidential or political campaign. That is where the focus is, so Cyber Life is absolutely becoming not just a secondary option in our life, it is THE main option for any business or any exposure needed.

Most people are online. Half of the global population, if they are adults or are connected or they are somehow connected to be online. I believe the number is around 3+ Billion people who go regularly online. There is no bigger crowd, I mean there is no country, there is no, let us say, arena that can fit that many people, only the worldwide web. And because of that, okay, we have to make sure if we want to succeed in a business or building any organization, we have to build it around the digital world today. And it is that simple! It is... you need tools, okay, like communication tools and you have to have a concept or a message or a business model that you want to attract to and you want to have an audience to it. So, the method, the receivers, and the business itself.

So, those 3 elements... and we made sure that is all inclusive and that is included with the ONPASSIVE concept. So, those who want to get it very... let us say plain English concept, you need a set of tools that you may need to learn how to use them, typically, okay. There is no way you can build a business without tools, with the exception with ONPASSIVE, we made sure they are automated, they are
like on autopilot just like cruise and they fly or drive by them self. So, it is set to cruise or to be on autopilot by themselves, that is by default. So the tools are available, all the tools. The business itself is available, for those who do not know which is something very original and proprietary plan. Everything we have is kind of breakthrough, unique and not a copy cat, simply. And the last element is the let us say, the exposure part which is, we call visitors or you want to call it traffic.

So, if we supply those 3 pillars, main pillars; A good business, viable business; A good, efficient tool set, that is set on autopilot; Fueled with endless and unlimited amount of traffic and visitors to your business. Alright, and you choose what to sell and what to recruit. There is no goal is too big or too small with ONPASSIVE structure. So, we are going about fuel, or the leads, or the traffic. So, what we do is simply, we have prepaid traffic streams. Such as, when people come to ONPASSIVE, we have a few packages... we are not going to get into the details or the numbers, but simply each package will provide, along with the tools and the pay plan and all of the other benefits with ONPASSIVE packages, there is a certain amount of guaranteed visitors to your sites, that we know, and we are actually providing the sites and building them daily.

So, while you are minding your own life, we are pushing traffic to your links and that way, whether you touch it or not, your business is going to grow. And this supply is simply comes from our most, I would say knowledge and experience in this arena, I have very... I mean I have been fortunate enough to work with several lead generation companies, whether traffic, or digital marketing, or even top technology campaigns, so I am familiar with that, I know the resources. And I said, would it not be great... so I know how to do it but most people kind of lack the knowledge and the resources or the budget. So, with the price that we pay to the packages, we have a certain amount that goes to marketing. So, we are actually not saying that there is no selling, there is no recruiting, that right there would be unethical or it would be illegal.

So, there is selling, there is recruiting with one exception, the company is doing that. So, we are prepaying for those, just like you hire me to do any, let us say, professional tasks at your place of work but I bring my tools, I do everything so you pay me a cut price but everything is inclusive, along with the ingredients, such as the traffic. So that, coming along with us... so we are paying for it, prepaying.
for it and all we do is obviously we use our connections and our massive, massive resources, okay, and provide... there is not a small or big number again, with the traffic we can provide.

Now, for the first time, I am going to spill the beans out of respect to this very, very special interview and I thank you Scott for making this happen. I want to mention this... so, we know that the whole concept is based about how much traffic we can supply and not to be over saturated so there is something I want to mention... within the inside, I do not put a lot of attention to it, it will self-duplicate, okay, in a way that when any particular, whether Founder or an Affiliate within ONPASSIVE platform, every time they achieve a new rank within their income or organization growth, they will have a re-entry.

It is basically, the bonus is giving them more options. So, we will have multiple positions for the same number of people which will continue to renew itself, it will not be stuck. So, let us say, just a flat number, we have 1 million people, we could end up having 20 million positions. You see, that alone, even if we do not bring new people, it is perpetual and like a ripple effect. Once we have that center formed in a strong way, it will continue to build and expand itself. That is one side of it, the other side of it... I do not want to get over excited about... this is kind of my passion... when we are working around the clock.

