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REPACKAGE & GROW RICH

Your new business plan that will guide
you toward success and financial
freedom.

MOHAMED KAMAR

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REPACKAGE

&

GROW RICH

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toward success and financial freedom

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For my loving wife, Rasha
You are the star that always guides me.
- Mohamed A. Kamar

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PREFACE

“In peace, prepare for war. In war, prepare for peace.”

Sun Tzu (the art of war)

If you are an employee who is looking for owning your own business or a retiree who is looking for investing in the right place to secure your future life or even a business owner who is looking to improving your own business. Then, this book is for you.

We studied business during our school and college years, but we were taught all that is required to make the other guy rich. We did not explore how to build businesses from scratch. We did not know that by owning even a small kiosk down a street corner, we are considered to be an entrepreneur.

“When you say 'follow me on Twitter,' and you get 10 million people to follow you - you just leveraged your influence to add value to an app that you have no ownership in”.

Nipsey Hussle

That’s how ultra-rich people become rich; they use other people’s talents and resources and only compensate them with peanuts for their hard work.

No one taught us that to be a successful businessman, you have to handle rejection. No one taught us that you

have to fall and stand up very quickly to show yourself first, your beloved ones, and the entire world that you won't give up easily.

“I have not failed. I've just found 10,000 ways that won't work.”

Thomas A. Edison

So is this another book on how to get rich quick that you are going to read and won't gain anything tangible? The answer is no; This book is different. It is different because it includes simple guidelines to start a successful business by proposing realistic schemes and not relying on just inspiration and motivation. Of course, there is nothing wrong with inspiration and motivation, but you cannot solely rely on them to get rich; otherwise, we would have stayed at home meditating all days long.

Book stores have many “How to get rich quick” book titles, all having subjective narratives regarding the subject.



In the past, I have read many similar books addressing financial education, sales, marketing, distribution, accounting, finance, etc. Still, I have always asked myself a question: is there a direct, straightforward recipe for success? Why do all these books not hitting it straight to the point?

In the book you are holding in your hands, there is a different approach. Browsing through its pages, you will find various ideas for creating businesses and the corresponding business plans for proper execution. With the aid of real examples that you can directly reproduce or modify, you will realize a successful business and generate revenues that you have never imaged before.

I promise, if you read this book thoroughly and followed up on the instructions that are disclosed within its pages, you will find yourself becoming an instant success.

You will start generating a new stream of income that may become your primary means of living. You may become an instant millionaire and help other people finding their way too.

“Less is more only when more is too much.”

Frank Lloyd Wright

This book is short. I made it like that because I want you to read it cover to cover in a matter of hours. You may even reread it to reaffirm the useful ideas and strategies that could facilitate your immediate success.

“The best time to buy a fire extinguisher was yesterday.”

We all should prepare ourselves to implement a new strategy to generate new income streams to secure our future and the future of our beloved ones before it is too late. Let this book be your companion for the upcoming few hours; who knows, maybe it will spark new ideas that could change your life dramatically. Just give it a chance!

It will be my pleasure to receive your feedback, success stories, ideas, and concerns at any time. Drop me an email at info@intellifields.com, and I will personally feed you back as soon as possible.

To your success;

Mohamed Kamar

INTRODUCTION

We live in the era of entrepreneurship. Smart and successful business owners prosper, while average employees struggle.

Naysayers will keep preaching the same old recipes of disaster: “Get super educated and join a multinational corporation.” Climb the corporate ladder slowly, secure a steady stream of income, and secure a pension that will support you when you most need it.

"There are two types of people who will tell you that you cannot make a difference in this world: those who are afraid to try and those who are afraid you will succeed."

Ray Goforth

It became clear day after day that multinational corporations will keep downsizing employees due to advancements in technology (almost all production lines and deskwork are becoming automated by using software).

The outsourcing of cheap foreign workforce made high-wage employees a liability for employers. Governmental corporations are vanishing; job security is no longer the norm of the day compared to the good old days.



Sounds scary, right? Yes. Accurate? You bet. When you are betting your life and the lives of your beloved ones against the odds of a system that might fail at any time, you certainly have to worry. When you are betting your life and the lives of your beloved ones on a moody, abusive, and toxic manager, you certainly have to worry. When you are betting your life and the lives of your beloved ones on economic and political hurdles, you certainly have to worry.

