

How To Influence, Persuade & Captivate Your Way To An Online Business Fortune



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Chapter



Section 1 - Welcome To The Course

An Introduction

Hello and welcome to the course. I hope you're going to enjoy reading this as much as I'm going to enjoy writing it. I have the plan in front of me as I type this, and I have to say right now that it's going to be a cracker in terms of useful content. All of these techniques you can take on board and use right away too. No having to wait a year or plough masses of effort in to changing the way you do business. Most of it is pretty quick to implement and shows results almost immediately, it just takes a little bit of thought.

What's it all about?

Why are you writing this?

Ok first up, I'd like to give you some insight into what the content of this course is all about. Call this an introduction section. The real content will begin right after this. Let's start with the aim of the course. When I picked up my laptop and began planning this yesterday, I decided that I wanted to talk to online marketers specifically about the lessons I've learned over the course of my career. I'm not talking totally random pieces of information dotted about everywhere, but there's not a real 'system' for you to follow either. Each section is individually crafted, meaning you can put each chapter into action right away, the moment you finish reading it.

So what's important about the lessons I learned about business? To give you an idea where I'm coming from here, and just how important these lessons have been in transforming me from complete business failure to complete business success in a short period of time, here are two examples of the results of these techniques.

Alright, first example. Just picking a random method out of the following text, I can tell you that when I began in online marketing, for a good two years, the best I could come up with was about \$10,000 of sales per year. That's pretty

low of course and probably isn't going to fulfil anyone's hopes and dreams for the future. It sure didn't fulfil mine. So I set about learning. Now this one method that I picked up totally by accident took that \$10,000 over the course of several years, and turned it into \$250,000 per year in sales. How long did it take to make the transformation? Seven months. Seven months of relaxed, almost lazy work where the amount of effort I had to expend was ten times less than I used to reach the \$10,000 per year mark.

Or how about the next example, where I can safely say at the beginning of my career, I was scammed over and over again into buying crappy products. Not because I was stupid, but because I was ignorant. I didn't understand the basis of marketing and how it worked. The psychology of marketing. That's all changed now of course, and I can safely say I haven't bought a product I've been disappointed in for several years, simply because of the decision making process I go through pre-purchase.

That might not sound particularly amazing on paper, but do you know how annoying it is when you just want some straight answers to your questions, and every product you buy falls short? Of course you do, you're in online marketing. It's not about saving a couple of thousand dollars every year from poor products, it's more about your precious time.

I don't care much if someone sells me a shoddy product and it costs me \$500. They won't be in business long. What I do care about is someone who sells me a shoddy \$500 product that takes a year of my time to figure out that they're talking out of their rear ends and their stuff doesn't work. That's far more damaging than any money anyone could ever take from me. That's why I hold this method in such high regard. You can find this one in the 'Understanding the psychology of marketing' chapters.

So that's how the course is going to shape up. All from my previous experiences, all of which you can put into action straight away and see immediate results, rather than have to waste your time testing for years, only to find it doesn't work.

These are not just normal lessons

Why this course could change your business outlook overnight

There are a few reasons why your outlook could change very quickly. Of course it's mainly going to be about what you do, the actions you take and how (if it all) you implement these. Of course that's entirely your choice. I've done everything in my power though to make sure that you get the most out of this in the shortest time possible, and don't find yourself falling asleep while reading. That's always a bonus with an info product.

Firstly, everything you're about to read is based on my experience in online marketing over a six year period. In addition to that, I have three additional years of offline experience. I've also been trading rather successfully on the stock market recently too. I could tell you in an instant whether any business is heading for success or failure with 99% accuracy.

These aren't just random tips I picked out of the hat either. These are special. I'll be concentrating on the particulars of methods that took me the longest time to learn, the ones that cost the most to learn, those that had the biggest and fastest positive influences on my business, and what I learned from those that caused the biggest losses. We're talking big overhauls here rather than random day to day little tips I might have picked up. I'll cram as many of those as I can in here too, but what I want to concentrate on is the big picture.

Bear in mind also that up until about a year ago, I used to work on my business seven days a week, totally full time. I'd start working on it, and by the time I finish working on it, the kids have been to school, got home, eaten, gone out with their friends, come back, done their homework and gone to bed. 95+ hour weeks was the norm. I'm not suggesting you have to go down that route either, far from it. The reason I wrote this course is quite the opposite, and that's so you **don't** have to go down that route. I'm sure you have other engagements, such as work, looking after kids and social stuff. The reason I point out my work hours is simply so you can see how much it took to learn some of these methods. I'd do it all over again if I had the choice, and

wouldn't change a single thing, but how on earth can I expect someone to learn in their lifetimes what I learned in almost six years of vacation-less 90+ hour weeks? Would you want to go to those lengths even if you had the time? Probably not. I hope that demonstrates just how much experience I'm passing on to you here. I didn't wake up last week and decide I have some things to teach people as seems to be the case for the majority of online marketers. This is the result of years of non stop work.

I know, I know, I shouldn't be trying to sell you on a product that you've already bought, but it's really the only way I can get across how important the information contained within these pages is to my business, and your business should you choose to take them in account.

How the course is set out

And why it won't send you to sleep

Just recently, I've been changing the way I create my info products, for the better too according to the feedback. This type of document lends itself perfectly to my writing style. I like to cram in stories amongst my tips and business methods. It's fun to write, it's fun to read and it's memorable. Some of this will be entertaining, some of it will make you say 'Yeah, I know how you feel' or 'Yep, I know exactly what you mean'.

Every single one of my experiences are attached to at least one story, sometimes several. Some good, some bad, some embarrassing, some amusing, some thought provoking, but each one with a message. Don't worry about that too much though, I'll be clarifying each point rather than just giving you loose or vague philosophical points and leaving you to draw your own conclusions.

Before we get to that though, I have some words of warning in advance, just so you're not taken aback by what the rest of this document contains when you get there. It's not exactly a 'normal' info product by any means.

Change and action

Are you prepared for this?

This whole publication is about one thing and one thing only. Change. You're going to be hearing about the methods that have never failed me and how I had to change the way I work to figure them out. If you want to see the same results, then action is going to be what does it for you. You're going to be hearing about the methods that always fail me. If you're going to avoid those, you're going to need to take action and actively evade them.

To put it in a more recognizable format, you'll hear about what I was like before I carried out an action, and what I was like afterwards. Once again, if you want to see the same results, what counts above all? Action.

A couple of words of warning before we get started. When I write, I'm going to be giving you what I believe to be the most obvious in each section first, so watch very carefully. The first paragraph and the title of each section is going to be far from the whole story. I'd hate to see anyone go away from here only having skimmed, get totally the wrong idea and not see their new knowledge bear any fruit for long periods of time. Take in the whole section or don't take in any of it all I think is the safest method to use here. Little bits here and there will not work when reading this report.

In addition to that, you may already know some of this. That's great if you do. Everyone learns different things at different times at different paces. You may have learned something early in your career that the next person doesn't learn for many years. The good news is that the selection is so wide here that it's very unlikely (unless you've been going for many years) that you'll know it all. There should be something for everyone, no matter how successful you already are.

A note on your experiences here. I'm always a big believer in what works for someone else may not work for me. There could be untold stories, and different reactions in situations that bring about a certain result that wouldn't

necessarily be mimicked effectively by another person. What I'm giving you here is a base level for your work and your development. There's no doubt in my mind that big changes will happen as a result of using this information, but there's also no doubt in my mind that every single person reading will make subtle under the radar changes to make it work for them.

The best advice I can give you as far as that is concerned is keep yourself a journal. It's the ideal place to keep track of these changes, otherwise, quite simply, when you come to carry out a particular action again, you may be missing some puzzle pieces and have to experiment and learn everything all over again. That's costly, both in terms of time and money.

One final point about your experiences. For the above reasons I'd suggest that if you've found something that works that contradicts what I'm saying, then stick with it. Don't change what you do just because someone else tells you to, unless that particular segment of your marketing isn't working for you. As I said already, everyone is different. Be careful though, look closely at your methods. Are they really working? If so, don't try and fix what isn't broken.

Always Learning

Your first lesson

Here's your freebie tip. Keep learning. Always, always keep learning. If you're not learning, you're not changing. If you're not changing, you're not moving forward, if you're not moving forward, then you're going to wake up tomorrow in exactly the same place you are today. Is that what you really want? Even when you change something and it goes bad, you still made progress. You'll never make that same mistake again. A skill most marketers severely lack.

Hey, who knows, maybe in you could create an info product packed with your stories and experiences if you're into creating your own products. Every single time you learn something there's a story behind it. A before and after picture, and a process.

Finally

A warning

I think I should probably tell you in advance that a lot of these methods will change you. Not your personality, but if you take them onboard, expect not to recognize yourself in a few months as far as business is concerned. Some people don't like that thought, which is fine. If you're quite happy to settle for what you've got right now, you're in the wrong place.

For those that do stick with this, you have been warned. You will never watch TV, listen to the radio, read a newspaper, browse the Internet or read your mail in the same way again.

If you're ready to take that step, then let's do it.

Chapter

2

The background of the page features a horizontal band of blue water with ripples. On the left side of this band, there are two bubbles and a coin (likely a US quarter) partially visible, adding a dynamic, aquatic feel to the design.

Section 2 - Mentally Unstable

Or so they think

Ok, I admit that I have a problem. When I sit down in front of a TV, or go and watch a movie, or in fact go anywhere with friends of mine, they'll always hear random remarks from me muttering under my breath. It usually goes a little something like this. 'Disgusting, mumble, mumble, rip off, mumble, dirty, gullible, mumble, mumble'. And so it continues. What am I talking about? Marketing of course.

It's everywhere you look. Turn on the TV, someone is trying to sell you something, turn on the radio, someone is trying to sell you something, browse the internet, open your mail, look out your window, walk down the street, answer your phone, open a magazine, it's there, and in severe cases, if one of your friends, family or neighbours have been scammed into thinking they can make some money, they'll try and sell you something.

Most people when viewing all this marketing material see pictures, words and someone trying to persuade them to buy something at the very best. Sometimes they're entertained, sometimes they're made to feel good, sometimes they're made to feel bad, but that's about the height of it. The problem I have is that I don't see those pictures, words and entertainment like everyone around me does. I used to until I got into this business. Now all I see are psychological triggers and emotional influencing, no matter how funny or colourful the ad itself.

The disadvantage of this is everywhere I look I can tell you why an ad says what it does, why it used those colours, why it used that layout, why it used those words and those sentences and ultimately what action these ads are trying to make the reader take, but – the most annoying thing about all of this – no one else around me sees any of it. It's like a picture in a picture, and it's probably the most frustrating thing to see friends and family fall for marketing rather than use their judgement to realistically and logically judge the end product. Something that marketing is designed to bypass.

It has its plus sides

The advantages

Understanding this concept can have huge implications for you and your business. It's a really simple point too, which is nice. Firstly, you're going to be able to stop yourself from being ripped off, unless someone blatantly lies in their sales copy, which even the scammers tend not to do because of legal implications. They just make the truth sound better than it actually is, which again is what marketing is about, but to different extents. Once you understand the psychology of marketing and know how you're influenced, you can separate the bits that are in the sales copy, or the ad, and say confidently, yes this part is made to sell me on the product, or this part is telling me something useful about the product.

You've heard of the sales copy writing methods that discuss features and benefits I'm sure. As a trained marketer you should be able to see through the benefits that marketers put down in front of you to sell you a product. Now I know that without a benefit you'll probably never buy a product. Cutting out benefits isn't what I'm talking about here. I'm talking about being able to come up with your own and judge the situation logically by your needs, and not be told by someone else what you need. You'll be slamming the doors and you won't be letting them in allowing you to judge the product from your point of view, not someone else's. I have to admit, this one is real hard to explain. You'll see what I mean by the end of the section though.

The second advantage of understanding the psychology behind marketing comes again as a result of being able to recognize when you're going against your better judgement. That's learning. I'm going to talk about learning in small segments later in the document, but we can cover this now.

Ever noticed when you're trying to learn something outside of an academic environment, it's very hard to do? I mean, how many times have you tried to learn a new skill and been bombarded and pulled in many directions, each person trying to sell you something. Online marketing is a great example. I

don't envy the person who's just landed in the business and is trying to pick up good information to learn from. Buy this, buy that, I'm the best, no I'm the best, no me. That's what learning about online marketing felt like to me, even with previous business experience. If you understand how all triggers, calls to action and emotions come into marketing, it becomes an easy job. Take this product for example. I use masses of triggers in my sales letters. Every single point has got a reason for being there. That's great, but while everyone else is reading about how the product will benefit them, how much they can make re-selling and re-branding the products, giving them a massive boost and giving them a business to be proud of up front product line up worth X amount of dollars, built over X amount of time, if you sent me to my own sales letter, I don't see any of that.

Now I already mentioned it's totally illegal to falsely advertise something, so that hurdle is over with now. You can assume everything written in the sales letter is true. Most see the above benefits, which is why it works so well as a marketing tool. If you understand what these triggers are and how they work, and how the ad is trying to make you feel, and what action it's trying to make you take, you'll be doing what I do. Landing on the sales letter, where everyone else gets excited about the benefits as in the above example, I'm boring. Very boring.

This is where my mumblings come in too. I have to admit, some marketing is powerful, it's very easy to be tricked. That's why I talk myself through segments of sales material when buying any product. That way, I don't get lost in the hype and emotion. It becomes a purely logical decision for me. Good for my decision making process, bad for the sales letter writer. It's like a salesperson trying to sell something to another sales person. If you're either one of those you'll probably know what the other is going to say and why they're going to say it, and what effect it has on you. Learning about marketing is exactly the same.

So what do I use to judge whether I buy a product from these sales letters and all the sales material around me? The facts. I see much more, but ultimately talking through the process and what's being said, stopping myself from getting sucked is generally the decider when it comes to product purchases. Bear with me, because there's a lot we can all learn from doing this, and this is far from all there is to it.

So back to that example. While most are associating the product with a business to be proud of, I'm sitting there saying 'I'll be the judge of that' and instead seeing the important aspects of the product, that they contain no forced ads, all the content is clean. While others are fantasising about having a massive product line up and an instant business, I'm looking at the length, quality assurances and tasters.

While others are wowing about how long the product took to create, how much it's worth and how much was spent on it's development, I don't care about those. Instead I'm looking at whether my customers would want such content, if the market has space for these products, and how saturated the market is. When I tell most people about this, they say something like 'Oh but that's obvious, I always look at the advantages of a product. I'm like you' they say. 'I don't fall for clever marketi.. ooo did you hear about that new book being released? 1000 pages of pure marketing tips, and this guy went from homeless and penniless to rich in a month! He's a millionaire now'.

Seriously, I can't have conversations about this with anyone but another marketer, because everyone else contradicts themselves within about 5 minutes. Most of the time I don't need to wait though, because it comes instantly. Annoying indeed, but at the same time, strangely entertaining. So I say, next time you find yourself thinking about buying a product, look again. What are you basing your decisions on? The facts? Or have you been subtly influenced to the point that you're buying with feeling and emotion? Unless you've been watching yourself carefully and are in marketing full time, or have been in marketing for a very long time, I can almost guarantee that you're being influenced without even know it. Scary thought huh?

You're Crazy

Or so they say

Can you believe it? Marketer by name, marketer by nature, marketer for life, I'm showing you how to resist the sales pitches, see through the hype and emotion and buy based on pure logical decisions. Isn't that going to hurt my sales? Aren't my customers going to see through all the marketing I put out there? Those were the first questions that were put to me when I told a friend what I was going to be writing about in this document.

Well two things about this. First my marketing is strong enough to know how to cater to both the minority (those that know about this and act on it) and the majority (those who can be influenced by marketing talk both in a negative and positive light). This is really easy, and any worthwhile sales letter writing course will tell you about features, benefits and how to convey both of them together effectively.

They might not necessarily tell you why you're doing this aside from the bog standard 'benefits sell, features don't' phrase, which as you can see from the above examples, it isn't always the case, especially if you're selling to knowledgeable marketers. Not to worry about that though, because most of us are teaching those with less experience than ourselves that don't yet know this.

My second point is many will read, few will take notice. No matter the writing style or the content contained within, it's easy to get people to read. It's easy to get them to understand, but it's far harder to get people to actually use the information. Fine with me. If it's only you who goes away with this information, then this document has done its job. All what'll happen to the rest of the readers is they'll somehow forget, or be distracted by hyped up marketing. Kind of ironic considering I'm trying to teach avoidance of such things. Such as life though.

That's why I tend to reveal my most secretive methods inside my documents. It won't change the face of marketing, because to date, only a very small percentage of the marketing population has learned how to learn, take action and make changes. Unfortunately this one small omission from their skill sets is the primary reason for failure in every single marketer I've known that's dropped their young yet to be successful careers, even if they had big potential. Either way, lets get out of the dull and depressing and move on to something a little more vulgar and finish off the section by ultimately summing up marketing and how it works. Yes, I said vulgar, that wasn't a mistake. Let me show you.