Our goal is to own the marketing resources, so instead of hiring a company and buying at a high rate, those clicks or those guaranteed visitors, we are working actually, I am telling you a fact, to acquire those companies, totally purchase them, own them and our marketing department will run all those campaigns, in house. So, that is why we have... and what we have so far... I am going to give you a very factual example... if I was prepared, or expecting I would have been this excited, I would have shown results, but happy to do off the record. We ran a testing campaign on the 15 of this month, May, so this is not going to be, you know, evergreen maybe session, so I am putting a date here, through out the 19th of May, about 4 days roughly, alright. And our target, we wanted... we did not put an ending time, we put an ending how long does it take us to generate 1 million targeted, let us say, opt-in or formed-filled new Opp. seekers, real targeted people, qualified people who were willing to pay a minimum of a few hundred dollars, if they would find the right business. So, we surveyed them and all of that.
So, it took roughly 4 days to generate 1 million, okay, so that is the progress. Now, there are some lacks, I want to be open and transparent, okay. So, some of them provided the phone numbers... it depends on the methods that we used. We have so many channels and networks that we utilize to generate the traffic. There is enough people, we know they are there, it is just a matter of reaching them. There are some we have their phone number, some we have their email address, and some both. The vast majority we have both records, plus all other details from address, from name, full name, all of that, no problem. So, we are fine tuning that and our objective is to get to where we can... that is another channel, that is an extra channel, where we could create... why not create which is going to be a record, okay, but it is possible.

Remember the man who ran 1 mile in 4 minutes, okay? So, this will be the first, obviously, and it is possible that we are very confident that we are well on our way to reach the goal which is 1 million new registrations, okay, per day. I am not talking about who signed up for ONPASSIVE, they join the list that we are building. You know the power of that... and we do the percentages. Now, with that is going to come a challenge, when we are... after 10 days, after 20 days, now we are talking about 30, 20 millions. I know this will probably make your head spinning, those who are listening, or spin, because you have never seen this. But this is the magnitude... that is why there is a lot of work involved with this giant project, it is not typical. Everything you are going to hear is going to be unique and different but it is possible. So, we set high standards and we are very confident we are very close to delivering and in fact, over delivering.

So, let us recap: 1 million, that is separate, guaranteed clicks that we pay for, okay, to... we are going to run in-house campaigns that will deliver or generate about 1 million new contacts, hopefully everyday. If we do not achieve it the first month or second or third, at some point in our journey, we will get there. We have that confidence. Now, with that, it is compounded, meaning after... we are talking about millions or hundreds of millions of contacts who are on our database that are being contacted, constantly. You take it from there.

**Eric Green:** Well (laughter), I am probably like Scott over here, my head is
spinning, I mean that is absolutely insane. Traffic is the name of this game. Like you said visitors and eyeballs on your opportunities and that is where everyone struggles. That is where Marketers either have to spend years trying to figure out how to do that or they have to spend a lot of money trying to figure out how to do that. And to have a system that is going to have all of these amazing tools but then to have this insane ability to drive that type of traffic and to generate those types of leads, that can be pushed right back into the ONPASSIVE Members whether you are promoting the ONPASSIVE system, itself, or whether you are promoting what ever program or programs that you are in, that is absolutely insane. And that is why I said... that is why when I was talking to Scott, I said look, even if these guys can deliver 25% of what they are saying, it is still light years ahead of anything that I have really seen out there in the marketplace, in this respect. So, we have been on an hour...

Ash Mufareh: But lets us remind everybody...

Eric Green: Go ahead, Ash.

Ash Mufareh: Let us remind everybody... this is also important. I want everybody to realize this. Say, we do not even generate even 1 traffic... so, I just want you to realize how powerful is this and it is win/win, no matter how we play it, okay. So, there is in-house traffic, there is also purchased, paid traffic, and there are some hired companies that will be exclusive to ONPASSIVE, just their mission, as we launch, just to provide us with any amount of traffic they can. So, this is one thing, but let us put it this way; there are definitely somewhere between 300 to 600 million active networkers. If we go to... and there are 600 hundred million professionals around the globe are using that platform, so let us say even half of that, there are definitely... why they go there? They are interested to connect with some other professionals or to expose their business some how and
spread their messages, regardless whether they are writers, authors, or anything, and with that, we already have the market that is looking for what we have.

