

**millionaire marketing**

**ARE YOU READY FOR  
THE REAL SECRETS TO  
ONLINE SUCCESS?**

**MINDSET**

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# millionaire marketing MINDSET

This book will set you apart and save you years worth of frustration



## A Foreward

### Are You Ready For Success?

This program is designed to provide you with not only a solid and proven method for generating a fortune online for many years to come, but it also provides you with the necessary skills and insights you need to know and practice.

I have seen marketers express that it has taken them many years to make a solid income in this business. Let me tell you something right now, **it does not require many years.**

Ever since I was a young salesman, I have been fascinated by the difference between those who are super successful and those who are not. It baffled me for years. You see, those super successful people were not geniuses or exceptional people. They all had their faults and issues. They are human.

However, there are very specific things those people do differently than those who seem to fail for years and years.

**This book will set you apart and save you years worth of frustration.** This book can make you extremely successful and rich. It can provide you with the necessary business insights required for you to succeed beyond what you can imagine right now.

It really will be a turning point in your life. In the future, you could date back to this book. And, your life may be everything that happened BEFORE this book --- and everything that happened in your life AFTER this book.

I am going to do everything I can to provide that success for you right now.

This book is not designed to be scanned fast either. You'll completely miss the point if you scan the publication looking for some golden nugget you can use - then toss this publication on the pile of books taking up memory on your hard drive.

This entire publication is one large gold nugget. I see more and more times that the information provided in the form of IM products online do not really give you the truth, the real information or the real strategies.

If that is what you want, and I am assuming it is since you bought this, then that is what you are going to get.

I take my own beliefs and merge them with proven and time tested business principles. I also combine methods to generate a solid income online in this report.

The business principles, the development lessons, the methods and the insights provided in this book ARE my best effort to change lives.

Hopefully, you are one of those people who read this and act on it. Hopefully, you achieve your dreams and goals!

**I believe you can and will..**

*Simon Hodgkinson*



**“I believe in order to advance from one level of income or achievement to the next level of income or achievement, it takes an advancement of yourself...”**

You see, there are millions of opportunities out there to make yourself a killing. There are literally *“unlimited”* avenues and opportunities you can pursue to advance your own success. Do you need to find the most stellar and lucrative opportunity in order to advance to the next level?

Or, do you need to advance yourself first?

**I believe you must advance yourself first.**

In fact, I am completely sold on the belief that you must advance yourself in order to advance your income & success. I see it all the time actually. People chase opportunities. Something comes along and gets them all hot and excited about some potentially lucrative opportunity. Then, after that excitement wears off a bit, so goes the opportunity. The stellar and lucrative opportunity falls off the desk and gets stuffed away in the “drawer of forgotten dreams”.

However, there will be another exciting opportunity yet to come. It will arrive via email, word of mouth, video, commercial or direct mail. Something else will come along and get these people excited again and again.

Hell, we get bombarded by something like 2000 advertising messages per day – or something crazy like that. It is no wonder people are running around like

chickens with their heads cut off. It does not matter how much these people ignore and delete offers that pound their inbox.

Eventually, they will succumb to a flashy and shiny new opportunity offer.

You know why?

Well, they will succumb to an offer sometime or another because deep down inside, they still have **“The Dream”**.

Even if that dream gets put on the shelf for a while, it always creeps back in and the excitement is back.

Then, the entire cycle starts over again.

...and again

...and again

...and again

Time and time again, these people get excited about another opportunity and dive in!

This cycle can go on for many years. 5 years, 10 years, 20 years, 40 years, these cycles repeat themselves over and over.

Here is a breakdown of the cycle (and a visual...).



As you can see from the illustration above, the cycle just goes on and on for years.

## **Is it the opportunities that is the problem?**

I heard a lady explain to me that she attracts bad men into her life. She has had bad relationships for her entire life. I could not help but think to myself, it is something she is doing and some sort of cycle she creates. Perhaps, she needs to change something about herself or grow something about herself to break that cycle and NOT attract bad men into her life.

We all have our issues. Nobody is perfect. I have my issues as well. My friends will tell you fast, without hesitation, how I'm not so perfect. Those personal issues I am talking about in which WE human beings have can contribute to that cycle for years and years.

What it takes is breaking that cycle and making changes. It is growth and it has to be a decision you make on your own. You have to make that decision consciously, spiritually, physically, emotionally and with everything you have – deep down in your guts.

...because nothing happens until you make a solid decision to change some stuff.

Why change you ask?

**John Maxwell says: “Crisis is change trying to take place”.**

I'll never forget that quote. I read it years ago when I owned an design agency. We had all sorts of crisis going on inside the company. Not to mention, I had all sorts of crisis going on with me outside the company and in my own life.

I mirrored my business. It was my life. When I read that quote, I realized that changes needed to be made across the board. ...I am quick to change if need be.

I changed a lot of things. In fact, the very first thing I changed... was my office. For some reason, I rearranged the furniture in my office and fixed it up. I added a new painting, some plants, and made it nicer looking. Through the years, this went on a hand full of times. One of my employees saw that I rearranged the furniture and quickly said, “What are we going to do different now?”

**Again, “crisis” is change trying to take place.**

Perhaps that lady, who keeps attracting bad men, should read that quote.

Perhaps many “dream seekers” should read that quote as well.

Wouldn't something inside you need to change in order to break that cycle I showed you above?

If you agree with me so far, then I have something grand to tell you...

Hopefully, this kicks in and sort of wraps this entire chapter up for you with a nice pretty bow.

Here it is... It is not the opportunities, strategies, methods, avenues, or anything of the sort that is preventing you from achieving your dreams...

It is YOU.

As soon as that clicks and the realization kicks in that it is not the opportunities or methods that are keeping you from achieving your dreams, the sooner you can "change" and "grow".

Many people desire financial freedom. It is the dream. Some achieve it and the very large majority does not. Most look for some shiny new opportunity that they can ride on their way to becoming a millionaire or something. It just does not work that way.

It is not the opportunity, it is the person.

Most people I run across are not that interested in developing themselves. Most people are not that interested in growing themselves. And, I don't know many at all who are interested in changing anything... ever.

Just the words, "change" can strike a chord with people and cause them to have a chill run down their spine with pain. That word is not such a good word is it?

Well, it should be a good word because it can break that cycle and allow you to achieve your dreams.

In the Internet Marketing arena, I see many people who strive to achieve the dream. That dream is to work from home, make a ton of money and live a free life. It is the lifestyle these people are after...

However, most of them fail to achieve that dream. In coaching and mentoring people, I have noticed that most of the dilemma is not the methods, strategies or opportunities.

It is the person.

I know that may seem a bit harsh, but it is true. And, the sooner it is diagnosed, the faster it can be fixed and changed. So many Internet Marketers devote their

time to opportunities, methods, strategies and other stuff. Of course, those are all parts of the puzzle. However, the most important part of that puzzle is you.

It would be much better, in my belief, if you focused more on yourself and developing, growing and learning. Unfortunately, most people will skip right past the development and scan for strategies and opportunities.

Wrong!

Others may say to themselves, I know all of this already. I know everything there is to know about personal development. Wrong again!

To me, it is a solid fact.

To advance and grow, you must advance and grow yourself. To make more money, be happier, healthier, more successful, etc. it is not up to the strategy or opportunity to do that... it is UP TO YOU.

Doesn't that make sense?

This book is designed to do just that. It is designed to help you develop yourself and advance yourself, so that you can implement those strategies and opportunities to achieve your dreams.

If I have done my job right, you will have several "ah, ha" moments. You will realize that success is first found on the inside, not the outside. You will learn some of the most important business principles and insights I know and follow.

You will see that this life is yours and you are in control of it. Hopefully, I will have provided you with a solid foundation on which to build yourself – and your business.

The opportunities are abundant. There are millions of strategies, and methods. There are millions of ideas and avenues you can take. However, there is just one you. And, what you do with "YOU" will determine if you achieve your dreams or not.

Although this book is directed towards the Internet Marketing world, it can be applied to many other avenues or industries. **Just keep in mind that this book is about YOU. It is not about strategies.**

However, I will provide you with some money making strategies for the IM industry since we all love them so much. In fact, I will provide those strategies in this next chapter to get them out of the way.

Realize though, one more time, this book is about you. And, if I do my job right, when you finish this book, you will have a much better chance at achieving your dreams.

And, just like no opportunity, strategy or ebook can fully guarantee you'll make a killing, live the dream, or retire rich... this book can not fully guarantee you will grow. It is up to you to read it, and think about what is being discussed... and apply.

I know you will enjoy this book and I hope that you practice what it teaches.

**Success!**

*Simon Holgkinson*

## **Strategies, Methods & Opportunities** (It is still about YOU though...)

To keep up with the opportunity seekers, I decided to add in a section on Internet Marketing methods. You see many people who read this book, will scan it in search of some quick strategy they can pursue in hopes of making a quick buck.

I've done it too. Perhaps many just do not like to read, nor do not have the attention span to sit there and read through many pages. I try my best when writing to get to the point fast and skip tangents and fluff.