The two faces of marketing

Both with the same aim

It's time to make your choice. What kind of marketer are you? Are you positive, or negative? It doesn't really matter which one you choose to be honest, because influencing peoples decisions and manipulating their actions, playing with emotions and taking money for it isn't ethical no matter which way you look at it. Thankfully a good product that genuinely helps someone achieve the desired result or does it for them is the good part. Shame that's a rarity nowadays. Is marketing ethical, or unethical? There's a good discussion point and something to think about if you find yourself with some free time. It's all down to opinion of course. Non marketers are none the wiser either way.

Anyway, as I was saying, two sides to marketing. There's the positive and the negative and this is what I want to talk about now, mainly because these are the two main categories you're going to be able to put the ad you're viewing in to. Remember I spoke to you a moment ago about how to get the facts from a very emotional manipulative ad, so that you make the right decisions when buying products? I also said that this wasn't the whole story. I want to add to those avoidance points now, but also to throw in a bit of research. A bit of looking at the marketing itself without being sucked in, getting ideas for your own promotions, and ultimately – understanding the psychology of marketing.

Warning!

This will disrupt the transmission

I think it's only right that I warn you before we move on. Understanding this will entirely ruin your enjoyment when you're out at the movies, when you're watching TV, when you're reading a menu in a restaurant, when you browse the internet, in fact whenever you do anything that lands you in a situation where marketing is placed in front of your face. Don't say I didn't want you.

The negative marketing

Ethical borders

Ok, first we need to recognize the two emotional categories of marketing. First the negative. I'll be blunt with this one. Both types play on emotions and feelings, but this one specifically looks at the bad stuff. Fear, anger, frustration, lack of self confidence, jealousy, envy and more. The whole idea of this type of marketing is to make the reader, listener or watcher feel inadequate. It stirs up emotions, fear of the future and loathing of past mistakes, and then, it goes on to provide the solution, or the magic pill, which is obviously the product.

Now any marketer will tell you that the first rule of selling a product is to make the problem more prominent. There's different ways of doing this though. Negative marketing does an amazing job of making the victim feel small. Positive marketing that we'll talk about in a moment is far more focused on the solution and the feeling associated with it which in effect creates more of a need for the product. Lets look at some negative marketing campaigns shall we?

Lets take a look at the most recent one that almost made me fall of my chair when I heard it (that's a daily occurrence with the uprising of negative marketing which seems to be the new trend).

Picture the situation. Here's me sitting on a chair having a rare drink with some old friends. Rare because unfortunately, contrary to the words they spoke in their younger days, they took up the 9-5 daily grind and settled for it. That's a whole other story though. Anyway, here we are, the seven of us talking away, and enjoying ourselves with the TV on in the background. A random silence falls over the room at the end of the conversation. I'd just finished trying to explain how they're influenced by marketing and the media without actually knowing it (provoking a lot of controversy in the process), when before a new conversation has a chance to begin, an ad pops on TV. It's for a new men's product. All I catch during this brief silence is this obviously model guy that looks perfectly healthy, walking up some stairs passing by another obviously placed model, but this time it's a woman. Then comes the good part. 'You think you look the business... she thinks you look overworked'. The message was in not so many words; 'you think you look good, but you look like crap, unless you buy our product'. The ultimate self esteem destroyer, but also the ultimate marketing tool.

See what I mean about negative marketing? Right after that conversation I had too, perfect timing. One person in the room remarked 'Wow, that looks good, I'm going to pick some up tomorrow and see what it's like', followed closely by several 'me too' comments. There's an irony within an irony. I'm sure there's a long word for that, but right now that's not important.

Such an obvious picture there. You might think to yourself, well it's obvious what they're trying to do. Not so. If it was obvious, the reaction from the majority of people would be 'I'm not falling for that', but it wasn't. Short on facts, no surveys, no testimonies, no science, no innovation, no positives just plain old negative emotional marketing. You look like crap unless you buy our products. Suddenly 75% of the room wants to try it, half of whom have only been 'soap and water' people for their whole lives. This isn't some low budget ad either. This came from one of the most successful marketing agencies out there today with many big names and brands attached to it.

I picked the most obvious example I could think of on purpose here too.

Now this is the good bit. This is where I get to show you what I saw in that ad and demonstrate exactly what I was talking about previously. What everyone else saw was a legitimately advertised product that was going to help them fight the aging process and look better to the opposite sex. What I saw however was a simple emotional trigger making those who aren't immune to such methods feel inadequate and self conscious, creating an urge to go out and buy the product to improve their looks. Simple huh? This is that picture in picture I see in every single advert that crosses my path. Everyone else sees one thing, I see the true colours, something entirely different. Because I can see it, I don't fall for it and can judge a product on it's merits, facts and logic. This coming from someone who relies heavily on feelings and instinct outside the marketing world, so there's no excuse for not knowing this.

So what are you thinking so far? It's not so hard when you look at things like this right? Now think about that example I just gave you, and put it to an online marketing sales letter. Every sentence, every phrase, every aspect of a sales letter has one of these, that's what makes them so powerful. Trigger after trigger, emotion after emotion, building and building until the reader finally cracks and hands over their money. This is the key to understanding the psychology of marketing. Let me assure you, they are very rarely that obvious. Even when they are obvious, if they're coming from some of the highest paid marketing agencies in the world and running for long periods of time, helping to launch products and careers, they're telling those of us with much smaller budgets something very important.

They work.

This is probably the first stage that marketers reach when they get into the business. If they become immune to anything first, it's this negative marketing. That's why I don't like to use it to sell marketing products to marketers in training. I don't consider you to be a normal member of the public. You've been exposed to this and taught it about many times and this is likely something you've already picked up on and don't fall for anymore.

If I was in general interest, search engine marketing, or selling products in an environment where the majority of my customers are new rather than my own, or aren't being referred by top marketers that train them regularly, then negative marketing can be a very powerful tool indeed. Whether you use these methods in your marketing is entirely up to you. From an ethical point of view, if making people feel inadequate to shift your products is your thing, then by all means, go for it. Don't expect to fool marketers though if that's who you're targeting especially if they're on the experienced side.

Either way, I think that about wraps up the negative side. One other example of negative marketing before we leave. How about a smaller scale one this time that pushes the boundaries of ethical and non ethical. Those wannabe psychic people. I get these letters through the door, each one getting more and more desperate. After a long story about how they have psychic abilities, they say things like 'I have given you good luck for 10 days, send me \$50 for a good luck talisman quickly though, because after those 10 days, something very bad will happen to you'.

Disgusting. Marketing at it's lowest. Playing on the fears of the older generations, many of whom in their day were not averse to superstition. We know it's a scam as marketers, many of us know it's a scam without even having to be in marketing, but you can see how playing on the negative emotions works when your targets have no idea what you're doing. How far you wish to go ethically is up to you. I would suggest that if you want to create yourself a serious, successful business, you use negative marketing sparsely.

There's a line that needs to be drawn. Be careful what depths you sink to in the name of profit and sales.

Leaving it there

And what's next

Ok, I'd like to leave it there for now. Keep in mind the picture in picture, your immunity to negative marketing. See triggers and motivation for the words you read the pictures you see. When you can watch TV through a movie that has adverts every 20 minutes or so, and can point out the trigger in every ad, then you're getting somewhere. Then you understand the psychology of marketing, and can learn quickly, avoid crap products and use the methods in your own efforts to sell more of your products.

Anyway, smile! Happiness, fulfilment, hope, a bright future. I hope that section wasn't too down in the dumps for you. At least we got it out of the way first. Next, we're going to move on to the good stuff, literally. Positive marketing. We'll also be talking about how to spot and use positive triggers, and all the bits in between. Sub triggers I like to call them. They're not based on emotion, but rather things like making you remember the name of a product, snapping you out of your daily trance, colour, presentation and action inducers.

Watch out for those pictures in pictures, and talk to yourself when reading through sales letters and watching ads to get your hands on the facts and ignore the hype and marketing talk and gather ideas for your business. Those hardest to resist by someone that knows what's going on and how the writer is trying to influence them are often the most powerful of the lot

Have a great day, and I'll see you later on in section two.

Chapter

3

Section 3 - The psychology of marketing

Part Two

Alright, I want to pick this up right from where I left off. We've already talked about how marketing is about playing on emotion, and making people (your potential customers) act on more than just fact, and ultimately, make decisions that really aren't all that logical. Crazy or not, what I've been showing you so far is how to avoid all of that and cut to the facts, sometimes even having to talk yourself into not being sucked in to the hype.

This should allow you to not only buy products in an educated manner, but in addition, to be aware of the calls to action and triggers that are used the most successfully. It's then down to you to integrate them into your business and use them alongside other methods to enhance the sale of your products. We also took a look at ethical boundaries, which I won't discuss any further now, as that's entirely your choice. You do whatever you can to sell your products and draw the line at those methods that leave you having trouble sleeping at night with a clear conscience.

Immunity is what makes you good

The first step to understanding

So what makes a brilliant marketer? This is a controversial point, but still, the majority of successful marketers that I speak to who are already successful agree. It's only those that haven't reached their goals and dreams that tend to tell me it's impossible to be immune to marketing. Maybe that fact makes a whole point in itself?

My point is that if you're falling for a particular marketing tactic, and suddenly seeing a product as mighty attractive when the facts are thin on the ground, then there's no way on earth that you could possibly be understanding the marketing methods and triggers that they're using. The first section was a good start in getting to the stage where you do see the triggers much more

clearly, but we've still got quite a ways to go yet to reach that stage. The fact is though anyone out there falling for it doesn't understand it. If they don't understand it, they can't avoid it, and even more importantly, they can't integrate it into their business. Bear in mind some of the biggest most successful, results driven, highly paid individuals and companies are coming up with these. If there was ever any doubt in your mind that this is imperative for marketing success, that should crush it. It's this general understanding of exactly how the creators of these ads work that is holding the majority of marketers out there back. It's not a lack of budget or luck, nothing like that. They simply don't understand how marketing works.

When you recognise triggers everywhere you look, when you begin to see ads and marketing campaigns as a picture in picture, you begin to become immune to being taken in by them. When you become immune, you have the potential to become a great marketer compared to those who don't understand. Most in fact will never even learn.

Emotional triggers

What I mean and how to use them

I think it's important to point out now we've got to this stage that when I talk about emotional triggers I really mean that. I spoke to a friend of mine yesterday who's pretty new at this game. I told him I was writing this document and ran through what I was talking about, first about the negative, and then about the positive. He said to me 'So, when you get to the positive bits, you're going to teach them how to get their target market to think about their future, the lifestyle, the cars and the houses?'. Indeed, this is what many guides out there teach. Talk about what they have now, and what your product will give them the power to get in the future they say. Quite correct, but that's only part of it. You've heard the saying before that it's the benefits that sell, not the features. This is true in the majority of cases. Most marketers see benefits pretty plainly though. Makes X job easier, or makes Y product cost less. There's far more to this. Where's the emotion?

I think I'd like to change that little saying there to 'Features and benefits sell to those who know what they want, emotion sells to everyone'. People don't want houses, cars and money. What good do they do? They want the feelings attached to them. They want to feel proud, they want to feel secure, fulfilled, happy, free and relaxed. Never try and sell a material object on its own. Always sell the feature, and then the benefit, and then the emotion that comes with the package.

I'd like to clear something else up too before we move on. This is not amateur. It doesn't matter if you're selling to the general public or executives. So many times I've heard the argument that people just want the features and nothing more. If that's the case why do long running ads for executive services such as private jet and yacht hire talk about the feeling of freedom so much?

Why do big software companies talk about relaxing and weigh heavily on their applications removing stress and hassle from the situation? The fact is, emotion affects everyone no matter the class. This is why I mumble to myself so often, because if I didn't, I'm sure I'd just be sucked in like everyone else, and that's even when I consider myself to be all but immune from emotional marketing tactics.

This is so unbelievably powerful, I wouldn't like to be anybody's shoes trying to sell a product and not using it. That'd be like throwing cash in the trash. So what if the odd one or two people come along who are like me (and like you after reading this) that can remove themselves from the situation, not get caught up in the emotion and make logical decisions when buying products. Just because you and me can do that, I can assure you that the majority cannot.

Now I've got the importance of this across to you fully, let's move on to the next section. My personal favourite, and that's positive emotional triggers. I'm going to bet that right after reading the last section you began to see negative examples all around you to different extents. Not surprising really considering how popular it's become just recently.

Recognising positive emotional triggers

And using them in your marketing

Ah my favourite. This is a nice uplifting subject compared to the last section. Positive triggers. You'll find these dotted about all over my sales letters and my marketing material, and I thoroughly enjoy telling people about it. Positives include feelings such as happiness, pride, fulfilment, love, stress free, safety, security, independence, comfort and belonging. When you attach any of these to your product, it immediately becomes very attractive.

One of the biggest advantages of positives is that people are far more open to accepting them, believing them, and imagining them compared to the negatives. Because there's so much marketing around nowadays, pretty much everywhere you look in fact, barriers are being developed. What do you do with your mail when it comes through, and the envelope is plastered with ad material? What do you do with your e-mails that come through with blatant ad like subject lines? What about when someone hands you a flyer in the street? I can tell you what most people do – put their barriers up. First impressions are 'This is an advert, they want my money, in the trash, next!'.

While that is a different kind of barrier to what we're talking about here, hopefully it'll give you an idea of the extent of the problem, and how easy it is to slip up with a negative approach. Let's have an example of this negative barrier shall we? Pick your favourite pastime, something that you enjoy doing. Most people's pastimes are something they're pretty good at too so make sure you pick a strong subject. Now along comes some random marketer who wants to sell you a product on how to get better at your pastime. Thinking they're smart and using what they've learned about negatives, they immediately begin by telling you that actually, you're completely crap at what you do. You're no good at it. You might have thought you were, but you're not. What's your immediate reaction? 'No I'm not, how would you know?'. You just got resisted. Up went a barrier. There's a very subtle difference between telling people they're crap at something compared to telling people you're better at them than something.

If you're going to take this approach, you better have some solid proof that that's indeed the case, or you'll be rejected. The number one mistake of the negative marketer. If you thought all you had to do was be rude and people will buy your products, think again. You need the proof, or a big and well trusted name. They have to be big bold and powerful too to be able to change someone's opinion about themselves. Have you ever had an argument where you tried to change someone's opinion? It's hard isn't it.

Now let's look at the positives. What if you took that same sport or pastime, and instead of telling you that you were crap, I told you instead that you could be one of the best in the world. What if I asked you to think about how much potential you have, talked to you about taking this more seriously and about how it could entirely reshape your future? You could be absolutely awe inspiring if you had the right training.

Instantly thoughts about the future should have come into your head, hopes, dreams, images of your success. I didn't even need to provide any proof that I'm better than you at anything, because all that was in your mind at that point was your potential, and the picture of your future. No barriers went up at all. This is where positive marketing excels over the negatives.

Remember that ad I spoke to you about in the last section? 'You think you look the business, she thinks you look overworked'? Let's take that example and turn it on it's head. A rival company is currently airing ads for the same product, but in a very different way. Instead of talking negatively about how terrible you look, they use words like refreshed, invigorated, proud, confident and powerful. Their underlying message is still the same, but instead of saying 'If you don't use our products you will look like crap and no one will like you' playing on fear, anger and jealousy they're saying 'If you do use our products you will look great and everyone will love you' playing on happiness, pride and confidence.

It should all be starting to become clear at this stage now. We have the basics down of negative and positive. If all has gone well up to this point you should

be able to look at every ad you see anywhere and say 'Yep, I can see the picture in the picture'. Everyone else is imagining themselves with and without the product, seeing images, words and feeling feelings. You however are sitting there saying mumbling to yourself 'positive trigger, negative trigger, fear, hate, anger, greed, disgust, love, happiness, security, envy, jealousy, fulfilment, confidence, comfort, belonging.

More than that though, you're picking up your own ideas for your own marketing rather than being influenced. This is what I consider to be immunity to emotional marketing. The sooner you develop this, the sooner you will become one heck of a powerful marketer. If this report has done it's job, rather than wondering idly by, you'll start to tear adverts inner workings apart everywhere you go. I did warn you it'd ruin your TV watching and movie going experiences.

Notice however that whichever way you look at this, you're still making people feel what you want them to feel, guiding them in a particular direction with the end goal of having them give you their money for your product. I hope no one has any misconceptions about that, because no matter what method you use primarily, it has it's own ethical implications. No marketing is ethical, there's only extents. Unless you consider emotional manipulation ethical that is.

The advantages and disadvantages

Why not use both?

Ok, I want to concentrate on using these methods now rather than recognizing them. All I'm going to do here is bullet the advantages and disadvantages of each. Neither one is a clear winner, and ultimately, as the sole creator and decision maker of you business, and as a marketer, you will have to develop your own style, making use of either both of these to some extent if you want to become successful.

Lets begin with the negatives.