Say, all the cars or vehicles in the United States of America... I believe, a couple of years ago, I searched that and it was probably about 150 million and the number of houses... imagine we are an item or an ingredient that every vehicle or every home needs? Same concept, we are a... like a tool that every... or rather a platform that every Network Marketer, Multilevel Marketer, and professional affiliate, whoever or business owner will be able... even students, and teachers, and coaches, mentors, they would use our communication platforms, even socially. So, we have the market. When you offer something that is above in value what is out there, it is kind of a fresh concept at, I am going to have to say it, a ridiculous rate or price and it is already inclusive, that we do not have to pay for it, we already have a huge market for that. So, even if we touch a fraction of the market, a fraction of the action, say 10% , 5% of the existing market, without having to invent anything okay, we still have a huge success ratio here.

**Eric Green:** Yeah, Ash, it is really unbelievable. You know, I think it is...again, I always go back to intuition and I just... I have a great feeling. And I know that you have been working diligently on this for some time and it is your passion and you have put a lot of time, effort and energy, and I do not know... I just have a great feeling and I have even a better feeling now that I have been on this call with you. So, I am super excited. I know that we have taken up an hour of your time, I want to be respectful of your time. I want to close it out and I would love to bring Scott on to close it out, the reason is, you know, I know Scott has been... and I tell everyone this, if you are listening guys, if you are an Internet Marketer, if you are a seasoned, if you are a newbie, there is really no risk in getting set up as a Founding Member, okay. It is a one-time $97... maybe Scott, you can talk a little bit about, quickly about the benefits of that but, listen guys, it is sort of a no-brainer. We do not know exactly when the launch is and all that, but that does not matter. What matters is that this is actually being worked on. This is something that does not exist in the marketplace. And to be a part of something that could disrupt the industry, could change your life, if you are here before it really takes off. And that is what we are looking at, something that is going to disrupt the
marketplace and be something that... like you said Ash, anyone in the Home-based business space; Network Marketers, Affiliate Marketers, Internet Marketers, Small Business Owners, you name it, they are going to want to have access to a platform like this to promote their businesses and then to have the traffic piece on the back end, it is just an amazing vision and platform.

Ash Mufareh: And you get paid to use it!

Eric Green: Yes (laughter)... and we have been talking about the ability that this could be life-changing income, just for using the system and leveraging the system. It is absolutely unbelievable! Scott, I know that you have been with Ash for a while and you have been promoting this and you do a lot of the webinars, you have been in the Industry 25 years... I would love for you to give everybody, sort of your take and why you have decided... because you have been with this for quite a while prior to it actually going live and launching, so you have a rock solid belief in Ash and the vision and the company... I think it would be great to kind of close out and for people to hear why you have hitched your wagon to this and why you are so excited about it.

Ash Mufareh: And before you say it, Scott, please do not look at the clock because many times we just electively set the time as our own enemy. And we have to realize good things like this, take time. And I would be skeptical if I told you... Okay, we are going to start working on a project and two weeks later, we deliver it, it is complete. I would be very skeptical, I mean, what can you do in a short time? So, when it takes time, that is a good sign we are making something original, something that is going to ... So, please do not look at the time. If somebody is serious about this... we are dead serious and this is our life and our passion so we want to give as much content... it is worth it... I mean... So, that is my point, so hopefully people will find it worth their time. I understand time is
money but this is a big deal! This is a real life-changing, an hour or so, or minutes in their life... we waste that watching unnecessary things that will not necessarily impact our life daily. So, it is better than watching the news or what is on TV or the funny stuff we see everyday... so this is Real! Go for it, Scott... I apologize for taking...

Scott Nelson: No, No, not at all. I just feel so privileged to be part of this vision and this dream that is now becoming reality, very quickly. And I am also one who, nobody, including my wife, would qualify me as a patient individual and I just really bought into the vision of what Ash and his team is designing here and I realize the importance of this. Now, I am going to be 63 and Eric is so complementary... I have actually been in the Industry for 45 years, just the last 27 have been full-time. So, I have...

Eric Green: Oh, Wow!

Scott Nelson: I have seen everything there is, I really have. And I have heard a lot of promises. One of the things that everybody needs to understand and is one of the most important things and that is that Ash has never been anything but incredibly transparent with what he has said. For instance, he said, we want to get this launched, we want to launch ONPASSIVE. Obviously, everybody wants to make money, everybody wants to have access but, he goes, I am not going to give you a specific time. I have got a specific time that I would like to target for but I am not going to say anything about it. We are going to launch this when it is ready. And one of the other things that Ash has always said is, I do not like to fix things. So, when we build something, we want to build it to work and to last.

