



**Mark Lyford** (He/Him) · 2nd

Blockchain, Crypto, DeFi Education and Consultancy Services

Talks about #business, #marketing, #entrepreneur, #cryptocurrency, and #entrepreneurship

Ashby-de-la-Zouch, England, United Kingdom · [Contact info](#)

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## About

There's a lot of fake news about what it means to be successful. You'll see all the good stuff on social media, but none of the hard times, none of the failures, none of the fear, desperation, and sometimes outright terror. I'm changing that.

During my many decades as an entrepreneur, I've had the highest highs and lowest lows, so I know both sides very well. There's not much I haven't faced in life, and here's a sample:

- > Lived in the Bahamas, making \$150,000 a month with a network of 32,000 porn sites
- > Lost \$4,000,000, got divorced, and went bankrupt
- > Got a 4-year prison sentence for growing weed to pay off my debt
- > Reinvented myself as an internet marketer and crypto expert
- > Suffered clinical depression since 2006, with good days and bad days ever since
- > Almost committed suicide in 2017 and snapped out of it just in time
- > Lived in a caravan for 18 months because I had to
- > Spoken to audiences of 100s on stages in multiple countries
- > Sold millions of dollars of products online
- > Brokered 10s of millions of dollars in cryptocurrency transactions

As you can see, I made it big and then lost it all. I had everything, then nothing, and built it back up again. There are things on that list that some people would probably think are best left unsaid. But that's not how I do things. If you're not sharing the whole truth, you're not being real.

That's what makes me different from others who talk about being an entrepreneur, and it's why I created the Real Entrepreneur brand. I can help entrepreneurs launch and scale their businesses because I know what works and what doesn't.

When I help people, there's no BS, nothing gets held back, and they get a valuable second opinion from someone who's been there and done it.

So if you're an entrepreneur who's:

- > Just starting out and doesn't know what to do
- > Wants to break out of a vicious circle in business
- > Feels the need for qualified and experienced input

Then I'm your man. I've achieved my dreams in life and had them shattered in front of me. I've reached income figures most never even think of, and I've been stuck in jail for years. With a life like that, there's really not much I haven't been through and not much in business that I can't help with.

I also run Blockonomics, a cryptocurrency project. Crypto is a big passion of mine, and I have a lot to say about it. You can read more about that if you scroll a little further down my profile.

To contact me about anything I've said on here, here's how:

Email: [mark@marklyford.com](mailto:mark@marklyford.com)

Phone: 07805 050909

## ● Founder

Freelance

2015 - Present · 7 yrs 6 mos

Ashby-de-la-Zouch, Leicestershire

One of my passions for many years has been cryptocurrencies. My friend Brad Gosse got me into crypto and taught me the basics. Since then, I've educated myself as much as possible, invested in crypto myself many times, and brokered millions of dollars of crypto transactions. I've even spoken at cryptocurrency seminars. But why...

I think the Internet will rapidly decentralise and become much more independent. Many call this Web 3.0. It may not look that way now, with all the government intervention we're seeing, but no state or government can stop crypto. Decentralised finance (DeFi) is the future.

That's because the electronic architecture cryptocurrencies are built on (the blockchain) is distributed globally through countless numbers of computers. There are no physical assets to steal, no premises to shut down, and no single computer or network to hack into.

Crypto is also a great store of value because cryptocurrencies like Bitcoin are immune from inflation. There's a fixed number of Bitcoin that can exist in the world because of maths, and that means no 'money printing' can ever happen with it. That kind of stability really is rare in today's world.

Not only that, blockchain technology has massive implications beyond money. Here's a glimpse of its potential:

- > 100% trustworthy transactions, increasing efficiency and security in trade
- > Faster and safer communications worldwide
- > Decentralising and anonymising personal information and data

That might seem confusing or hard to understand, and that's where Blockonomics comes in. I've decided that as many people as possible should know about crypto and get involved with it - so long as they know what they're doing with their money. Through my skills and expertise, I know I can educate them and give them a headstart.

To learn more about Blockonomics, reach out to me on LinkedIn today.



## Founder

RealEntrepreneur.com

Jul 2015 - Present · 7 yrs

Ashby De La Zouch, Leicestershire

Real Entrepreneur exists to challenge all the BS I saw on social media about being an entrepreneur and running a business. It's not all fun and games, it's not an instant laptop lifestyle, and it doesn't come without sacrifices.

Deep down, you probably know this, despite how some might make it look. So I'm here to tell you you can still become a success if you keep everything REAL. Real conversation, real information, real action.

Keeping it real is vital because if you go into business not understanding the reality of the situation, you'll be in for a lot of hardship. And knowing the truth might be uncomfortable, but it's always necessary.

Real Entrepreneur uses my straight-talking style to reveal the truth about business, and my years of experience will help you learn to navigate it for yourself. You'll also get the chance to meet other entrepreneurs just like you and make new and exciting friendships.