The advantages and disadvantages

Negatives

- Advantage – More often than not, they deal with the present situation and dwell on the past. You look like crap now, you're not making as much money as you should be now, you suck at business now, you weight too much now. It's far easier to pull feelings from the targets mind when looking at present and past compared to the future, albeit negative ones.
- Advantage – It spreads the word quickly. Bad news travels faster than good. It's also more likely to stick in your targets mind and get them talking to other people, especially if it effects them negatively. I read this ad today that told me I'm overweight, that people are laughing at me, that people are judging my looks, that everyone thinks I'm a loser. They were so rude about it too, what do you think?
- Advantage – It gets a reaction and sticks in your targets memory, more often in the form of doubt. 'Do I really look that bad? Am I really so terrible at marketing? They're so up themselves, it makes me angry' finally turning into curiosity. 'What have they got that I haven't?'. At this point, they'll return to your product or try it out, either out of curiosity, or to try and prove you wrong if they're that kind of person. The target thinks they're being clever, you of course, were cleverer, because you got the sale, even when they didn't really want your product.
- Advantage – It enhances the problem in your readers mind. The moment they begin to doubt their own perspectives, thoughts and opinions, or get curious, you win. Again, they may not have thought about looking for a solution to their problems in the form of a product such as yours, but when it's dumped in front of them using negatives to make the problem seem immense, they're more likely to buy.

- Disadvantage – Limited ethical boundaries. Just how far are you willing to go in making someone feel worried, uneasy, uncomfortable, self conscious and down hearted in the name of profit? There can be serious legal and personal ramifications by going too far with this. Choose your words carefully, draw the line, create a boundary, and don't cross it.
- Disadvantage – The strong will condemn you. If you happen to be selling products to those with a strong sense of self confidence or general understanding of how marketing works, don't expect them to have the same ethical boundaries as yourself. They may well frown on your whole approach and ditch your brand, never to buy your products again no matter what you say to them.
- Disadvantage – There's a fine line between telling someone how useless they are, and telling someone that you're better than they are and have the solution to their problems. Most marketers that attempt to use the negative approach don't understand the difference between the two and just end up annoying people, not to the point of them being curious about what you have that they don't, but to the point of them disowning you altogether and not really caring what you have to offer.
- Disadvantage – Prove it. That's going to be the first words coming out of a readers mouths when you tell them they're not reaching their full potential. You better either have a famous well known brand name, provide some solid proof of your words or know your target market so well, that you can play to their biggest shortcomings and weaknesses. Pushing the wrong market to the wrong emotions is fatal and terminal.
- Disadvantage – Risky. Using negative methods to influence peoples feelings in this way is risky. Getting the negative side wrong for any of the above reasons could well leave you customer-less and with a bad name for yourself. Not exactly useful from a sales POV.

The advantages and disadvantages

Positives

- Advantage – Less resistance to suggestion. It's far easier to get people to accept they haven't reached their full potential, and have them imagine the feelings associated with improvement than it is to get them to accept they're terrible at something or that you're better than them at a certain task.
- Advantage – No risk of offending. No one has any objections to positive marketing. It's more subtle than negative and because of this, only the few in the know will understand that you're still being manipulative to put money in your pocket even if it does defy logical reasoning for your target to buy your products.
- Advantage – No ethical boundaries. There isn't any ethical line to cross, quite simply because you're evoking nice, content, happy and comfortable feelings. You can tread as softly or as firmly as you deem to be necessary.
- Advantage – It emphasizes the benefits of your products strongly all the way through your sales process whereas too much negativity can put people off. What do most people do when they feel bad about something for extended periods of time? Try and solve it? Wrong. They wait for someone else to solve it for them or they hide from it, bury their heads in the sand or wait for a quick and easy solution to come along.
- Advantage – When people see themselves as a better person in the future and imagine their improved situations, scientific or proven examples and proof don't weight as heavily in the decision making process. Often those feelings will make their minds up for them. Quantifiable proof is a bonus, a reaction that can't be matched by anything but the most powerful negative emotions.

- Disadvantage – Positive angles are used more widely than negative although negatives are catching quickly. People have become immune to buzz words and clichés. That makes it hard to sound original and stand out from the crowd with positives.
- Disadvantage – Again, from the same angle, because it's so widespread, it's far harder to get noticed and remembered with positives because these emotions are evoked so widely and so often by almost every marketing campaign out there, peoples senses have been dulled, and barriers have appeared. Only the strongest positives work well. Knowing your market well is the only way around that.
- Disadvantage – It's not a talking point. When people achieve something or have a very personal but positive experience they find it far harder to talk about it than a negative one. It's harder to get people talking to others about your marketing campaign.

Emotion in real world marketing

And a word of advice

Bear in mind one thing when looking at emotion - you don't necessarily have to bluntly point out emotions. 'Does that make you feel scared!?', 'What a relief'. Being indirect is far less obvious, evoking those emotions without actually saying the word. It's kind of like that game where people have to describe something and you guess the word, but they're not allowed to actually say it. Just to give you some examples – in fact for fun, seeing as ads just came on TV, I'm going to pull them from there.

Ad one. Car insurance. Begins by talking negatively about waiting times, high costs, wasting your time, and others that penalise careful drivers by high premiums to cover costs by those who aren't careful. I heard the word

frustration in there, and at the end, a very contented woman sits down on a chair and states 'Mmm that's better'. Relief. Two very strong emotions in there, one negative attached to the problem, one positive attached to the solution. Perfect example.

What's next?

Ok here we have one. Looks like an aftershave ad, there's a model jumping around on some stumps sticking out the sea. Looks like he's having a lot of fun there with his huge grin. And there it is, the only spoken words in the ad. 'Freedom to play'. Freedom, happiness, fun.

Ok next up we have another car insurance advert. The slogan being 'you don't pay for other peoples mistakes, treating the customer as an individual'. Individuality, independence, freedom, respect, relaxation and more.

Next ad, 'Girls! Your hair looks as flat as a training bra!' is all I heard there. Negative all the way there. I missed the rest of that unfortunately, but it obviously tries to create self confidence issues. No comment on that one.

Diarrhea cure commercial. 'Take the tablets, take control.' Control and independence. Toothpaste. 'It looks different, it feels different. Don't just whiten, shine'. Looks, individuality and self confidence. DIY and home improvement store. 'Make a house a home'. Belonging, security, contentment and fulfilment.

And that looks like the end of the ads. Perfect. Every single one of them tied an emotion into their promotion. Some negatively enhancing the problem and then providing a solution, some positively enhancing a solution, some doing both. Some of them are very bluntly using very exact words such as freedom and control. Some are indirectly but very obviously, namely the training bra comment, and some not so obviously. Make a house a home still evokes emotion, but it does it through association rather than directly.

And if I haven't ruined your TV watching entirely yet, don't worry, there's more. Stay tuned for the next section where we'll move away from emotional marketing and look at other aims of ads and identify other triggers. By the end of this you'll know why most if not all of the ads say what they do, that does for every sentence. You will become immune to an extent, and learn to use it to your advantage. Your very profitable advantage.

Chapter

4

The background of the page features a close-up, high-speed photograph of water. Several clear, spherical bubbles are visible, with one prominent bubble in the upper left quadrant showing internal reflections. The water surface is covered in fine, concentric ripples. Overlaid on this background is a large, white, stylized number '4' with a thin black outline. The number is positioned centrally, with its top extending into the white area above the water and its base extending into the white area below. The word 'Chapter' is written in a bold, white, sans-serif font with a black outline, positioned above the number.

Section 4 - Psychology Of Marketing

Part Three

Alright, so we've already looked at the emotional side of things. I hope that I haven't ruined your entertainment and TV watching too badly. We're done with the emotional triggers now, both negative and positives, making the problem look like a much bigger problem, and making the solution seem like bliss should be very obvious to you in practically every instance.

You've got the basis of what I consider to be the picture in picture now and should be able to pick those out whenever you choose and if all has gone well, you should be able to judge which ones work the best, which are the hardest to spot and resist, and ultimately determine the most effective of these methods to use in your own marketing.

There's more to this than emotion though. There's no way that playing to these feelings can work if you're not doing some other things at the same time. Thankfully, while they're still triggers, and you'll likely find yourself pointing them out and now knowing why they're there, and not falling for them anymore, they are far more straight forward compared to what we've discussed already.

Don't think that this makes them any less important however. These points will complete the picture of the psychology of marketing, and will indeed complete this section (we're on to a new subject next). By the time we're done here, you should be able to say why every sentence exists in an ad, why it was put in, and exactly what it does. How to use it and how to avoid being sucked in are the ultimate aims of course, but we need to complete the picture before you can do that.

So let's move straight on to that shall we?

The low budget ad

For quick recognition

The dot com boom spawned a whole new bunch of ads, but these were different. Because of the costs of advertising in offline media, unlike the big companies, and unlike those who stick to the cheap and often free advertising offered by the internet, something changed. Now we had these online companies with small budgets trying to get their names amongst the big guys. Bear in mind a lot of these big companies have been established for up to a century, sometimes more.

When someone wants a solution to their problem, it's these household names that spring straight into their minds. So, to speed up the process, a new approach was needed. How do you get people to associate your brand with their problem instead of someone more established? More to the point, considering the big names and big companies have non stop ads bombarding people with their promotions, it's hard to get a look in. So how did they make their ads stand out? The same way we do online to get our products and solutions to stick in peoples minds. Even if they don't need the product right away, when they do, they'll be back, and if your marketing is doing it's job, that won't be too long.

Repetition.

If you've been in online marketing for some time now, you've probably heard the same sales pitch over and over from those who sell their mailing list managers and try to persuade you to use their services for follow-up purposes. It goes something like this: The average prospect has to see your offer seven times before they take action and commit your company name and products to memory. There's many variations of that anyway, and I have no idea who first thought that up. I'd be quite happy to agree that seven is about the right number though, which brings me back to those short low budget ads that use repetition to quickly get their names recognized and familiar in a short period of time.

Again, I can't really mention brands here and what they are, but what I can tell you is that I can remember the name and domain of the company that advertises car insurance that has a 20 second ad and manages to repeat its domain four times. I can't however remember the domain of that shopping comparison website that only mentioned its name once. I'm sure if you ask yourself and anyone around the experience will be the same or at least very similar. There's simply no point in promoting a product if no one remembers who you are. It might be annoying and irritating to see and hear, but ultimately, when that feeling passes short term, what you're left with is a very memorable imprint of their products and services.

Thankfully, it doesn't all have to be so blatantly obvious as a twenty second ad quoting the company name a hundred times. Ever wonder how successful writers get you to remember their work and grip you in an engaging story? Sure it's the words, the descriptions, the vividness of the image they're creating, and how you imagine and relate to that, but also, if you look carefully, there's a lot of repetition in there. It's subtle, but it's there. Let me grab a random book of my shelf here and pick a random page to show you what I mean.

Alright, here's what I see. First page, chapter three is describing a planet. 'Three hundred and fifty thousand kilometres above the gas giant's wan beige cloudscape'. Four lines down 'Satellites monitoring the gas giants emergence zone'. Eight lines down from that 'Flying above the gas giants sunlit hemisphere'. Many writers do this with their descriptions very early on. It's just a case of repetition. When this writer names the planet next time, I'm going to be able to immediately see it in my mind, creating a vivid picture. More importantly though, it's very easy to remember. The same goes for your marketing.

If that sounds a bit over the top to you, and you think that maybe whoever wrote this book shouldn't be a writer because repeating words so often is annoying, I assure you, it's not like that at all. It's barely even noticeable unless you're looking for it.

Go and grab a book of the shelf now, your favourite story. It doesn't matter what genre. Now turn to a chapter that's introducing a new location, or a new character. Something that hasn't yet been committed to memory and look for instances of this. You'll spot it dotted about everywhere. I don't even need to delve into the physical or psychological reasons for this, because when put as I have above, it should be immediately obvious to you how it's done, and how to replicate it.

Use those fiction books to help you too. Learning is nice, but nothing beats a good story, especially when you come out the other end of a 1200 page book, writing in a similar style to a successful author. Without even knowing it, you'll be improving your chances of selling your products and getting them read immensely. Far more than any non fiction book or instruction manual could teach you to do in a short period of time.

Repeating something over and over again is the simplest way to get someone to remember something in a short space of time. There's a very important marketing lesson to be learned there, and can be an ideal method to either get people talking about your info product, or to just sell your products in the first place through sales copy and ad material.

So there we have the first, non emotional trigger for you related almost entirely to affecting the memory of your prospects and future customers.

Retro coming home

Back to basics

Retro marketing is back. Many years ago, one of the biggest aspects of a successful marketing campaign was attracting attention. Huge headlines, black on white, big images, loud music, psychedelic colours or something out of the ordinary to wow people out of their daily grind. Marketing used to be a lot simpler than it is today. With the rise of the internet and the popularity of entrepreneurialism in recent years, we've all had to get a little bit cleverer and

push the boundaries of what is deemed to be ethical and acceptable. For a period in the 90's the attracting attention aspect of marketing all but disappeared in a majority of ads, but it's back, it's hit internet marketing, and those with big budgets are now going for successful marketing methods over neat and clean designs. The trend is coming around again.

With the sheer volume of ads vying for attention in our daily lives, it was always going to happen at some point anyway. We've all started to become immune to clichés and used car salesman like sales pitches. The problem is, most of these words and phrases get the point across perfectly, and there are very few alternatives that have the same effect. As a result, there needs to be a way to affect the target subconsciously and induce a reflex action and snap them out of their daily grind and the marketing blocking trances we've all begun to build for ourselves to some extent.

It isn't really present in all ads yet, but I think very soon it will be. Of course when that happens, then the place to be will be in the clean designs, less in your face ads again, but the cycles are a whole new story. Lets stick to what's happening now.

The best example I can think of is text highlighting online. It sounds so simple and basic, but seeing it in action is quite amazing to say the least. Because it induces a reflex action, it's unbelievably hard to avoid. I'm sure you've seen those sites, black text in a white background, but instead of going for a pretty, neat and clean design, they decide to highlight their text with a bright colour, usually yellow.

A TV example of this that sticks in my mind is a recent ad for a business based telephone directory service. As the ad starts, they immediately flash up the short number at the top of the screen in bright yellow highlights on top of black text. It sounds simple, but I don't think its power of attracting attention is all that obvious unless you're looking for it.

I mean, quite simply, a bright yellow splodge on an otherwise clean and tidy design would give any graphic designer or perfectionist nightmares. It just looks like an accidental stain, which is good. Because it looks so wrong, that's why we're directed straight to it.

If you want to see just how effective this is in regards to attracting attention (I assure you if you haven't tried this, you're likely either taking this for granted, don't know about it, or have underestimated its power) then you can experiment on your friends. You need to watch carefully though. What you do is this. Pick a subject they like hearing about, and find an article that's been written about that subject. Take the text, place it onto your screen. Plain white background, with no more than three words highlighted at least twice. Make sure both instances are visible. Make them face the other way while you bring it up on the screen, and then, tell them to turn around and read.

At this point, from a side view, you should see their eyes immediately snap to the yellow smudge, a reflex action. That's what makes it so powerful. It can't be avoided by the conventional ad blocking barriers we've created over time. It cuts right through that attracting attention not just to itself, but to the whole document. The benefits are multi-layered.

What's even more powerful is you can couple the taking notice with memory and repetition by carrying out the same experiment, but this time you only let them see the page for a split second, and then cover up their eyes. What did the highlighted text say? You can bet your life they'll remember. Now try and get them to tell you what the first word was on the page, or the last word. Even these points right on the edge of a long page of text, probably the most distinguishable un-highlighted parts of the document will be difficult to recall for your test subject. Most of them probably didn't even notice what they were.

So there we have it. Another trigger you can recognize on your travels. It doesn't have to be yellow highlighted text, but when you're blankly watching TV, or travelling on a train lost in your thoughts, and you're suddenly yanked out of your own world and your eyes dart to something in particular in an ad,

learn from it. It doesn't even have to be in an ad. Is it a particular colour, is it a phrase, a comment, an accent, a tone of voice, a series of words, an image, an action, a name or a sound? All of these things are designed into ads to do just that. Pull you out of your trance.

I think it's important not to go looking for these too. You'll only know them when it happens. The whole point of them is they get an unavoidable reflex action out of you. That's not going to happen if you go specifically searching for examples. Just know it exists, and the next time you feel like someone just forced you to look or listen to something and you had no control over it, then you can remember this text, understand why and how it happened, and most importantly, remember it, and use it to your advantage. This is what this whole report up until this point has been about.

Fun times

Bringing down the barriers

Good marketing based around attracting attention, making products memorable and influencing peoples opinions, thoughts and actions using emotion all works very well. Some of it is even unavoidable as far as noticing it's happening is concerned, but there's a catch to all of this. You can see it in action if you've ever been trained as a salesperson in a retail store or in a car showroom. If you're a customer and one of these people walks right on up to you, it's obvious what's coming. A sales pitch. A lot of people find it hard to walk away or say no to these situations though, even though they might be thinking about how much they hate being pitched to.

Imagine if all the sales people in the world, in your local car showroom, your local superstore or computer store were robots instead of people. You'd be browsing away, and up come the machines on their little wheels and start pitching to you about how this is the best deal you've ever seen, how these low, low prices won't last and how you should buy now to avoid disappointment, and then.. you'd probably have walked away by this point.

No matter how good your marketing is, none of it will get through if you don't take those barriers down first and make it harder for people to say 'I'm being pitched to, don't have time for this' and walk away resulting in a lost customer. Most marketers, especially online, when they write their sales material they come across as a robot, exactly like the example above and as a result, potential customers are walking away from them. Don't think for a moment that using any marketing tactic will work if people still have their barriers up, because none of it will.