And obviously, to build it so it is something that will not be in disarray and will not work. I am sure that Ash could have launched this project at some degree,
many months ago but it would have been far less than what is happening now.

Ash Mufareh: So true.

Scott Nelson: So, at 62 years of age, I truly do not have the energy nor the desire to start at ground zero again. I know, Eric, in our conversations, we have talked about the number of times we have had our hearts broken. Well, everybody that has been in this Industry for any amount of time has had their hearts broken. And even though we know there are no guarantees in life, the bottom line is let us get a system that actually works from the very beginning and also works for everybody. Because what is being designed here is a self perpetuating compensation plan. Listen, we have done a 1 hour interview here and this is so powerful. For those of you that are listening to this full interview, have you heard us talk, one time, about the compensation? That will keep you awake at night. I know at least part of this compensation program. How many times do you go to a presentation or a webinar when 95% is built on hype and compensation... how much money you are going to make. Tonight, for 1 hour yet, you have heard nothing and we are not going to talk about it because...

Ash Mufareh: So, you are saying we are focused more on the solution and we are like a product and services driven company, rather than just we start talking right away about the money. Unfortunately, most companies do that, or programs... I do not call them companies, just savvy programs, like any casual individual would go and bring a page online and they say, oh, okay... or like a purchased, refurbished script that is so generic, that you get a dozen for $100 or so... and they say, I have a business. And I tell them, relax buddy, you do not have a business, you just have a page among billions and billions of pages online and that is not a true genuine business model. So, you are trying to say, Scott, we are actually... we could stop right there without even talking about the money aspect of it and we have a solid
business because we are providing a concrete solution, a value that will be used by the millions. And on top of that, and yet we have a compensation plan that is one of a kind. But that is not the primary value it just top it and to complete the business concept.

Scott Nelson: Yeah, absolutely, Ash. The opportunity is always going to be there. The income is unlimited with this powerful compensation plan. I have seen almost every compensation plan and I do not think I have seen anything, just in its first tier, of what has been released to our eyes, that has ever been done before. But, it is pretty amazing for those that are listening to this recording that we are not here to talk about that because it is all going to take care of itself. But what we are talking about is something that is so badly and most needed in our Industry and that is the opportunity for each and every person, regardless of age or ability, to be able to come to a platform, like ONPASSIVE and know that you are going to succeed. So, with the tools, with the development, with the oncoming launch, with the traffic, with everything that is coming, it is going to literally explode. And mainly what it is going to do... it is going to change and rock this Industry.

I remember when I was talking to you, Ash, back several months ago and we talked about the potential of what we though ONPASSIVE would look like after its first 1 year, and 2 years, and 3 years and we really truly do know and believe with all our hearts that this is going to be a place, that for those of you that choose to join Eric and the Team, become a Founding Member, that would be the best decision that I think you could ever make. Because, just imagine, we are not quite 30,000 Founding Members yet, and when I talk to Ash and when I talk to other people that are Internet Marketer Experts, they are believing for millions of Members in ONPASSIVE and you start thinking about what your income... just because you took steps at the very beginning to get involved with ONPASSIVE, believing as a Founding Member and being patient enough to wait, to give birth to this beautiful Internet Marketing Platform that is going to be massive and it is going to change everybody's life that gets involved.

And even for those that we may even label, forgive me, I do not want to call people lazy but when you use the word like "passive" and "hands-free," it does
bring that forth. But listen, we know that 80% of people that start a home-based business have never, and I mean never recruited somebody in their cold market. So, that means that only 2 out of 10 have ever enrolled somebody. So, that tells you the 2 greatest problems... we talk about this on all of our webinars is, people are not salespeople, they do not want to be salespeople, the majority, I should say... I love it, and they are not recruiters, they do not want to pick up the phone, they do not have the skill set. Now, set this, set it and forget it and watch over time, as your organization grows. It comes with a money-back guarantee, so you have zero risk. We are looking for people who understand that this is being built as the last business, the last platform, the last marketing that you are ever going to need to worry about. And if that is not good enough, then obviously, you need to keep looking for what you feel is the best match. But for me...

