

RBs Keys: The Cash Gifting Handbook

By Ryan Biddulph



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“Cash gifting is the act of privately giving another person or entity a declared sum of cash, strictly as a gift, and giving it freely without coercion or consideration.” ~ Ryan Biddulph, “What Is Cash Gifting?”

Cash gifting is a private activity practiced by like-minded people. The purpose behind offering a gift is to help others. There is no coercion or consideration. This is not a “what’s in it for me first” deal. It’s focused on helping others and becoming the receiver of generosity.

Realize That This Is A Private Activity

As a work at home activity cash gifting remains private. Demand a home telephone number before offering a cash gift. Gifting is not a business. It’s an activity practiced by like-minded individuals. The best mentors aim to help others and prosper. By sharing the opportunity a mentor is blessed by other’s kindness, but they also bless their gifters by introducing them to a prosperity stream.

Declared Sum Of Cash

Legitimate gifting clubs provide various levels at which you may send a gift. My club offers \$250, \$500, \$1500, and \$3500. The amount is declared up front. A work at home opportunity posing as cash gifting which doesn’t provide multiple levels is suspect. Steer clear.

A Gift Offered Without Coercion Or Consideration

Run from a pushy mentor; this is a red flag. There is no coercion or consideration in cash gifting. You must trust your mentor to give freely. A pushy mentor is a greedy mentor and can’t be trusted. Give because you want to give. Give freely, receive generously.

“Cash gifting tends to generate hype. Most of the scam talk surrounds improperly structured clubs. Some dishonest people market their opportunity as cash gifting in order to ride the coattails of successful, legitimate gifting communities.” ~ Ryan Biddulph, *What Is Cash Gifting?*

The Hype Machine

With big money comes big hype. The videos, the claims, and the flashy ads. Yes, people do receive \$10,000 a week in gifts. Yes, people do receive gifts in excess of 6 figures a year. These numbers are rightfully eye-catching.

On the flip side of the hype coin are the people who figure it must be too good to be true. Throw 'em all in jail, the little Bernie Madoff's, as I read one site's cash gifting review.

The subject of money tends to generate strong emotions. With these strong emotions come powerful opinions, most of which aren't founded on the facts. This goes for both the positive and negative views of cash gifting.

Why The Scam Talk?

Some of scam talk is skepticism. Doubters can't believe that someone would send a gift of cash to a stranger. They don't understand the universal law of sowing and reaping so they figure cash gifting must be the latest and greatest scam.

In other cases businesses dishonestly market their opportunity as cash gifting. Some of these scams are MLM or pyramid deals. Because these illegitimate opportunities are scams does not make cash gifting a scam.

Why Gifting Is Legal

“The act of giving cash gifts is within the boundaries of the law. As long as the club is properly structured and the proper paperwork is in place cash gifting is a legal activity.” ~ Ryan Biddulph, *What Is Cash Gifting?*

First Let's Tackle Gift-Giving

Cash gifting occurs at social events like birthday parties and weddings. Gifting also occurs for large ticket items; a parent gifting their child a sum of money toward the purchase of a home is one example. These gifts are offered freely, almost always to a friend or relative.

The act of giving a cash gift is legal. How the gift changes hands is the next question.

Study The Structure

Since Cash Gifting is a private activity it can in no way resemble a business. MLM or multi-layered structures are illegal in Cash Gifting. MLM type clubs are the primary reason why gifting is labelled as a scam. Ensure that your group offers a model independent of uplines and downlines.

Some clubs get into trouble because they use a pyramid scheme. These are also illegal. Aim for a 1 Up type structure. After a qualifying gift the mentor breaks off on their own. This is like being an independent contractor instead of being part of a matrix.

Taxes: How It Works

Per The IRS Introduction To Estate And Gift Taxes, as of 2008 cash gifts up to \$12,000 per person per calendar year are allowed. The entire IRS Estate Gift Tax document can be found here:

[IRS Introduction To Estate And Gift Taxes](#)

For any specific tax questions please consult a professional advisor.

The Necessary Paperwork

A legitimate Cash Gifting group provides a gifting and non-solicitation form which has been drafted by an attorney. These forms are binding documents stating that your cash gift was given without coercion or consideration.

