

# Income Security Network Our Target Audiences

Click any item on this page to hear John explain how it works.  
You must be logged on to the Internet for this interactive presentation.

## 90%

**Employees** who are conditioned to be  
**Consumers** – focus on prices, work hard, share good deals  
**Imitators** – do what everyone else does (*safety in numbers*)  
**Concerns** – Routine, security, jobs, 'how to do it?'  
**Main activity** – Reciprocal income (*trading time for money*)

## 10%

**Entrepreneurs** who are by nature  
**Marketers** – focus on margins, work smart  
**Innovators** – understand cause and effect  
**Concerns** – Opportunity, freedom, 'why do it?'  
**Main activity** – Residual income (*cutting all connection between time for money*)