This book is the distillation of a true-life experience, where I have had the opportunity to set myself free from the slavery of employment through smart but straightforward strategies, which are weirdly noticeable. Still, no one has ever dared to mention them publicly. Maybe it is the secret of all secrets to keep your tricks to yourself to amass more and more wealth.

I decided that it is the time to give it all back to the people who are the reason for my riches and success, knowing that giving is the best way to gain.



THE AMBITIOUS TEACHER

Almost fifteen (15) years back, immediately after receiving my Bachelor's degree in science (major in chemistry), I started my professional life. Like other people, I told myself, enough education, it is the time to make money.

Although I have always been fascinated with the science of chemistry and dreamed of being a chemist and inventing something that could contribute to people's happiness, I was obliged to take another route. I became a teacher!

I chose to be a teacher because there is always a market for chemistry teachers, especially those who can simplify the "complicated stuff." The rewards were fair, and the job was easy. I made a fast decision to join this career, although it was not my ambition to be a teacher by any means.

Full of motivation and inspiration, knowing that I can express my uniqueness (teaching is a one-man show, as the saying goes). I diligently and passionately started teaching chemistry in reputable multinational schools

and began to earn some decent money. I loved my students, and my students loved me, and life was heaven.

Little did I know that I will struggle in the rigid systems of schools for five years, moving from one school to another in an attempt to find a different mentality that fosters innovation and creativity.

I remember Mrs. V, “my ex-supervisor,” who happened to be a senior biology teacher; nevertheless, she supervises chemistry and physics teachers! When she insisted that teachers should read from the textbook during sessions. She said, “teachers are not allowed to propose any different teaching methodologies rather than that mentioned in the textbook.”

Later on, I realized that she was doing so only to satisfy a teacher who was struggling to deliver chemistry properly to the other classes' students.

“Any business today that embraces the status quo as an operating principle is going to be on a death march.”

Howard Schultz

I told her that we had attended many teaching methodology sessions from the accreditation organization that confirms that whenever teachers refer to the textbook in front of their students, they instantly lose their credibility. On the other hand, when teachers stand up tall and deliver, they radiate vibes of confidence and reliability.

Unfortunately, as you may have expected, Mrs. V told me you have to stick with the curriculum line by line.

She said such accreditation procedures are only colorful stuff that the accreditation organization brainwashes people's minds with. It was the straw that broke the camel's back. I just felt that there is something rotten in the state of Denmark, and things won't work this way any longer.

I remember reading a book titled "If you want to be rich and happy, don't go to school," by Robert Kiyosaki, which I have found weirdly cutting straight to the bones of my dilemma.

"I owe my success to having listened respectfully to the very best advice, and then going away and doing the exact opposite."

G. K. Chesterton

I just thought for a while, I have failed in something that I don't want to spend my life doing, instead of trying to seize my dreams and venture to the unknown land of entrepreneurship.

By the way, there is nothing wrong with obeying systems. However, it feels awful when you recognize a chance for improvement, and you propose it to your boss to be surprised by rejection because you are breaking the status quo.

"Here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules. And they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them. About the only thing you can't do is ignore them. Because they change things, they

push the human race forward. And while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world are the ones who do.”

Rob Siltanen

The problem is that the previously mentioned structure was that of the industrial age termed as “Standard Operating Procedures,” which apply only on industrial production lines. Those procedures are no more valid in the information age.

The information age that we are currently living in is far different from the industrial age. Later in this book, we will understand that this digital age eliminated the unfair advantage of the know-how and industrial secrets. Today, you can search for “How to make a homemade Coca Cola,” and Google will give you 13,100,000 results (in 0.55 seconds).

Nowadays, employers know very well that you can manage to do all the necessary work remotely from your home, with a performance even better than showing up physically at the office.

Nothing will provide more evidence to the effectiveness of working remotely than what is happening right now with the worldwide outbreak of the COVID-19 pandemic that forced corporations to adopt remote working.

Again, I am not against the idea of employment, but I am against a system that is obsolete and has expired since a long time ago. Still, no one has the guts to

question it, especially when you are the employee and report to an employer.

Furthermore, this old obsolete system is not cultivating talent. It also follows a standard that rewards employees that follow these rules without any deviations even if such variations are for the good of the business (not generalizing, but I am quite sure that my idea strikes you).

Since there are no innovation and breakthroughs, private multinational organizations realized the above mentioned and are now outsourcing low wage employees from other countries to do all the necessary office works remotely. The world is flat!



