

THE PARADIGM SHIFT THAT IS

ONPASSIVE

AND THE GOFOUNDERS PHENOMENON

J. Morlock 2019

FORWARD

Someone once said, "Unsuccessful people make decisions based on their current situation while successful people make decisions based on where they want to be." In other words, we need a goal, a vision for our future, or at least an idea about where we want to go or be. Then we need to take action; we need to decide on a course that will take us in the right direction. Because, as I will say again later in this book, if we don't change our direction we may just end up where we're headed! For some of us that can be a very scary proposition.

This book speaks generally about the OnPassive Business Solution opportunity that can provide the freedom we are looking for. If you, like me, are tired of the fight and would like personal and financial freedom for you and your loved ones, then you need to pay attention to this opportunity.

Because whether we are internet marketing gurus or have no clue about how to do anything but "surf" the net, it just doesn't matter; not any more. This can be the solution for anyone. This is the chance of a lifetime for us and it will change the entire online marketing dynamic for the immediately foreseeable future.

So.... just let the fear of not understanding online marketing, the fear of getting in too far, or even the fear of being scammed go right out of the gate. This solution has a 100% Lifetime, Money Back Guarantee if you are not happy.



And as you, the reader, will learn, this means we finally have a business solution that allows everyone to succeed no matter who they are or what they have done previously. Every member, whether passive or active, will succeed automatically!

So, relax! Then think about what you are reading here.

WHAT WE HAVE: THE PRODUCT

I placed a functionality description of our product, though not in its entirety, right here at the beginning because there are so many people that I have spoken with that just don't understand what the product is. I want to let you know that this is not an exhaustive list but it does give you an idea of what we have and what it will do. But, trust me when I say, "When we roll this thing out, starting with 'soft' launch, folks are going to absolutely be blown away by its capabilities."

We currently have more than 22,000 Founding Members. That, on its own, is unheard of for a company in its infancy, not to mention we haven't even launched yet! But as good as that may be, it's not even a drop in the proverbial bucket compared to where we are headed. The OnPassive system will be capable of handling literally millions of members. You need to know that. Because, with the correct program...the right platform infrastructure... you can retain its core while replacing elements of the program when they become obsolete so the whole platform can remain active and cutting-edge for many years; a lifetime even. The core of the OnPassive Platform is solidly built for the future and takes the "big

picture" into consideration. So we want futuristic, big-picture leaders. We want to attract those leaders that show a patient, visionary mindset that can bring value and leadership to the "table", so to speak, and thereby add value to the company as a whole.

Anyway, it seems there are many that do not understand that the OnPassive product is a revolutionary, stand-alone, AIdriven, Online Marketing Business Solution. You got that, right? It's a business solution. It's not a "copy-cat" or look-alike" product. It has been meticulously developed from the ground up using artificial intelligence (AI). It is a brand new, never-before-seen technology perfectly integrated into a complete system. When you employ this system, no matter where you are headed, it can change your direction mid-stride [if need be] and get you going in the direction of phenomenal success. Because, you know what? If you don't change your trajectory... the direction you're going... you may just end up where you are headed!

So, YES... it's a first-ever, life and lifestyle changing, AI-Driven, Set-it-and-forget-it platform that will:

- RECRUIT
- CONVERT
- SELL your product for you
- BUILD your business for you

- ADVERTISE to your market
- Send Traffic to ALL your sites
- Provide VISTORS / SIGN-UPS
- Provide DAILY INCOME
- Provide a Financial Portfolio
- Provide your own Crowdfunding Platform
- Place your sites on unlimited rotators / funnels
- Give an Honest Solution for every marketer
- MARKETS your sites
- Give you mind-blowing compensation FOR LIFE!

AND MORE.

We are a Global Presence in 100+ Countries!

- o WE ARE FULLY LEGAL- WORLDWIDE
- o WE ARE FULLY COMPLIANT- WORLDWIDE
- WE ARE BECOMING THE NEW WORLD STANDARD
- WE WILL NOT be shut down by a government; THEY
 WILL USE OUR PRODUCTS!