However, this book is NOT about strategies. That would defeat my entire purpose for writing this book. It defeats my message. That message is to grow yourself first... and the strategies are only a tiny fraction of what it takes to achieve your goals online.

It is a microscopic fraction in my view. I've seen it enough times to realize that there are tons of IMers who have been at this for years, and still have not "made it". Again, it's not the strategies; those are only a tiny fraction. The rest of the pie chart is YOU and the solid business principles it requires to succeed.

You may be wondering to yourself, how do you know this? You may be wondering if I have achieved my dreams or not. Am I qualified to be teaching you how to achieve your dreams?

Well the answer is yes. I have achieved my dreams, but those dreams are ever changing. As I grow myself, my dreams evolve and grow as well.

I used to dream of just working from home. Dream accomplished. I used to dream of making six figures. That dream is accomplished. I can go on and on.

However, that is not the most important aspect to what I have to discuss with you in this book. I am qualified to teach you because I have studied personal development since I was a kid.

I continue to study it. I will always study it. It will allow me to continue to grow. Now, this book is not about me. It is about you. However, I want you to realize that the insights and business principles I have for you in this book are time tested, quality stuff that can and will change your life... if you apply them.

Therefore, do not skip this book and extract the strategies merely to move on and continue the cycle. Read the entire book. You paid for it. Do not stop with this book. Continue to grow yourself and attract into your life everything you strive for.

I say, invest at least 10 to 20% of your time into yourself. It will pay off fast!

Now, let's get into these strategies...

Many marketers strive to make any money online. They fail over and over again. Well, this strategy is not hard. It is not complex. It is not brilliant. It is not rocket science. And, it may not be anything new to you at all. However, if you follow along, I think it may open the doors for you to build a solid full time (work from home) business.

There are a few solid messages in this strategy as well. So, pay close attention ok?

Most marketers seem like they are on speed. They are caught up in the moment. They are emotional and want it right now, this minute. If they are writing an ebook, they want to finish it today. If they are going to run PPC, they launch it today.

They want it fast, because they are into it "right now". Online IMers are into the "now" emotions. Therefore, they create terrible products. Imagine spending a month, or two months or three or four months creating a product. It would be a quality product.

I know this is a fact that marketers do this. I have released two products almost back to back before. The message I get from other marketers is, "wow, how did you create all of this so quickly?"

They think I woke up and wrote a 100 page ebook, created a membership site, grabbed JV partners and launched them all successfully this week. No way...

I am not superman. That 100 page ebook took me weeks. I can't even install a membership script. Landing JV partners takes work... surely not easily done in a day. They have schedules too.

I don't work like that. I have products and projects scheduled to be launched months ahead. Most marketers do not think or act like that.

Well, now you have an advantage. You know what to do and how to do it. Make a quality product over a longer period of time and go through these necessary steps I am about to show you.

**Step one is you need a product.** That product must reach a hungry market who is already buying products. We are going to use this market, the Internet Marketing market, for examples.

- **Create a product that is in demand and where people are already spending money on similar products**

How do you create a product you ask?

Well, in this business we need to look at what people are asking for, are interested in and what they keep buying over and over again. One of the most treasured things people want to know in this industry is how to generate more traffic.

You may be asking yourself right now, “what if I don’t know how to generate traffic?”

Well, you don’t need to know how. Others know how. Interview others who do know how, get the interview transcribed and add it to your book. You can go to Google and type in: articles: how to generate traffic

You can use other search terms to learn how to generate traffic as well. You can buy books on how to generate traffic. You can buy resell books and provide them. You can buy PLR books and rewrite them.

It is not hard to create products in this industry. One recorded phone call can provide you with a product.

The problem is people throw ebooks together fast and they end up being terrible. Spend quality time on this product and make it valuable to those who read it. Ok, so maybe you are not a writer. Well, you can outsource the writing of it. Even though you outsource it, does not mean it is finished either.

Take what the ghostwriter wrote and improve it. Add to it, tweak it and make it more valuable. Add an audio file to the product, or a video. Make the product valuable where it meets the desires of many people in the market. Focus on the pre-launch stage of your business projects. The pre-launch stage can be an entire ebook all on it’s own. **However, the key is to focus on the pre-launch stage and realize there is a delayed gratification.**

Most newbies and intermediate marketers have no clue. They want it now, today, this moment. Why do they do that you ask? Well, because they “feel” it right now. It’s all emotional usually, instead of sound business principles.

It is a mindset that is running on high-octane all over Internet Marketing Land. It’s unfortunate really. There is so much information to be found all over the place, it is easy to outline and create a solid product.

There is opportunity and ideas everywhere. Hey, listen up. Let me tell you something. Most products sold are just regurgitated information from somewhere

else. There are millions of books on all sorts of topics out there. Grab one, read it, study it, know it and rewrite it in your own words.

If you have an ebook that is 4 years old, I bet you could repackage it, rewrite it in your own words and sell it for a killing. Look, some of the best selling authors out there just learned that information from somewhere else took that information and rewrote it in their own words.

I don't think there has been too much new and unique information created lately. Heck, I read "The Science Of Getting Rich" and thought to myself, "wow, there are a lot of books that talk about the same exact thing in different words and that book was written in the 20s or 30s or something".

I got two books on Persuasion once, and both of them discussed the same things. I bet "Think And Grow Rich" has spun off countless other copycats where they simply invented some catchy way of explaining the same insights huh?

I got a book by one famous author on "sales" and then got another book by another famous author on "sales" and they seemed to have written the same book. The same techniques and insights were written about buy in different words.

Get the picture? If you did not realize this before, then an entire new world just opened up for you. If you did not quite think of it in that way, then this is a realization that can make you rich.

Why do you think Public Domain stuff is so hot?

Someone grabs a 1920 Christmas story off the PD and repackages it and sells it.

Here, I'll give you PROOF and show you an example of a billionaire who did just what I am talking about.

This billionaire copied work from the public domain. His business was centered on fairy tales from the 1800s. The name of those fairy tales were "The Grimm Fairy Tales". The famous copycat was Walt Disney.

He took those fairy tales, changed up the names and tweaked them.

The rest is history.

Creating products is a breeze. You just need to focus on them, create solid, quality products and work "on" your pre-launch phase.

- **You need a salesletter**

It is possible to write the salesletter first, and then create the product. The salesletter does not need to be good at first, during pre-launch. It is just a way to generate the ideas, benefits and features you will use for the product. However, for this strategy, it does not matter. You need a salesletter. Here is the kicker. If you are not a master copywriter yourself, learn before you launch or hire and pay someone else to do it for you.

Yes, hire a copywriter. It is expensive. However, you need a compelling salesletter. Plus, you need someone to help you with the selling angles, presenting all the benefits and framing the product in such a manner that people buy it.

For example, let's say you skipped the copywriter and wrote it yourself. I am assuming you are not a copywriter. If you are, then skip all of this and go to the next bullet.

If you are not a top copywriter, then follow along... Let's say you created a product on how to generate traffic. At the top of your salesletter you came up with this headline:

**“This Is Everything You Ever Needed To Know  
To Generate Tons Of Traffic To Your Sites,  
And Make A Windfall Of Money Instantly!”**

That is the headline you came up with based on your product. Well, a copywriter would pick that apart and trash it. It is not a good headline. Here is a headline a top copywriter would come up with:

**“How I Took A Bunch Of Newbie Wannabes And Turned Them  
Into Traffic Generating Monsters, With This “Flaming-Hot”  
Method That Even A Squirrel Could Use To Make A Killing...  
And, How You Can Too... Right Now!”**

See the difference?

Well, that difference could mean the difference between a success and a flop. Plus, I did not spend all day coming up with that headline to use as an example. Most copywriters would try many different ones to find the right one!

You may not be able to afford the top copywriters out there, but you can afford the up and comers.

Search out and find the up and comers who are willing to write for much less than the top copywriters. Unless you can afford the top copywriters, then do so.

Copywriting is something you need to know or to outsource and it is paramount in this industry. Ask any top marketer and they will tell you the same thing, point blank.

Ok, now you understand that you need a compelling salesletter and you need a quality product. Now, you need the capability to accept affiliates.

- **You need an affiliate program for your project, so that you can accept affiliates**

Clickbank.com is one place you can go, saleflurry.com is another. Paydotcom.com is yet another. You can get a membership script like amember.com

All of those serve the same purpose and that is to allow for affiliates. You want to allow others the opportunity to distribute, promote and sell your product. Set up your affiliate program and provide your affiliates with some tools, like AR emails so they can send to their list.

Next, you need eyeballs to view your product.

- **You need JV partners or affiliates to promote your program and you need eyeballs to view your offer**

Here is how you get them...

“You ask”.

You need to go sell your product to affiliates so they can promote your product to their list. Not all will do this. However, this is one of the most important parts towards making money in this industry. If you are not good at this, then maybe you need to give up a percentage of your product to someone who can.

Find a JV broker or another marketer who is capable of doing this for you.

**It will make all the difference.** Even if you end up only getting 25% of every sale made, that 25% may be 5000% more money than you would have ever made on your own.

