

From muffin baker to **MILLIONAIRE** in 5 years

Peter Sun has become one of Australia's most unlikely millionaires. After failing marketing at University, going bankrupt in his own spa manufacturing business, Peter has become one of Australia's most respected marketing experts. His inspirational story proves you don't need to be blessed with good looks or high intelligence to be successful.

Wealth Creation Strategy No. 1 MARRY INTO MONEY

In his 20s Peter really didn't believe much in his ability to create wealth, so he figured his best change would be to marry someone who already had it. As fate would have it with three years of putting that thought into the universe, he married into one of Australia's wealthiest families.

"I still remember the trips to Surfers Paradise, the three cars, the ski resorts which they owned, and a life that most people would only dream of, but it all came at a price," Peter recalls.

After a one-year overseas honeymoon it all came crashing down. On the plane home from Hawaii to Sydney, his new wife turned to him and said "I think I want a divorce".

The night Peter's life almost ended

Although only 27 at the time, Peter was so devastated that he believed that his life wasn't worth living. "I was sitting in my Datsun 200B at 2.30am and the only sound was the car engine running. I had a vacuum cleaner hose going from the exhaust into the back window, the only thing I forgot to do was to close the driver's door. As I lost consciousness I fell against the door and out of the car. When I came to, it was dawn and the car had stopped. I couldn't even kill myself properly!"

Pain drove Peter to change every aspect of his life

From that moment onwards Peter went on a path of self-discovery. He became a vegetarian, he stopped drinking he started to exercise and as a result has not been to a doctor in 18 years.

Peter decided to start a spa manufacturing business to take control of his finances. He opened up his factory and began working 15 hours a day, 7 days a week for 5 years. He learnt that just because you start a business, it doesn't mean you're going to be successful. After five years of hard work, Peter went broke, losing his house and was forced to work as a muffin baker earning \$600 per week.

Success through the information business

It was at that time Peter discovered the power of information through a course with American marketing guru Jay Abraham, and started to gain knowledge in the area of sales and marketing. Realising that most small businesses fail, Peter got excited about the potential of selling marketing information.

With little more than an idea and a second hand computer, Peter became a marketing consultant. "I found it ironic that I became successful in the topic that I failed at University," Peter says. "I went from charging \$200 per hour in the beginning to charging \$3,000 per hour 4 years later - the same as Jay Abraham."

Over the next 5 or 6 years, Peter realised it was easier to sell products instead of consulting services, "I decided to sack all my clients and focus on selling products. I discovered that with information products your profit margin is between 80-90%. During those years Peter built a multi-million dollar business, working from home with just a couple of staff.

Peter now has 4 beautiful daughters, which he is able to spend time with, maintaining a balanced lifestyle "I travel overseas, I surf most mornings and I stop the business one day per month to work for local charities and contribute back to the community."

If you are going to be successful financially you need your own business

Peter doesn't consider himself to be the smartest person around, but he feels the reason he is so successful is because of sheer hard work and perseverance. "I've seen other people use my methods and apply them in ways faster than I thought was possible, but one thing I have is determination, Once I make a decision to do something, I stick it out and I don't quit. You must also be in business for yourself. If you are not in business then you are not in the game!"

He says the mistake most people make is they under-estimate what they can do in the long-term, and over-estimate what they think they can do in the short-term. "This does not lead to long-term success in business or in life!" says Peter.

The Better Business Institute

Peter's core business is the Better Business Institute (BBI) and to date, Peter has written over 30 books and manuals and produced numerous other courses for small to medium sized business owners. Some of Australia's fastest growing companies got started using Peter's strategies, with most of these people remaining his friends many years after.

Over the next 12 months, the Better Business Institute will be expanding its overseas presence significantly. Peter has now systematised his business based on his success as a consultant, and provides the opportunity for people who are serious about helping others, and willing to learn sales and marketing.