WHAT DOES THIS MEAN? Well, like I stated earlier, this means we finally have a business solution that allows everyone to succeed no matter who they are or what they have done previously. Every member, whether passive or active, will succeed automatically.

BUT, IF YOU ARE A MARKETER, (Network, Affiliate, Multi-Level, Direct Sales... whatever.) I didn't need to tell you what this means. Here's a NUGGET for you: Once we launch, you choose or use YOUR OWN DOMAIN; not the company's. It's your business... yours... and its grown for you with AI. And every tool you would ever need to build it is included.

IF YOU ARE NOT A MARKETER, this means that you will be automatically marketing the OnPassive Business Solution and generating income that will grow month after month while OnPassive builds your business. You will not have to recruit, sell, promote or anything else if you don't want to... but you can earn much more if you do.



ONPASSIVE'S ROOTS: WHO'S AT THE HELM?

OK, now that we have the stuff that was probably on most of our brains out of the way, I am sure that you're aware of the stir being created by what seems to be the imminent launch of OnPassive and its First-Line Leader Corp known as GoFounders. I am totally jazzed about it and believe that it will prove out to show them as the new global leader in the online marketing industry. But the real heroes will be those Affiliate Marketers that use this system to build their own businesses and add value to the world. However, the company and the system have been brought to us through the efforts of its "Brainiac" CEO and Founder, Mr. Ash Mufareh.

But before you go traipsing off to some "sea-lawyer" or a self-proclaimed internet review guru, let me say a few things about him. Mr. Mufareh is a family man, holds a Master's of Information Technology & eCommerce (MIT) through American Intercontinental University [and even attended Harvard to learn specifically about Online Business Creation]. And from what I have seen, the online and software arenas are where he excels; that's where he lives. Have you ever been so fluent with something that you were said to take to it like a fish in water? Yeah, Mr. Mufareh is like that when it comes

to all thing's internet. That said, he has been in several online affiliate marketing ventures that he has done very well at. Most notably, I think, was his meteoric rise in Global Domains International (GDI).

On the other side of things, Mr. Mufareh has also seen tough times in the industry too; very tough times. As an affiliate marketer, he has suffered through lots of the same things you and I probably have. Things like platforms or systems that didn't work or falling prey to scams. One of those times he had an entire downline consisting of thousands of members stolen right out from under him by his upline.

Anyway, with the possible exception of education, his story is just like a lot of the stories you, me, and countless others could tell. Stories about the fraud and deceit underlying much of the internet marketing businesses we have come to label as "scams" or "schemes." I am sure we can also tell tales of personal and financial losses resulting from the activities of such encounters. Let's face it, 97% of everything out there seems like a scam designed to keep you barely scraping by or, even worse, steal from you. It's precisely those learning experiences that have led Mr. Mufareh to the creation of this remarkable company, OnPassive. And those experiences also paved the way to drive out its operating philosophies and secure them in

firmly in place. I'm saying that Mr. Mufareh's OnPassive, and by extension, GoFounders, has integrity and ethics woven into the fabric of its systems and activity from the part-time help to the hard-core programmers and everywhere in between. It reflects his heart and is his way of life.

Of course, OnPassive hasn't launched yet. But it's First-Line Leaders... myself and the rest of the Early Founders... have been very active for months. We operate primarily from a back-office for the express purpose of inviting more Founders to join the OnPassive movement prior to its launch.



GOFOUNDERS NET: THE BACK-OFFICE

The Back-Office Platform is a complete set of tools located online that was developed by OnPassive specifically for its Founders; and only its Founders. (The Affiliate Members we'll talk about in a bit, which are different from Founders, will not have access to this resource.) The back-office is a very dynamic platform that houses the powerful tools used for the GoFounders initiative which is quite simple- we invite Founder-Members [which is done through personal invites]. The back-office also provides a unique online space where Founders can socially interact with other Founders. To give you a better sense of the GoFounders platform, let me share its purpose as listed in five general resource categories:

- 1. It helps automate the entry of others in the GoFounders Family until we are ready to launch.
- 2. It provides promotional links. These are the same links to be used in the OnPassive Rotator and used to place leads from the Sprint-Marketing Campaign into Founder's Teams.
- 3. It acts as a fundamental Contact Manager for Early Founders who choose to promote on their own and also provides access to personal and team profiles.

