

# Ohio Man Discovers The Secret of How to Escape The American Rat Race

## 7 Simple Rules Net This Working Man Without Any Money Or Experience \$145,000 In First Year

### Says You Can Do It Anywhere. He Does It While Traveling In His Motor Home

"My system is geared to the working man who is in the same situation I was: living from pay to pay, no savings or assets, working an 8 hour a day job for a big company, no experience, no rich relatives, nothing."

By John Whitehead, Special Features Writer  
(Canton, OH) The secret to making a quick fortune in America has been reduced to a simple 7-step system by an entrepreneur from Canton, Ohio. It requires little or no money, a minimum of time and no elaborate plant or equipment. In fact, you can do it in your home or anywhere.

There are hundreds of rags to riches stories each year in America. However, this one is very unique.

Most successful get rich ventures were spin-offs of a former business or occupation. Or, someone was in the right place at the right time. You don't usually find a guy getting rich who was working for a big company, had no money, had no experience outside his specialized job at the company, and did not even know where he was going to start. You also don't find many people making this much money this quick.

The man who did it is Ben Swartz who is a real, living, breathing human being living in Canton, Ohio, the Pro Football Hall of Fame city.

As you fly into this medium sized Midwestern town you can see that it's a compact community surrounded by farmland. As you drive from Akron-Canton Airport on the I-77 Freeway into town you can see the Pro Football Hall of Fame just off the freeway to the right. The Hall of Fame is situated in a complex which also houses the city's biggest high school, a field house, one of the biggest natatoriums in the nation and one of the biggest high school football stadiums in the country, the 20,000-seat concrete constructed Fawcett Stadium. This is the same stadium where ABC's Humble Howard, Frank Gifford, and Dandy Don broadcast the Hall of Fame Game each year.

Upon arriving in the neighborhood where Swartz lives you get the feeling you're in the typical middle class, mid-American neighborhood. It's quiet, with tree lined streets and friendly people. Swartz never moved when he got rich but did fix up his house like the Taj Mahal.

His neighbors here in Canton call it a movie script. One of the neighbors interviewed had this to say: "It was unbelievable. One day he's driving around in a rusted out '68 Pontiac station wagon, living in an uncarpeted house that didn't even have a color T.V., and struggling to make ends meet like the rest of us. The next day he's driving in a brand new Lincoln Mark, a brand new Mercury station wagon, a \$45,000 GMC motorhome, his house is fixed up like a palace, and he's traveling all over the country."

A close friend of Swartz's comments: "When he first started saying he was going to think up a way to get rich quick we all laughed and thought he was crazy. Man we're not laughing anymore. He wouldn't tell everybody how he was doing it for 3 years. I knew he would eventually. Everyone who makes a big accomplishment sooner or later has to tell everyone how he did it."

So, how was all this accomplished. For that answer I went right to the horse's mouth, my main interview with the creator of the system, Ben Swartz.

**QUESTION: "OK, Ben, so how in the world did this all start?"**

**ANSWER:** I was typical of a good majority of Americans — working at a job for 10 years that I hated, worrying about layoffs, living from pay to pay with no money to do anything except buy the bare essentials. Work held little chance for advancement. Big companies are immovable and impersonal. I found out quick that moving up had little to do with talent and hard work and more to do with politics, lodge membership, being a friend or relative of a high executive, or riding onto the coattails of an executive and hoping he ascends the organization. I wanted out but I saw no way to escape the proverbial rat race.

Then one Monday morning in April a traumatic last straw came. I had invented a solution to a problem in 3 months that the company's research division had been trying to come up with for 5 years. I was told that morning that my solution was being shelved because in so many words it had "shown up" the research division.

I'll never forget that afternoon when I came home from work. A few of my relatives and some neighbors were coming over to my house for a basketball game in my driveway. My brother was the first to arrive. I was standing in the middle of the drive bouncing the basketball, dejected and pondering my future. I started thinking of applying elsewhere for a job. Then a thought struck me. "Jobs, get a good job, a better job, create more jobs," is all you hear. My God, has everyone forgotten this is the land of free enterprise, the land of opportunity. That's the whole premise on which this country was built. As my brother approached, I turned to him and said, "Rick, I don't know how I am going to do it or what I am going to do but I'm going into something for myself and become independently rich." That point was the start of it all.