Moreover, the employment atmosphere is always competitive and not cooperative. You won't be able to convince me otherwise. Such atmospheres promote the literal zero-sum game where someone's success will lead to someone else's underrating. Only with few exceptions and good management practices, such conflict of

interest could be managed on a minimal number of occasions.

Sounds brutal or unethical, right? Still, this is the brutal reality that everyone is trying to conceal.

Employers will always refer to those lovely words like teamwork and say that the company is looking for those individuals who can cooperate with their teammates to reach their goals.

“Teamwork is the glue that binds losers together.”

Felix Dennis

From experience, many companies are just looking for the necessary work of a given employee. That’s why they will always refer to those lovely expressions that hypnotize people until they reach their goal; whenever the work is done, the companies will downsize employees to minimize their overheads, definitely with few exceptions.

The problem is that we always think that we are exceptional and our companies are also unique. Unfortunately, the reality is far from this.

I just thought for a while again that starting a business promotes leadership, real teamwork, cooperation, innovation, and entrepreneurship. The same happens with the newly established companies where the number of players is limited, and every player knows his/her roles and responsibilities without any conflict of interest.

“The Only Thing That Is Constant Is Change .”
Heraclitus

That’s why I resigned; I still remember my resignation wording line by line:

“I hereby notify you that I am sorrowfully resigning for personal reasons. It was an honor working at your schools.”

Fortunately, the administrator tearfully didn’t accept my resignation and gave me a lecture about the importance of my presence with the team and the students, giving me time to prepare! During this time, I read like never before all sorts of business books that I could lay my hands on to prepare for the next step. I knew very well that I am counting my days in this place.

When the time came, I left the school for once and forever and started my own business. I told myself it doesn’t matter how small the venture is; as long as I am promoting something valuable to the people who trust me, I will always generate enough money to break even.

Additionally, small scale ventures act as a school for many aspects of understanding business; the most important of them is selling, which we will detail later on.

I started to read more about business, entrepreneurship, sales, marketing, simple accounting, finance, and incorporating companies until I started my second business venture, which luckily was an ultra-success. The venture has instantly shifted me literally from “zero to hero.”

Suddenly, I became a superstar among my friends and family members; I was free to read, think, and choose.

“Readers are Leaders.”



“Because to take away a man's freedom of choice, even his freedom to make the wrong choice, is to manipulate him as though he were a puppet and not a person.”

Madeleine L'Engle

Choice is the best feeling in this whole world. You are no more trapped in this rat race day in and day out to meet ends. You are not obliged anymore to wake up early to go to work and sign in, stay those agonizing hours “sometimes without any reason,” and sign out to fulfill those bureaucratic procedures required to keep

employees ordered and disciplined following their employer's rules.

That's why I have made this book to open your imagination to the infinite possibilities of being a producer. Imagine giving salaries instead of receiving ones and being at the drivers' wheel instead of being driven.

Caution: this is not an invitation to quit your job right away; on the contrary, it is essential in the beginning to keep your day job and start a part-time business. First, you have to test the waters of your prototype; once your efforts pay off, you can rely solely on your business to build your empire slowly but surely.

Note: my book is not a formulations manuscript rather than a mind-opening vehicle for anyone who has adjusted his frequency to success and freedom. First, I recommend reading this book cover to cover; then, you can browse whatever part has stricken an idea in your mind and give it more attention and focus.

Additionally, it will be essential to read the recommended books listed at the end to receive the full integration of knowledge to boost your possibilities for quick success. Notwithstanding this, you should execute a project at the earliest convenience possible; otherwise, you will be a library of books walking down the street.

This book distills every piece of wisdom I could put my hands on to share a unique journey of success with you and help you enjoy the same kind of triumph and much more only if you gave yourself the chance to read and imagine the possibilities.

I hope this book will prove valuable wherever life takes you.

Mohamed Kamar

Dr. D. A

While I was a school teacher, I went to my local café only to meet an old high-school colleague. We greeted each other, and like all other conversations of the same nature, each of us asked the other about his progress in life. I told him that I am currently working as a high school chemistry teacher and concealed my misfortune.

To my surprise, he told me that he started his business by establishing a pharmaceutical factory. Wow! Since the subject was interesting to me, I didn't hesitate to ask him every kind of question. I asked him what kind of products he manufactures and how in the world could he get a license for such a manufacturing facility while he is still young? Because I know very well that pharmaceuticals are the most challenging manufacturing license to be granted.