So what does the sales person have that the robot doesn't? What makes people stay and listen to the pitch when they walk away from the robot? There's two things really, both of which can and should be used in both online and offline marketing. The first is stories, charisma, a personality. It's this personal touch that brings down the barriers. This can involve everything from simple use of names, which is already widespread online, but not something that can be used in other mediums aside from one to one sales.

Online marketers upon realising that their number one problem is that they can't stand out from the crowd go about their search for methods to do just that. The thing is though, being able to do so isn't like a scientifically tested sales pitch at all. They're all looking in the wrong place. Because everyone is entirely different, has different experiences and different personalities, they each have something different to offer. There is no formula for this, only a basic outline, which is as simple as get personal, make a connection and entertain, telling a story at the same time.

I don't think there really needs to be any examples on this, because if you turn on the TV and watch the ads crafted by the high paid pro's, you'll notice almost every single one does this. They can't use first names for everyone (not yet anyway) but they can entertain and tell stories, making their ads unique, a lot more fun, more of a talking point, but most importantly of all, removing the hard sell and the walking away reactions that would have come from the robot in the earlier example. No marketing can work efficiently without first removing those barriers.

Sparking A Reaction

Getting people to act

I was going to split this part up here into three individual aspects here, but decided against it, because they all have the same goal. Getting your target market and the receivers of your ad to take action. This is a very simple concept, so it's not something I want to dwell on, there's just a few points I'd like to cover so that they become obvious when watching other ads. Building that picture in a picture is almost completed.

So the three methods to make the receivers of your ad to take action. Most of these are quite well known too, which is why they get such a small section. If you know them already, great. If not, the first one I have for you is the blunt call to action. Have you ever landed yourself on a site, went searching for a product, found what you wanted, and then hit a dead end?

If you've ever found it hard to buy anything, then that business was missing the flow, because if they had a call to action at the end of their process that lead to a payment page or signup form, they wouldn't have this problem.

Directing people to take action has two effects. First off, as we just stated, it carves a very clear path. You want this product, this is where you go to get it. You want to solve your problems? You know what to do. Click, call, act, and your problems will be solved.

Secondly, it forces a decision at that point. You've heard the advantages, now if you want them, pick up the phone, click the order button, fill in your details. It just makes things so much clearer and easier to get to. There is no 'go away and think about it', because people will forget or be persuaded by another product, and the whole marketing process will go to waste the longer they're away from your product. There is no 'let me think about it'. People get distracted. It's a very direct question that only has two answers. Do you want my product which will solve your problems? Yes or no? Deal or no deal? Solve or don't solve?

You should see a call to action in every ad you experience. Call now, act now, go now, buy now, don't delay order today, pick up the phone and dial, click the button, follow the link, go to. If you're not seeing it, someone messed up, and it'll either be just like landing on a dead end website where you want to order, but can't find the button or it'll be an ad or sales material that is forgotten in seconds. Oh I'll come back to this later will be the reaction. If that happens, then it's very likely your customer will get snapped up by something with better marketing material.

Another action based method is another well known tactic based purely on forcing someone's hand, once again, making them make the choice. Time and number limitations used to be strictly internet and low budget ad material, numbers especially. Time not so much, because if you haven't seen at least one limited time offer in every five ads in any media, then someone needs some schooling.

It's spreading though. I saw a big budget ad just the other day that opted for limited numbers instead of time. It was big numbers of course seeing it was a multinational advertising on TV. Something close to a million spaces, which dropped to 35,000 in a matter of days. They did very well with that if those are true figures. It wouldn't shock me if we started seeing more big budget limited numbers, rather than just a selection of new internet businesses and low budget furniture sale ads.

But then again, when you have limited time on one hand and limited numbers on the other, forcing impulse buys, why not use them both? TV ads rarely have the time to do that, it's far too much to take in when you're firing short ads at people. Give them too much information in a short period of time and all the hard work making your product and company names memorable has gone to waste. Long copy however is ideal. Magazines, mail, e-mail, internet, all ideally suited. Both time and placement limitations are effective, but consider which one is seen most often.

You see, you'd be forgiven for thinking that what you see most often is obviously working. In a lot of cases, it's actually better to be fading, or doing the opposite of what everyone else is. The name of the game is standing out from the crowd after all. If you're bombarded with something non stop, you become immune to it.

Feedback

Getting something in return

Finally, provoking a reaction. With the dull drone of ads pounding us from all sides, people have become consciously immune to them. They just don't pay attention anymore. If they do pay attention, it's getting harder and harder to get a reaction, to get people talking, discussing, and bring in feedback.

This does equate to taking action in a way, but I put it under a different heading, because this type of action isn't necessarily aimed at forcing at forcing impulse buys and having your potential customers make choices after the marketing message has sunk in, and their logical guard is down. Instead, it's more about having them take action because they want to, because they feel the need to, not because you told them they need to make a choice.

There's many ways to do this, the majority of the time it's not about selling a product directly. The two main methods are asking for discussion, and requesting opinions, asking people what they think. Two big companies have taken this up recently to expand their active base of potential customers, getting them involved, making them feel important, with the ultimate aim of selling on to them.

This is a great way to build communities. Forums, discussions and conferences where people can share their thoughts can play a vital role in providing you with a new lease of prospects. Its free, it's a chance for people to be heard, get help, and mix with other like-minded's, and they're not as resistant to being sold to..

...which is nice, considering the moment they join one of your services, they become familiar with you, they become one of your prospects and potentially a long term customer.

Final Words

Summing up

So there we have it. Now, it should have got to the point where every ad you see, you'll be able to make comments like 'attracting attention, repetition for memory, emotional negative enhancing problem, emotional positive enhancing solution, call to action, curiosity inducing, building prospects through feedback, breaking ad barriers, entertaining, planting a memory trigger and everything we discussed above.

There should not be a picture, image or sentence inside ads designed to sell products that you don't know the reason for. Try it next time a TV break, magazine, mail, e-mail or internet ad. Don't be shocked to find yourself mumbling if one of the people sitting near you happens to fall for the marketing even if it defies all logic and especially if you spot negative marketing that breaches your ethical line.

I'll say it one final time – when you understand how marketing works, you can avoid it, you can learn quickly and easily without falling for emotional influence, you won't be manipulated in to buying something just because some stranger tells you to, and what's more, you'll be able to see the most effective marketing methods out there today and use them to great effect with your own business – all for free.

How valuable is that?

Chapter

5

Section 5 - Moving On

Shortcuts To Success

Alright, I was going to call this subject number two for this document, but the last section was about twenty subjects in one, so who knows what number this one is. Either way, it doesn't matter, because we're moving on to a brand new subject. I'd consider this my number two shortcut to success.

If I was dumped back at the beginning of my career with no list, no contacts, no money, and nothing but my knowledge, I know that what we have already discussed would get me back to where I am now in mere months instead of the years it took me to learn in the first place.

The biggest, most expensive and most time consuming parts were finding out what worked and what didn't work. Once you have that, I would go as far as saying it's actually quite easy to make progress quickly. Time wasted is slashed, and budgets don't drain anywhere near as quickly, if at all. That's why I hope that there's a lot of people going to be sticking with me on the this and future subjects.

I think what you'll find from here on inwards is familiar knowledge that you may already know. What I find though is that these are very misunderstood and taken far too lightly. People tend to ask me questions about making progress quickly, and when I tell them, they say 'Oh yeah I already know that, what next?', which usually translates as 'Oh yeah, I already know that but I never really tried it seriously. Sounds like too much work, and I doubt it'd be as effective as you say'.

Not exactly a useful attitude when you're seriously trying to teach someone something. I guarantee they'll be back and tell me my stuff doesn't work or with a 'you already told me that' attitude when I try to tell them they're not listening. I gave up trying to do this a long time ago. They get it once, if they don't listen, then I don't have the time, which is exactly what I'll be doing here.

I hope at least a few people reading do take this seriously when I say that the methods I'm telling you about in this document are the underlying reasons for my success, and the success of the majority of those around me.

Getting Started

Straight to the point

Alright in this section, I want to talk about working as a team. Something that very few marketers take into account and think about seriously, especially at the beginning of their career. That is to their detriment unbeknownst to them. I'll be honest with you, a lot of people come to me asking for business advice. Not necessarily online, because I tend to charge huge prices for personal consultations (far more profitable for me to be running and starting businesses than giving out advice unless you're paying me \$500 for 30 minutes) but offline too, where friends and family often approach me with questions.

My first piece of advice for them, before learning to understand marketing or planning, or funding, or anything else for that matter, is to get in to a team. Their usual response is 'but that means I'm going to be sharing my profits with someone else, and I want to be rich!'. (Not necessarily so directly, but you get the point). And yes, if you're going to be working in a team, you should be prepared to take a big cut in your earnings. Up to 75% in fact, but there are far more advantages to this than meets the eye.

Yes you cut your take home pay, but you gain more important things than that. Beginning with the obvious:

- You cut your workload in half. Half the profit for half the work, so really, you don't actually lose any profit at all when you put it against the work you're doing. The argument for losing money by sharing the profit doesn't hold up, because you're sharing the work too.

- You get a bunch more ideas. Ideas are the lifeblood of a business. Everything from ideas for new products, ideas for improvements to current products, software, sales material, joint venture deals and everything beyond and in between. This is so important, because it's not just a case of having one idea instead of two, it's a case of having 40 instead of 20. Potential for the future for the both of you doubles the moment you meet up.
- No stress and a backup plan. No matter how much we prepare, when moving into unknown territory, things can go wrong. When you're working alone, if something goes wrong that needs fixing to avoid compromising the whole product launch, then it'll be up to you and you alone to fix it. Splitting fixes at 12 hours between two people is far easier than spending days sitting at the computer without sleep. It's a safe bet, not just for the inexperienced, but the experienced alike.
- You learn quickly. Everyone has strengths and weaknesses. You can plug your holes with a partner. A partner that you'll be working closely with, a partner that will learn from you and trust you like a brother or a sister, a partner that ultimately you will learn from also. You may go away with half the profits, but you'll also leave with ten times the confidence and knowledge. Far more important than any amount of cash as far as business is concerned.
- You master your trade before the soloers. It saves time. With two people, you can get double the work done, launch twice as many products and probably most importantly, learn new skills and break new ground faster than anyone going solo will physically be able to achieve due to time constraints.
- Simply put you will not only learn each others skills, but a crossover of promotion power, contacts and prospects is not an unusual occurrence. Immense potential for the future just lands right in your lap.

How it happened for me

Business and progress through teams and JV's

There's a million things I could say to demonstrate my point. I see something along these lines being taken up every day. New deals, new joint ventures, new partnerships forming and flourishing, each one substantially increasing the future prospects of the business owners. Resources build faster, businesses grow more quickly and efficiently, learning is done at a much faster pace and of course, double the progress is made in half the time. Before we go any further, I'm going to give you a little insight into how this has shaped my business in the past, and what it's become today. It's not just a minor point either, when I say shaped my business, I really mean it.

Let's begin with the first instance of this happening to me. It was a long while back, with my very first website in fact. If you've read through the previous sections already, then you'd know that it was a membership site packed with live tools such as Auto-responders, ad tracking, forums, ad reviews, training and more. This was at the height of the automated tools phase where new scripts were starting to appear, and things were really opening up for the little guy on a budget. The year 1999, so six or seven years ago.

Anyway, I had everything up and running and had just hit the century mark for the number of happy customers I'd managed to acquire. I then hooked up with another site owner who ran his own membership site that was completely unrelated to mine. He didn't offer anything like these tools at the time, but he was running a successful list building service. Both our businesses were in their infancies at the time with no more than a hundred or so reoccurring paying customers each.

We hooked up with each other and came to the agreement that we would integrate with each other but stay separate entities. I had no idea what to expect of course. I'd never done this before and was still wary carrying around the naïve 'But that's less profit for me' attitude. How wrong I was. A month after we had the integration up and running, we both took a 90% of each other

customers. We both doubled what we were earning with barely any effort and absolutely zero cost. That might not seem all that impressive, but when you consider that a lot of these new customers paid for a years service up front (A new option I gave them for this set up only), rather than the standard monthly fee, this is the first time I saw a big wad of money land in my account in a short period of time.

I seem to remember waking up after getting the word out and finding that I'd actually made enough money for many laptops. At the time I was only saving for one so I could travel while working, phase one of my plan to move the business forward – flexibility. Because I was already living entirely off my business at this stage, taking my other expenses into account, it would have taken a good eight to ten months to be able to move on to the next stage without this. It was also at this point that my partner in the project quit his job and went full time too. A single month, a single deal, and we had both doubled the sizes of our businesses, our incomes, and made double the progress simply by sending our customers to each other. Simple, but effective. Ten months of work in 30 days is what I call progress.

There were many of these in between too, each one having a very similar effect, not just on my business, but on my life too. After all, that's why I wanted to get into business in the first place. To improve my lifestyle. It's not all just about business growth and progress. We'd all die with multi billion dollar businesses living in one bed apartments if that was the case. So the effect is even greater when you take this into account. Over the next few years through such deals I managed to pay off a good \$140,000 worth of debt that I'd accumulated, and allowed me to take 2003 and 2004 off. Not bad for a few little deals here and there that cost nothing.

So roll on to 2005. Here's another example for you. I meet my current partner. My business has all but gone after my long break (something I'd do over if I had the choice. Good times). It turns out after following a long chain of people, meetings through meetings, we bumped into each other. Here I was looking to get my business off the ground quickly again, and see just how far I can take it

this time. I had all the knowledge, a good budget and wasn't really in any rush. My strengths tend to revolve around idea generation, product creation, technicals, graphics, presentation and offers. Coming back from where I'd been though I had no prospects, no list, no nothing. My current partner had all those things though, he just didn't have any time to implement the ideas and get them launched (lots going on with his family). So, we split the work 50/50, I got my prospects, my list, my contacts, a refresher on trends, what's changed and what's not, plus a quick burst of cash. He got a new flow of ideas, presentation, some time off to be with his family, and a big burst of cash.

Now he could have gone it alone, but only at half the speed and with one heck of a packed work day. I could have gone it alone, but it would have taken me way too much time to build up all those resources, so we hooked up, and the result? We now sell on average, a good \$400,000 worth of products in a single year.

There's no doubt in my mind that we'll eventually go our separate ways, but can you see how the added funds up front allow for a better lifestyle, more free time, a closer family and perhaps most importantly, the potential for progress. In two years, we're going to have used that position to double the size of our business, whereas one person who couldn't take the cut in profits will still be sitting there only having pulled in a third or less of what we did the year before?

Let me give you something to think about that should neutralise any worries you have about working as a team and losing money as a result. Anyone can become successful. Anyone can become rich. Anyone can run a profitable business but only the cream of the crop and the most adept can do it within their lifetimes. Money isn't a factor here anymore. Time is a factor. Once you can understand that, you'll be looking for deals and partnerships around every corner.

That's not it though. This isn't a rare occurrence.

How it happened for those around me

A regular occurrence

I have to say it again. This is not a rare occurrence. It's happening all around you as we speak and it really does launch careers. Here's a piece of news for you. Since I began in 1999, every single person on my contact list that has gone from nothing to complete success has done so with another person. Everyone else is either still struggling on or has quit. That's the bottom line. I'm sure there are people out there who have done it entirely on their own, but why bother taking five years to become a success when you can do it in less than a year, if you're willing to accept a short term cut in profits. The moment you pass the point of completing that first joint venture, that first deal, your progress multiplies, and therefore your profit and your business grows at a far faster pace. Here's another two examples for you of just how much of an effect this can have on a career in a short period of time.

A good friend of mine that I met while in the early stages of my career really took off before I did. He'd already put up one or two sites and was earning a good thousand dollars a month or so. Something he managed to repeat with every single site he put up. Things changed from the moment he hooked up with a partner though. The next site he put up sparked a high commissions trend and within six months he had copycats coming out of his ears. In just that one project though, he multiplied his income by a factor of four.

There's more though. It wasn't just his short term income that multiplied by four, it was his promotion resources too. His contact list grew as he made a name for himself as a big player. His prospect grew as people wanted to join up with him and repeat what he'd achieved with that project. He had the pick of the bunch. He'd also gathered himself a good fifty affiliates. Fifty might not sound like much, and under the usual circumstances it really isn't that much – but these fifty were different. They were all highly successful, highly motivated affiliates with their own resources. From this point on the possibilities became almost endless.

To top it off, he was updating me as the sales rolled in, and every few hours that I spoke to him, his list had grown by at least a few hundred subscribers. It was exciting to see his business developing at such a pace. By the end of the project he pulled in over eight thousand subscribers.. from scratch. So from a couple of sites and a thousand dollars a month, to three or four thousand dollars in under a week, fifty highly motivated affiliates ready to promote his next project, each with large numbers of prospects and eight thousand subscribers, which went on to provide a good \$1000 to \$3000 per mailing. So much achieved in a short space of time from nothing, simply by working in a team and taking a short term cut in profit, which by the amount of promotion power gained in this instance, really wasn't short term profit at all.