Let me just go over that again real fast... It is that important and I want to make sure you catch it. Read carefully here...

You can team-up with another marketer who has contacts or a list and give that marketer 50% of all the revenue that comes in. You two are pretty much equal partners on it (JV partners).

Even if you pay out 50% commissions to your affiliates, you and your “partner” splits the remaining 50%. You can even slap your partners name on the salesletter and present the product as if it is 100% theirs if you want...

Then, that “partner” of yours will promote that product as if it is their own. That partner will go out and get others to promote it as well. That partner has all of the leverage and can make you a ton of money, even if it is a smaller percentage.

It is very much like giving away 75% commission...

Here is a breakdown:

### **Scenario A**

You give away 75% commission and 10 affiliates send to their lists. You make 300 sales at \$47 each. That equals 22,500 gross. You pay out 75% of that to your affiliates (16,875) and that leaves you 5,625 profit for yourself.

### **Scenario B**

You “partner” with someone and they get 50% of every thing that comes in the door (minus expenses). Your partner then sends to his/her list and generates 300 sales (22,500). You both split it 50/50 which is 11,250 for YOU. There is no commission to pay out yet.

Your partner then contacts his/her 20 best friends and they send to their list also. This generates 1,000 sales. You all offered 50% payout to affiliates and your cut ends up being 11,750. You end up making 23,500 on the same product.

The key is partnering up with someone who has a list and has contacts. **Even if this took you months to land, it would be worth it for the rest of your life.**

You see, you would then be able to conduct more JV partnerships with that same person most likely and you’d be able to land other partnerships with other top marketers...

You would have some leverage then because you are in the game. You have some contacts and you have a successful product that generated tons of money. That product then has a name for itself and people will recognize it. You were partners in it.

**That my friend is a solid-solid strategy we just covered and it can make you rich beyond your wildest dreams if you master its principles.**

You can take much less of your own product revenues in order to get any sales whatsoever.

Let's create a fictitious top marketer and call that person, Bob.

Bob has a list and more important has relationships with others who have a big list.

You approach Bob, and explain to him that you have a stellar product, with a top salesletter written by a top copywriter. You have the affiliate program set up and tools for the affiliates to utilize. You explain how great your product is and that he can be your direct partner on it, and make money on every single sale that is ever generated as long as he helps you promote it.

Well, Bob will look over your program and decide how great it is. He will look to see if it is something that can be marketed and promoted. He will look to see if others will promote it and get excited about it.

Most importantly, he will end up believing that this product is now his. You see, you were the product creator. He could have paid out big money to ghostwriters, designers, script installers, idea creation, research, etc.

But, you have it all ready for him. It is wrapped beautifully with a nice red bow on top.

Then Bob goes out and grabs 20 other marketers to promote your product (his product). The rest is history because now you have hundreds (or thousands) of people viewing your product – where they recommended it. Go ahead and combine your compelling sales letter with tons of targeted and recommended traffic from marketers who sent to their list, and sales are an absolute given.

**Case closed...** you made a nice income and can now repeat this again and again with future products.

Plus, you have a nice list of customers...

Plus, Bob will be willing to roll with you again. Plus, the people Bob got for you will be willing to roll with you again. You now have an online business and the foundation that can replace your salary and make you a killing online, and allow you to achieve your financial dreams and goals.

**If you follow those steps above and keep with them, keep repeating them and mastering them, there is really no telling how much money you can make online.**

What if Bob says no? So what... There are other "Bob's" out there and one is bound to say yes eventually.

If not, then you need to work on your people skills and start building relationships.

Look, even if it took you a year to land one or two of these "Bob's", then you would be in the game and making money from that point forward. This is why it is so crucial to build relationships.

I explain this all of the time to people. I also hear this all of the time on forums and seminars.

Top marketers say it all of the time. We all say, "**build relationships**".

However, most do not do this. Most marketers remain operating in a small box and trying to make it solo. You need other people. This requires getting outside "yourself" and getting to know others.

Offline seminars, chats, instant messaging (Yahoo, MSN, SKYPE, etc.) are all ways to build relationships.

If you are not good at building relationships, or just do not want to. Then your best bet may be to find a broker...

- **You need to expand your business with backend products, list building, special offers and further monetization**

After you have made yourself a ton of money in that above strategy, you can then further monetize your online business. At this point in the overall strategy, you will have made several hundred sales and now have a list of subscribers & customers. **You can then take that list and build it.**

Manage your list well. My belief is to not bombard them with a pitch-fest. You may find many other marketers who feel that a list is a simple apparatus and that you need to use it to pitch people left and right. I disagree. I think you should give at least 50:50 quality information and promotions. That's my belief though. Like I said, many will disagree with me. **It is ok if you do too.**

However, I will state my case here. Nobody likes to be sold (period). Therefore, constant bombarding is useless in my view. Sure... you may make some sales by doing that, but I believe you'll make more by not doing that.

I believe in making my customer and potential customers raving fans of me and my products. Therefore, I'll never piss them off by disrespecting them – by bombarding them.

The best explanation I've ever heard is to give a few times and then take. Again, people believe you should give and take in the same email. I don't. I'll give unconditionally, and then take when I have something to sell or promote.

If you have a list of 500 customers and subscribers, you can build that list fast. You can offer that list resell rights to reports you provide for free. Those subscribers can take that report and sell it, give it away and offer it as bonuses. That is incredibly effective because inside those reports are links to your squeeze pages where you further build your lists.

It is viral.

Each time you offer a product for sale, you are building lists. Writing articles and submitting them will also get you free traffic and subscribers.

However, here is a GREAT way to grow your list...

Hang with me here ok?

Take a deep breath now and relax because we are about to get into some serious stuff. Ready?

## **List Building Strategy**

This strategy involves free content and PPC. You will have to get free reports written. You will need to run PPC and you will need a long squeeze page (not the ones above the fold).

Again, if you are not a top copywriter, you may need to pay for one.

Here is how it works...

You get a 10 to 30 page report written for you.

You then take that report and give it away for free.

You see, let me explain this real fast for you... I was looking over my shoulder while my wife was searching for stuff on Google. She is not a big Internet person, so I like watching what she does. Then, I ask her questions on why she did certain things (or did NOT do certain things).

Well, she clicked on a few of the Adwords ads. She scanned it and clicked back to the search results. I asked her why she went back and she said because it was not free.

NO WONDER PPC IS SO DAMN HARD HUH?

So, on your squeeze page, at the very top – have in big giant letters – the word FREE!

For example:

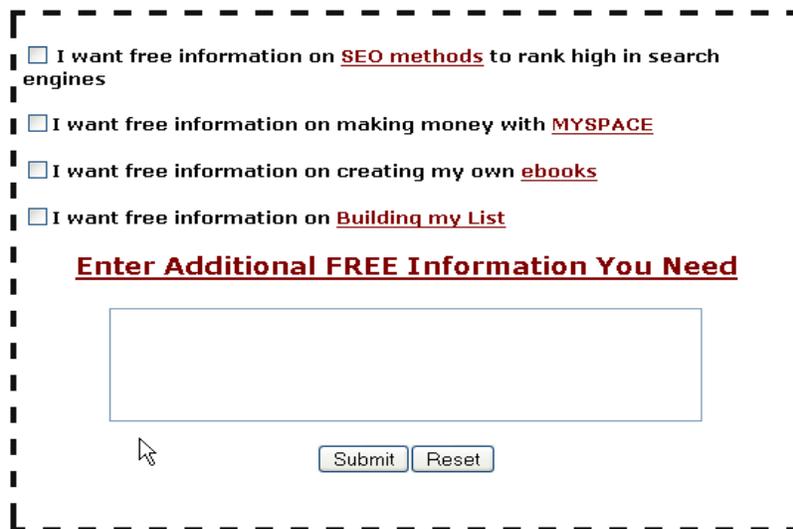
**“100% FREE Report On How To \_\_\_\_\_”**

Offer them a completely free report and explain on the salesletter how great this report is and how it solves their problems.

This may seem basic right? Well, it works. I then sell them all sorts of stuff on the backend.

Let’s say you are selling a free Internet Marketing report that shows people how to make money with Niche Infoproducts...

You could have a form that looks like this:



The image shows a screenshot of an opt-in form enclosed in a dashed black border. At the top, there are four checkboxes, each followed by a line of text:   
1.  I want free information on [SEO methods](#) to rank high in search engines   
2.  I want free information on making money with [MYSPACE](#)   
3.  I want free information on creating my own [ebooks](#)   
4.  I want free information on [Building my List](#)   
Below these is a heading: **Enter Additional FREE Information You Need**   
Under the heading is a large, empty rectangular text input field.   
At the bottom of the form are two buttons: "Submit" and "Reset". A mouse cursor is visible over the "Submit" button.

Now, there are all sorts of possibilities and I’m testing different ones. One thing I have been doing lately is including the opt-in form right into it.

If you take another look at the form above, picture an opt-in form asking for email and name. They click submit and you’ve got them. Then (using the example

above) you can send them to links where they can download the free reports on those they are interested in getting for free.