He told me that he registered only two products, "Acetone, which is a nail polish remover" & "Glycerin, which is a skin moisturizer." He told me that he is on his way to registering other similar products.

I wondered and asked, are these two products capable of giving you the critical mass of cash flow that will make you meet ends and stay in business, covering overheads and all other expenses?

To my surprise, he told me that such simple products are being sold like commodities, and the same generate a substantial amount of revenue that covers all operating expenses and give him the chance to expand.

The conversation was highly exciting; I thanked him for his time. He left the cafe, but I stayed and kept thinking!

I wondered, although these products are being sold in bulk at chemical stores with very high purity and low price, the lack of knowledge of the customers made the hidden hand of the market to play its magic making fortunes to the knowledgeable only (an unfair advantage).

The only difference that Dr. D.A did is packaging these chemicals to appeal to the targeted customers he is pursuing. Is this real? Is that true?

In this sense, we will have this unfair advantage of knowledge to work in our favor by imitating others' success uniquely, making something new and novel.

Two parts divides this book:

Part I: will take you directly to the journey of building up your first venture out of the blue. This part will drive you to the market place as soon as possible. This part will require you to read the whole section to get a good background about the whole idea of repackaging.

Part II: embraces the required knowledge for any businessman to become successful. I refer to it periodically to remind myself of the knowledge and wisdom that guides me if I went astray.

Remember that starting a business doesn't require an idea only to move on. Still, it requires you to cultivate many other qualities progressively to gain a successful entrepreneur's attitude. This part is a distillation of many readings and life experiences related to those

essential subjects. You can revisit this part anytime and browse its pages randomly, knowing that each page will benefit you one way or another. Such wisdom distillates many authors' sweat, blood, and tears; just don't underestimate it.



“The only thing about a man that is a man . . . is his mind. Everything else you can find in a pig or a horse.”

Archibald MacLeish

PART 1

WHY REPACKAGING?

Repackaging

Definition (Dictionary & Merriam Webster):

Noun

- The process of packaging goods again or differently.

"The repackaging of the juice brand was well-received."

- The presentation of a person or thing in a new way.

"Constant reworking and repackaging of ideas."

Verb

- Package again or differently.

"Excess stock may be given to charities or repackaged."

- Present in a new way.

"The commission has repackaged its ideas."

Transitive verb

- to package again or anew

Accurately: to put into a more efficient or attractive form

If you are busy doing something right now, I invite you to stop for a moment, clear up your mind and try to

think of the definition and meaning of packaging and repackaging.

Life itself is all about something bounding other things. Starting from atoms up to the most sophisticated products, it is all about enclosures.

Do a simple, straightforward exercise now that will directly hit the idea to the point:

- Choose any product you can see in your bathroom, whether it be a toothpaste, a deodorant, shaving cream, hair oil, gel, antiseptic, detergent, or anything found there. Look at the back of the product; you will find the word “ingredients” or “contains,” which enlist all the chemicals and products included in the composition.
- Pick up a medicine pamphlet and read the active ingredients of this medicine. You will find that the capsule or pill includes several substances that are considered the active ingredients that cure the illness. A mixture of active substances bound in an enclosure called a capsule. The capsule is the package. Sometimes such pills or capsules contain nothing (placebo); ironically, they cure illness psychologically!
- The tea you are drinking right now or the coffee cup in front of you contains an active substance, caffeine, responsible for its uplifting and nourishing properties. Professionally packaged

and branded, tea and coffee both are the favorite hot beverages of the world.

- Look to the pen you are writing with now; it is an enclosure of a “stain” called ink, which is responsible for giving you the utility to register your thoughts on a piece of paper or a napkin* in order not to forget them later on.

*** The best ideas have always been registered on such things.**

Imagine now that you could outsource the above mentioned and put them in another package, sometimes with additional additives that make your product a standalone version out of competition (e.g., tea + flavors) brand the same with a unique registered name of yours. Does this have the potential to be a success?

How about knowing that one substance can make a ridiculous number of products that could be packaged, branded, and marketed for success.