Plus, as a member of Real Entrepreneur, you'll receive support as and when you need it so you don't feel left to struggle on your own.

Real Entrepreneur is still under construction, but this is the plan for 2022-2023:

- > A range of free resources to help entrepreneurs start or scale a business
- > A paid-for membership group for like-minded entrepreneurs, along with weekly group calls
- > A cryptocurrency token for group members to accumulate over time
- > Local Real Entrepreneur groups for members to meet and receive expert training
- > The worldwide launch of the Real Entrepreneur brand

If you're interested in becoming a part of Real Entrepreneur, send me a message on LinkedIn today and I'll get back to you as soon as I can.



## Expert Speaker and Consultant in Cryptocurrencies and Marketing

Freelance

2011 - Present · 11 yrs 6 mos

Ashby-de-la-Zouch, Leicestershire

Besides my work within Real Entrepreneur and Blockonomics, I also speak, consult, lead masterminds, and host workshops on business and crypto. Some of my achievements include:

- > Speaking across the world, including in Saint Maarten, Spain, Hong Kong, and the UK
- > Speaking to audiences ranging from 20 to 300+
- > Consulting with several UK-based businesses to help them develop their marketing and increase profitability
- > Speaking at internet marketing and cryptocurrency seminars
- > Consulting and advising on a major over-the-counter cryptocurrency exchange launched in May 2019

In the future, I'm going to speak at more entrepreneurial and cryptocurrency events, plus host my own workshops on both subjects to educate people in smaller groups. I also expect to offer high-level consulting to a select range of clients as I become more established.

If you'd like to hire me as a speaker or consult with me, drop me a message here on LinkedIn and I'll get back to you as soon as I can.



## Internet Marketer

Freelance

2010 - 2013 · 3 yrs

Ashby-de-la-Zouch, Leicestershire

When I started again from scratch after my time in prison, one of the skills I taught myself was Internet marketing. Much of what I learned made it into the last 1/3rd of my book, Rebel Entrepreneur, which I wrote back in 2013.

Using what I learned, I built a 6-figure subscriber list and made good money from it. I also went into affiliate marketing and made over \$30,000 a month just from that. But one of the other things I did which taught me a lot was speaking and selling from the stage.

The biggest thing I learned is that people want someone to follow. That's not bad by itself, but it wasn't that simple. The people at IM events I spoke at were clearly willing to follow anyone, but a lot of people are fake and not what they seem.

Not only that, you're often promoting packages to people with no money or who will buy something and not do enough to make it work. So I became disillusioned with being a part of that.

Plus, most of the deals I have made were because of people seeing me online or in real life and then talking to me. And unlike people from these internet marketing seminars, the people I made deals with weren't interested in push-button profits without doing any work.

As we all know, money doesn't grow on trees, but it doesn't magically appear as numbers on your computer screen either. Yet if you believe all this talk about digital marketing, online businesses, and the laptop lifestyle you'd think you'd have millions in minutes. That's just not true.

The only things that create real money when starting in business are time, dedication, and commitment. Without those, you're living in a dream world. Internet marketing is something I came to see as a dream that a lot of people invest in for very little reward.



## Online Adult Entertainment Tycoon

Freelance

1997 - 2001 · 4 yrs

The Bahamas

People either love me or hate me, and this is one of the reasons why. Back in 1997, one of my first big projects involved entering the porn industry as a website owner. I was just 22 years old, working 5pm-3am to pay the bills, and while I was at home I built up the porn empire.

I used a site called Adult Check, which gave me billing and customer support facilities for websites I bought and collected money from. I started with 4 sites and got a check for \$50 in 48 hours, and then another \$300 while I was on holiday soon after. I then got a check for \$452, 2 days after my wife left me.

My goal was to own 10% of the Adult Check network, and eventually, I did. That meant 32,000 websites making me around \$2 million a year. But that's where I got stuck. The guy signing off my checks was probably doing \$1 million a week, and I wanted more.

I grew a team of dozens, and we'd have monthly meetings. My position soon evolved into looking at spreadsheets. I'd see what guys and girls were into, then we'd fill the niche ASAP.

My plan was to create my own network and sell off my Adult Check one. I got a buyer in March 2001 and moved into some fantastic Florida offices with my team. But by July, everything went wrong. My buyer got all his affiliate accounts shut down, wouldn't pay the \$800k he owed, and wanted \$200k back.

Now I was in a terrible position, and legal threats started coming at my team and me. In the end, I had to give it all up. Under cover of darkness, my team and I packed up the office and went our separate ways.

During the heyday of my success with Adult Check, I'd met the love of my life and married again. We moved to the Bahamas with our first child, and began living a lifestyle we could only have dreamed of.

But all good things come to an end, and that chapter of my life closed pretty quickly. The family and I came back to the UK and I had to figure out what was next. I'd learned what it meant to reach the heights of success and come crashing down.