**QUESTION: Excellent point, is this when you developed your system?**

**ANSWER:** No, that came a little later — after some hard knocks trying to do things the orthodox way. I tried to start the standard types of businesses that require buying buildings, equipment, hiring people, etc. But, since I had no money I had to try to borrow to do this. I soon found out that banks don't lend you money for new businesses or buying established businesses unless they see the money you need. The fact is that no one is going to lend you money to start a business. I tried to start a couple small businesses that could be started by renting the necessities but wound up losing money and owing the money for the rentals, which I didn't have.

Then I started to buy the "get rich books". I quickly found out that these are nothing but franchise schemes, selling jobs or stupid real estate deals that take you forever to make money.

I was also learning another important fact. When you work a full time job, it doesn't leave you time for much else. When you consider preparation time to go to work, driving time, lunch, the 8 hours on the job and cleaning up and unwinding when you get home, that takes 12 hours out of your day. With 8 hours' sleep that only leaves you 4 hours out of the day plus weekends. And that time usually must be spent maintaining the house and car, and spending some time with the family.

So I was faced with this cold hard fact. If the typical American in my condition is going to escape the rat race, he will have to do it with a method requiring very little time and money, no experience or skills and the system must make a lot of money quickly. On the surface it sounded impossible, to make an understatement. But, when you're desperate you find that necessity is indeed the mother of invention.

Then another thing spurred me on. I read an article by the Social Security Administration. It related, "out of every 100 persons reaching 65 years old: 50 are flat broke, 30 are dead, 15 have a little money and only 5 are rich." I wasn't going to work 40 years and end up in a "home", flat broke.

**QUESTION: So this is when you came up with the big system?**

**ANSWER:** Yes, but there is a little more to it. I pondered and researched how to do it for months always running into stone walls. They say your subconscious does all your heavy creative work. It does. One night of all times when I was lifting weights in my basement the solution rolled out of my mind like a computer print out. It was the simplest, fastest and most direct way to make a lot of money. I quickly wrote it down and after analyzing it, the system boiled down to a few simple rules or steps.

You use these steps to assemble what I call a Net Profit Generator System or N.P.G.S. for short. That night I stayed up late and assembled N.P.G.S.-1.

I tested N.P.G.S.-1. It took about 2 weeks, but it failed miserably. But, even though it failed I could see what made it fail was something not that severe. It simply had a few bugs to be worked out. I modified the system and assembled N.P.G.S.-2. The system multiplies money very rapidly. The more you multiply the faster you make money. I wanted to make it fast so I showed my system to a local businessman. He liked it and put up a great deal of money to be put into the rollout of N.P.G.S.-2.

N.P.G.S.-2 made a significant turn around in the system and it almost broke even. But, it still lost money. N.P.G.S.-3 took a lot more time than I expected, about 6 months, to work out the bugs left in the system. But, N.P.G.S.-3 was a success making a better than fair amount of money. But, not enough, and hardly enough to pay off the huge debt I had incurred by now. However, I could now see the pot of gold at the end of the rainbow. I assembled the perfected system, N.P.G.S.-4. There was no question that N.P.G.S.-4 could make it big. But, we knew that nothing is totally predictable. Even so, we did it. We rolled out with N.P.G.S.-4.

I still owed a great deal of money from the research in developing the prior systems. Again I needed to make the money as fast as possible so again my businessman put up more money. If N.P.G.S.-4 failed I would be \$70,000 in debt and no way to repay.

**QUESTION: That must have been a tense moment waiting for the results to come in?**

**ANSWER:** It was real life drama at its highest intensity.

It was a muggy mid-August morning when I waited for the results to come in. I would know that day if it worked or not.

The phone rang with the results. I stood there with sweaty palms and my heart in my mouth. The news? N.P.G.S.-4 was a smashing success!

The first rollout paid off all my debts with money left over.

**QUESTION: Incredible. When did you start making your first big money for yourself?**

**ANSWER:** Very shortly afterward. I projected a way to do big rollouts without having to put up any money. My second rollout of N.P.G.S.-4 netted my first big payday. I made \$80,000 clear!