- 4. It provides an avenue for contacting Staff, Technical Support, and other Founders while providing regulation-compliant marketing materials.
- 5. It provides a place to access current and past announcements, webinar schedules, past recorded webinars and other events, available downloads, Tutorials, Frequently Asked Questions, and Testimonials.



GoFounders Back-Office Dashboard Screenshot

TOP LEADERSHIP: THE FOUNDER POSITION

The GoFounders effort, which continues to be wildly successful, has produced more than 18,000 worldwide members as of mid-March 2019. And these are Founder Members; first-line leaders under which all other affiliates will be placed!

So, if you are a moral and ethical leader... a leader with patience and energy... it should be no surprise that we want you in one of these positions. From here you can best help the company to grow while helping others to develop healthier, wealthier lifestyles as well. The same lifestyle that you are looking for by researching this leading-edge, OnPassive opportunity. The Early Founder Position, and the Campaigns that will fuel its success, constitute a significant online marketing milestone and comes with massive benefits.

By way of a broad explanation, when you accept an Early Founder Position, you're placed in OnPassive's Top Leadership. This is the top 1% of the leaders in the company and the teams under these leaders are built literally hands-free. (For the math wizards out there: The 1% referenced here holds significance.) This is done through company-wide marketing campaigns using four or five of

the world's best/largest data exchange companies to run the campaigns. These campaigns are "fed" using proprietary databases, developed and owned by OnPassive, that consist of leads incredibly targeted to specific industries. Before the public launch, the primary purpose of the existing Founders and the company campaigns are to invite other Founders. The Founders Positions are ranked according to (1) the date the Position was acquired, and (2) the number of paid Founders they have personally sponsored.



For the sake of transparency, existing Founders do NOT get paid a monetary compensation for bringing new Founders into the GoFounders Family. Any activity by Founders to bring in new Founders is done completely through an individual desire to see the company grow and prosper through the acquisition of new leadership. This is true for production of Webinars, speaking engagements, publications [like e-books, slide presentations, etc.), videos, campaigns or emails, or any other such work or media. It's all done by the Founder free-of-charge for the good of the whole. However, as new Founders accept invitations and are brought into the GoFounders Family, they are placed in the Teams of the Founder that invited them. That can be significant because each new Founder is a potential stream of income later for the Inviting Founder.

Just prior to launch the company will run campaigns to invite new Founders to place under existing Founders. At launch the new Founder Positions cease for at least six months. During this time OnPassive's campaign's will be directed toward the recruitment of Affiliate Members. The new Affiliate Members are used to build all Founders' Teams. Again, each Founder that was successfully invited [and placed in teams] by existing Founders or the company prior to launch potentially becomes a separate "leg" of financial support for

an upline Founder. The Affiliate Members brought in by the company's marketing campaigns are placed in Founder's Teams. Put another way, Founder's teams are populated with Affiliate Members. (Example: Founder A brings in Founder B. Founder B [or the company] brings in 6 Affiliate Members [after Launch]. Founder A earns income from Founder B and the 6 Affiliate Members.) Currently Founder's positions are available for \$97.00. That cost gets you placed in the Founder's spot; that's all. It does not include entry into the matrix [as explained a little later].



COMPENSATION: THE MATRIX

To earn commissions in OnPassive, you must maintain an active subscription for each package that you purchase. There are a total of 4 different packages (\$25.00, \$125.00, \$250.00, and \$500.00). The following pages and charts will show how you progress from one package to another.