Let me expand a bit more on this...

I also noticed my wife did not fill out opt-in forms either. She said she did not like giving out her email because then she gets all sorts of Spam. So, I keep that in mind. I automatically expect that most people do not like to give away their email address. So, I get them involved more deeply to turn around and get them to fill out the opt-in form.

In the example above, they would click a few radio buttons, maybe fill out some text, and then click submit to get their free information. So far, the conversions are a bit higher than a straight opt-in box without radio buttons, etc.

To take it even a step further, you could have a PHP form where people fill out their options and it then takes them to a custom squeeze page for that specific piece of information.

Let's say you have Real Estate products... You could have a form that has these options:

- Send me free information on selling my house fast
- Send me free information on renting my house fast
- Send me free information on buying a new house fast
- Send me free information on financing a new house

Once they select their option, it can then take them to the next page that focuses on that specific piece of information. On that page, they can then opt in.

Ok, this is a technique that is a bit different than the norm and it could be up for great debate. However, I'm trying it and testing it out to see what works better.

However, at the time of writing this, I wanted to make sure I included it in this publication. I believe it is worth a try for generating leads and building a list.

All in all, I think it might be a great way to go... **get them involved.**

The thing to keep in mind is that people will jump on specific information that answers a burning question or problem or fills a rabid need. I like the long squeeze pages as I can tap into their emotions and get them to opt in at a greater clip.

Look at this...

For PPC advertising we will use Bob and Sally as examples.

Bob spends \$500 on PPC and Sally spends the same amount.

Everything remains the same except for the fact Sally sends her traffic to a long squeeze page and Bob tries to sell them right then and there.

Bob ends up converting 2% into buyers and profits \$100 off that \$500 he spent on PPC.

Sally ends up converting at 30% and has hundreds of subscribers. However, she gave away free information and made no profit.

Then, Sally sells those same subscribers for the rest of the year. She ends up making \$6,000 off of those subscribers where Bob only made \$100. See the point?

Ok, ok, combine the fact that my wife clicked away from those pages that were not free (when clicking on the Adwords ads) and maybe you see why long squeeze pages can help you build a big list fast.

Now, let's take it even further. I told you to hang with me here didn't I?

**Here is an overall strategy to explode your list fast:**

- I. You run PPC to a squeeze page that gives away a free report
  - a. Google
  - b. MSN
  - c. Overture
  - d. Lycos
- II. You write articles and submit them to article directories
- III. You write press releases
- IV. You post to blogs and forums, groups, social networks, etc.
- V. You JV with others

Let's focus on the JV with others part for a moment ok?

There are no doubts those above will generate some subscribers but this JV thing is quite important.

**Here is how it works.**

You go to others and get them to sell or give your product away. There are lots of marketers who will resell your products. They may take your product and slap a \$10 price tag on it and send it to their lists.

Inside those reports are links to your squeeze page. Now, these reports are exclusive to the marketers who you make deals with.

### **Here is a scenario:**

You go to Tom and explain to him that you have a killer report on SEO tactics. It fits his list well. You tell him he can sell it for whatever price he wants to sell it for, or he can give it away to provide value to his list (or members if it's a membership site).

Tom agrees and charges his list \$10 for the report. He says something to his list like, "I negotiated with Simon to allow me to provide you this report for just \$10"...

In that report your links are provided. People will click on those links and sign up for your lists... or join affiliate programs... making you money.

Another thing you can do is go to Ebay and allow people there to resell your reports. Even if they sell them for .99 a ton of people may buy them and opt-in to your lists.

**You can do this for many niches and reports.** Each time you do this a viral report can be circulated getting you opt-ins.

I think the very best way to grow your lists is through Joint Ventures. It does not matter if you JV with others and sell something together or if you JV with others to give your report away free – as bonuses or something. **To me, Jving is the very best way to build a targeted list fast.**

To me, success online can be found in the relationships you build. I keep hitting on that for a very big reason. It works. The more relationships you have in your specific niche, the more successful you will become. This is where JVs happen.

### **One Step Beyond Strategies**

The problem is those steps are never followed. Marketers never follow them – at least the ones who are not making money. **Those who are making money do follow them... and follow them well!**

All of the key ingredients must be there though. You absolutely need a top salesletter. You absolutely need a great product. You absolutely need an affiliate program. You absolutely need eyeballs to view your product. You need affiliates who will promote your product. If you have to give up most of your revenue to do it, do it.

What if you don't know a Bob? Well, then I suggest you spend the next several weeks getting to know someone like Bob. This is where it requires meeting others, and building relationships.

**What if you don't want to build relationships?** Well, that is what this book is all about. You have to grow. You have to get outside your comfort zone and you have to do the necessary things it takes in order to make a lot of money online, and achieve your dreams.

**What if you don't have time?** Yes you do. Sleep less. My friend Dr Mani explained how he used to work 30 plus hours in a row without any sleep, standing the entire time, performing surgery and treating patients.

This does require work you know... did I mention that before?

**What if people don't like me?** I mentioned growth right? Well, you can grow that as well. It is important for people to like you. People like doing business with others they like.

Read up and study how to get people to like you.

However, we are all people just like you. Top marketers have their faults. They have their disadvantages, issues and problems just like everyone else. In other words, you don't have to be some charismatic Anthony Robbins type person to do business in this industry.

You can just be yourself. Some people will not like you and that is ok. You can not please everyone all of the time. Who cares though? There are plenty of people who will like you and guess what?

They are most likely just like you. I mean, they have the same wants, desires and needs. They are like-minded people. They are interested in the same things you are interested in. There is a pretty good chance they will like you, if you let them...

## **Take Second Place To Finish First And Become A Champion**

Race car drivers will strategically ride in second or third place so that they can conserve energy, gas, and then sprint fast past the first place drivers to finish first at the end of the race.

Now, this business is not a race so to say, but there is a lesson here. You can ride in second place in order to make yourself an absolute killing online!

Now, this goes more into strategy, but I think the lessons are definitely worth the time to cover them. Plus these lessons go hand in hand with the strategy I covered earlier.

You do not need to have a huge list, a huge name, a huge product or anything huge, except for maybe a huge desire and wiliness to do what I'm explaining here.

You can create a product, the salesletter, the affiliate program, etc. and team up with someone who has leverage in the form of a list, contacts, a name, etc.

The product can then be presented in a way where it is that person's product. In other words, if that top marketer is Bob, then you can put his name, picture, etc. on the page and it is his product... although, you created it.

Does that make sense?

In other words, you create the product and team up with Bob. Bob is the brand. You split the revenues. In a sense, you are taking second place in order to make a first place income!

It is brilliant and most people do not realize that happens. You can get in on that game and do the same thing. It is all about leverage in business. I don't care what anyone says. It is about leverage.

You need some of it.

This next chapter covers leverage and how you can get it.

## **Leverage Your Way To Achieving Your Dreams!**

I really don't care what anyone else ever tells you, understand this... Leverage is monumental towards your success. I have covered this with many people. Years ago, I covered this with business partners and friends. To this day, they still mention that they need leverage and use it in their everyday speech.

For example, one friend said, I have all of the leverage going for me in this business, I need to use that leverage to find some "closers".

Brilliant!

That is what I am talking about. It is a mindset. It is a realization. It is a revelation. It is an "ah ha" moment for many I come across. **It is leverage.**

Let's use that Bob character again.

He is a top marketer, has a good name and makes a killing online. He is not a star, but does quite well.

He has a list of 10,000 people. He's done tele-seminars with some of those stars and knows them.

He has their telephone numbers.

What is Bob's leverage here?

Ok, let's use another imaginary character and call her Sally. Sally specializes in PHP/MySQL. She does work for quite a few marketers and even a few top stars. She is not a people person and does not have a big list at all. In fact, she does not even have a list.

She has a bit of leverage or something to bring to the table, doesn't she?

Ok, let's say you know both Bob and Sally. What is your leverage or benefit in knowing them?

Ok, let's say you created an extensive program on how to generate traffic. It is all you have. You spent six months creating videos, reports, audios, etc. Don't you have a bit of bargaining power or leverage here? There is something you have valuable that you can bring to the table huh?

Now, let's flip it. Let's say you are the marketer who has a big list and relationships with other top marketers. You have leverage.

You are doing great online.

You are trucking along, creating products, selling to your list, etc. Then, Sally comes along and asks if she could call you up on the phone because she has something for you that she knows you'll be interested in.

Sally says she created a script that most marketers need, want and desire to have. And, she wants you to JV with her. What are you going to do?

I mean, in this situation, what would you do? You could hang up on Sally since she's not so great at dealing with people. You have never heard of her.

You can take a look at the script. You could even JV with her. What is Sally's leverage or benefit here? And, what if you say no? Well, then you miss out on not only making money off her script, but maybe miss out on future opportunities where she can create more amazing products for the both of you.

What leverage do you have right now? Or, better yet, how can you increase your leverage?

It can be a snowball situation.

I can think of a handful of marketers right now and instantly identify what their leverage is.

One might be brilliant and I can learn a ton from.