For example, Ethyl Alcohol or Beer Alcohol, “known as Ethanol,” can be used in a ridiculous number of products:

- 1- Alcoholic beverages;
- 2- Detergent;
- 3- Mouth Wash;
- 4- Antiseptic;
- 5- Coolant;
- 6- Antifreeze;
- 7- Thermometer material for measuring low temperatures;
- 8- Goo gone ingredient;

- 9- Perfume;
- 10- Fuel by itself or as an ingredient of energy;
- 11- Solvent for many chemicals;
- 12- Screen cleaner;
- 13- Dehydrating agent;
- 14- Hand Sanitizer;
- 15- Anesthetic...etc.

The list can go on and on. You can enumerate countless uses for a single substance, which means numerous products based on the same material.

We will talk about generating countless uses out of one single substance using the ultimate tool, mind mapping later.

In that sense, we will start Part I of this book by exploring how we would start a business “whether it be large or small” based on this simple universal understanding.

I have selected physical products as an example of starting a business, but the idea of repackaging is not only restricted to physical products. You know the names of many software products and know too their alternatives. Developers have also followed the same “Secret” of repackaging, and many of them are now reaping its fruits. For instance, Mark Zuckerberg repackaged Hi5 to Facebook, Brian Acton and Jan Koum (former employees of Yahoo) repackaged BlackBerry Messenger to WhatsApp, and the list goes on.

If you are one of those developers, trust me, you can apply repackaging to your software too. I am not

promoting plagiarism; on the contrary, I am promoting creativity and novelty. Many software we are using daily lack many essential features; we just say to ourselves if only this or that feature was included, it will make a big difference.

One day, I sent to the largest instant messaging mobile application company an email recommending to include an automatic reply feature (for example: in a meeting, sleeping, busy, will call you back later) and not just a status that could facilitate communication with other people. Up till now, the developers didn't include such an essential feature.

Maybe you can develop such software that will be very important for business owners and employees, and such software will find the interest of those professional people. You can become the next software guru.

The good news is that we are in the information age and that all the required information is at our disposal. We used to say that software development is only for those who were fortunate to study programming at college or those nerd people who have inherited their parents' careers.

To our amusement now, we always hear about self-taught programmers who have developed world-class software that profoundly impacted our lives. Thanks to simple programming languages like **Python** and **R** where their codes resemble the English language. You can now download a Bootcamp course for Python, think of a project, and start working on it after only one week of studying the language's syntax and its fundamentals.

“Simplicity is the soul of efficiency.”

Austin Freeman

I know that you may have some doubts about studying in just a few weeks and the capability to develop a full operating software that provides great utility to its users. Right?

I used to have the same doubts; until I have developed my first software using Python, I have developed a powerful email extractor. The software can extract email addresses from different file formats and any URL. I won't tell you how powerful the software is, and I am sure it will fascinate anyone using it. You will be able to download it shortly from my website (www.intellifields.com).

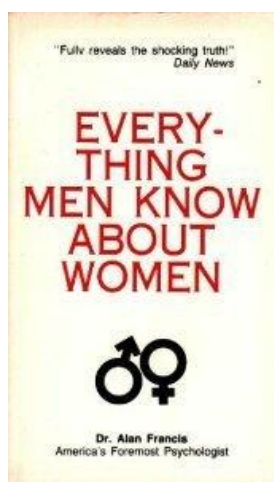
I have developed software after only two months of studying Python. I have practiced Python coding almost two hours per day, and the trick is to start immediately with a meaningful project. You don't have to keep coding calculators or Hello world kind of stuff.

By the way, I have also developed my website using the same languages mentioned above, but the process was much easier indeed.

Even book authors repackage! I know a well-known author who wrote a best selling book and made almost twenty other books with different titles, including the same information in the first book with only slight modifications here and there. He simply repackaged his words.

I bet you heard about this book titled **“Everything men know about women”** by Dr. Alan Francis has 128

completely blank pages. Published in 1989, the book claims to "reveal the most comprehensive understanding of men's knowledge and understanding of the opposite sex." The book has a rating of 4.3 out of 5 on Amazon's book discovery platform Goodreads. Can you believe this? The "author" repackaged blank papers and gave them a title and became a millionaire because of that.



Notwithstanding all of the above, I have succeeded dramatically in the physical products arena as it is not rocket science. I believe it is far easier and needs no unique talents to execute compared to coding and writing.

Again, don't think the above mentioned is a copycat game scheme; on the contrary, the products you will create are the free market's essence. The same is for all customers and buyers' welfare, as we will see later on in this book.

So, enough introductions, and let us dive straight to the invention of our first saleable product.

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