There's another instance of this too that sticks in my mind. Search engine guy I'll call him for now. He was in the whole marketing game from the day I started out. He began with nothing. No site, no affiliates, no list, and no real prospects for the future. That was until he started to hook up with people. A year ago he made a connection with someone that got him into search engines and last Christmas hit the \$300 a day mark.

He took things a stage further after that, and ended up joining a new team. They're pretty much a quiet underground search engine promotion team now. Not particularly well known in the marketing world, none of them use their real names either which makes things even more anonymous for them, yet last Christmas he hit a high of \$800 per day in pure profit. I spoke to him a few days ago while I was writing chapter one of this book. He's pulling in 200 new subscribers per day on average. Remember that eight thousand person list I told you about pulled in \$1000 to \$3000 per mailing? Well, he's adding that much to his income every two to three months.

This is the real power of joining or creating a team for yourself. Every benefit I've mentioned so far doesn't seem like much until you add it all up at the end. You can see three examples there where people I know have gone from nothing, to exceeding the average wage and the prospects of the average job in mere months. Sure beats studying for eight years to get there. Much faster.

I don't want you to think that all of these people got together with someone already wildly successful either. Me and my partner had barely been heard of when we met in 2005. He didn't have the time, and I was on a two year vacation, previously doing not much more than paying off my debts and using my savings to have fun with. Considering we took \$100,000 in February alone, just seven months after we began working together. The power of two is something to be marvelled at.

Neither of us in my early 1999 example were a success yet either. We only had a hundred customers each, yet doubled each others business in less than a month. How about that guy that got his list of eight thousand and his affiliates, new prospects, contacts and a big income boost in under a week? He hooked up with someone that had a small list of their own under the twenty thousand mark. No way did he get eight thousands subs from a single list. That's a 40% read and response rate. That's unheard of.

That search engine guy didn't use anyone else's resources either. They just shared knowledge and promotion tactics with each other and put up a site to test things out and begin building a community, and just recently focussing on their promotion resources and future prospects.

My point here is that yes, in my experience joint ventures and deal striking is imperative for success, but you don't have to try and fight to get into the good books of the twenty to fifty biggest names out there. Consider a deal with someone at your current stage could double your income and halve your work for the both of you. What if there were four of you and you made a team?

What it can do for you

And how to get started

To sum up, the next time someone approaches you with a deal or an offer, even if they're on the same level as you, don't think of it as lost profit. It's far from that, and while you're wheeling and dealing, going from nothing to

complete success in just a few short months, everyone who is not heeding this piece of advice is taking years, many years to get to that stage. It's actually more likely that they'll realise this themselves eventually if they don't listen to what they're being told now, and they'll come full circle and hook up with someone anyway.

Getting started is easy. Say yes. If you've already got your own site and you're promoting and mixing with your market, it's very likely that someone, somewhere has already approached you and wanted to work with you, probably many times. Whether it was just a simple ad swap or it was something as huge as amalgamating both of your sites together, if it seems like an equal deal, with equal gains and rewards, go for it.

If you're not seeing any such offers or opportunities to put your own suggestions to people, something is wrong. You should at least have five or six contacts on your instant messenger list if you've been going for a few months.

If you haven't, you need to get out there and start promoting, gathering subscribers, mixing with other marketers, carrying out joint ventures and promoting other peoples products. You will immediately begin to see opportunities if (and that's a big if) you're getting your site seen by people. Doing so is a whole course in itself and is not what this document is about.

If you want to learn how to promote your product using search engine advertising, joint ventures or any other method of advertising, then you need to find yourself a product that teaches you such things from a reputable marketer if you don't have one already. I assure you that these opportunities will come to you. Of course you don't have to wait for them to come to you. If you already have a contact list stuffed full of marketers that you've met along the way, why not pull them aside and see if you can get a project going together? If they don't understand the sheer speed of the progress that can be made through doing so, then explain it to them. Give them one or two of my stories if you want to. They're all true, real life experiences.

If I haven't persuaded you that working with someone is the way to get successful and get successful quickly, especially with the piece of knowledge that I have never seen someone go from nothing to complete success in a short period of time on their own, then I probably never will. But I'll leave you with probably the most important passage in this document. What you do with it, is ultimately going to be your choice.

"Anyone can become successful. Anyone can become rich. Anyone can run a profitable business but only the cream of the crop and the most adept can do it within their lifetimes. Money isn't a factor here anymore. Time is the factor. This is why partnerships, teams and joint ventures are the key".

Chapter

6

Section 6 - Learning & Progress

What it means for your future

Learning and making progress are two things that I always write about in every single one of my courses and reports. If you'll excuse the cliché It's one of the fundamentals of success in any field. Without learning, you can't make progress. Without progress, you might well wake up in five years time, sitting in the same chair, doing the same things over and over again, which to be honest is what seems to happen to most marketers.

Think about it. When did you start out? Six months? A year? Two years even. How has your income increased since then? Most of the marketers reading this will have seen very little change compared to the speed at which things changed for the business owners that I talked about in the last section. If you're already working as a team though and things still aren't happening for you, on a fundamental level, there can only be two things holding you back.

Your Knowledge.

Your Action.

Having the knowledge and not taking action isn't as common as you may think. Often it's the knowledge that's the problem. Taking the wrong actions at the wrong time. The reason that it's so hard to get anywhere with online marketing, no matter how many guides or books you purchase is because many of the writers miss out the basics.

Let's take this course for example. So far you've learned the inner workings of marketing, the psychology behind the majority of the ads that are out there and are working, how to spot each aspect and the role it plays, and how to take that and use it to positively influence your marketing. I've also shown you the effects of working within a team and how quickly you can go from nothing to a very profitable business indeed in a short space of time. Now, I'm talking about knowledge action and progress.

Have you noticed anything about what I'm teaching you here? The fact that I described this as the most important lessons earlier on should have given you a clue. There is no doubt in my mind that those people who come here expecting a 'click here, do this' guide will be disappointed. I don't have a problem with that though, because what I'm teaching you is something that many other guides can't give you. How to succeed from the ground up. Let me assure you this information is far more important than any 'click here, do this' info you could possibly get.

I recently struck a deal that netted me a good \$40,000 worth in sales. What would I rather have if I was in your position; Full details of that deal, what I did, who I contacted and how I promoted the products, or the content in this manual that actually has no step by step information at all? This manual for sure. \$40,000 is useless unless you know the underlying factors that took me into that situation. So my first point here really is forget looking for a step by step, 123, click here, click there and succeed guide, because it doesn't exist. Anyone that tells you otherwise is giving you false information.

Speaking of which...

Trust No One

What makes learning hard

My first piece of advice to you would be simply the above title. Trust no one. It's become even more apparent in recent years that real world learning and academic learning are two very different things. Academics are trained to teach you a subject and then send you into an exam so that you can recite what you've learned, or as I prefer to say, what you remember.

I'll make no bones about it, learning about anything outside of the academic world is all but impossible to do effectively, in a focused way and at any pace. Why? Where do I start?

Firstly, people know they can make a quick buck. All they have to do is claim they have something that you don't, they know something that you don't, that they're rich and you're not, that they bought a mansion yesterday and you can barely afford to pay the mortgage and so on. It doesn't matter if you sit there and say that you want proof and you won't buy unless they provide that, people will still buy their products without proof, and because money is made, the cycle continues with an ever growing pile of false, made up, inaccurate or useless information, flooding a market that is already thin on the ground as far as facts are concerned with even more false information. You could liken it to everyone hating mass spammers. People still buy off those spammers though, which is why the crap keeps hitting our inboxes.

In the earlier sections when I spoke to you about the psychology of marketing, I mentioned that I wanted to teach you to be able to put those barriers up, and not have them broken down by clever marketing, allowing you to make logical and informed decisions and assess the situation effectively. I want to take that even further now and I want you to further re-enforce your barriers for the sake of your learning.

You cannot get good at marketing if you're being fed false information all the time. Send me to a random ten online marketing sites and I can pretty much guarantee you nine of them (if not all ten) will state something as fact that I have proven a hundred times over to be completely false. I don't want to scare you, but the majority of the sites out there are not showing you how to be successful.

They're giving you the roadmap to failure in the name making a few dollars. Unless you can become resistant to that, you're going to be taken in over and over. Have you ever considered that maybe, just maybe it's not your ability holding you back, it's not the quality of your products or your customer service, but it's your knowledge? If you are taking action and things still aren't working out, there is only one remaining culprit.

I'd just like to say at this stage, if any marketer is reading that thinks I'm crazy for saying what I'm about to say, and that it'll effect the sale of our products, don't worry. We both know that barely anyone will actually sit up and take any notice of this, and if we do a good job, it won't matter anyway.

I want to tell you now that when you land on a website with the intention of looking for information or a product to teach you about anything is to understand that no matter how kind and jolly the sales person writing to you might seem, they are not your friend. They don't know you. They don't like you. They do not want the satisfaction of helping you become successful, and if they do, it's for purely selfish reasons. They just want you to hand over your money. There. I said it.

That about tops off my efforts to make you immune to clever marketing, and able to see through any and all hype or emotional advertising. My aim with that is again to get you to start making logical decisions about what you're going to do with your career, and how you're going to get the knowledge you need to be successful. Let's face it, this is really important now. You can't be taken in by false knowledge or information.

If you are you could spend many years working on a project before finally figuring out that their methods do not work. I don't know about you, but I don't fancy spending 20 years testing out 20 different methods only to find out it was all rubbish. That's why I use the above method every single time I land on a website.

You are not my friend, you do not like me, you just want my money. You are not superior to me, you do not know more than me until I see you making the kind of money that I want to make, no matter how many good reviews or how many hyped testimonials that you have. This is the first step to learning quickly and not wasting your time on stuff that has never and will never work.

Don't get me wrong, testimonials do work in your marketing efforts, so does the friendly approach, and they will continue to work, but just between you and me, considering the majority of marketers fail to ever get anywhere, don't you think it's about time you started taking a different approach to masses? It never failed for me.

Research Backgrounds

Find someone like you

The first step when you set out to become good at something or learn a new skill at anything, be it business or otherwise, is to find someone who has something that you want. Something that has achieved something that you want to achieve. That's easy enough to do, even in online marketing where everyone is blowing their own trumpet and doing their best to convince you how good they are. There's more to this than meets the eye though.

Firstly, when you set out to find someone who you want to learn from you'll want to do the obvious to begin with. Check that they are successful. Check that they made as many sales as they say they did, that they own as many sites as they say they do. Look out for real statistics and bank information.

Testimonials come second really, because while they do work in a big way as far as the seller is concerned, when you're a buyer, the fact of the matter is that while they're building trust with the misinformed, you know that they're barely anything more than a hyping tool. Rarely will any quantifiable audio or video testimonials come from a source other than someone doing a favour for the program owner. Forget other peoples results for now. Look for the writers results and earnings.

Secondly, and this is incredibly important, look for someone who is running a similar business in a similar situation from a similar background. The fact is that if you're trying to learn about business from someone that's been to business school and was given a million dollars as a start up fund when you

began with nothing more than the clothes on your back and a PC in a damp ridden studio apartment learning only from experience, there is going to be a certain amount of deviation. The information that you need to know to go from flat broke to complete success may well be very different from what you're being taught simply because the writer has come from a different background and may assume you know something that you don't.

The writer himself may even not know how to make the best of your situation if they haven't been there themselves. There's a big difference between earning a lot of money and keeping a lot of money. Each one is a tough job and requires a lot of earning and effort, but that doesn't really help you much if you're being taught one thing but want the other.

People love to talk about themselves. That's why it's so easy to find someone that not only has a business similar to what you would like to have, but also comes from a background similar to yours and understands what hurdles you have to cross to get to where you are now. Someone who was given it on a plate isn't necessarily less knowledgeable than someone that started from scratch, but they will have taken a very different route, a route that may or may not be suited to what you need to learn to get to where you want to be. That's a not a risk anyone should be willing to take due to the point I mentioned a moment ago about how long it actually takes to figure out something that you've been taught doesn't work. It's time consuming, and it's expensive.

Why Are They Teaching?

Can't they do it themselves?

Here's a little something that may not be relevant to online marketing in all cases, but it is worth bearing in mind. Have you ever heard the saying, those who can't do, teach? If you haven't it means just what it says. If someone is willing to teach you something, do they really know enough to be able to do that? If they did, wouldn't they be out there reaping the rewards themselves?

There are two exceptions to this rule. The first is online marketing. I'm teaching you how to set up a successful business which could well entail teaching other people to set up a successful business. You know I know how to do that, because I'm making money out of it. It's not like I could remove the teaching element, because then I wouldn't have a product. It's the same with the majority of online marketing info product creators out there.

The second exception is academic teaching. Some people actually enjoy being teachers and find it rewarding. What's more, it doesn't pay half as badly as it used to. It's a good job to have. There is however very little incentive for the professors to sell to you. You're there because you want to be. Whether you were there or not, they'd still get paid.

If there's one thing I can't warn you of enough, it's make money teachings that aren't necessarily geared towards starting your own business. Let's take the stock market for example. I came across an amazing one just the other day. This guy was selling his 40 page PDF book 'How I made ten million dollars trading in the markets' for \$14.97. If you made ten million dollars, would you bother to write a PDF document and try to flog it for \$15 to people you don't know and really don't care much about, when you have your friends and family that you could be helping out instead? Doubtful. Sure the big celebrity business owners and entrepreneurs do it, because they have huge names already and are bound to make millions from their sale through pre-built reputation, resources.

This doesn't just have to be with cheap products that aren't worth the hassle either. We can go to the other extreme, and look at those telling people they make millions every year selling info products, yet they never release any, instead they just do twenty or so premium seminars. Or how about the guy that claims he's a stock market multi-millionaire and trades for a living, only to reveal that he makes millions from his seminars. Far more than he makes trading. So shouldn't he be teaching marketing or how to make millions through holding seminars rather than trading? Does he even trade at all?

Oh and while we're on the subject, don't get infatuated with someone. I've seen this way too often. Someone comes along that's got rave reviews and testimonials from all over the place and people are immediately taken in by it and follow this person for many years, spending thousands of dollars when the methods they're teaching aren't helping the buyer progress at all. This is especially true when someone decides to stick to someone successful and thinks that that's all there is to making a success of themselves. This is not the case at all. As we spoke about earlier, if the situation is wrong and the position and rise to fame or fortune happened under different circumstances then it's not going to be much help to you.

There are exceptions to this of course. The main one is if what you're looking to learn doesn't involve any psychological or personal behavioural changes. For example, running a successful business does, trading on the stock market does, making progress does. Search engine marketing, copywriting, creating your own products doesn't. I'd be quite happy to stick to someone who makes millions on search engines or through their copywriting skills and learn from them no matter their background. Starting a successful business, changing your habits, your train of thought, your work ethic and learning the mindsets of trading success though is something entirely different.

Doing Something About It

Your only guaranteed path to success

No matter how much we learn, there's only one sure fire way to become successful, and that's to take action, something many people, not just in the business world have a problem doing. Thankfully even if you're a particularly laid back and relaxed person, or you're having a lazy day where you can't be bothered to do anything, it's really easy to break that. My personal method for making mountains of progress even on days where I can't be bothered, I'm feeling lazy or under the weather is a quick forced shove in the right direction. This has never failed me and still to this day it surprises me just how well it works.

There's so much stuff out there about how to change the way you think and thus motivate yourself to take action. Everything from setting goals, visualizing the future, thinking about the rewards, only taking small steps at a time, rewarding yourself and so on. I'll be honest with you now, none of that works for me aside from the odd long-term goal or two. If I think about the future I get annoyed that I haven't got what I want now and it takes me down even further, if I set medium term goals, or goals that spread further than day I spend the day thinking about what could be instead of doing anything about it, if I take small steps it annoys me that progress is so slow. If I reward myself I end up cheating just to get that reward. That's just how I am.

What I've found is that changing the way you think is a very hard task indeed, so I gave up on it. It was doing far more harm than good. What I did find however is that you can change your actions without necessarily changing the way you think. You can thank your built in autopilot for that, everyone has one.

Next time you find yourself not taking action or feeling particularly lethargic, give yourself one short sharp shove and get started. Five or ten minutes later after that initial shove when you've settled in to the task, you'll find that you're not really thinking about how you feel anymore or whether you can be bothered. You're just concentrating on the task in hand and getting on with it without any quibbles or qualms with your thoughts. This works even on the laziest of days. When people ask me how I can keep going seven days a week, fourteen hours a day for several months at a time without getting bored, downhearted or needing a break, this is what I tell them. Only the first ten minutes or so are hard and have to be battled with. After that point it's autopilot all the way.

This is my personal secret to making so much progress. While others have fiddled around on the computer, browsed the internet, half heartedly replied to a couple of e-mails or prettied up their site in one day, I've written fifty pages of text, created ten pieces of graphics, built ten websites, ate my food, read a book, learned something new, answered all my customer service e-mails,

come up with a few new ideas and done everything that needs to be done in between at the same time.