Another may have a super following. Another may be a great copywriter.

Another may be a great programmer.

Yet, another may be someone who just knows many other top marketers.

Let's say I know 3 people who are top marketers. As I get to know them... plus do business with them, that will open up many more doors and many more other top marketers I can get to know.

3 people can turn into 50 key relationships **if you put the effort into it.**

What if I don't want to get to know others and I just want to make money behind the scenes on my own?

That is fine, and plenty of people do that.

There are plenty of strategies out there for doing just that. You can still utilize the power of leverage to land deals for outsourcing work that needs to get done etc.

Most of the people I run across though do not fit that mold. They just struggle to land JV deals, get traffic, create products, etc.

Plus, most of them do not fully understand that they need to grow themselves

## **Way Beyond Strategies**

Now, I can go over all sorts of strategies on how to make money online. I can cover creating niche infoproducts or AdSense or CPA and all sorts of things.

A few hours of searching forums and you will be hammered with strategies. The methods I have provided in this book so far are my absolute best efforts at providing you with the methods that I believe work the best...

It is the foundation on which to build grand things. One big JV and you are in the game. It is the best way to go. **However, you need to build relationships.**

You have to develop key skills and learn sound business principles.

The rest of this book will do just that.

Look, many people will probably skip right past this information I am about to provide at this point forward.

### **Don't let that be you!**

Listen, it is not the methods... it is the business principles and the person.

You have to grow yourself before you can grow your income. I really believe that.

What happens is you start to see things differently. You look at things in a different perspective. You will have a different mindset. You tell me... why is it that some people have been in this business for years and years and have not made any real financial differences in their lives. However, others spring-up fast and make money almost instantly?

It is the person.

It is not the strategies... ever!

### **Success Is A Given**

I have come across just a few people online and instantly could tell they would be successful online. There were just a few key traits that stood out and I could tell that success is a given for them.

Now, how successful they become is one thing. However, I can tell they will be quite successful based on what I learned about them.

You can just tell. When you come across another person, there are certain ways they deal with things that lets you know they are for real. On the flip side, it is usually quite easy to recognize those who just have not got to the right point yet -- and it is noticeable.

You see, the key here is customers. If we are all Internet Marketers all selling to other Internet Marketers then we are all in competition with each other.

Therefore, some of the brightest minds and talent are working hard right now to provide superior products and services to these same customers as you.

It is quite important to realize that we are competing for the same customers. Yes, there are plenty to go around. That is not my point. The point is that as we all compete for the same customers, the quality of products and services will continue to improve. Therefore, you have to stay up with the times and the ever improving quality of products & services offered. **This is the way business and commerce works.**

If you take Internet Marketing as an example, people are products.

I mean, names are products.

Names are businesses.

Reputation becomes quite important.

And, if names and branding is so important, then it is quite noticeable why marketers brand themselves in specific niches.

For example, Perry Marshall is known as the Adwords Expert.

Joel Comm is known for Adsense and so on...

People have reputations. With The Rich Jerk, it is obvious what he is doing. He is interrupting the normal flow of things in order to gain attention for his products in a unique manner.

I mean, if we are all competing for the same customers, then he has a unique way of getting their attention. This is why herds and debate, and controversy are such hot topics amongst marketers.

If you have ever been to an IM seminar, you'll notice that the speakers are all competing for the same customers. I mean, there is only a certain amount of money available in that room.

Each speaker wants the most shares.

Well, we are all in one large room in this industry and we are all speakers in a sense. Even if you go after niches outside this industry the same thing applies. In fact, you might be able to dominate more and take a larger share of those niches since you are an Internet Marketer.

Since we are all after the same customers, then it is obvious that the ones who understand these business principles will win more often than those who don't.

All strategies aside, it always comes down to who understands marketing and business principles best. For instance, many people come from various backgrounds into this business.

Some used to work at restaurants, retail sales, office managers, students, salespeople, receptionists, customer service, legal, doctors and on and on...

On the other hand, some have come from owning their own businesses before. So, take someone who used to own a carpet cleaning company and compare that person to another who had a job as a clerk.

The chances are much better that the carpet cleaner will be able to make money in this industry faster than the clerk. Do you agree?

I mean, sometimes the clerk will beat the business owner, but I would put my money on the business owner.

The reason is that the owner understands many things, like outsourcing and project management.

The owner understands negotiating, profit and loss, how to ramp it up to increase cash flow, how to recognize opportunity, create opportunity, monetize the operation and so on...

The clerk has benefits and strengths as well.

However, the mindset of owning your own business trumps that in my opinion.

I'm not picking on the working stiffs in this world. I'm saying that the working stiffs may need to brush up on these business principles. **It can make a profound difference in results achieved.**

These principles and business insights will give you that advantage to win more customers, compete and survive in an ever changing and vicious industry.

Since so many fail and so many others continue to waste time and money striving to achieve their dreams, it is quite evident that there are more important lessons to learn than SEO or Blogging.

It is very much like this...

If you walk up to the front door of your house and attempt to unlock the door with the wrong key, you will fail. It does not matter how shiny your key is, or how perfectly curved it is. If it is the wrong key, it will not work.

It is just like this industry. It does not matter what strategy you find, or how smart you are. It does not matter what grades you made in school or if you even went to school.

The only thing that matters is that you have the right keys to open the doors.

Each time you use the right keys to open doors, you get results.

That is how business works. You need the right keys. You need the right principles that are time tested and proven. Then, you have the advantage to win more customers.

*...results*

## **Attraction**

I don't care what people debate or think or believe in, this is something you need to pay attention to. *(I did not say that this book would be free of controversy.)*

I am not talking about the movie, "The Secret" here. I am talking about "The Law Of Attraction".

Even though that movie has not been out while, "The Law Of Attraction" has been around for thousands of years.

It is well documented and mentioned in several books I own. **It is absolutely critical that you read this with an open mind and understand what I am telling you here.**

You are responsible for everything in your life right now. You attracted it into your life. I'm not saying you mystically attracted it. I am saying you attracted it because you did certain things in the past that created your present.

I am saying that things you are doing today will make a difference in the future. If you change or alter one thing, even subtly, it can have a significant difference in your life down the road.

**For example**, if you decided today to run 1 mile each day, and you had not done that in the past, your entire life will be different months from now.

You will be healthier, happier and possess more energy.

Who knows what will happen if you decide today to make that kind of change.

Months from now, you may run a marathon.

What you think about the most becomes your reality.

You know why? Because it moves you forward towards that in which you think about the most.

Your thoughts create actions. Actions create results.

Therefore, if you continue to think you are not good enough to make it in this industry, you are right.

If you change your thought process and realize anyone can make it in this business... including you, **then you will have different results.**

However, you have to take full responsibility for what your life is like right now. You have to realize that if you want different results you will have to take different actions.

**And guess what?** You have to think different thoughts!

If you continue to think the right thoughts, you will have things fall into your lap.

You'll have the right people; the right situations, the right opportunities, the right answers, the right clients, the right JV partners, etc. come to you because you are thinking the right thoughts.

Everything that you see around you is a direct reflection of what is going on inside you. It is a direct link to your thoughts. If you always think doubt, lack and financial problems... then that is what you will get.

If you think positively, actively, boldly, and possess the thoughts of a champion, that is what you will get... positive things!

It is cause and effect really. You have to cause certain things to happen in your business. It does not happen on its own. And, you will never recognize these things if you do not change the way you think.

I have met with people who have paid me to coach them. For some, they have been in this industry for years. In the course of conversation, I have been able to diagnosis fast why they are not achieving and it is because of

**the WAY THEY THINK!**

Imagine that... all they have to do is change the way they think about... I don't know... EVERYTHING!

If you want different results, think different thoughts. And, if I am going to have the choice on which thoughts I think, I'm going to think positive thoughts.

...Especially since I attract that in which I think of most. In other words, why think negatively and get nothing but negative results?

**Look at it this way...** If you spend 60% of your time thinking negative thoughts, then 60% of the time you are worrying, fretting, stressing and probably not doing much to move you towards your goals.

You only have 40% of your time available for positive thoughts.

I know I find myself taking much more action when I am having positive thoughts. I am much more confident and willing to make bold moves. **Therefore, spending more of your time in the positive zone will create more action and results.**

## **Life Control**

This is an important part of achievement. Most IMers I have run across, who are not succeeding, fall into this problem as well. They do not have control of their own lives or the direction it is going.

Instead, they are reactive. You have a choice to be pro-active or reactive. If you allow your bills, frustrations, friends, co-workers and bosses to decide the direction of your life, you will find it very difficult to succeed.

On the other hand, if you are in control of your life and the direction you are heading, then you will find success more attainable.

This may seem to you as a simple concept, but do not allow the basics of it to fool you.

**It is extremely powerful and those who succeed understand it.**

If you want to perform at your peak, then you must have control. It is quite important to realize that most people do not have control. By having it, you will be directing your own actions, goals and results instead of allowing others the opportunity to dictate which directions you go towards.