**QUESTION: I can't even imagine getting that much money all at once. What was it like?**

**ANSWER:** It's almost impossible to verbalize. My wife and I just stared at the check for a long time. We had a two day celebration with a dinner and party. It's a fantastic experience to go into work and tell them you quit. I had a little fun doing it. The chance to say what you truly feel to people who have had you under their thumb for 10 years is truly a pleasant release of frustration.

The first thing I did was pay off all my bills. Then I paid off my house. I took the money to the savings and loan company who held the mortgage personally to see the looks on their faces. The teller did a double take. The manager came out and smiled insincerely and said "We don't get too many people paying off a \$20,000 mortgage all at one time." Then we had a "burn the mortgage" party. Then I went to the Lincoln-Mercury dealer and laid down the cash for a brand new Mark. I never had a new car in my life. I never even had the experience of a new car even as a kid at home.

I can still remember driving it from the dealer and the new smell. When I got home I



OFF ON ANOTHER TRIP. "We never had the money for a vacation before, so we're making up for it by traveling off and on 4 months out of the year. We've been just about everywhere." Swartz does his system in his motor home while his wife, Nancy, drives and his two daughters, Sharon and Michele, play and sight-see. That's the family's pet sheltland sheepdog on a favorite perch.



Swartz on the spacious, wooded grounds of his second home which he uses as a retreat and a guest house.

picked up the hood and looked at the gleaming new engine without a speck of dirt or grease.

Then my wife and I went on a shopping spree for clothes. We had been making do with old clothes for so long they had become worn out. She always had to shop for clothes with very little money. I always joked with her that "If I gave you \$5,000 to spend on clothes could you do it in one day?" She used to say "I could do it in a couple hours." So that's what I did. I gave her \$5,000 to go out and buy clothes. It ended up taking all day and she said she relished every minute.

We then took a long trip. In New York I bought her a large diamond at Tiffany's — another thing we always dreamed about.

But I'll tell you the money was not the most important benefit in this. What money really does is give you precious time. Time to be with your wife and children before they grow up before you know it — and time to do things you really want to do. Another priceless thing you gain is your self respect. No more crawling and kneeling because you're dependent. The words of Frank Sinatra's song "My Way" says it all.

**QUESTION: This definitely could be a movie script. How did things go after that?**

**ANSWER:** Excellent. The first year I assembled two more systems and made a total of \$145,000.

**QUESTION: You've been at it for 3 1/2 years now. Were the succeeding years as good?**

**ANSWER:** Better. Here are the results by year: The 1st year as mentioned I made \$145,000; the 2nd year I made \$205,000; and 3rd year \$309,000. And already in the first half of this year I have made \$200,000. I have audited financial statements from certified public accountants and income tax returns to verify this to any agency or investigator of any kind who wishes to challenge me on this. My enterprise is also listed in Dun and Bradstreet.

**QUESTION: That's quite a system. I understand now you're ready to tell everyone how you did it?**

**ANSWER:** I don't know if I'll tell everyone, but I have put it all into a book.

**QUESTION: What can you tell me about the book?**

**ANSWER:** It's called "7 Steps to Freedom, How to Escape the American Rat Race". It contains the complete step-by-step details on how to assemble an N.P.G.S. system which I finally reduced to just 7

simple steps. Here are some highlights of the qualities of the system:

- The system requires a minimum of time and money to start.
- You don't need special experience or skills to do it.
- You don't need to buy or rent buildings, buy or rent equipment and you don't have to hire people.
- You can do it anywhere — in your house, while you travel or a favorite vacation spot or retreat.
- With the system you can earn \$10,000 to \$500,000 in a matter of months and even within two days depending on which system you assemble.
- The money you make is all earned income which is subject to one of the lowest tax bites.

**QUESTION: Did you say you can make big money within days?**

**ANSWER:** No, that's an understatement. You can actually do it within hours in some cases. You can compile a system in an afternoon one day and start having spendable money in your hands produced by the system the very next morning!

**QUESTION: How much money do you average on a system?**

**ANSWER:** I'd say the average is \$200,000. That's the type I usually stick to. I'll tell you this, doing a system to make \$10,000 to \$20,000 is literally duck soup. I have these available all the time but don't even use them.

**QUESTION: You said you need no special talent or experience. Who all can do it?**

**ANSWER:** Just about anyone. First on special talent, I really don't know if that exists. In my experience I have found people are as talented as they think they are. The benefit about this system is the mental anguish and work of creating the system has been done. You only need to follow directions. All you need is common sense, a sense of pride in your work and the ability to see a job through to completion. This system is also perfect for people who are confined at home, such as housewives.