It's not limited to marketing either. I did the same thing when I quit smoking. I didn't change my thoughts, I didn't change how I felt about wanting to smoke. Even those who try to quit and want to quit know how hard it is, and I failed so many times before. All I did to succeed was change my actions. I still wanted one, but I set a rule for myself. If you've consistently wanted one for ten minutes, when that timer hits zero and the ten minutes are up you can have one. If the thought goes out of your head before then, and you find yourself wanting one in half an hour, then it's another ten minutes on the clock. If you've wanted one consistently for that length of time, then you can have one. I was literally trying to trick myself into keeping my mind on it so that I could have one after ten minutes. I always got distracted or forgot about it though and had to start my timer again.

So whatever it is that you're doing, quitting smoking, learning a new skill, starting up a business, having to go and pick up the kids when you really can't be bothered, having to cook when you're too tired, needing to tidy up but you're not in the mood, stop, force yourself for ten minutes. You don't need to want to do it, just push hard for that short period of time and you'll find yourself doing an hours worth of work without even caring if you're bored or tired – meanwhile everyone else didn't even try. I guess you could say the motto here is try it for ten minutes and stick to one task, focus.

Most people tend to jump around from task to task too. This is something else that's holding them back. Each time the task changes, you need to take your ten minutes again. If you're changing task every ten minutes, by the end of the day you're going to be mentally drained and exhausted when you only needed to endure a few minutes of that.

Try it. The ten minute challenge. Your autopilot will do the rest for you. When people start asking how you have so much energy and motivation and how you've become so efficient, I'll leave it up to you whether you want to tell them your little secret. Why not give it a shot now? I'm sure there's a project you should be concentrating on, something you could be doing to make progress. You'll be surprised at just how much you get done, even on your worst days.

Chapter

7



Section 7 - Achieving Focus

And reaching your goals

In this section I want to continue on the same front as the previous, where if you remember, we talked heavily about learning, how to learn effectively, and how to make progress. This is always a favourite topic of mine simply because there are so many marketers out there that I meet that have masses of potential. Some of the best ideas I've ever seen, some of the most enthusiastic work ethics and ambitious high aiming projects unfortunately never get anywhere.

It's not because they don't know what they want, it's not because they don't have goals, and it's not because they don't have the know-how. I can tell you with great confidence that every single person reading this actually knows more than they think about how to be successful. Using that knowledge however is another matter entirely, especially when it comes down to business.

Seeing as I've already been through some of my top learning tips for you, and shown you how taking action through forced methods is both easy, quick and efficient, bringing long term effects and progress with it, I want to move on and talk to you about how to maintain that level of progress throughout your career. This is vitally important.

I'm not just talking about something that you can do today that will get you closer to where you want to be tomorrow, but something you can do all the time that will get you closer to where you want to be all the time, every single day, every single hour in fact. Progress is the name of the game. Stick with me and let me show you the reason why when I wake up in a years time, and every year thereafter, I'll be sitting in a brand new chair in brand new surroundings with brand new ideas, knowledge, outlook and potential improvements for the future. Focus is the key, and this will be the underlying message through this section.

Silent Service

Flying under the radar

The majority of online marketers or business owners forget their goals, forget what they're doing this for, and ultimately get distracted and move further away or stay in the same place for many years. This is the case in online and offline business. It's easily changed though with a little bit of effort and careful contemplation on your part.

I consider this to be one of the most important entrepreneurial skills that can be learned, because quite simply, once you have it, you're going to be making progress faster than you thought you could. Your competition won't know what hit them when you emerge with a profitable business that blows theirs out of the water. It's a very passive process too – at least from everyone else's point of view it is.

Take a good look around you for a moment. Look at business people, look at people striving to become famous, look at those pushing hard for success and making a loud noise about it at the same time. My first piece of advice for you is simply this: Making a loud noise doesn't necessarily get you to where you're going, neither does it get you noticed if you don't yet have the knowledge, the expertise and understanding to carry it through.

How many people do you see shouting look at me! Look at what I can do! Look how good I am! Jumping up and down like an attention deprived child. It doesn't have to be online marketing either, it could be upcoming musicians, it could be up coming entrepreneurs, it could be hot stock market traders, whoever they are, they're trying to prove through their words that they are an authority on a subject before their time. It's like trying to climb a ladder by going from the bottom rung straight to the top. You're more likely to trip up, fall down and hurt yourself pretty badly before you manage to make any real progress. Everywhere you look, this is what people are trying to do. Look at me! I'm the best and you should listen to me. You might think to yourself, well this is marketing, that's how it works. That's entirely wrong.

Take a look at these people at the top of their game that everyone listens to and flocks to. Why do they do that? It's not because the big guys shout the loudest, it's because the results speak for themselves. They have the most and the best testimonials, they have the biggest lists, they make the most sales. Is it because they could shout louder than anyone else about how good they are? Nope, it's because their knowledge and their skill built their list for them. Their marketing methods created and sold those products. My point here is this: Stop trying to be one of the big guys right now. Stop shouting your name at the top of your lungs as an authority and concentrate on your results rather than your image.

I don't think it's clear how important this really is until you take two factors into account. Number one, aside from the twenty or so big names you happen to know as authority figures, there are thousands of marketers out there that are successful that you've never even heard of. You probably never heard my name before you read this report, yet I took \$100,000 online in ten days during February and March this year.

Number two, no one will see you as an authority until your facts, sales and figures show that and others begin talking about your skills. You see, it doesn't matter how loud you shout, it's ultimately down to other people whether you get a big name or not, not you. When it happens, you'll know it, because you will be elevated to a new level.

Before then, all you can do is prove yourself through your actions and your skills. Stop wasting your time trying to improve your image and get a big name. It doesn't work like that. Concentrate on learning new skills, concentrate on your marketing efforts, concentrate on building that list, increasing your contact list, your JV partners and the number and quality of your affiliates and you will flourish far more quickly than trying to elevate yourself to new heights simply by stating that you're good at something. Actions speak louder than words. Don't try and rush your fame as a marketer. Concentrate on your results, and let other people elevate you to that level. You will make progress far more quickly than you would otherwise.

There's more though. If you try and emerge as someone influential before you are, the truth will out and you may ruin your future chances. Let's say you try to use your name to your advantage before your skill and resources are built to a sufficient level, and go getting yourself a bunch of joint ventures on that basis. What happens when it comes down to you returning the promotion favour? You're going to make them two sales in return for their sixty? Do not try and fool your way to fame like this. I'll say it again, get out there and focus on building your resources, not on making everyone swoon at the mention of your name. You're ideally placed to do this right now too, because everyone else is too busy trying to be famous like the big guys. They've got it totally the wrong way around.

Flying Under The Radar

What you look like from my point of view

There's far more to this focus thing though. It's not quite as easy as not jumping into the fire unprepared. I want you to visualise something for a moment. Imagine yourself sitting on a bridge that goes from one side of a busy freeway to another. You're sitting above the traffic and the fast moving cars. It's almost like one of those ads or movies where they speed up the cars moving along the road at night time, with all the lights flashing by.

This is how I see marketing. All the other marketers are flying around in their cars down below, meanwhile, I'm sitting above them, calmly typing away on my laptop computer. Ultimately at the end of the day, when they've achieved not much more than answering a few new e-mails, I've written a whole book, read the newspaper, had some food, relaxed for a bit, put up a site, answered all my e-mails, learned something new, had some new product ideas, written them down and started planning and creating them. This is what my average day looks like, but this time, it's not about forcing yourself to do things for ten minutes and making a load of progress as we talked about in the previous sections (Although I have to say that works incredibly well) instead it's about discipline and focus.

What are all those marketers doing that are flashing past me at such speed to somehow get less done and make less progress than little old me sitting there calmly typing away on my laptop?

They're doing everything but what they should be doing, and the list is as long as my arm. They're getting distracted, they're getting caught up in arguments, they're debating on forums and message boards with their friends and with their families whether or not a specific technique will work for them. They're attending seminars, taking part in discussions, looking for the next get rich quick, trying one thing for five minutes and then jumping on to the next or spending all their time simply maintaining what they have.

Meanwhile, what am I doing? And what are all the smart marketers doing? They're sitting on the sidelines watching the traffic pass. I just don't join in unless it's to my advantage to do so. Like a freaky stalker hiding in the bushes, watching, waiting. Once I see something I like, I pounce on it, I work on it and use it to my advantage, and then sink back into the shadows until the next opportunity comes along. I just don't have the time to get involved. My efforts go elsewhere.

Now I know this is going to sound a bit harsh and bit controversial, but you have two choices. You can be part of the group that's spending their precious time, money and energy on figuring out the nuances of what works and what doesn't, or you can join me, sit on the sidelines and let them do all the work for you, take what you need and then move on. Of course if everyone did that, then there'd be no communities and no discussion, but that's not likely to happen any time soon simply because people don't realize just how much time and effort debating and conversing takes out of the time they could be using to build their lists, to make new contacts, to carry out joint ventures, come up with, create and launch a new product idea.

Be passive until the time is right. Don't waste your time on anything but making progress with your business. If you do, all that's going to happen is someone else is going to swoop in, say thank you very much for your years of

research, discussion and debating, I'll have that. And go and make use out of it to improve their prospects and that of their businesses in mere days.

Sometimes less. Hardly seems fair does it? It's time to climb up the pecking order and get yourself in a position where you're the shadowy figure making a success of yourself silently, while others do the work for you. I'll say it again, if you're not tracking and testing, creating products, launching products, building your resources, learning a new skill or meeting serious new contacts then you're wasting your time.

Facts Versus Opinions

Back to focus and learning

There's a bad habit lurking around all us marketers just recently. With the rise of the Internet it's getting worse, and before long, all information will be diluted and false to an extent if things keep going the way they are. What am I talking about? Opinions. Becoming opinionated is the worst thing that can happen to a marketer, or indeed anyone learning a new skill. Have you ever had that experience where one of your friends or a family member goes off to a seminar, buys a book or goes on a training course to learn the basics of a new skill, and a few hours later they're suddenly the expert on the subject?

The majority of what they'll be preaching to you will be half truths with the odd fact thrown on here and there for good measure, with a hefty helping of the opinions they've formed for themselves or taken onboard from someone else. What they don't understand is that their opinions are worthless. What the majority of those around them will fail to understand is what they're bringing to the table is just that – an opinion. A worthless thought that has no real solid grounds on which to stand on. That's what separates fact from opinion.

Looking at things from an online marketing point of view, with the rise of anti marketing and the wannabe controversial marketers that don't have a bone of controversy in their body, what was once a war zone that was hard to find

good information in has turned into a war zone with an accompanying mine-fields, spike pits and bear traps that's even harder to find good information in. Opinions do not go well with facts. Do not start stating your opinion on fact, otherwise you will falter. Focus. Accept it when someone tells you something and shows you proof that it is real, and then test it – taking up as little of your time and money as you possibly can until you can confirm that the information you have received is indeed, true.

Too many people think that all facts will work for them. Incorrect. No one will give you the magic path to tread because it's different for everyone. A common misconception is that there is a formula for success. Wrong. Different situations, backgrounds, knowledge, budgets, mindsets, actions and markets. No one will ever be able to direct you to success entirely. Get out there and test, but heed the warning; test facts, not opinions.

Make sure you don't make an opinion out of the fact just because you can't get it to work. It may well severely debilitate your future efforts. It may even debilitate future efforts of those around you if you try and teach your opinions as facts. Passively watch for business enhancing tips all around you, but don't get side tracked by anything that doesn't improve your position or move you towards your goals or you could be wasting years of your time. Take it at face value. Test it. Succeed. Move on to next fact, and so on. Opinions and success do not mix. Fact. Don't become an opinionated marketer if you want to prosper.

Monitoring Progress

Is it working for you?

Before we move on to the next section and leave the whole learning and focus subject behind, there's two more small points I want to make. The first is about monitoring your progress. If you want to get yourself to the point where you can honestly say that you have figured out your own method for success, and what works for you (something we already discussed that cannot be

taught step by step, because it's different for everyone) then you need a method of recording that.

I'm not just talking about business based tracking and testing either. You should of course be recording that too however. I'm talking personally also. I've said it a million times, the change from working for someone else to working for yourself is a big one. If you don't come across any personal hurdles then there is a problem.

I've just recently finished a product that covers a lot of ground as far as personal hurdles go when starting your own business. But it goes deeper than that too, because through monitoring my progress, I could tell everything from how to come out on top in any argument all the time, how to get people to do what you want them to without them even knowing you want anything, how to react to certain types of people in different situations depending on what you want out of it.

I could also tell you endless things about what it takes to have a successful business from all the learning points we've already discussed, the psychology of marketing sections that we began with, about motivation, about progress, changing the way you think to make progress, changing the way you act without changing then way you think, moving all the way up to very business specific points. Which headlines work the best, how to set out sales letters, which phrases are a total turn off to potential customers, how to get them to act on your words, how to get them to react to a situation. All of these things I learned through one simple method. Keeping a daily journal.

It's not live on the net for anyone else to see. This is my own private locked up journal spanning almost fourteen or more years. Where do all my stories come from that I've given you so far? My journal. How about these little snippets about effective learning and focus? Journal. How about everything I've told you about that doesn't work, and things you should avoid? Journal.

You see while on the outside, me telling you to go out and buy yourself an expensive and luxurious logbook to record your daily findings in may sound basic, what I have here in front of me is far more powerful than any marketing course could ever be, and I use it to my advantage at every opportunity.

What I have right here in front of me is a literal roadmap to success if you'll excuse the cliché. If I wake up one day and find that my list isn't building itself as quickly as it once was, all I have to do is flip back to the point in my journal where my list was growing at it's fastest and change my methods back to the way they were. If I have a blank spot and find myself not being able to generate as many ideas as I was once able to, I can flip back in my journal and see what previously inspired me and go back to that point. If I find that people are no longer acting on my words as they once were, and I've lost my authoritative position I can flip back in my journal and see what I did to get it right last time, copy it, and bring myself back to my high points.

It works the other way around too. If I'm taking on a challenge or a project that I haven't done for a long while, I can flip back see exactly what went wrong in my testing previously and avoid it this time around.

As I said already, this doesn't just apply to business and marketing either. For example, about a month ago, I found myself having trouble sleeping again with work always on my mind. Something I had to overcome very early on in my career when blurring the lines between not being at work and being at work, making the transition from employed to self employed. I knew I'd seen this before, and something had to have sparked it. I didn't have a heavier workload than I did normally, I had nothing spectacularly taxing on my mind at the time. What was it?

I went back through my journal to the point where I was noting down my findings about this transition phase. It turns out that my problems coincided with me replacing my old laptop with a new one. Guess who was doing thirty or forty minutes of work in bed at night instead of reading a book or going straight to bed - something that I'd found many years ago to have a massive

effect on not just getting to sleep, but staying asleep. I'd violated one of the rules I'd set for myself during my first transition period. Never work in an area designated for sleep or relaxation. So using that information, I moved myself back to my home office 100% and the problem disappeared entirely.

While that example might seem overly basic, what I can tell you is that no matter how good your memory is, there is no way on this earth that you could remember everything you learn, especially not when you're trying to remember what works and what doesn't work on top of that. Write it all down, track your progress, and before you know it, you'll have a blueprint for success. If you ever want to fail, you'll have a blueprint for that too. I can't stress enough how important it is to track your findings in this way.

Of course, it's not just about what works and what doesn't work either. To put this in perspective for this section, while you're tracking what does and doesn't work, you'll also be able to see how quickly you're moving forward, and shift up a gear if needs be. You'll also be able to see when, where and why you get distracted and how it effects you, being able to immediately spot and fix the problem at a later date if you come across it again.

However you do it, whether it's just a text document on a computer, or a fully fledged journal, for success in an optimum amount of time, always write it down and record your findings. Our memories just aren't sharp enough to remember all the little details. Frankly, I don't see how people can even think about succeeding without monitoring their progress. They'll just be making the same mistakes over and over again or missing vital parts of their success formula and wondering why it worked last time and doesn't now.

Monitor your progress, strive for focus and efficiency, and you will prevail far faster than someone who isn't as clued up as you are.

Chapter

8

Section 8 - Goals & Targets

The cliché that works

Let me ask you a serious question. Do you have your goals written down and set in stone? My guess is if you've been in either marketing, online or off, or business in any sense, you've been told in practically every report that you've bought that setting goals is one the fundamentals of success. The real question is though, have you really ever actually done anything about it?

Think about that for a moment. Yes you've heard about it but have you ever taken the time to actually do it? Probably not considering how numb people have become to the concept. What I want to do here is something a little different, and show you exactly how I do this and what it did for me. Hopefully that should spark you into action considering the results.

When I first started out, I don't think goal setting was much more than a space filler in info products. It was the ultimate cliché and in fact in my opinion it still is in most cases, simply because most don't take it seriously. Like you, I've been around, read the books about this and wrote some stuff down on a piece of a paper. That's very basic, but according to most courses that discuss this topic, it's all you need to do to see the effects.

That's as far as my goal setting ever went in the early days and to be honest, it didn't do anything for me. What I needed was a method that I could use to force myself to take it seriously. Words on a piece of paper didn't do it for me, it just got stashed in a drawer, creased, and eventually thrown away as scrap.

Using my journal (that I spoke to you about previously) was out too, because that was for daily findings, learning and discoveries, not something that I wanted to open every day and see the same goals plastered in front of me for weeks, even months on end. That would defeat the whole object of the journal.