Having control means you have an idea, a plan, are taking action and are in control of your own life. Instead of logging onto the computer and reacting, you are causing things to happen. That is called cause and effect. **I can write an entire book on “cause and effect”.**

Every millionaire I have spoken with or studied has a strong sense of control. They know what they want and they go for it. They cause things to happen.

Millionaires take a leadership stance and make things happen. They are in full control of themselves.

Other people do have an impact on our lives, no doubt.

However, the more you remain in control of your own life, the more successful you will become.

Your own mind is where control can be found. If you think the right thoughts, you will have control.

Everything you think about is real and has an impact on your life. Everything you think has an impact on your state. If you always think negative or self-sabotaging thoughts, you will not have control of your mind.

Do you think a millionaire sits there and thinks about how he/she can not achieve things, or how they will screw it up, or how they have bad luck, etc.?

No way, they think about all the things they want, their goals, dreams and action steps. They focus on thinking only the thoughts of what they want to achieve... or change... or make better... or improve... or innovate, etc.

This is what I mean by control.

You can switch these negative thoughts off and focus more on the positive ones. The results can be monumental for you.

## **Take Responsibility**

You are in control of what happens or has happened in your own life. The minute you take responsibility for everything in your life, is the minute you will take control.

Many people think success is luck, or being in the right place, or finding the perfect opportunity. This is not true. You have to take responsibility for your own life and what happens along the way.

If you always think about success, then those thoughts dominate your mind which will dominate your actions. You will achieve results because of that.

Basically, you are responsible for your own thoughts and actions. The decisions you made in the past put you where you are today. The decisions you make today, will shape what your life is like in the future.

Therefore, you are responsible for what & how you think and act. Your decisions are YOUR decisions.

By taking responsibility of everything in your life, you will gain more control. This will allow you to shape your life in the way you want it to be.

To make things better, you have to be better.

You have to act, think and grow to make things better. The more you invest in yourself, the more you will grow. If you spend 20% of your time investing in yourself, there will be a direct effect of doing so.

This is cause and effect.

**It is being responsible.** To make things change, you have to change too. Again, you are responsible for changing yourself if you want things to change. It is not up to anyone else to do that for you.

## **Focused Hard Work**

One other thing that jumps out at me in this industry is the lack of hard workers. I believe many are so attracted to the thought of easy money, or passive income, that they think all they have to do is throw up a PPC campaign and retire rich this week.

Either that or many are just flat out lazy and not willing to work for their dreams. It is unfortunate really.

You see, hard work is a prerequisite for success and achievement.

I have not met a millionaire who does not work hard. Often times, millionaires work 16 hour days. They believe in working hard to reap the rewards.

In this industry, many do not work hard and actually think they can make it by not working hard. Many think they can throw some money at something, snap their fingers and make a killing.

There is no free lunch... ever.

It does require work. Although many products out there are carefully constructed to sell you on the thought that their products are that magic button that will bring you lazy riches, it is not accurate.

While most IMers are out there thinking this way, you can now realize that your dreams and goals are just on the other side of hard work. This will allow you to pass them up and achieve faster.

In fact, if you decide to work extremely hard, you will find much more success, luck, happiness and results much faster than others could only dread about.

Again, it is cause and effect. The more you cause, the more effect you will have. Right now, top marketers are working hard. They are planning, organizing, scheduling, following up, making phone calls, outsourcing, negotiating, etc.

Right now, they are working hard. They are leaving all the rest in the dust. All the rest are still looking to buy that magic button that will allow them to achieve their goals. They are looking for "EZ STREET".

You see, most of them have full time jobs and work those jobs 40+ hours per week. They get home and might spend a few hours on the computer and only about 20 minutes actually taking any real action or work.

Others are working hard, late into the night, and on weekends.

Those people are pushing hard and believe they can quit their jobs and do this full time.

They are paying the price. And, the results will come. Those dreams and goals will come true because they are working hard.

That's really the magic button after all. It is hard work. Just think, all you have to do is work hard... real hard, and you will be able to achieve your goals.

Working hard does not mean being distracted or surfing the net, or wasting time. It means working on the things that will make you money.

## **Think & Plan Your Way To Riches**

You have to spend time thinking and planning. This requires learning how to think. It requires learning how to plan. The more you research, think and plan, the easier it will be for you to execute your plan.

This is quite important and another thing I have noticed between those who succeed and those who don't. Successful people plan and think. **They are always thinking.**

They are thinking of their plans while they eat, watch movies, take showers, while driving, while mowing the lawn, while listening to others, even while sleeping...

Those who do not succeed, only think of their plans when they happen to be feeling enthusiastic. Remember, many IMers only do something when they are motivated, and even then... they are caught up in the "now" feelings.

Successful people are practically obsessed. They can not get enough. They can work for hours and hours. They can not stop themselves from thinking about their plans. It shapes everything for them.

In fact, it seems to me that most have to work hard at not working. I know I do. I actually have to force myself to take breaks, to take days off and to rejuvenate myself.

I exhaust myself. I have had days where I worked over 24 hours straight, slept for just a few hours and worked another 16 to 20 hours. **It is an obsession to succeed and grow.**

Some may say that it is ridiculous to work that hard. Some may say that you need to live life, smell the roses, enjoy your family, etc.

Don't let that mindset get in your way. You can do all of that and much more of it... if you pay the price. Someone told me that recently and I wanted to scream. I've gone on numerous vacations and mini-vacations in a six month period of time.

**I smell the roses much more now that I work from home.** Don't let that mindset fool you. You can work hard and enjoy everything on this planet you want to enjoy. For many, just enjoying life and being happy is all they need. That is fine. However, most likely, you are reading this book because you want to succeed & achieve your goals and dreams.

Most likely you are reading this book as an IMer who wants to make it big, work from home and enjoy the lifestyle of freedom. **If so, that is what this book is focused on.**

Therefore, working hard is a prerequisite to achieving your goals and dreams. The harder you work, the faster you will get where you want to get.

The better you plan and the more you work on your plan, the faster you will achieve positive results as well.

**I would say the success formula works like this:**

- Work hard on thinking up ideas
- Work hard on researching your ideas
- Work hard on your plan of action
- Work hard on taking action
- Continue to work hard

Wash, rinse and repeat...

***The bottom line is that the more you work on your plan, the easier and more successful it is to execute that plan.***

## **Decisive & Bold Action**

Every successful person I have come across makes solid decisions and follows through on those decisions with massive action. They do not second guess those decisions, and they are bold in taking action.

Remember I said earlier that they think, think, and think some more about their plans, actions and their business? Well, they think about this stuff ahead of time. Then, they take decisive steps of action.

It may come across to you that they make quick decisions, and they do. However, they think so much about their plans, etc. that when they come across a decision to make, they are decisive.

The hesitation to take decisive action is a clear case of fearing the chance of making mistakes. Top marketers make mistakes also. **However, they understand that making mistakes is a prerequisite to success.**

How else will you learn what works and what does not? Many marketers out there are severely hesitant to take decisive action. This hinders their success.

In business, those who are able to take quick & decisive action with a solid commitment are the ones who excel. In the corporate world, these people advance fast.

The fear of making a mistake causes hesitation and timid behavior. That will hurt the chances of succeeding. Make decisive decisions and take decisive action.

This is where planning comes into play again. The more you plan, think and work hard, the better decisions you make. The more homework you do, the more confident you are in your decisions.

Decisive action and decisions causes things to happen for you. People move out of the way and others come to your aid. You are perceived as an authority. You come across as a leader. Your results are successful and things work out much better for you.

Millionaires and top marketers feel that everything they do will be successful. They feel that everything they touch turns to gold. They have no doubts. They feel they will make it successful no matter what.

**If you possess this mindset or attitude, you will not fail.**

Do not allow any negative thought to creep into your mind about failure. If a thought does creep in to your mind, replace it immediately with a positive thought.

That attitude will help you make decisive decisions. It will help you move boldly and take decisive action. You will ensure your own success if you can do this.

## **Focus Your Time On The Big Things**

The faster you move the more responsibility you take on, the more successful you become, the more tasks and duties stack up on you. I mean, you will have much more to do and it will seem as though you have very little time to do it all.

There is only 24 hours in a day. You will find yourself not having enough time for everything. Then, you will find yourself focusing on the big things and ignoring many of the smaller ones.

This is where you will find yourself only working on the most critical duties for your business. This area of working, where you are swamped busy and not finding yourself able to handle all that is on your plate is a sure sign you are doing the right things for your business.

**You should not have enough time for everything.** If you do have tons of time for all sorts of minor tasks and duties, then you are not achieving. You need to operate in a speedy and time crunched manner. This zone of operating means you are achieving and have too much to do.

**We see it all the time in this IM industry where top marketers are swamped busy, outsourcing everything from product creation to project management.**

We also see the other side of the spectrum where marketers have all the time in the world and find themselves wasting much of that time distracting – or working on things that should not be taking up all of their waking hours.

For example, a marketer spends all day working on installing a script, that could have taken someone else, who is proficient with script installs, 10 minutes to do it.

On the other hand, top marketers find themselves ignoring many of the tedious duties, and focusing on only the very big things, like JV's or project management.

