

RICH IN ENERGY

How to Build a Residual Income
in the Gas & Electric Energy Markets



MIKE HEALY

Introduction

The Power of Opportunity: A Message from Mike

Let me start with a quick introduction. My name is Mike Healy, and I want to thank you for taking a few moments to read this.

Chances are, if you're reading this, you're like many people I've spoken or shared this info with. You're looking for a practical way to supplement your income without changing careers, taking on a second job, or becoming a tech expert. Maybe you're not interested in selling products to friends and family or diving into complex online businesses. If that sounds familiar, I've got good news: you're in the right place.

Many everyday people—just like you—are creating meaningful, recurring income in just a few hours per week. And they're doing it by leveraging one of the most powerful and often overlooked economic shifts happening in our time: **energy deregulation**.

But before we dive into that, let me ask you two simple questions:

1. What if you could build a real, recurring income in as little as two hours a week?
2. What if all that effort amounted to was making this statement to a person who owned or operated a business...*"I don't know if I can help you or not, but if you'll give me a copy of last month's utility bill, I can have it analyzed for free to see if you are being overcharged."*?

You see, the reason this works is because it's simple. Right now, hundreds of people use this same message to gather a bill. Submit it to our energy experts. Get the free quote, then share that savings quote with the business decision maker...that's it!

Some of these people are earning hundreds, thousands, or even tens of thousands of dollars in **residual income**—just by helping businesses save money on something they already use and have to have.

Think about what it took for you to make your last \$5,000 in residual income. Did it require long hours, difficult work, or stress? Or maybe you never made that kind of money residually. Regardless, I think if you continue to read, you'll see a very good opportunity you might not have been aware of.

How good of an opportunity? *Lets discuss that...*

This opportunity is centered around **deregulation**, specifically **energy deregulation**—and it's already transforming household and business finances across America. Here's the core idea: deregulation gives people a **choice** in who supplies their electricity and gas. It's no different than choosing between two gas stations—one charging \$3.50 per gallon, and the other charging \$3.30. Which would you choose?

Now imagine this: you refer people to the cheaper gas station, and every time they fill up, you earn a commission—every single time, forever. That's the concept we apply, except instead of gasoline, we work with **electricity and natural gas**. And we don't just pay you once—we pay you every month, for as long as your referral continues to use the service.

Here's the best part: our company specializes in **commercial accounts**. That means we work with businesses of all types—restaurants, churches, hospitals, factories, nonprofits, and more—helping them reduce their energy costs. And for every business you help connect to our service, you earn a **recurring income** based on their energy usage.

Let me break it down: all you need to do is collect a recent energy bill from a business. That's it. You don't need to know anything about energy markets or rates. Our company handles the analysis, compares quotes from multiple energy suppliers, and presents the business with the best rate available. If they decide to switch, you get paid **every month**.

Still skeptical? Let me share some real stories:

- **John**, a stay-at-home dad, submitted a few accounts and helped a local church save \$29,000 a year. As a result, he now earns over \$1,300 monthly in residual income—and he's donating a portion back to support the church's new playground.
- **Lisa** convinced her brother, who manages a manufacturing plant, to let us do a free analysis. In less than 48 hours, we secured his business \$92,000 in annual savings. Lisa earns more than \$7,000 a year—passively.
- **Dave**, a police officer, helped a poultry processing plant save over \$190,000 annually. His cut? A recurring income of **\$22,000 per year** from that one account.

Now, are those typical results? Not for everyone. But here's what is typical: the process. Everyone followed the same simple steps—share the message, collect a bill, and let the experts handle the rest.

This isn't about selling. It's about helping. And in return, you're compensated with long-term, recurring income.

So, the final question is: will you be the one earning from this opportunity—or will someone else earn from the people you could have helped?

If you'd like to see some examples of what our company, [Bidpoint.io](https://bidpoint.io) does and what others have done, please visit our website.

If you're fairly new to this concept, read on to get a better understanding.

Chapter 1: The Residual Income Mindset

Before we get into energy, let's talk about **residual income**.

Most people work in a world where they trade time for money. You work an hour, you get paid for an hour. Stop working? The money stops. That's **linear income**.

Residual income is different. It's about doing the work once and getting paid over and over again.

Think about:

- A songwriter who earns royalties every time a song is played.
- A landlord who gets paid monthly rent.
- An insurance agent who earns commissions every year a policy renews.

Energy advising works the same way. You help a customer or business owner choose a better energy plan. Every month they pay their energy bill, you get paid. That's the power of residuals.

And the best part? Everyone uses energy.

We've personally helped thousands of people get started and earn residual incomes with no experience and as little as an hour of easy activity a week.

Chapter 2: Understanding the Deregulated Energy Market

In the U.S., some states have **deregulated energy markets**, which means customers can choose who supplies their electricity or gas.

In regulated states, utility companies control everything—from generation to billing. In deregulated states, utilities still deliver energy, but customers can shop around for suppliers. That's where you come in.

Your job is to help people choose the best supplier—whether that's the cheapest rate, the greenest option, or the most flexible plan.