Anyway, let me take you back to 2004. I'd run out of space in my journal and was out looking for a new one. I found this really nice soft leather covered page per day journal. It was ideal. I always like to spend a lot on my journal, even if it did mean skimping on some other things back then (before I'd made any significant mark in the online marketing world). So I went ahead and bought this pack that also included a tiny notebook which I thought would be handy for short term goals, daily tasks and the like. A little to do list.

That also helped me out a heck of a lot I should add. Grab one of those if you're about. Fourteen points per day just scribbled down in the book, ticked off as I'd been through them, later adding time frames for each job. While that's a very important basis of short term goal settings, that's not all that important right now because I'm talking long term goals. It's the A5 mini day per page clone of it's bigger brother I wanted to concentrate on.

So here I was writing away in my journal, and flying through my little daily tasks book, which helped keep track of progress immensely, but I still had no use for the A5 book. It just so happened that at the time I was reading a book written by a well-known marketer who had a chapter in his course very similar to this one. I could see he was pushing hard trying to get people to act. He explained pretty much what I just did, how everyone talks about it but never really does anything about it.

He suggested having a standalone book where you write down and tick off your long-term goals as you reach them. Like the majority of people out there I didn't really take this subject seriously before, but he was so adamant that it would do wonders for any business owner, I decided I'd give it a shot. Why not? I had a spare book already, so I may as well make use of it. So that A5 day per page diary turned into a long term goals book. I'd already tried the whole writing down goals thing and never thought much of it. It just didn't have much of an impact on me, so, instead of following this marketers advice of listing each target and adding in a description, I personalized it. I made it my own and came up with own method that would have more impact on me and be far more memorable than a couple of lines of text.

So here's what I did. The first thing was to make a list of everything I wanted to achieve on the first page. I left the next two pages blank to be used at a later date for contents. It was inevitable I'd be adding something later anyway. For each point, all I did was write down a description of exactly what the goal was and the date that I'd come up with the idea, leaving a space for another date that I'd fill in when I achieved each target. In addition to that, to make it stick in my memory and make it far easier to see what my life would look like when I achieved the goal, I decided to have a bit of fun with it, and whack in a load of photo's and images.

Everything was in there, from the mansion-like house I want to buy outright with a bowling alley, bar and swimming pool, my tallest and most luxurious building in every major city in the world, starting in Dubai, London, Tokyo all the way through to something as small and insignificant as a small, neat spice rack that I thought would look nice on my kitchen wall under the mini spots and fresh growing herbs (which might I add were also in there as rather short term targets. Each one has been reached now).

That's not all though. I had money in there too. Lots of different amounts and milestones that would allow me to move my real estate, stock market, investing, trading and company ownership empire further and further forward (the real estate one doesn't exist yet, but it's getting there). I began with small amounts. I had my \$100,000 in sales in one month goal. That got crossed off in my last product launch. I have my million and a half in twelve months goal, which will be the next step. I also had a \$20,000 in one day goal (also now gone) which has moved on to a \$50,000 in one day goal which I hope to achieve early next year.

It's not all about the money of course. Just to give you an idea of how widely everything stretches in monetary and personal value, I also have several cars including a DB9 and Roller (the Phantom) and a list of countries I want to visit, expeditions I want to go on (Peruvian Rainforests are my first stop). I also have people I want to meet, activities I want to try and belongings that I want to acquire.

So there we have it, my goal book. I'll tell you about what happened the moment I started using this book in a moment, but first, I want to get one thing straight. You can probably imagine how much of an idiot I looked doing this. Totally out of place. I was sitting on my office in a big, comfortable, luxury executive office chair, two computers enclosed in server cases with their cooling systems at their loudest, four flat panel screens with stock market information and statistics and customers service e-mails plastered all over them, along with two screens piping the news to me live firing out breaking news and the latest from around the world at me from all sides. I mean, I seriously crafted this office space for my work.

And then you have me, sitting in the middle of all of this, tongue enthusiastically wedged in my cheek, with a stick of glue in one hand and a pair of scissors in the other, cutting and sticking pictures into my little book, and writing in the descriptions. What a sight. I must have looked like a little kid in school. So is this why no one else does it? I wondered. Honestly, it seems that nowadays in business, it's almost unheard of to have a bit of fun, which kind of defeats the object of why I do it in the first place. I enjoy it. I don't actually know any business owner who keeps going for any other reason other than they enjoy it. The money is just a bonus.

The Results

What effect the book had

Now this book stays hidden away, I never even look over it, but from the moment I placed these goals in there and started crossing them off what happened? I went from spending four years earning barely more than I did in my full time job, to a \$100,000 in mere months. I'd got myself my spice rack, I'd got my brand new computer setup that I'd always wanted, I'd negotiated more deals, made far more progress more quickly, and I achieved in seven months approximately eight times what I'd achieved in the last four years. If that's not a big effect, I don't know what is.

It was such a one off passive thing too, making this goal book, I never thought about it, I never looked over it but to cross something off, but all in all it made a massive difference. For an hour of very relaxed fun, school like printing cutting, sticking and explaining the results were astounding.

So let me ask you again now you've read that. Are you going to leave here and do nothing, or scribble your goals down on a piece of paper like you probably do when others talk about goals? Or are you going to take this seriously, grab yourself a notebook and have a bit of fun thinking about the things that you want? Make yourself a book of goals.

I have no doubt someone reading this is going to think that's amateur and how they won't do it. If you fall into that category, I want you to remember what you're reading here. This is about the biggest lessons I learned, the things that made the biggest difference in my business career. I don't do space fillers. This product is going out as part of a package that I've completed well over 800 pages of, and it'll be selling for a mere \$197. I have all the content I need already. I have no reason to pad. Oh and I don't really care much who thinks it's a dumb idea. They don't know what they're missing.

So are you going to write it off as something that you've heard before, or are you going to go and create yourself a goal book? If it's the former, then let me ask you: I know for a fact you've heard this before, but have you ever really done anything about it to that extent? How do you know it doesn't work or won't do anything for you? Isn't spending an hour looking like a messy kid an art lesson worth the risk for getting in seven months what it could take you five years or more to do otherwise? Probably not if you want to wake up five years doing the same job with the same income sitting in the same chair staring at the same screen. The choice is yours.

Take a break, think about what you want for a change rather than stressing about how you're going to get there. It's quite refreshing, especially when you can physically see the process going on before your eyes.

Moving On

Your business vision

Ok I have to confess. This is something I try to squeeze in to every single report that I write in the hope that a lot of people will stand up and take action on it. If you've read one of my reports before, there's doubt you'll have heard about it, because in my opinion, it is without a doubt the number one entrepreneurial lesson that anyone running any size business or catering to any market could possibly learn.

I have to admit the strong mentality of the new age concerns me, especially when it comes down to business. Many new business owners see characters in the media and through a totally natural process believe that they can learn something from these hard nosed, shrewd, deal striking geniuses. There's nothing wrong with that at all. I mean it's common knowledge that it takes drive and determination to succeed in business. That's one of the strong mentality advantages.

Contrary to popular belief, it does have it's disadvantages though. If you take the attitude that everything is possible, and you'll succeed no matter what, then you may have already dug your own business grave alongside those that have come before you and failed to survive. Let me show you why that rather negative, hard to accept concept is badly affecting business all the way through from the little guy, through to large unprofitable companies.

Start, Process And End

Elements of your business

Let's look at your typical business success in it's most basic form. We're going to go from the beginning of a business to the end in three short steps. Let's have a little fun with this and take you and your business and use that as an example here.

The first step is the beginning. Where you started from in terms of your business. Now you may or may not be past that stage yet. This could be your first day, or your fourth year, but ultimately I'm talking in terms of progress. If your income hasn't risen since you began, then you're still at the starting stages. Taking that into account, think back to when you began. What position were you in? How much were you earning? What kind of equipment did you have? Where did you live? Did you have your own office? How much free time did you have? (Stick with me even if you're still at the starting phase)

The second step is the process. It's neither at the start of your business nor at the end. The process is all about what you're doing to reach the goals that you've set for yourself and your business. It's about answering questions such as how long are you working for? What type of business are you running? What market are you targeting? What type of promotion are you doing? Who are you working with?

Now my guess is as with most new business, the majority of this is being done in the most comfortable way possible for you. You're probably trying to give yourself as much freedom and spare time as you possibly can. You're trying to create a comfortable schedule and run the project within your budget. It's all part of the perfect picture that you created in your mind when you first started out. Your goals if you will. This is what we'll be concentrating on in a moment, but first, let's look at stage three quickly.

Stage three is your end goal. This is the point where you can stand up and announce that you achieved everything that you have wanted to achieve personally, and business wise. This is going to be entirely different for different people. Everyone has individual goals. What are yours? It could be a hundred million dollar business, it could be a huge mansion-like house with a pool, bar and ten pin bowling alley in the basement (just like I have in my goals book) it could be constant vacations to far away lands, mountains of freedom and free time, and maybe even the car and house of your dreams for both you and your whole family.

The problem

Thinking outside the box

The problem comes as I said earlier when you take into account the everything is possible mindset. Is that how you think? Do you believe anything is possible? Personally, I do, but I'm sure you have your own thoughts and opinions on that. One of the biggest entrepreneurial lessons I've learned however that has had the biggest impact on my business is that yes, everything is possible, but no, everything is not possibly through every path. Business failure and loss in my experience, usually comes from failing to understand this.

You'd be surprised at the size of the businesses that go through this too. That's what comes of hiring people with a good education and little experience up top. Personally I'd feel far more comfortable hiring someone who can run every facet of their own business and make millions solo than I would someone who's had 30 years of managerial experience. Thankfully, for those of us that share my view, some bright spark came up with the idea of creating entrepreneurial schools so the next generation that take this path won't have to learn this stuff the hard way, so good news for the next generation.

Anyway, getting back to it. I'm going to try and demonstrate my point to you now in the simplest way I possibly can, because to be honest it's not an easy concept to explain nor grasp. Keep this sentence in mind throughout though; Everything is possible, but not everything is possible through every path.

A Demonstration

Proving my point

If I told you that you had to get a result of one from a math quiz that looked like this $1 + X = 2$, what would you put in the blank? I'd say pretty much everyone reading would say $X=1$. The first 1 in the equation is your starting point, the second 1 is your process, the 2 is your end goal.

Now let's imagine that if you succeed in getting four from the following equation, you reach all your goals and dreams. That four is your big house, your mountains of money, freedom, fulfillment and happiness. $1 + X = 4$. Of course you can clearly see that you begin with a 1, 4 is the result you want, and 3 is the process.

Most business owners do not work this way though. They mistake the process for the result. They build their business to the ideal picture too early. They try to reach the 4 by saying $1+2$, or $1+8$. It just doesn't work. It is impossible to get to the four (the desired outcome, or your goals) with that process.

This is why yes, I say anything is possible, but it's also why you have to be very careful when running your business. If you're endlessly maintaining a site, not really making any progress, trying anything new, getting any joint ventures, breaking any new ground, and your goal is nowhere in sight, you may well have to change the process to get to your goals.

Anything is possible, but the process has to be correct. Something that people find hard to accept when I show them that their business is never going to work heading in its current direction. They think I'm telling them they can't reach their hopes and dreams. They throw it out right away of course, because of the hard nosed mentality they've learned from other sources and the media.

What I'm actually telling them is what they're doing now is not taking them to their hopes and dreams. It doesn't mean they're incapable, it just means they have to change things to get there.

There's more though. In addition to that, many misunderstand and tell me that they don't want to give up their goals. I'm not saying that either. Sure you may have to change your business beyond all recognition to get there, but that doesn't mean your goals need to change.

So if you're stuck in a rut or have been going nowhere fast for several years, then do something about it. Keep this in mind: Sometimes you have to move further away from your goals to get there more quickly. In other words, changing your business to the point where it's not your comfortable ideal business anymore that fits into your schedule or gives you lots of free time, may actually look like moving away from your goals.

If it earns you a bunch more money however, you're actually moving closer. You buy a house, no mortgage to pay, you don't have to work as hard and life is good. You have a bigger budget so you can spend more on development, testing and larger promotion making even faster progress.

Learn to differentiate between your goals and your process. This is also what makes goals so much more important as we talked about earlier. Never make your process a goal. Never try to perfect your process to the point that it's everything you wanted it to be. Reach your goals first, then go back and refine.

Take heed and you will prosper. Change your process today. Is your business moving towards your goals fast, or is it too slow? Maybe it's going in the wrong direction entirely. This is the only way you can fix it, and is without out a doubt, one of if not the most important business lesson you can ever learn.

If you understood this, you just jumped ahead of at least 99% of all new business owners, online and off.

Chapter

9

Section 9 - Progress

And Moving On

Ok, seeing as we're nearing the end of the most important lessons learned, I want to move on to a topic we've already discussed, but look at it from a business perspective instead of a personal perspective.

The number one thing that I see holding marketers and business owners back is lack of progress on a business level, which is why I'm going to give you a new perspective to your business now to show you that what you see as moving forward, progress and development, may actually be holding you back and ultimately leaving you doomed to be doing exactly the same thing in five years time. That's definitely not something we want to happen.

The difference between those who become successful, and those that don't is the knowledge and understanding needed to make haste and avoid being caught up. This is the secret to real, fast, efficient business progress, and the evidence is all around us.

Specifically when I talk about progress I'm talking about business now, not personal motivation or methods, nothing like that. If you want to be successful, the method for doing so is very simple. Make haste and avoid being caught up on the same project or the same site for long periods of time. Ultimately speed and development is the key here. Endless maintenance cycles aren't.

Everyone from your beginner entrepreneur to your big business owner can make this mistake if they're not aware of the consequences, and what they're doing isn't immediately obvious unless you look very carefully. You see, when someone tells you that you should stick with a business and work on it until it becomes successful, they're actually only telling you half the truth, and to be honest, I personally believe they should stop saying that, because it's a very misleading piece of advice.

Rather than improving your business over and over again, you should actually be improving only one single facet of your business, not the whole thing or you will get stuck in an endless maintenance cycle. Think about this: Every single person who has attempted to start up their own business online or offline has taken a big step out of what is considered a normal existence. That itself is immediate progress.

The next step is they come up with a business name and put up a website, even if that website is a central point for their business rather than there just to sell their products. Then they create their products and begin promotion. Progress again. This is where the majority of marketers stop. Something very similar happens in the offline world too, but you can substitute putting up that website with opening a store or buying property.

I've been trying to figure out for many years why people reach a dead end at that stage. There's still a million product ideas out there that could be taken advantage of, there's still potential to create more sites, to bring new ideas and innovation to the world of online marketing, rather than sticking to the cookie cutter websites that beginners often start out with.

Once you stop at this stage, all progress has gone out of the window. And people wonder why their businesses aren't really moving any further than this stage. I can tell you why right now; because instead of adopting the proven method of moving their businesses on, constantly releasing new products, updates, new websites, new version of products and innovating, they're sticking with the same one for anything up to several years.

Some will eventually quit, some will argue that they've been told to stick with one business for a long period of time by.. someone who they don't remember the name of, others will keep endlessly maintaining for long periods of time, and now being seven years down the line from the first time I considered online business, some people that I met in 1999 are still maintaining the same site. Not just the same business, but the same website.

Now I could totally understand that if it was proven that that's how successful online business works. Taking this into account, it's obviously not the case unless you happen to stumble upon a site that becomes successful very quickly - In that case, great job. Stick with it. Keep it going, but as you can clearly see, this rarely happens. Take a look at your standard big name online marketer. Do they keep maintaining and updating and maintaining a single website, or do they launch several new sites a year?

I can tell you now that the only sites they're maintaining have come as a result of their constant progress. Membership sites, blogs, diaries and so on, all created for the sake of updating content on a regular basis to keep a reoccurring income. Nothing wrong with that at all, but there's more. What about all those single sale products that your favourite marketers are releasing? These are the real money makers. Everything else is the majority of the time created with building relationships in mind.

It's these single sale products that everyone should be releasing. Products that aren't maintained for years and years, but are released, they are sold, the profit is made, and then left up for any stragglers to purchase. Once the initial boom is over, it's time to move on to a brand new project. Your old one is fine as it is but in general, online marketing products (especially the single sale ones) have a very short lifespan as far as the big promotion boost at launch goes - something that most don't understand.

So you see, it's all about maintaining the sites that you need to maintain for the sake of building a relationship with your customers, your list and your affiliates while at the same time, regularly firing out single sale products that make the money. Isn't that what all the successful are doing? Take a look around you. Everyone from the single player millionaire marketer to the big software companies is doing it. The only updates you ever get with their single sale products are minor. Their real money comes from launching new single sale products, either entirely new versions, a different product altogether aimed at the same target market, paid for updates, feature extensions or new editions such as 2006, 2007, 2008 versions.

So if all the successful are doing this, why is everyone maintaining a single site or single sale product for years? In the hope that it'll become successful is the usual comment. If I keep working on it and build it up until it's the best service in the world, people will come. I was told that I should not jump from product to product and stick with the same thing. Big mistake. The majority of the successful are actually doing the opposite. One product, profit, thank you, next product, profit, moving on, next product, buy a house, next product and so on. If you think I'm pulling all this out of my hat just to fill space, let me prove to you that this is actually a very serious point that few understand with a couple of examples.

