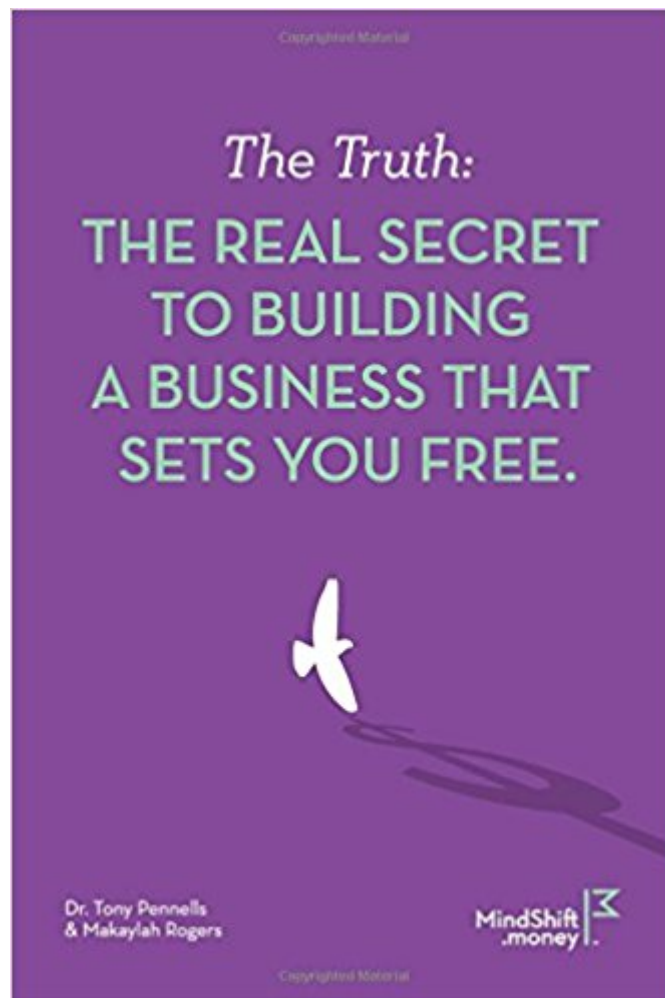




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The Truth: THE REAL SECRET TO BUILDING A BUSINESS THAT SETS YOU FREE



Synopsis

Has Your Business Made You Financially Free Yet? The secret to freedom lives outside your business and the power to achieve it is within you. Introducing The Truth: The Real Secret To Building a Business That Sets You Free. This book reveals the TRUE Freedom Model. Learn precisely how you can transform your business to enjoy a far better quality of life today and secure your financial freedom, while making a real impact in the world. “We are all being called to step into new ways of BEing, including how we handle our money. That goes double for entrepreneurs, who are notorious for making it yet not keeping it. Ton and Makaylah truly understand the realities of running a business AND what it takes to create Financial Freedom. The information in this book is life-changing.” -- Elizabeth Purvis, elizabethpurvis.com
“Want to create a business that sets you free rather than hold you hostage? Read this book. Period.” -- Isabelle Mercier, CEO of LeapZone Strategies

Book Information

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Customer Reviews

It's sad how as many people reach the golden years of their life, when they should be relaxing, instead they end up stressed about whether they can even survive on the meager savings they've accumulated. Tony and Makaylah give a critical look of the traps you can fall into, challenges the status quo and shows you how to redirect yourself so you can create financial freedom. This book needs to get in everyone's hands--at a much younger age!!

Tony and Makaylah have created a book that redefines financial freedom into a state that each and

every person can aspire to reach, and they provide the tools and resources to guide you along the path. Thanks for this invaluable resource.

When I first picked up *The Truth: The Real secret to Building a Business That Sets you Free*, I had come from a position of being in Business twice previously and I was just starting my third. Both of my first two businesses had ended tragically, so I wanted to not only make sure I was starting with a strong foundation, I wanted to make sure I was learning from who I believed was the best in the Business and Financial field. I wanted to learn from people that I could literally stand on their shoulders who had been there and done that and launch my next Business with Success. I needed to learn all of the steps and structures and the foundation principles of building my business outside of my personal life. I believe that Tony Pennells and Makaylah Rogers mastered that within the pages of this book. I couldn't of been more blown away when this book crossed my path. Not only is it exactly what I had been looking for but it is packed with easy to understand no BS steps and structures that could help me straight away. I was able to understand why what I had been doing in the past had not been working for me and now had the means of changing that. One of the real Aha moments for me was in understanding and getting the clarity that my personal financial freedom happened outside of my Business. My Business was not me and I had to create the separation from me personally. Although I had heard this concept in the past I truly didn't know or understand how to put that into practice and my Business in the past suffered with the continual leaky boat symptoms that happened as a result.. I offer a massive thank you to Tony Pennells and Makaylah Rogers for sharing their brilliance and their knowledge with me and the World. They have given me the proven successful foundation steps to grow my third Business on, while utilizing my Business to accelerate me to personal financial freedom #sograteful

When I first encountered Dr Tony Pennells and Makaylah Rogers, my personal financial world was an orderly disaster. My husband, myself and our 4 kids were living on the edge...and not in a good way. My personal financial world was completely turned around after working with Tony and Makaylah through their financial fitness bootcamp. I'm now taking my business through a similar process of transformation. This book encapsulates that process. If you're ready to take your business to the next level and beyond. If you're determined to make a lasting impact, to create a true legacy. If you're ready to get into proper relationship with your business to achieve financial freedom then dive into this book. Tony and Makaylah are on a mission to create a new normal: a normal that means poverty, money stress and debt crisis are things of the past. If that's the new

normal you want to be a part of don't hesitate, grab this book. You'll arm yourself with a powerful tool to dislodge some really insidious and unhealthy money mindsets; be guided to view your business with fresh eyes; be equipped with some easy-to-use tools and practical activities; and walk a clear, step-by-step path from where you are now to the full potential of where you want to be. The key is taking action!

I have read many money making and business building books and was utterly surprised to find the GOLD held within Dr. Tony Pennells & Makaylah Rogers book: "The Truth: The Real Secret To Building A Business That Sets You Free". I am just starting a new business and now know the perfect way to structure it to allow me to be financially free in less than 5 years. This is something I never thought possible. Know this IS POSSIBLE is a game-changer for me, as I know it will be for you. This means that I can spend more time with my children as they are growing. Thank you!

This book has completely rewired how I see my business and I'm now setting things up so I'm fully taking care of myself now and in the future. Before I was so focused on the "now" that all additional money that came in went to increasing my lifestyle, putting my future self at risk. My favourite chapter is the one that I would have thought would have been the most boring... It was on the history of money and what got us to the point we are at. It's so sad to see (I was in tears when I read it) yet so empowering to make a change and choose a new path. Amazing book.

The framework that Tony & Makaylah present is outstanding. If your business is not what you want it to be and you're looking for the pathway to take it there look no further. It can be difficult to step back and critically assess your business and determine if it is what you want. Through a step by step approach you will discover what your business really can be, and importantly, ensure it is aligned with what YOU really want!

This book aspires me to be a financially successful person in my life and business. It is well researched and helps people towards their financial freedom. Dr. Tony Pennells and Makaylah Rogers are dedicated in their efforts to give entrepreneurs a revolutionary wake up call to own their success and plan and take actions that will sequence their business success and honor their Freedom Generator and Freedom Number so that their future can be secure while their business grows profit and possible legacy. I highly recommend this book.

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