## **Revenue Zone**

I have a whiteboard in my office where I organize only the big things I need to focus on. At the top of that whiteboard, and in big letters, it says...

### **“State of Mind!”**

You see, I believe heavily that my own state of mind plays a major role in my own success. If I am jacked-up and excited, then I take bold moves and massive action. On the other hand, if I am feeling down, tired or sort of wishy-washy, then I may not get much done or take any bold-confident moves.

Therefore, identifying how important your own state of mind is can allow you to make great strides in your online business.

If you think about this, you will see exactly what I am talking about and a revelation situation may occur. I mean, we all have our good days and bad days. We all have our ups and downs... right?

Well, we all realize that the more up-days we have, the more we get done... and the more results we get. Therefore, it is common sense that the more you remain in a “zone” the more you will accomplish.

That is why I actually invest time in putting myself in a certain state of mind.

For me... a “revenue generating” state of mind is what I seek.

I try to start everyday with something positive that will inspire me, or shape my mood for the day.

I've gone to Anthony Robbins' website and watched his short videos. I have a subscription to a membership that has tons of motivational videos. I watch them before I dive into my work.

It helps, believe me. It shapes my mindset and mood. Now, everyone is different, so you may need to find something else that gets you in that zone. **You may have to find what works for you.**

However, keep in mind that the key here is to do your best to remain in that "zone" as much as possible.

**You can control your own state.** You can change your own state. It is up to you to be conscious of it, and focus on it. I have had moments when I have changed my state in one split second. You can do it too.

Some people find exercise or music can change their state.

I have one song that I jam my computer speakers to and it always gets me in that state I desire.

I have noticed that when I am in this "zone" then I am rarely distracted. I am into what I am doing and don't even answer the phone.

You will find that you get much more done, and perform at a much higher level when you are focusing on that in which is most valuable.

You should always do your best to focus on the things that are most valuable to you. It is top-of-mind awareness. You have to continually ask yourself if you are in the zone and are you investing your time on the most valuable things.

If you need to make money, then perhaps it is best to spend your time writing a book, creating a salesletter, researching an idea, finding a niche, seeking JV's, etc.

If you need to make money, and you find yourself spending time on things that will not help you make money, then you are not spending your time wisely. **Always ask yourself if you are spending your time on the very best things, and if you are in the "zone".**

If you jump onto the computer and quickly check your emails, messages, and IM others, then you will be setting yourself up for distractions.

Also, you would be setting yourself up for not being in the zone! You see, others can quickly send you in a different direction, distract you and eat up valuable hours of your time. Emails and others can also change your state.

I find it best to first set my state, then work on the most valuable things first. Then, I check emails, chat with others, check the forums, etc.

Speaking of forums, I have had marketers comment many times about how positive my posts and articles are. Well, that is because I arrived at the forums in a certain positive state. I had set that state earlier in the day, and then stopped by the forums. Therefore, it reflects in my posts.

If you ask any of my friends, you will find that they often complain that I don't answer my phone. Well, here's the truth. Even if the phone is set right next to me, I don't even look at it. In fact, sometimes it can be ringing off the hook, and I don't even hear it. **I am so into the zone that I hardly notice it.**

That is because I am focused and in the zone. However, I am not perfect and I trip myself up sometimes. I find myself sometimes going to the forum early. Or, I jump on Skye right away. Or, I call people back or answer the phone.

Anyone who has caught me when I first wake up knows I'm not so chipper. However, later in the day, I'm on fire!

All of the books I've read, and all of the people I've met, who are super successful, are enthusiastic and energized to accomplish big things.

Putting yourself in a consistent and enthusiastic state of mind, will allow you to accomplish big things fast!

## **Innovation, Brainstorming & Masterminding**

All successful people find ideas & opportunities to be abundant. They find that they are everywhere, and that there are too many to choose from.

Unsuccessful people lack ideas and find it hard to come up with new ones. These people do not look to innovate existing products or spend enough time brainstorming with others.

I distinctly remember being on the phone with another marketer where we were brainstorming ideas. He took a slice of my idea, a slice of his idea and instantly came up with a brilliant concept right there on the spot.

I then expressed what a great idea it was, and he replied by telling me he is full of ideas.

This is the case often with people who are in that zone and who are successful.

These high-achieving people can find ideas and opportunities everywhere.

Their minds are used to identifying ideas that fit with what their goals are. The more time you spend in a creative state of mind, the easier it is to access those creative ideas. It becomes second nature. You are able to identify opportunities and ideas when you speak with others, when taking a shower, when driving, when you see a commercial on TV, etc.

If I need an idea, I can easily read the forums, or re-read one of the many ebooks on my hard drive. In just a matter of minutes, I have a new idea with it's own spin to it.

It is a mindset. It takes seeing the big picture in order to think like this.

For example... I may read an old ebook and see that it is a book on list building.

While reading through it, it explains that one of the ways to build a list is through JV's.

Next, I think, "Everyone wants to know how to build a larger list. How can I make this unique to me"?

There you go, now I have an idea and can begin planning it out.

I guess the real point to get here is that there are ideas everywhere. People will continue to buy the same things that have sold in the past. People bought "how to generate traffic" ebooks 5 years ago. They will continue to buy them 5 years from now.

Therefore, ideas are everywhere. **You just need to focus on your own USP (unique selling proposition).**

You just need your own spin.

You just need your own brand.

You just need your own angle.

Grab one of your old ebooks and scan it for ideas you can use for your own products.

Take an idea and spin it into your own product, with it's own brand, it's own take, it's own opinions, and in your own words.

I have also found many ideas by brainstorming with others.

I find that when two or more people start tossing things out there, ideas come to life rapidly.

You will find also, that you can find great ideas by looking at current products and services.

Look at products and services with the mindset that your job is to make it better.

In fact, I have a project working right now that is faster, better, stronger and more user friendly than an existing popular service.

I took this service and thought to myself, “how can I be better?”. I look to find more innovative ways of providing products or services others are already paying for.

If you look on scriptlance.com or elance.com you will find projects that say something like...

I need a clone of \_\_\_\_\_

All these people are doing are cloning some other successful product or service so that they can compete. Now, of course there is “first to market” etc. However, you can take a slice of an existing product or service, then take a slice somewhere else, and mold all those slices into your own unique idea.

**What is important to understand here is that unsuccessful people struggle to find ideas.** They think in terms of lack. They think others will not be interested, or that things are too saturated.

They think others will not buy it, because someone else has already sold something similar. Here’s the kicker... you need your own spin. You need to sit down and THINK.

Think up your own unique spin to it. Find something that stands out where people WILL buy it.

**Ask yourself questions.**

- What would make me buy this?
- Why would my customers buy this?
- What emotions are they feeling?
- What problems do they have?
- How do they feel about those problems they have?

**Find your USP, and brand that new idea with hot emotional and promotional spins.**

Let me explain this just a bit further...

Lets say I am going to create a product on "Traffic Generating". I may take the strategy of JV's to build traffic. I will then need my own spin. Well, one idea is to give away free reports to other sites. They can give away those reports to add value to their products & subscribers.

For me, my links are in that report.

Therefore, I get free traffic.

With this method, I can write out an entire report on exactly how to do that.

I can create videos that show how to do that.

**Presto! There is an idea.** If I simply put up a webpage that says,

**"A unique way to generate tons of free traffic that most people have never thought of or heard of, learn it now and make a killing!"**

That would probably sell pretty well.

I hope you get the idea of what I am talking about in this section. All in all, most successful people think confidently and will generate ideas out of the air fast. They have them everywhere.

Unsuccessful people tend to struggle with ideas.

They say things like, "but what would I sell?" Or, "How do I find a niche people are interested in?"

Products and services are everywhere.

Opportunities are unlimited.

As long as you can imagine and create, there are no limits to what you can sell or market.

My rule is simple,

**"Make sure people are ALREADY buying very similar products and services".**

Why reinvent the wheel?

I believe if you can understand and see the insight of what I am talking about here, then you can create tons of successful products & services. You can make

a killing. You can launch one thing after another. And, success is right there waiting for you... on the other side of hard work.

## **Start By Focusing On The Customer**

When planning your ideas, focus on the customer first. Think in terms of what the customer wants. In writing this book, I am constantly thinking what my customers (you) need to know, want to know and what I can share with them (you) that will light them (you) up!

**The better you know your customers, the better of a product or service you can provide.**

When I write ebooks or reports, I almost always write a first draft to my salesletter.

I recommend you do the same thing.

Even if you are not a copywriter, write out a salesletter selling your product.

This will show you what you need to add to your product to make it sell. When you proof read your salesletter, you will see areas or ideas you can add to your product.

The same goes for proof reading your ebook/report.

When you reread it, you will come up with new ideas that your customers will want to know of.

You want to always focus on your customer.

Later, we will get into psychological persuasion and tactics to sell tons of customers.

We will get into why people buy and buy over and over again.

This gets heavily into what it is extremely important to put yourself in your customer's shoes. You see, you have to tap into what they want, need, and desire.