Do not accept a club's invite unless they provide these forms! It's imperative that both are signed by the gifter and mailed with each gift.

Please feel free to provide your views on Cash Gifting in the comments section. I know that many are new to this practice and value your feedback.

The Law Of Attraction And Cash Gifting

The law of attraction is a buzz phrase. The idea behind it is that the universe is based on attraction. Everything is a form of energy; you, the cat, the TV. The illusion of separation is created by the fact that all things vibrate at a different frequency.

A tough concept to grasp? Sure! We're taught to rely on our senses. However something

looks, however something feels, IS to us. People who've taken the time to study this concept understand the magic behind it. You can attract ANYthing you'd like in life by picturing it in the mind and believing that you already have it.

Our thoughts and feelings create our reality. Picture, believe, and receive however the universe sees fit. As you give, so shall you receive. Give a beautiful, bountiful picture to the universe. Picture yourself as a prosperous person freely giving lavish cash gifts. Feel prosperous. The emotions are key. If you give freely the universe believes that you must be opulent. It will bring you more opulence.

Build wealth-affirming images every morning and evening. Reading an article and expecting money to show up on its own ain't gonna happen. You must work mentally and physically. Picture yourself as a wealthy person by visualizing wealth for at least 20 minutes a day. Then move into action. You'll attract ideas which lead to the creation of the wealth which you've pictured. Gifting is about giving freely but it's also focused on marketing. It requires work, but it's fun work.

This is not some kind of hustle. It is a simple truth. View any mega-prosperous person.

The *happy* millionaires and billionaires of the world held a picture of themselves as a wealthy person before becoming the wealthy person. To become, you must be.

How would a wealthy person give a cash gift? Freely, generously, joyously. That's why they're wealthy! As you give, so shall you receive.

The emotions are the attractive or repelling force. Give freely, receive freely. Be stingy, give without trusting, and the universe will be stingy with you. It won't trust you.

If someone tells you that the law of attraction is bunk, look at their results. Do they have a statue erected in their honor? Watch who you trust when it comes to the acquisition of money and property.

All happy, successful, prosperous people gave freely before they received generously.

John D Rockefeller gave dimes to the less fortunate when he was a child. He knew the value of giving to help others. He was a penny philanthropist who became the wealthiest man in the history of the world.

Someone need not be disadvantaged to appreciate the value of money. Everybody can use money to pay the bills, save up for vacation, or put towards their dream car.

Money Is Freedom In Green Pants

Money is freedom. It is the root of all good. You can be, have and do more with money when it's acquired in harmony with universal laws. Giving the gift of freedom is a kind act. Feel the deep emotions of performing an act of kindness and observe how quickly your life changes.

Study the law of attraction. Think about the idea of money. Think about what it can do for you. Think about what it can do for others.

Give freely, receive generously.

Marketing: What To Look For

Observe how a club markets itself. Any club that looks like MLM should be avoided. Groups with uplines and downlines are treading into dangerous waters. Since cash gifting is a private activity the club's structure must be scrutinized.

A 1 Up is one possible structure that is legitimate. A mentor is like an independent contractor. After sending your first gift you become a mentor. On becoming a mentor, the first gift received passes up to your mentor then you break off. You are free to receive all future gifts. No uplines, no downlines.

Look for fact-filled websites. Unless the group offers a fact-based tour I suggest moving on to the next club. You want content, not a running advertisement.

“Cash Gifting is an activity. It may be mistakenly referred to as a business but since there are no goods or services changing hands this label is inaccurate. Cash Gifting is a private, invitation-only practice.” ~ Ryan Biddulph, *What Is Cash Gifting?*

Mind Your Gifting Opportunity

Business: an organization designed to provide goods and services to consumers.

Cash gifting: the act of privately or publicly giving another person or entity a declared sum of cash, and giving it freely without coercion or consideration.

Again and again I see cash gifting marketed as a business. These are either dishonest or misinformed mentors who don't realize that they're involved in a private activity. This also gives the gifting naysayers more ammo for their “cash gifting is illegal” crusade.