As you purchase a package, you are placed in the Company-wide matrix, for that particular package. The purchase of your packages can be done individually, all at once, or through an automatic process using profits from your current active packages, as they become available. In any event, all members [including the existing and subsequent Founders] start out in a free, seven-day trial period. As you may imagine, this trial provides free participation in the business for seven days. In other words, when a person wants to review our Business Solution Product, they'll get a free 7-day trial. During that trial period they will be added to the inviting Founder's personal team as well as the company-wide matrix. While in the matrix they'll have the opportunity to receive spillover-members [from the campaigns] and accumulate the resultant commissions. However, they will not have access to those commissions until they

have paid the \$25 cost for the AFFILIATE package. Once they do, which is called "Activating the Level", the accumulated commissions will be released to them. If the free trial runs out and they have not activated the next level, they will be moved to the bottom of the matrix and the original spot will become available to someone else. Advancement into each higher package is done either manually, by choosing when to activate and pay for the next higher package, or automatically, by allowing OnPassive to access your profits to automatically advance you to the next higher package. If done automatically, once you have earned enough to advance to the next higher package, you will be immediately activated in the next higher package.

In the following charts, which show the matrices for the different levels and their associated payouts, I will use numbers from the First through Third Levels to explain money that can be earned. (It should be apparent that Free Member Spot is actually just how a member is held for a specified period of time without any level activation activity. Consequently, there is no Chart showing a Free Member or any activity associated with a Free Member.)

IMPORTANT: We need to keep in mind that it will take some time to fill the positions and that will depend on varying factors. For instance, I am a Founder that joined near the 5,000 range so I won't get my first member until a member has been placed with each of the 5,000 Founders that joined before me. It also depends heavily on the size, duration, and market saturation of the marketing campaigns.

IMPORTANT: For clarity, if a member wants to purchase the higher level packages instead of waiting to be automatically upgraded by the system, the packages must be purchased sequentially. For example, when we are ready, my intent is to purchase the first 3 packages. This means I will need to purchase the \$25, the \$125, and the \$250 package, in sequential order, for a total of \$400. If I choose to go straight to the highest package [that costs \$500], I would need to purchase all 4 packages for a total of \$900.

<u>Disclaimer:</u> Earnings vary depending on each individual Affiliate's effort. The income claims presented are not intended to serve as a guarantee of income; instead, they are designed to give you an idea of what is possible. As with any business, success with ONPASSIVE requires hard work, commitment, leadership, and desire.

The packages are set up like this.

FREE Members advance to **the AFFILIATE \$25.00 Package**.

- Level 1, with 3 members has a monthly payout of \$6.00
- Level 2, with 9 members has a monthly payout of \$27.00
- ➤ Level 3, with 27 members has a monthly payout of \$54.00 In this example, because members are paid on current and previous levels, only a total of \$87.00 per month is paid (6+27+54)=87

IMPORTANT: Only the following top three (Pro, Leader, & Master) packages provide guaranteed, daily traffic.

AFFILIATE Members advance to the PRO \$125.00 Package.

- Level 1, with 3 members has a monthly payout of \$30.00
- Level 2, with 9 members has a monthly payout of \$135.00
- ➤ Level 3, with 27 members has a monthly payout of \$189.00 In this example, because Members are paid on all 3 Levels of the PRO Package, the total amount earned is \$354.00 per month; (30+135+189=354). However, the Members are also continuing to earn from the AFFILIATE Package as well, reflecting a total monthly payout of \$441.00, for the first 3 Levels in each package. (6+27+54)+(30+135+189)=441

PRO Members advance to **the LEADER \$250.00 Package**.

- Level 1, with 3 members has a monthly payout of \$30.00
- ➤ Level 2, with 9 members has a monthly payout of \$225.00
- ➤ Level 3, with 27 members has a monthly payout of \$270.00 In this example, because Members are paid on all 3 Levels of the LEADER Package, the total amount earned is \$525.00 per month; (30+225+270=525). However, the Members are also continuing to earn from the AFFILIATE Package and the PRO Package as well, reflecting a total monthly payout of \$996.00, for the first 3 Levels in each package. (6+27+54)+(30+135+189)+(30+225+270)=996

LEADER Members advance to the **MASTER \$500.00 Package**.