**That is the most important thing.** Find what people are already buying and sell it to them.

**People buy on emotions.** Therefore, it is imperative to know what emotions your customers are feeling.

Again, the better you know your customers, the more successful your product or service will be.

Tons of businesses, and IMers spend way too much time thinking of what they (themselves) want to sell, what they want to do, what they are interested in, how much they want to make, etc.

None of that is important.

What is important is your customer.

What are they (customers) interested in?

What do they want to do?

What problems do they have?

What desires do they have?

How do they feel?

Why do they buy?

Why to they not buy?

What makes them tick?

It goes on and on...

You have to know your customer first. This is another area tons of marketers fail. They think-up something they are interested in, and create a product that is all about them (the creator).

### **That is wrong, wrong, WRONG!**

Earlier, we talked about generating tons of ideas that will work.

Now, you know how to produce the product so that it is a winner. You focus on the customer.

That customer must be laser targeted. You have to find a specific group of people, who have a very specific need, and fill it.

Find a starving group of people, and sell them food. **Always think customer and value.**

I spoke with a real estate millionaire recently, who sells information products to that market. She said that she never brings out the calculator and wonders how much she will sell. She never does anything like that.

She says all she does is inundates her customers with tons of value. She puts herself in their shoes and just severely over-delivers. She says as long as she is providing much more value than what the customers are paying for, it is always a winner.

You see, she is laser focused on the customer and she keeps her customers top-of-mind in everything she does. This takes forgetting about you, and focusing on them. If you can maintain that laser “customer” focus, you can create raving fans out of your customers.

Your products will be more successful and you will build a reputation as a quality provider.

## **Keep Your Customers**

Too many marketers do not focus on keeping their customers. They sell them once and move on. You have to focus on the customers and provide them the very best quality you can. That will get them coming back.

Customers are smart. Many marketers think they are dumb. That is not true. They know quality.

Even if they do not say anything about your product, they feel your product is either high quality or not.

If it is not, then they may never buy another thing again from you again. And, behind the scenes, they may complain about how terrible your product is. Your customers hang out with each other, because they are like-minded individuals and groups.

If it is high quality, they will buy over and over again.

Plus, they will tell others about you and your product.

**One of the very best ways to keep customers is to create fans out of them.** Give them much more value than what they are paying for.

Add bonuses, and offer them the world. **Give them everything you can.**

This will ensure that they remain loyal. Plus, they will spread the word for you... **which is the most powerful form of advertising around.**

Many marketers ignore the backend sales.

If a customer buys from you and feels your product is quality, they may spend much more of their money for a higher-end backend product now that they know you have quality products.

Customers are fickle. They are unsure of you. They do not know what type of quality you provide. Once they buy, and see that the quality is high, then there is no telling how much they would pay for your backend products.

*Here is a quick example.* I sold a report for very cheap less than a year ago. I got a response from a customer who said she would pay me to coach her on using my strategies to make money.

Perhaps a backend coaching opportunity is not a bad idea. I mean, I read a report recently that seemed like a good idea. It seems to be a good method to generate income online.

I read the report and decided not to follow through with the method for one simple reason; I don't have time to set all of that stuff up. The author of the book could have easily added-on another service that sets this stuff up for people, and I would have bought it right then and there.

That brings me back to thinking long-term and planning. If you pick your own stuff apart and analyze your entire business processes, you will be able to identify where you can expand and grow your business.

To create raving fans out of your customers, you have to be them. You have to be the same mind as them and buy some of the same products they do.

By doing that, you will be able to feel what they feel. You will experience what they experience. You will be them.

Then, you will know how to better serve them. You will know you can be faster, stronger, better, more innovative, produce higher quality, etc.

You will be able to satisfy your customers much better if you are a customer yourself. In our industry (IM) we find marketers going for the quick buck. We find them simply trying to make a sell. They do not care if you ever come back again or not.

We see cheap reports; poorly put together programs, and terrible products. These marketers throw stuff together in an hour or so, and hope to sell as many products as they can... only to turnaround and do it again and again. They have no desire to thrill their customers. They want to sell them something and run.

All the while, they are hurting themselves by turning off customers.

I purchased a terrible report from a marketer I thought was quite successful. The report was terrible, and turned me off to ever buying another thing from him again.

This may shock you but I sometimes buy dozens of products each week – Hundreds a year, and do you know how many are good – around 10% . . . **When I make repeat purchases it is from the ones in the 10% category not the 90%**

## **Why Your Customers BUY, And Buy Over and Over Again!**

In understanding your customers, it is best to become them. If you know your market well, then you can better provide. This is why it is often important to stick to the markets you are passionate about.

When researching your customers, you have to focus on their emotions and hot buttons. People buy on emotions. Therefore, you have to tap into them.

You have to push their buttons and capture them. Here is why people buy (from Ed Mayer)

- To make money
- To save money
- To save time
- To avoid effort
- To get more comfort
- To achieve greater cleanliness
- To attain fuller health
- To escape physical pain
- To gain praise
- To be popular
- To attract the opposite sex
- To conserve possessions
- To increase enjoyment
- To gratify curiosity
- To protect family
- To be in style
- To have or hold beautiful possessions
- To satisfy appetite
- To emulate others
- To avoid trouble
- To avoid criticism
- To be individual
- To protect reputation
- To take advantage of opportunities
- To have safety
- To make work easier

If you look at each of those reasons people buy, and focus on them, you will be able to uncover why your customers buy --- and buy over and over again.

If you are a customer in your own niche, or if you are already selling in that niche and already have customers, then dive deeper.

Ask them questions, and find out things like which magazines they read, what clubs they are associated with, what kind of seminars to they attend, what kind of advertising do they respond to (emails, PPC, word of mouth, forums, etc.).

Find out how they first heard about you. Why did they buy from you in the first place?

Did you provide something your competitors did not?

Was it because of a relationship you already built with them?

Ask yourself tons of questions like these.

Perhaps the most important questions are about their problems, frustrations, fears, anxiety, stress, etc.

If you can identify those problem-areas, then you can create stellar products that sell like hotcakes. It requires really reading between the lines, and finding what their true problems are.

I have found that in our industry, the many customers out there, have all sorts of problems, fears and frustrations. One of their frustrations is buying terrible products and wasting their money.

If you can provide high-quality products, that does not waste their time, then you can capture raving fans as customers. Another problem I have found is that they do not trust many people in this industry. Therefore, being trustworthy is humongous.

Also, our customers in this industry buy on relationships. They buy from people with reputations and listen to each other. This is where social proof works quite well.

People want to see that others are endorsing or approving certain products. You can use this to your advantage with testimonials, audio files, emails, references, forum posts, reviews, etc.

If you look at the list above and focus on your customers, many emotional hot buttons will appear in your mind.

For example, one of the reasons people buy is because:

- **To avoid effort**

In our industry (Internet Marketing), this is quite an important reason people buy. Everyone wants passive income and a free lifestyle. They want to make money on auto-pilot. They do not want to put in a lot of work.

Therefore, providing products and services that makes life easier... or takes a lot of work out of the processes, can be a real winner.

Just look at all of the products in our industry that make life easier and require less effort. Those types of products tend to sell well. Don't you agree?

Another one our industry loves is this one:

- **To gratify curiosity**

They have to gratify curiosity, because they just need to know everything they can and they do not want to miss out. It goes hand and hand with this reason people buy:

To take advantage of opportunities

If you can situate your salesletters, sales copy, advertising and products to capitalize on these emotions or reasons, then you are on your way to creating a successful operation that will put big-time money in your bank account.

Remember, always think like the customer. Be the customer and sell yourself. That is by far the best way to ensure your success, no matter what niche you are in and no matter if it is online or offline.

You see, even large corporations forget about the customers. They are too busy thinking about themselves. They are focusing on their office politics, who gets the corner office, what their boss wants, how to keep their jobs, etc.

They rarely go out in the field and meet and analyze their customers. Aside from a survey or two every 3 years, they are completely detached from their customers.

Therefore, they don't even know who they are selling to.

Plus, those customers are ever changing.

The market never remains exactly the same.

Customers become more savvy buyers.

They find other ways to get what you sell, cheaper, faster and better.

Competition starts to chip away at your customers, and WAMO!

Another big competitor takes your place in the food chain of winning customers.

No wonder most businesses fail.

Adopt the customer satisfaction mentality, focus on them, be them and tap into their emotions and there is no limit to how much you can make in any niche.

Remember; sell products and services to specific groups of people who are already buying those similar products. There is no need to reinvent the wheel.

Knowing why your customers buy, and buy over and over again is KING. Do it.

## Conclusion

If you have read this entire program from cover to cover, then you should have a solid foundation, and solid strategies to make yourself a killing in any niche.

It is these business principles that most marketers miss completely.

It is these insights, most marketers are ignorant of. **You can make a huge difference in your financial life, by following these principles and applying them to your own business.**

Time and time again, I find people breaking these solid principles and failing. I've seen marketers who have been in this business for years and years, still failing. And, they wonder why. You now know what most don't. You now see with different eyes than most.

**Follow these principles and make yourself an absolute killing.**

**You now have the edge!**



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