Businesses are formed to earn a profit. In cash gifting you'd like to stay away from the words "profit" and "income." That's why I use the phrase "prosperity stream" when I mention gifting as a work at home opportunity. There's no profit to be made. Where's the difference between your revenue and opportunity costs?

Move away from this terminology and view gifting for what it is: helping others with the gift of cash. Focus on using the words "activity" and "practice" when describing cash gifting to others.

A Private Practice

Cash Gifting is a private activity practiced by like-minded people. It is not a commercial venture. It's built entirely on trust. Research your prospective mentor thoroughly. They should supply a home or cell phone number.

Demand accessibility. Some unscrupulous people take advantage of the private nature of gifting. Find out as much as you can about the gifting club and mentor before you make the decision to accept their invitation.

"Cash Gifting groups should use the terms community, program, system, or club to describe their collective selves. A gifting club is not an investment group, company, or corporation." ~ Ryan Biddulph, *What Is Cash Gifting?*

No Corporate Hierarchy

Cash Gifting clubs are groups of like-minded people. Every person is viewed as equal. No bosses, managers, or corporate structure. Legitimate gifting clubs are comprised of mentors who have an equal opportunity to receive cash gifts. Cash Gifting programs are level playing fields.

Beware False Advertising

When scouting Cash Gifting groups look for the terms community, program, system, or club. Cash Gifting is an opportunity for like-minded people to share cash. If the group doesn't adopt this core principle move on to the next club.

As I've mentioned in previous chapters scam artists are linked to any money-making opportunity. Most harbor negative emotions concerning money. Either they don't have enough or others have too much. Negative emotions move one into negative activities. Scamming is one such activity.

Stay away from any entity which looks like an investment vehicle. You'll experience one immediate return from your gift: the feeling of joy. Give with no strings attached and let the universe handle the rest.

“Legitimate Cash Gifting groups are not based on an MLM (multi-level marketing) model. This is a legal structure for a business but it's not for Cash Gifting. Pyramid schemes are also a red flag. A proper Cash Gifting club gives each member an equal opportunity to receive cash gifts. One common model is the 1 Up system. After a qualifying 1 Up gift you are released to receive gifts at your level.” ~ Ryan Biddulph, *What Is Cash Gifting?*

No MLM

MLM is a hierarchy based on building downlines. Your success is predicated on recruiting people as distributors of a good or service.

MLM and pyramid structures are strictly forbidden in cash gifting. There is no good or service being sold in gifting. No lines of people to recruit because gifting is an invitation-only activity. Any club which appears to be MLM should be regarded with suspicion. These include clubs with uplines and downlines.

A 1 Up is the ideal structure. After sending a qualifying gift to the mentor you are free to receive future cash gifts. It's similar to be an independent contractor. No fat cats at the top collecting the majority of cash and no people at the bottom hustling for scraps. It's all on you.

A 1 Up works as follows: Jack decides to accept an invitation from his mentor Jill. He sends Jill a cash gift and becomes a mentor. Bob decides to accept an invitation from Jack, he sends Jack a gift. This is Jack's 1 Up so he sends it to Jill. Jack is now free to receive all cash gifts at his level. He's not funneling a % of gifts to people above him and is not receiving a % of gifts from people below him which would make this an illegal

operation.

A 1 Up structure ensures the legitimacy of a program. Each mentor enters a level playing field. Once fully qualified you may receive cash gifts from as many people as possible. Each person breaks off on their own instead of being part of an illegal and complex matrix.

If it looks like MLM, it's not legitimate Cash Gifting!

How To Gain A Cash Gifting Invite

“Cash Gifting programs offer multiple levels at which you may be invited into the group.” ~ Ryan Biddulph, *What Is Cash Gifting?*

The Invite Process

You come across my site [Cash With A True Conscience](#) and like what Cash Gifting has to offer. You make the decision to offer a gift freely to me. There are multiple levels at which you may send a gift. My club offers levels at \$250, \$500, \$1500, and \$3500. After choosing an amount the gift is sent.

After the cash gift has been confirmed I extend an invitation to join the club. You are walked through the process of gaining access to the backoffice where changes can be made to your website.