Deregulation creates competition. And competition creates opportunity—for customers to save and for you to earn.

The best part about what our company, [Bidpoint.io](https://bidpoint.io) offers is that you don't have to know anything about the energy markets at all. You just collect a bill and our energy experts and proprietary software gets energy providers to bid against each other for the best rate.

Then all you do is hand over the proposal. Easy peasy.

Chapter 3: The Role of an Energy Advisor

You're not an energy expert. You're not climbing poles or fixing power lines.

You're an advisor—a bridge between the customer and the best available energy options.

What do you do?

- Connect with customers (homeowners, business owners)
- Ask a few questions or review their bill
- Submit their info to a licensed energy broker platform
- Present the best option
- Earn commissions when they switch

You don't chase people. You help people. You guide them to savings—and earn every time they pay their bill.

Chapter 4: How You Get Paid

There are typically two types of pay:

1. **Upfront Commissions** – A one-time bonus when a customer enrolls
2. **Residual Commissions** – Ongoing monthly payments for as long as they remain a customer

This is where things get exciting. Imagine enrolling 10 small businesses. Now imagine getting paid **every month** from each one of them, just because they pay their electric bill.

The income stacks. Month after month.

Chapter 5: Getting Started – Zero Experience Needed

You don't need a license, fancy training, or a background in energy. You just need a partner.

Partnering with a licensed broker gives you access to all the suppliers, rates, and tools you need.

Here's your simple path:

1. Join a broker platform or partner with an established firm ([Bidpoint.io](https://bidpoint.io))
2. Learn the basics (usually just an hour or two of training)
3. Get your advisor portal and marketing materials
4. Start reaching out to people

Most advisors start part-time. 5-10 hours a week. Some make a few hundred a month. Others build six-figure incomes. It's up to you.

Chapter 6: Finding Your First Clients

Start with the people you know—friends, family, small business owners. Almost everyone uses energy and wants to save money.

Here's what to say:

"Hey, I just started helping people save money on their gas and electric bills. Can I take a look at your most recent bill and see if I can help you?"

That's it. No selling. Just helping.

Also:

- Post on social media
- Attend networking events
- Drop into local businesses
- Ask for referrals

Every bill is an opportunity.

Chapter 7: Scaling Up Your Income

Once you help your first few clients, it's time to grow.

Ways to scale:

- Build a referral network
- Partner with realtors, mortgage brokers, or insurance agents
- Use email and SMS follow-up

Remember: Each new client is another residual stream.

Focus on helping more people, and the income will take care of itself.

Don't forget that as simple as this statement is (*"I don't know if I can help you or not, but if you'll give me a copy of last months utility bill, I can have it analyzed for free to see if you are being overcharged."*) It's EXTREMELY effective and people have been using that phrase successfully help VERY large businesses save money.

Chapter 8: The Lifestyle of a Residual Earner

Residual income gives you freedom.

- Freedom to travel
- Freedom to spend time with family
- Freedom to take a day (or week) off and still get paid

You're building an asset—an energy portfolio that pays you month after month.

This is what wealthy people do. They build income streams. Now, so can you.

Chapter 9: Overcoming Common Myths & Objections

“Is this like traditional selling?” No. You're not selling lotions, potions, or memberships. You're helping people save money on a service they already use. This is an expense they ALREADY have. *Who wouldn't want to keep more money?*

“Is it legal?” 100%. Deregulation is state policy. You're operating within a licensed broker's platform.

“I'm not a salesperson.” Great. The best advisors are helpers, not sellers. You're offering savings—not pushing a product.

Conclusion: Your First Steps Today

If you're ready to earn real residual income, here's what to do:

1. Find a broker platform or you can partner with us, [Bidpoint.io](https://bidpoint.io).
2. Complete a short discovery call to understand the basics.
3. Start talking to people—family, friends, businesses.

You don't need to be perfect. You just need to start.

Every energy bill you help redirect is a paycheck with your name on it.

Let's go build your energy empire.

Rich in Energy isn't just a book—it's your blueprint. Now go take your first step.

Real People, Real Results * Names withheld for privacy

Marsha H.

In the last year, I have found that building a residual income is a realistic way for me and other baby boomers to secure income for retirement. I am a college graduate and owned my own business for many years. My future looked bright, and then life happened. I found myself divorced, lost my business in which I had invested all of my retirement funds, and found myself starting over. Being 62 years old and single, it has been difficult enough supporting myself, and at the same time saving for retirement. The company I currently work for doesn't provide any benefits, and health care costs are extremely high. Paying 100% of the costs for insurance takes a large chunk out of my paycheck.

When I was shown the residual income that could be generated in energy deregulation, I knew I had found my answer. I could help both individuals and businesses save hundreds to thousands of dollars on their utility bills, at no cost to them, and earn residual income month after month, instead of just getting paid a one-time commission! I was in! It's so refreshing to finally be involved in a business that's truly on the ground floor, providing people with a free unbiased analysis, and building a residual income that will provide revenue for retirement. This is truly an amazing business. I'm so glad I not only saw the opportunity, but also am acting on it everyday!

Nick C.