**QUESTION: What are the odds of success?**

**ANSWER:** I can't control if a person is going to follow instructions properly or possesses common sense. But I can vouch for my system. It's foolproof. And here's verification of that:



Swartz does his system in his motor home while his wife, Nancy, drives and his two daughters, Sharon and Michele, play and sight-see. That's the family's pet sheltland sheepdog on a favorite perch.



Doing what he likes to do best on certain weekdays. "I especially like to loaf on Mondays because I hated that day so much when I worked for a big corporation."

First, over the past 3 1/2 years I have created 15 successful Net Profit Generator Systems myself. Second, a number of years ago I taught one of the earliest and crudest forms of the system to my brother and brother-in-law. At that time my brother was 19 and my brother-in-law was 22. They were both in college. They have since created about 5 successful Net Profit Generator Systems and they are also now both rich. Now, if two college kids still wet behind the ears can do it, anyone can.

**QUESTION: O.K. So, why do you want to reveal your system to other people when it's obvious you're making loads of money with it?**

**ANSWER:** There are several reasons. First, the old proverb is true. Everyone likes to brag when they accomplish something; and, I'm no different. Second, I am in the position now to completely retire. I have put all my money into a diversified portfolio of blue chip investments that no one can touch, including myself. So, I'm protected from losing my money myself or someone taking it away from me. These investments generate a comfortable guaranteed income for life for my family and me.

So, although doing this system is the next thing to retirement, I have often pondered the theory that "Money is like anything else, too little of it is bad and too much of it is bad." It may sound strange but I think that theory is valid.

Thirdly, I think I can keep everyone from knowing my secret by only making the book available on a limited, controlled basis.

**QUESTION: Retiring, huh? You're how old?**

**ANSWER:** I'm 36 years old. But, I'm not going to sit around and do nothing. There are several non-commercial projects I've always wanted to do that I feel will solve several specific problems that have plagued civilization. That's another reason I am thinking of retiring. These projects will require a lot of time. But, it's something I will enjoy doing, and, I will be able to do them when I want to.

**QUESTION: How will you make your book available on a limited, controlled basis?**

**ANSWER:** Again, I don't want too large of a percentage of people to know my secret. I feel it would lower the value and be unfair to those who buy it, although it would be hard to saturate this concept. So, I will simply limit the number of books to be printed. I don't know just yet how many

books that will be. I have just produced a small press run which is available by mail today. The book is not in book stores.

**QUESTION: I shudder to ask, how much does a book cost?**

**ANSWER:** If it was priced at what it's worth, few people could afford it. There's at least a million dollars' worth of knowledge in this book. I'm not exaggerating when I say I don't know of any other book in which a person stands to gain and benefit so much. But, I will make it a very reasonable price of \$20.00. This book is being distributed for me under my control by the Publishing Corporation of America.

A most interesting interview and I would have to call this the book of the century. For those who want a copy of the book from this present press run, the following information is provided:

The book contains over 200 pages containing detailed, illustrated instructions on how to set up a Net Profit Generator System (N.P.G.S.) complete with all necessary forms. It is written in clear, easy to understand language. Also included is a diary of how the system was developed with some very interesting behind the scenes tales. The amount of knowledge you pick up about human nature is staggering in this diary.

To order: 1) Get a blank piece of paper; 2) At the top of the paper, print the words "7 Steps to Freedom"; 3) Print your name and address; 4) Mail this along with \$20.00 in cash, check or money order to Publishing Corporation of America; Dept. C-543; 4626 Cleveland Avenue N.; Canton, Ohio 44767.

Or, if you want us to start processing your order immediately, phone in your order as follows: 1) Dial this TOLL FREE number, 1-800-321-0888 and ask for operator C543; 2) Say the words "7 Steps to Freedom"; 3) Give your name and address; 4) Give the operator one of your following credit card numbers: Master Charge or Visa (also include your Interbank number). Or, if you don't want to use a credit card, tell the operator you want it mailed C.O.D.

Direct any inquiries to (216) 494-4282. Please do not dial the toll free number for information. The operators are not permitted or qualified to answer questions.

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