A website and autoresponder are provided once your cash gift has been confirmed. My club does not charge an admin fee; some gifting clubs do charge a fee for site maintenance.

The only suggestion which I make is to buy a domain name. This builds credibility. The name www.cashwithatrueconscience.com appears more professional than <http://www.magneticcashgifting.net/mysite/uerID=rb>. Domain names run about \$10 per year.

You're set! You can now receive cash gifts. I advise writing a detailed “Meet Your Inviter” page in order for people to get to know you better. This is “My Story” marketing. People will connect with those who they share something in common with.

The backoffice provides access to managing your autoresponder. You can also view your prospects list and their contact information. If you choose to upload custom videos, send

a newsletter, check your site's daily and historical page views, or manage your callback requests it's handled in the control manager.

The next step is to detail marketing strategies, which I will cover in a future chapter.

“The mentor is the ambassador of a gifting community. A mentor is your inviter. They should be knowledgeable and trustworthy.” ~ Ryan Biddulph, *What Is Cash Gifting?*

The Conduit

A cash gifting program is comprised of like-minded mentors. The mentor is the first person you'll contact when discussing the activity of cash gifting. You landed on their website. They teach you the basics of gifting: how to get started, how to market, and any other gifting-related questions which you might have.

Look for a personal telephone number on the capture page. 1-800 numbers should be regarded with suspicion. If they are serious mentors all information will be provided upfront. No shadowy names or handles. A first and last name along with a clear picture are musts. Cash Gifting is built on trust.

Research Your Mentor

I advise calling your mentor and asking at least 10 questions. Gauge their intent. Are they a slick marketer or caring mentor? Do they have your best interests at heart? Their intent could be the difference between your success or failure.

Scan Facebook and Twitter for their profile. Do they run a blog? Have they published articles? A healthy web presence builds credibility.

Scrutinize their interests. I can't stress enough that this is a private activity. Gauge their character as best as you can. Use every tool available to get to know them.

Cash Gifting: Internet Marketing With Copious Content

Cash Gifting is a hyped-up work at home activity. To differentiate myself as a mentor I decided to hop off the hype train. Content creation is at the basis of my campaign. I've gained success using these 4 free internet marketing methods.

Blogging

Content-rich cash gifting blogs are few and far between. Provide valuable and fresh information. Describe cash gifting in detail. A running advertisement for your club is a turn-off to an already hyped-up activity. Display your competency as a mentor.

Open a notepad and begin researching. There's plenty of information and misinformation concerning cash gifting. You'll find the gems by digging deep. After taking notes begin posting.

Write about whatever makes your heart sing. My postings are focused on cash gifting. I also provide inspirational posts. My goal is to expand the prosperity consciousness of my readers. A prosperous life is a full life.

Twitter

Open a twitter account. Provide value with each tweet. Conduct thorough due diligence on cash gifting and work at home opportunities. Tweet whatever information you deem to be useful for your audience.

Advertise sparingly. Twitter is a content creation platform; the line between marketing and spamming is razor thin amongst tweeters. Tweet content. Retweet frequently. Your following will grow as you retweet and engage other users.

The twitter success formula: Provide Value + Make Friends. Ignore the number of people following you. Pay attention to each person.

Article Directories

Submit articles to online directories like amazines.com and articledashboard.com. Provide useful, relevant content; these aren't free advertising portals. Publishing articles builds credibility while expanding your presence. Most article bases provide resource

boxes where links to your capture page or blog can be posted.

Backlinks

Backlinks are links which are directed to your website. Receiving backlinks from sites with a high page rank boosts your page rank. A high page rank usually results in more visitors to your site.

Visit blogs with a high page rank. You may check a page's rank at [here](#). Read the posts before commenting! Comment drive-by's are no better than spamming. Provide valuable insight with a comment and link to your capture page or blog.

Those are 4 free internet marketing methods which can be used to market a cash gifting opportunity. I will discuss paid methods in future chapters.

Get Your Paperwork

Cash gifting is the act of privately or publicly offering a gift of cash freely, without coercion or consideration. To ensure that your gift is offered in this manner the proper paperwork must be in place with each gift.