- Level 1, with 3 members has a monthly payout of \$60.00
- Level 2, with 9 members has a monthly payout of \$270.00
- ➤ Level 3, with 27 members has a monthly payout of \$405.00 In this example, because Members are paid on all 3 Levels of the MASTER Package, the total amount earned is \$735.00 per month; (60+270+405=735). However, the Members are also continuing to earn from the AFFILIATE Package, the PRO Package, and the LEADER Package as well, reflecting a total monthly payout of \$1,701.00, for the first 3 Levels in each package.

$$(6+27+54)+(30+135+189)+(30+225+270)+(60+270+405)=1701$$

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Levels	Members	\$25	\$125	\$250	\$500	Totals	Running
	3	\$6	\$30	\$30	\$60	\$126	\$126
2	9	\$27	\$135	\$225	\$270	\$657	\$783
3	27	\$54	\$189	\$270	\$405	\$918	\$1,701
4	81	\$81	\$405	\$648	\$1,215	\$2,349	\$4,050
5	243	\$243	\$1,215	\$1,944	\$3,645	\$7,047	\$11,097
6	729	\$729	\$2,187	\$5,832	\$7,920	\$16,038	\$27,135
7	2,187	\$2,187	\$4,374	\$15,309	\$21,870	\$43,740	\$70,875
8	6,561	\$6,561	\$19,683	\$45,927	\$98,415	\$170,586	\$241,461
9	19,683	\$19,683	\$59,049	\$157,464	\$295,245	\$551,124	\$792,585
10	59,049	\$59,049	\$118,098	\$472,392	\$590,490	\$1,240,029	\$2,032,614
	Total	\$108,303	\$205,365	\$700,041	\$1,018,915	\$2,032,614	\$2,032,614

IMPORTANT: Only the top three packages in OnPassive (PRO, LEADER, and MASTER) provide guaranteed, daily traffic and

The income claims presented are not intended to serve as a guarantee of income; instead they're designed to give you an idea of what's possible. As with any business, success with ONPASSIVE requires hard work, commitment, leadership and desire.

guaranteed signups.

100% Risk FREE
Guaranteed
Refund Policy

In review, \$97.00 gets you into the Founders position. When OnPassive publicly launches the business, all members enter the matrix with a free seven-day trial and move as desired into the higher packages. Those that don't activate from the Free Trial to the \$25 AFFILIATE package will be moved to the bottom of the matrix for that package. Marketing will continue to be done for those in the Matrix after launch with new members being placed in the Founder's Teams daily through the marketing campaigns by OnPassive.



At some point prior to launch marketing campaigns will bring in more Founders and place them in the existing Early Founders' Teams. Here's a key point that has been mentioned more than once. When OnPassive launches, the Founder's Positions will be locked for [at least] six months. (But there is also a chance we will never see the Founder buy-in opportunity again at any price.) During that first six months post-launch the company will execute campaigns to build the Founder Teams by inviting millions and millions of others to join. The resulting new members will be used to build teams under all then-existing Founders.

So, if you have friends or family that will benefit from this [and I can't imagine anyone that wouldn't], show them this opportunity. Sign them up now or as quickly as you can so the opportunity is not lost to them through OnPassive's launch.

You would have to agree, this business solution can provide massive advantages for building anyone's financial portfolio. That too is by design. Keep in mind that inviting or recruiting by you is not necessary. However, it's encouraged because it will build your wealth much faster. Think about that. As a Founder you will earn very good money. If you recruit just one Founder your income potentially

doubles. Remember, every Founder in your team becomes a potential income stream for you. If you decide that sharing this with others and inviting them to join is something you would like to do then I can help you immensely. Though I am not the more masterful at it, I have been doing it for a few months and have learned a thing or two. I would even suggest that you purchase a spot for someone you care about that can't currently afford it, if you're able to. I have. It felt pretty good.