Through careful research, we have found an incredible opportunity! We have partnered with a phenomenal, trustworthy company that is ahead of the wave in energy. For us energy deregulation equals financial/time freedom. Our parents had good intentions when they taught My wife and I that you have to go to school, get a degree, and get a job.... yes in that order. That is the direction we took and followed. We both have been in the medical sales industry for the past 12 years. Having three kids age 17, 14, and 3 years old, life can be hectic and costly. We knew we had to make a change.

The opportunity to earn revenue by educating others on their energy options is unique and exciting. To be able to stay home with our kids on snow days and take as many family vacations as we want has been incredible. Who knows, our dream of owning a cottage up north, might be here sooner than later. By seizing this opportunity, we are well on our way to realizing our dreams!

Steve H.

With the uncertain economic times we are facing, at Forward Financial group we believe that it is imperative that businesses and families get out of debt. For over 25 years we have been helping families and businesses develop a no cost written plan to show them out of debt in as little as 5 to 7 years including their Mortgage. A primary component of this plan is the identification of "Key Loss" areas within their budget. Just like taxes, Energy is a category that we are finding most families and businesses paying more than they need to. As the Operations Director I now help facilitate this savings due to energy deregulation. We are helping recapture those lost funds and educating our clients on how they can become debt free and provide increase to their bottom line even faster than ever.

Ashley S.

I have been an entrepreneur all my life. Years ago, I found a hobby of racing homing pigeons and turned this into a profit center. I discovered that if I found a way to monetize these young birds, I could earn money for feed and race fees. This was my first exposure to leverage...making money on the efforts of others. I realized that leverage was overly important to get ahead. At 21, I bought a few rental properties for extra income, which again gave me another profit center. Shortly thereafter, I got into real estate sales and began building a team of other like-minded real estate professionals. In March 2011, after 20 years in the real estate industry, and with the downturn in the economy, my wife Parkie and I chose to sell our four RE/MAX franchise locations. With two young children, we had no idea how we were going to support our growing family.

After being self-employed for over half our lives, getting a job was out of the question. We needed a way to earn an income that we had been accustomed to. We prayed to GOD to help us find a way to help other people as well as ourselves. This seemed to be a perfect fit. After 2 ½ years of searching, we found ourselves out of options until we found this incredible company marketing gas and electric and helping people save money! We have been on fire ever since our introduction.

Josh D.

As a young, motivated entrepreneur I am always searching for ways to better others and myself. I own a traditional business in landscaping but what my life was lacking was a way to give back to other people. When I found a way to help people make money and save money in energy I knew my life was about to change for the better. The team I am now a part of and the daily personal development have added so much to my everyday life. I could not be more thankful to be surrounded by amazing people and great leaders. The business itself is such a great tool for everyone to take a look at! We ultimately have the best business model out there even compared to others in the same industry. Our Commercial Energy Program is untouchable! I cannot wait to see what the future holds and also recommend anyone looking for life change on all levels to take a look at this opportunity. God Bless!

Dan P.

Just 6 short months ago, my wife Crystal and I made the decision to get involved in the deregulation of energy! As I began my research I found that Energy is a massive 1.4 trillion dollar a year industry and growing! Warren Buffet said, “Energy will be the LARGEST TRANSFER OF WEALTH in our life time”.

Have you ever heard the phrase “The *Rich* get *Richer* and the *Poor* get *Poorer*”? I grew up with parents and teachers that taught me in order to make a lot of money you had to be a “Good, honest, educated, hard working person”! Well, most good, honest, educated, hard working people I know are broke. I found that it takes much more than that. This is what the wealthy know that the poor were never taught.

By getting involved with this amazing opportunity, we knew our lives would never be the same. Since virtually everything revolves around electricity or natural gas, I knew I could potentially position myself to make good money by just building a book of business. Getting paid month after month every time someone turns on their light, or plugs in a device, or turns their stove on is incredible! Even more importantly, I knew that once we established ourselves with this company, and worked hard to create real residual income, we would have time freedom and our lives back!

Mike H.

When my wife Teresa and I got married, I was making good money in the mortgage business. Things were going great, and then the recession of 2008 happened. The housing market was hit very hard. Teresa had to get a job as a server to help make ends meet. This was difficult for her because she had been a stay at home mom for so many years. We knew that things could not remain the way they were.

Ready to Take the Next Step?

By now, you've seen just how powerful this opportunity can be. Whether you're looking to earn a little extra each month or build a long-term, residual income stream, it all starts with a single step: getting the right information and taking action.

The truth is, most people will read something like this, get excited, and then... do nothing. But you're not most people. You've made it this far because you're serious about improving your financial future, and that means you're exactly the type of person we're looking for.

So here's what to do next: **click the link below** and visit our website. There, you'll find more detailed information, real success stories, and a simple way to get started—whether you want to explore savings for your business or learn how to partner with us.

 [Click here to visit the website and take your first step.](#)

Don't wait for the “perfect time.” Start where you are, with what you have. Because the opportunity to create something better is right in front of you—and all it takes is a click.

We'll see you on the inside.

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