A legitimate cash gifting club provides a gifting and non-solicitation form.

Gifting Form

A gifting statement declares the amount and recipient of your cash gift. Any property transferred is intended as a gift and not an investment. You do not expect anything in return for the gift, nor will you ask for the gift to be returned under any conditions. There is no agreement between you and the recipient of the gift.

Non-Solicitation Form

A non-solicitation form states that you are seeking to learn more about this opportunity. You are not seeking an investment opportunity. This is a private, non-solicited act on your behalf. Gift-giving is a voluntary act of your accord. Understand that your gift is a gift, and nothing else.

A Private Sharing Club

Due to cash gifting's private nature it's imperative that a club provide a gifting and non-solicitation form.

10 Red Flags

Cash Gifting is a fulfilling work at home activity. Give freely, market the opportunity of gifting to like-minded people, receive generously. Gifting is people helping people.

Some decide to take advantage of the benevolence of others due to cash gifting's private nature. Ensure that you join a legitimate gifting club by keeping an eye out for these red flags.

- The group is MLM. Gifting is an activity, not a business. MLM is an illegal model for cash gifting clubs.
- The mentor has a 1-800 number. Gifting is a private activity. What person has a 1-800 exchange for their cell or private phone number?
- The club's website is all style, no substance. Flashy advertising is fine, a running commercial short on facts isn't. Beware hyped-up capture pages without content. This applies to any work at home opportunity.
- Observe the terminology used on the site. There should be no mention of selling or recruiting. Gifting is an invitation-only activity.
- Beware a pushy mentor. Coercion is strictly forbidden in cash gifting.
- If it's a lone-wolf operation it's not cash gifting. Gifting clubs are groups of like-minded people.
- Does the club provide gifting and non-solicitation forms? This paperwork needs to be in place with each gift to ensure the legitimacy of the offering.
- Does the mentor provide a real name? Some scammers use pseudonyms. Why are they hiding?
- Does the mentor provide personal information? Trust is the basis of cash gifting. This is true of all work at home opportunities. Look for a facebook profile, twitter account, or a personal blog. Research the mentor as much as the program. Ask at least 10 questions during a telephone interview. Get a feel for their intent.
- Can the mentor clearly explain the process of gifting? Can they describe which marketing methods have been successful for them? Gifting is sharing the gift of freedom and marketing the opportunity. Even if new to gifting it's a simple concept to explain. If they can't express themselves you may be dealing with a scammer.

Most cash gifting mentors are good people. They understand the premise of gifting. Give freely of your cash and knowledge, receive generously. It's simply people helping people with the gift of cash, which is the gift of freedom. Conduct

thorough due diligence to weed out the scammers from the givers.

Is Gifting For Real?

You might have concerns that cash gifting isn't a legitimate activity. I did too. It took a month's worth of research to trust in the process.

I came to learn that cash gifting tends to be a hyped-up practice. Google "cash gifting". You'll see endless videos of mentors counting thousands of dollars along with scam watch dogs labelling gifting as a Ponzi scheme.

Cash gifting is not about getting rich quick, nor is it a scam. It's people helping people. It's nothing more, nothing less.

Can you attract a great deal of money with this activity? If you understand that gifting is people helping people, yes. Cash gifting is a full-time activity for me. I've been the recipient of enough generosity where I don't have to hold a full-time job.

I share my marketing methods and the opportunity to open up a prosperity stream without having to recruit anyone or sell anything.

Gifting is such a simple process to grasp if you can suspend skepticism.

Cash gifting is not a business. It's a private activity. Gifts are offered freely, without coercion or consideration. Gifting and non-solicitation forms are sent with each gift to ensure the legitimacy of the gift offering.

Cash gifting does require effort. It will take time and energy to market the opportunity to others. A legitimate club provides access to library of proven marketing methods which can attract like-minded people to your site.

Cash gifting is not a hustle. It's people helping people.

Understand the purpose of cash gifting and you will prosper.

To learn more about cash gifting please take a tour of our club

<http://cashwithatrueconscience.com>

My blog is also an excellent gifting resource

<http://cashwithatrueconscience.com/rblog>