Ash Mufareh: They are either incapable or unmotivated, I would say. Everybody has a desire but it boils down to ability, and passion, or motivation. And of course, the right to find something that is actually functional. But... we do not want to close it...go ahead Scott... I want to say one thing to Eric, he would appreciate that.

Scott Nelson: Yeah, the people that we are attracting are the people like Eric, and people at that level. They see it, they hear it, they get it and they understand it. And we have all been out there, it does not matter whether you are 30, or 50, or 63 like me, it is time for something different. There is just not a lot of good choices out in the Industry anymore and I am just totally sold-out... looking so forward to the day that we turn the key on in this beautiful vehicle and people start getting paid every single day, every single minute, in real time. This is going to virtually, I believe, do one thing... this is the last thing I am going to say... there is a great problem in the Industry, in traditional Network Marketing... which is really my background. I am not an Online Marketer, I do know a little bit but I am basically a old-school Network Marketer... the greatest challenge in 99% of the businesses out there and the reason for the incredibly high failure rate for people starting, besides not being sales people and not wanting to recruit, is attrition.
So, if I go in, I am going to get into a program that is going to require me to spend $100 - $200 a month, to buy a bunch of products or services that, for the most part, most people never use... and then I am not a recruiter, there are no tools, there is a replicated website that everybody has, with no traffic, and we wonder why we average about 70% attrition in this Industry. This is the future, this is the correction to that problem and this is why, when I look at this, I look at it as a business platform that will perpetuate its own growth and will be around long after I am gone and that it is also one that I can leave to my family. (Inaudible)... of a Founder and believing in what Ash and his team is doing.

So, Eric, I want to thank you for obviously taking the lead and wanting to do this call. Ash, thank you so much for jumping on here and I hope you can just continue to be blessed and we just look forward to the updates and the unveiling of some of the things that are happening with the announcement that we are going to start seeing a little bit more that is talked about, during the month of June. And we look forward to the day that we are leaving... launching, I should say, leaving the dock and launching out into the great wild blue sea of Network Marketing and Home-based businesses.

Ash Mufareh: Can you imagine, Scott, if we started like two weeks ago, with ONPASSIVE, and we missed out on having Eric Green with us, as a Founder?

Scott Nelson: (laughter)... Absolutely!

Ash Mufareh: So, there is always a good reason. I am so glad that we have him onboard. But one tiny thing, I just want to make sure we include this on this recording and you may close it out. I would like to speak with you, off the record, after we stop the recording. This will be shared, obviously, with our Founding Members, if it is okay with you, Eric and Scott? Also, you may utilize this. This
is definitely a .. some of it, like some new information and statistics, I shared for the first time. But let us open our eyes to one major factor here, as Scott said, it is the solution to a broken concept here and that alone, is going to make it a meaningful, valuable business model. (Inaudible)...when I said, the existing users of the Industry is quite enough to what we...

Let us bring up something practical and I want to ask you if you have any idea, you do not have to answer anyone, but in your mind, you have seen maybe Zoom, Go To Meeting, Go To Webinar, Any Meeting, Webinar Jam, all those webinar platforms... I do not know if you have any idea how many users they have, actual paying people that pay.. the other one by GVO, Cheap Webinars or something... Cheap Meetings, I believe, so, the number statistically is tens of millions of users.

They are paying hundreds or some thousands of dollars, with limited features. Can you imagine that feature is included with ONPASSIVE values, many, many values and how many will just be attracted to come to a place where this one thing, we top everything out there... obviously, it is 2019, why not utilize the newest technology and the sharpest people we can reach... and that alone is going to be a good reason for, possibly... I just want to open your mind... to tens of millions of users. Why? Because we have a better product, not that what we there is bad, but there is always room for growth and enhancements and plus additions. So, we top everything out there, at something that is already purchased or included then, you do the math. Just that aspect alone, how many millions would come for that Platform?