Now when I first started out back in the day, I didn't know anyone that was already successful. Everyone I met and knew in my first year was like me, just starting out. The high failure rate was immediately obvious and I think that it was clear to me from the outset that there would be those of us who learned fast, adapted and made it, those of us who wouldn't make it and join the lines of people who have quit, and there would be those of us who made it earlier than others.

The first example of the many I have began about a month after I started my career. I was busy building my first site, and for a year afterwards I was busy maintaining it, knowing little about the mistake that I was making at the time. Meanwhile, one of the first people I had met had defied and gone against the rules that I'd been taught through all the information. He started at about the same time as I did, and I'll be honest, back then I believed that information was easy to get hold of. All I needed to do was find someone successful and buy their stuff and I'd see their results. That's all very well unless you misunderstand the concepts being presented in front of you.

So here was me building and maintaining my first site, and there was my good friend who released three sites in the space of about six months. How crazy was that? I figured that because he wasn't following what the successful are teaching, he wouldn't get anywhere. My be all and end all of membership sites would have me running a stable, long term business, and he wouldn't get

anywhere because he wasn't sticking with one project. Well to cut a long story short, I couldn't have been more wrong. It got to the point about a year and a half later where I was still maintaining my site. I had a modest one hundred or so regular customers that were paying me monthly. At this stage, I felt like I'd learned a lot, but looking back now, in all honesty, there's only so much you can learn through one single sale, no matter how much you maintain or improve it.

This guy that had defied all of the rules struck upon huge success on his fifth try. While I was earning as much as I did in my original job, he was now earning three times that, earning up to five thousand dollars per mailing, pulling almost ten thousand subscribers for his list in a short period of time (under a week) and has since moved on leaps and bounds and is today considered a well known authority in the online marketing world.

When I asked him what he thought about the rule that many attempt to teach about sticking with one business, and why he became successful through breaking that, he said to me 'Don't listen. It's a myth. Everyone on my contact list that is successful has defied that rule including me, launched and promoted new paid for products at speed.' He also said to me something that has stuck with me to this day on the success of his seventh site in the space of a year and a half. 'What makes you think that if what you're doing now doesn't have mass appeal and isn't working to take you to the rich lifestyle you're after that that will change later?' he said.

I took that into consideration, and thought that maybe, that was just a coincidence. His business is unrecognizable from month to month and moves at a really fast pace. Maybe he's a one off I thought. I can't see how jumping from project to project can be more effective than maintaining a solid business, keeping customers ecstatic about the service with constant updates. I'm not going to change my business right now I thought. I'll keep it going for a while longer and see what happens to everyone else around me. Anyway, I've worked on this for almost two years now. I put everything into it, I can't give it up now. May as well go the whole way right?

Then things began to change with others that I was in contact with. They began to adopt the same tactics, and to my surprise, even those without websites were beginning to be successful. Search engine guy for example. I can't name him here, because he's so shady and goes under an alias, but what I can tell you is he didn't even have a site. He was into affiliate promotion and opportunities. When I met him, he'd stick with building one for six or seven months. He changed his ways and went from a \$65,000 job (which he quit) to a \$600-\$1000 per day income.

How did he do it?

He broke the golden rule of stick with it. Keep working on the same business and don't jump from program to program. When I spoke to him about this subject, he told me exactly the same as my first contact had. They don't know each other, they're complete opposite ends of the marketing spectrum, yet he said to me 'I had to change my ways. Everything seems so short term nowadays, and spending so long on a single product, I wasn't keeping up' he told me. 'Now I've tried it, I don't think that it's even possible to succeed by doing things the long term way, at least I couldn't figure out a way'.

And then came the kicker.

'Yeah, I don't really know what came over me before. If something doesn't work well enough to get me to where I want to go, I don't know why anyone would stick with it. What makes them think that what they're doing will suddenly start working?'. He also told me the same was true for his contacts. None of them maintain projects long term when it's about making the money, only when it's about building the relationships with lists and customers.

Ok, I'd seen enough. It was obvious what I had to do. It was time for me to change. I had to move on. I'd been maintaining a site for years now. The results weren't bad, but just over a \$1500 a month at it's height it wasn't getting me to where I wanted to go. It'd had it's chance, and obviously after a year and a half, it wasn't working.

Now most people would have probably kept that going. In fact everyone who hadn't been a success up until this point was absolutely against me shutting it down. I was called everything from naïve to short sighted. I may have even considered keeping the site going, but there was one important factor. Time. It took a heck of a lot to maintain and didn't give me any chance of moving onwards and upwards.

It was all or nothing, so regrettably at the time, on the basis of what I'd seen going on around me and the pattern all those people around me had been following to reach huge incomes, I had to shut it down much to the disgust of those on my IM contact list. Only the successful people supported my decision and told me they thought I was making the right move, and they were far fewer in a number than those that were yet to reach their goals. Either way, it was a smooth ride for my customers who had several months to up sticks and leave. The site didn't go down until I had confirmation from every one that they were ready and it was handled in such a way that they're all still with me now.

So what happened after that? Well, in two years at the point of shut down, I'd achieved a bare minimum liveable income (just about). Two years and six sites later at a modest three sites per year, I have now got more than I ever thought possible, and I'm not just talking about the money either.

Out of every single person on my list that made it, including myself (eventually) there was a very, very distinct pattern. Each one of them defied one of the top rules taught in online marketing. I'm here to tell you that beyond a doubt, that the 'stick with it, it will work eventually. The 'don't jump from project to project' piece of advice is total myth. Quite the contrary in fact.

Look at what all these people got and how quickly they made it. Look at the big business around you and the attitude it takes to releasing new products rather than maintaining and updating current ones free of charge to try and keep customers happy. You don't need that. Customers are happy with a quality product. They make use of it, and then they move on. If you don't move with them, you will be left behind without a doubt.

So what did these people gain from their constant progress?

- Number one. Every time we launched a new site, we all learned something new, every day. After about a month of working on the same site, it gets to the point where you can't really learn much more. Learning is the first step to making progress. Without new knowledge to act on, there is no progress. When there's no progress, there's no change. No change means, you guessed it, sitting in the same chair, doing the same job in the same house with the same lifestyle.
- Number two. Each one is an improvement on the last income. Well, the majority of the time anyway. When you've had a site for a long period of time, especially with single sale products the novelty can wear off pretty quickly. Depending on your circle of affiliates and JV's, once they've promoted to their resources a couple of times, there isn't much more to come unless you manage such a high response rate that search engine marketers with long term plans pick up on your product or it goes viral and the size of the audience is significantly increased. The majority of the time, using resources from previous launches, you'll very often see an improvement as far as earnings are concerned with each successive site. By the time this effect wears off, you'll be 'in the zone' and have an income of your dreams (or be well on the way).
- Number three. Each new launch diversifies product line-ups and builds more promotion resources. In conjunction with the previous point, the more you progress and launch, the more quickly you'll begin to see new resources, affiliates and subscribers that are attracted to your new product, when they may not have necessarily been interested in your previous one. Don't be fooled into thinking that just because someone is in online marketing that they'll be open to any and all related products. Specific subjects attract specific people. Diversify and your resources and promotion power will grow along with your product line up providing you treated them well on your last launch.

- Number four. Not only will your list and resources grow, but in reaching a wider audience, you're getting your name around. The more you do this, the more potential JV's and those who are already successful will take note and will be more open to your offers. It's a big reputation booster and the potential promotion power that this brings along with it is immense.

With all of these advantages it confuses the heck out of me to think that there are people out there holding on to and maintaining a single website that hasn't met their expectations for success. Why do they do it? It probably comes back to that whole 'stick to the same site and don't jump from project to project' thing that people are teaching. My theory is that this whole mindset came from the business opportunity crowd who wanted to keep people in their programs, promoting for them, and away from the competition for as long as possible. That's just a theory of course, but I can't see that it originated from anyone that had already become successful.

So let me take you back a bit and fill in some of the gaps and tell about a couple more aspects that I think are important. First things first, I want to clarify the attitude I took when I made the switch from long term businesses with profit in mind, to short term with profit building, resource building and brand name building in mind. The context is important because this is what got a lot of marketers into a mess in the first place.

Here's my rule. I spend as long as it takes creating the product and putting up the website. This can be anywhere from ten days, all the way through to six months for the monster fifteen product packages. Rarely does it take longer. Once I launch the product, I utilise all the resources I have from my previous promotions and attempt to gather as many JV's and affiliates as I can on top of this. The plan is always to not only make the profit, but build the resources at exactly the same time with future projects in mind. I launch the site. The first month is often the most active of all. During that month, I begin working

on the next product. Once that month is over and all my JV's have got their first, second and potentially third promotions out, they will move on to something else. It would be silly of me to assume that they'll do otherwise. New and better things come along all the time. At this point, the majority of the promotion is carried out by affiliates. That will go on for some time (depending on the number of affiliates and the setup of the affiliate program. Leaving promotion open to be free without having to buy the product, usually takes the products into longer term profits).

Now on the other hand, if I launch a product and my main promotions have gone out, I've tracked and tested, and things aren't working out after a month or two, I don't try and improve it. I move on with new knowledge about how not to do things. Once a lot of people have read through your sales letters a couple of times, it's very hard to bring them back and have them read through again and persuade them otherwise.

'I've seen this before' they'll say. This can be combated simply by changing the whole design of your site, giving it a different look and different headline even though it's the same product, but (and this is a big but) what's the point in doing that if the product didn't work in the first place?

There isn't any. At this point I say thank you very much, I learned a lot, I'm going to create another product now that completely destroys this one in terms of quality and presentation. I'll fix up everything that didn't work and re-launch a new release instead of fiddling and trying to perfect something that never worked in the first place.

If it doesn't work, ditch it and move on. Don't hang around for months or even years hoping that it'll suddenly start working for you. This is how you improve your business as a whole by releasing new products and services without getting stuck in a rut maintaining what you see as your business but what turns out to actually be just a part of it (a single website). If you're finding it hard to see this, head on out and build yourself a decent home base. List your products, have a customer service centre, articles, free information, list

building resources and a subscriber box.

This is your business. Every other site connected to that is not your business, but just a facet of it. Improve the business, not the facets. If you're still not convinced that this is going to work, we've already taken a look at small business, let's take a look at big business that uses the same model. Proof beyond a doubt that this is the way to go.

Google. Google is primarily a search engine, but they have everything from finance, stock market quotes, images, videos, live tools, weather, Google earth, even a big business affiliate management and tracking piece of software. They're always adding new ideas and features.

Look at the virus checker companies such as Symantec. They don't update the same product over and over, they release a brand new one every year or so, 2006, 2007, 2008 and so on, each one costing again, and each one adding new features and improvements. They don't give away anything but virus database updates for free. If they gave software updates away for free, they'd lose a big chunk of their profit from the sale of their new releases.

Look at Amstrad, they don't just stick to their TV's and electrical goods. They moved on and developed Internet phones and travel cards for private jets. It's still Amstrad, but they keep adding new facets to the business.

How about Microsoft? They release security updates for free, but their additional software and updates to operating systems are sold as new products bringing in a huge chunk of their revenue from sales of an update packaged as a new product.

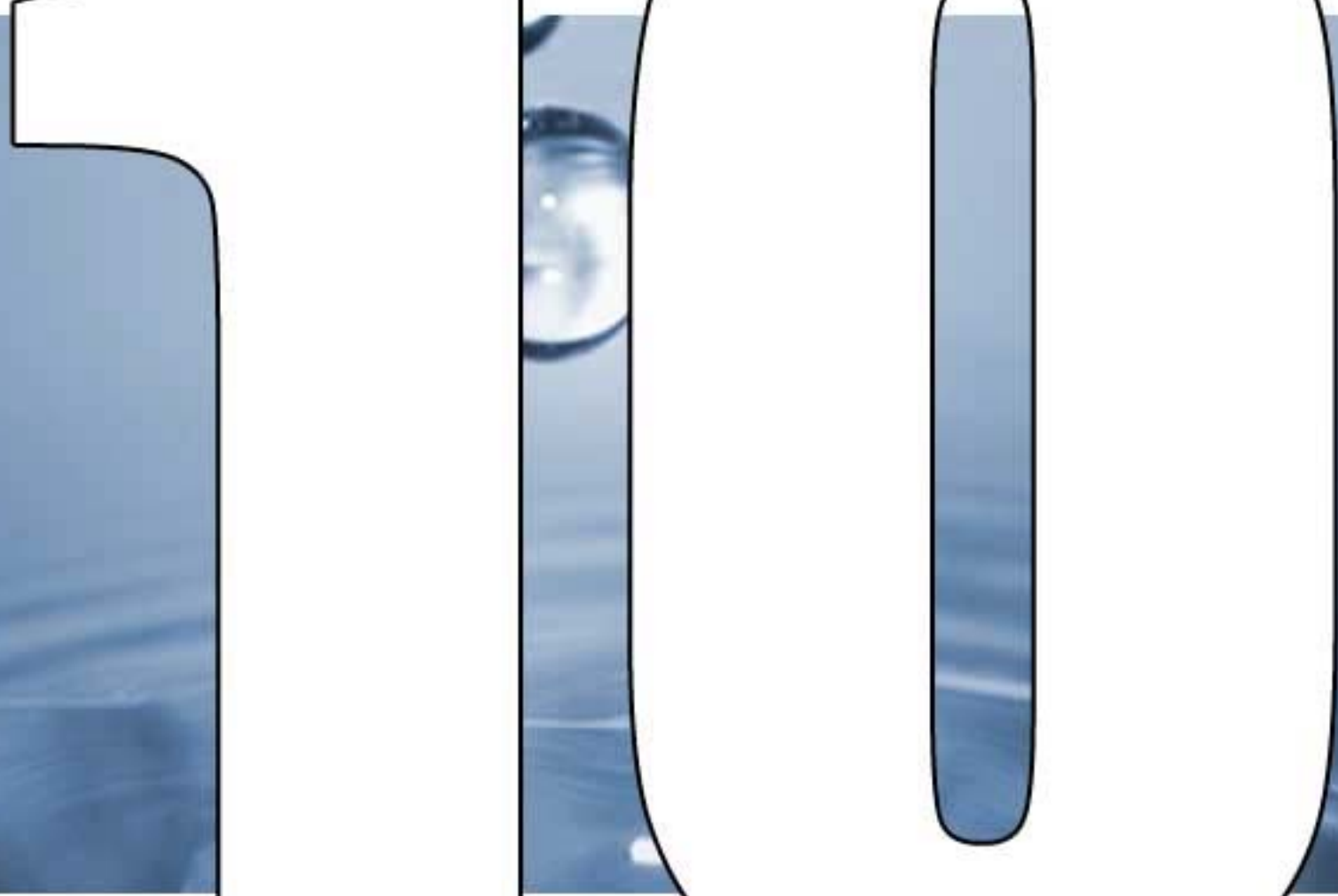
I could go on forever with this too. Look at computer game publishers and companies, they publish patches to fix things, but the improvements to their games are released as sequels and more rarely expansions that bring them even more potential profit.

I'll put it to you straight. The lovely happy picture of the long term profit making, relationship building business facet is dead. You build a relationship with your business including maintenance and upgrades if needs be, but you punch out new facets, which is where your real profit comes in. If you're maintaining facets of your business for long periods of time, something is very wrong. People don't just stick to one facet and improve over and over, no matter the company. They release entirely new versions or diversify and expand their product ranges. Consider that if you've been maintaining and patching one site for many months or even years.

Move on today, try something new, write a new product, put up a new site, break new ground and don't be taken in by the whole 'Don't jump from method to method' mindset. Try something fully first, keep it if it works, ditch it if it doesn't and then move on and create a new project. This is real progress and will have you staring your hopes and dreams in the face far sooner than anyone taking the long-term maintenance route with products that simply aren't selling well enough to warrant this kind of attention.

Chapter

10

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Section 10 - End.

The end is here.

Well there we have it. I have to admit, not only did I really enjoy writing the whole thing, but this is packed with some of the most powerful information out there today as far as I'm concerned. Sure it doesn't tell you what website to go to, what links to click, but that's the point. There is no way any guide could tell you that without knowing you personally and exploring your business in an in-depth manner.

What I can say with complete confidence though is that if someone had given me this information when I started out, it wouldn't have taken me four years to get anywhere. It would have taken mere months. What you can do with this information is not just a case of 'use it once and then walk away', it's more than that.

You can integrate it into every aspect of your business and its development. This is long-term information that has immediate, very easy to spot results for those who use it that will stretch from the day you begin, to the day you end. All that's left for me to do is issue a final summary and advise that you start today, right now and don't just take my word for it. Make it a reality and watch the transformation that takes place within your business. It's all yours.

Over & Out.

P.S. Try not to get too distracted by media ads now you understand them. It can drive you nuts, and drive those around you nuts if you start to get obsessed. That's not exactly an uncommon trait among marketers.

Remember separation. When you work, you work, when you play, you play. Try not to draw in those around you because they either won't understand or won't care. Talk to other marketers about marketing and leave it at that.

Stay in control.