ARTIFICIAL INTELLLIGENCE: RISE OF THE MACHINES

I'm sure you've heard of artificial intelligence; also called machine intelligence. In the field of computer science, it refers to an intelligence that's demonstrated by machines instead of people or higher-thinking animals. I say this because OnPassive uses artificial intelligence. And OnPassive wrote the very programs and owns every bit of the technology for its systems and always will; it's patented and proprietary. I cannot say much more about the exact nature and composition of the systems you will have access to, but rest assured, they will do everything I have said they will do... and much more.



You see... this is a very real, online and brick-and-mortar business. Its product is a completely done-for-you system that can automate existing marketing businesses. Even in its current fledgling state, OnPassive currently has dozens of paid support staff already in place and we're touting a truly global phenomenon with our presence in more than a hundred countries. One of our locations, the Orlando one, is pictured here.



Equally impressive is that we are 100% debt-free! Think about that for a moment. How many new, globally-operating companies are you aware of that own 100% of themselves while being completely debt-free? You can probably count them on one hand. Additionally, our business is very "clean." This means we have real and sustainable products made up of smoothly-integrated components and never-before-seen technology that run very smoothly together.

I cannot tell you everything the OnPassive Business Solution can do. (I don't even know all that it can do.) However, if you have even a small amount of experience with online marketing of any kind then some of these terms should all be familiar to you.

- traffic
- recruiting
- matrix
- merchant
- niche
- opt-in rate
- banner ads
- sales
- landing-pages

- contact manager
- split-testing
- direct buy
- squeeze page
- conversion rates
- rotators
- funnels
- Affiliate software
- Etc.

With that in mind, rest assured that everything you can imagine that is needed to run an online marketing business is provided... and then some! But if these terms mean nothing to you then that's alright

because the system we're talking about does everything for you anyway so, relax. Remember the mantra, "All done for you". You know what "All" means, right? Yep... all means all. And we mean it.



So, if you are in, or want to be in, the affiliate, network, or even multi-level marketing arenas in the future, this is your solution. OnPassive can deliver to you a fully-automated, self-perpetuating, 3X Matrix-based business model. Quite simply, this means that the company will place three people directly under you and then three

members under each of them, then three more members under each of them, and so on through at least ten levels [eventually]. This chart shows the first three levels.



Each of these members are purchasing an automated platform for a monthly subscription fee ranging from \$25.00 to \$500.00. That, my friend, means a lot of people are going to be directly contributing to your income stream. And the platform they're "renting" provides every tool needed to automate their online marketing businesses which means they are getting a lot of "BANG for their buck", too. Not to mention again that OnPassive is also a superior, stand-alone business that will provide massive and residual

income to you for life. And, "Yes." I did say that the income is residual. It will increasingly build for you month-after-month for the rest of your life. As a matter of fact, it's inheritable; you can leave it to your friends or family... or whoever you want. But you have to decide to act on it because, as you can imagine, these Top Leadership Positions will not be available forever.

In closing, God's Word says,

"...whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable— if anything is excellent or praiseworthy--think about such things." (Philippians 4:8)

That verse is relevant here because the passage is mirrored by the philosophy that is at the core of OnPassive. And when you listen to Mr. Mufareh talk, it's his heart you hear above all else. He does not believe in negativity, back-biting, murmuring, or complaining [and doesn't stand for that type of behavior at OnPassive; from the Founders or anyone else.]. On the other hand, he does believe in family, mutual benefit, prayer, faith, and speaking to those things that are not as if they are, as well as "speaking to your mountains." So, if you have a sincere desire to greatly succeed while helping those

around you, then this is for you. And if these things are what you think about and seek to produce, develop, or manifest in your life... then you are the kind of leader we are looking for.

Don't spend any more time thinking about it; let go of fear. Don't "perish" for lack of vision. Get the vision, get the information, and decide to join us today. This will literally change your life & your lifestyle.

Blessings and...