Now, add to it, the communications and the other, there are things that people use; AWeber, Get Response, Campaign Manager, you know it, Singgrid or all the webinar platforms, we know them out there, how many millions of users they have in the database. When you have something that is even fresher and that is included... do the math, add a few more millions. Now, every tool potentially will attract enough people to have this go. And the last piece... I think Eric would appreciate this and will be excited, along with his listeners and viewers... maybe we did not do justice to that... just focus on the business owners, that companies, let us say an existing company, a good one, I am not saying one below average, something that is viable... it just their issue is with duplication, with traffic, with having... that so now, it already happened, the owners took a position with us now
needless to say with ONPASSIVE and ONPASSIVE will become the first step in their back office. Let us say, any company, and they take a position and they put that as a step one in the business. This is what smart business owners will do. It will help their users and affiliates to generate more income which can result higher packages purchasing. So, instead of going to the minimum just to get in, now they have the funds to go at a higher or the highest available level.

Now, it will minimize the pressure when things go south with that company or a bad week, because they are not entirely depending on that specific business now because there is something going on with ONPASSIVE in terms of income motion that is keeping them. So, that will kind of relieve them and make them breath and minimize the pressure off their shoulders, for those business owners because there is something that is backing their primary business up. And say something, for any reason, whether FTC issues or legalities, something goes south with that company, there is a little bit of a sense of security and protection to the business owner, because they are not going to be left out in the dark, totally. There is again, the back office of ONPASSIVE which is Plan A and B to every business model out there.

So, smart business owners will get in early on and help them get unstuck, duplicate, get... most of them have are over saturated, this is what they have... they have been spinning around or hovering around the same customer base number, not moving up or down, or just maybe more down and now this will revive their business. I could go on and on about the benefits for business owners. Sharp, intelligent business owners will make the right decision and come early on. Now, they are going to profit from their business anyway but add to it the financial benefit and business benefit with ONPASSIVE.. this is HUGE! So, it is all yours and I appreciate your time again but thank you, Eric, if you want me to stop the recording, let me know but I would like to just say bye to you, off the record... and Scott.

**Eric Green:** Absolutely, well we will definitely... I appreciate you guys' time and the other thing you mentioned there... going to a company that has maybe a large user base, they are not only getting that injection of potential additional income to

Transcript for the Raw Uncut Interview | with Ash Mufareh 29
their users, but they are also now have the ability to use all of this incredible suite of tools and so that opens up a completely different marketplace for people that can go out and set those types of deals up. You know, I can go to a Network Marketer that has got a team of 10,000 people... Listen do you want to put more money in their pocket and also do you want to put them in a marketing suite and put tools in front of them that can go out and drive more traffic and eyeballs and awareness to your existing, primary business so that you can double, triple your existing organization?

So, there are so many different opportunities here but the one thing I wanted to close it out with... so when I say that, like if you are an experienced Networker, experienced Affiliate Marketer, Internet Marketer, you need to be here, you need to be positioned before this goes live and grab a Founder's position. But we talked about the Newbie and we talked about, you know, hands-free, and the fact that sometimes these folks struggle. Well, one thing I know in this Industry is when you take someone that is brand new that does not like to sell, they do not like to recruit, they are not into any of those things, and most are not but the problem is that most of them have never had any success. Well, now when you put them in this system and they see success for the first time, honestly, those people become the best promoters you could ever have because they are so excited that for the first time, they have actually had success because they have been involved in this program or promised this or told this or told that and all of a sudden they are now in a system that is actually producing a result for them. And those people become your best mouthpieces and your best promoters.

And that is why I am excited because you can find the big 3 percenters and the guys with the big list and you can bring those people into this program and they can spread the word because they have lists and they know how to do their own advertising, they know how to market. But if you want tens of millions, hundreds of millions of people to come into a deal, you need that, those new people to duplicate and that is what you have put together here. You have put a system together that is going to allow those people to create some success, probably for the first time ever which is really going to create the mass duplication; which is then going to draw everybody in the Industry, who is anybody, who does not want to miss out on that wave. So, that will attract all the 5 percenters, the 3 percenters, the 1 percenters because they are seeing the Newbies and the new people creating
success inside of a program.

And that is what I am excited about. I think you have covered all of the bases here from top to bottom to really go out and dominate the Industry from top to bottom with this. So, I am super excited! Appreciate both of you guys. Guys get set up as a Founding Member. I do not know if you are... where ever you are listening to this... if you know me and I have posted this in a Group, great and if this was posted through Scott somewhere or Ash somewhere... I just encourage all you guys' to get set up as a Founding Member and I appreciate you gentlemen and I look forward to a future with ONPASSIVE.

Ash Mufareh: Thank you very much.