# Make Cents Of Your Business

5 things that you can do right now. . .
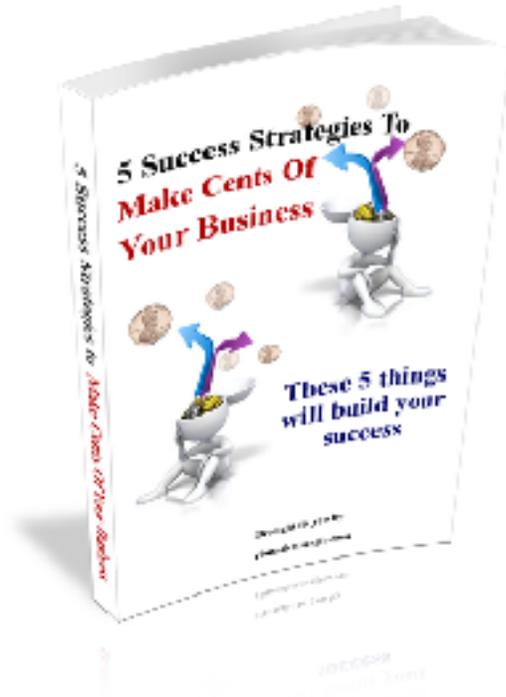
To Improve Your - Success

And your life!

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The BIG 5
Reasons that hold back your potential

🔴 **FEAR**

🔴 **PROCRASTINATION**

🔴 **PLANNING**

🔴 **DISTRACTION**

🔴 **FOLLOW THROUGH**

Disclaimer:

This publication in no way implies any suggestion,
guarantee, or implication of anyone's success or lack thereof.

Success is determined by many factors and is
individual in nature. No one can guarantee that anyone
can do anything.

The information provided herein is only meant as information and a
guideline that can help each individual to ascertain and understand
certain strengths and weaknesses so that they can be either developed
more fully, or overcome.

Any success comes completely from individual effort and
determination, and the ability to follow a task through to its
completion. If you can overcome these five (5) mentioned
"Stumbling Blocks", then you stand a great chance of achieving any
goal that you set for yourself.

The first thing that sucks us dry is

FEAR

Fear is one of the most powerful emotions that we have.
Fear can make us commit crimes, start businesses, commit suicide, improve our lives, improve other people's lives, or keep us from doing anything at all.

Fear comes in all shapes and sizes. For many of us fear tends to stop us from being as productive as we might otherwise be if we did not feel that our reputation, self-respect, or bank account (among many other things) is at stake. The list may be infinite. There are almost as many fears as people.

Fear rears its ugly head in a lot of ways, but the most common problem that most people have with fear is that it just keeps us from moving forward.

Have you ever stood at a busy street corner with cars whizzing by and you look for a break in traffic? Then some smart alec comes to the intersection and darts out into the traffic and gets across. Remember him?

You tell yourself, "I could have done that". Or, you are driving around looking for a parking spot and see one, but are not sure that you can fit into it. Then some clown (probably the same one that crossed the street) comes along and parks their "Semi" into that spot.

You know it can be done, you know that you can do it, but fear creeps in and keeps you from performing the way that know you can.

So, let's tackle this fear thing. The first thing to ask is:
What, or who, is stopping me? Or, what am I afraid of?   What things are stopping you from moving forward and getting what you want from life?

If you are like most people, then you go through the "What if" scenario. "What if this happens?" "What if that happens?" The "What ifs" are usually negative. If you are making some life-changing decisions, then certainly talk to people who have done what you are thinking about doing.

Do your research. Decide if you want to go ahead with an original idea, or alter your decision. Just don't drop everything and give up.

 A goal of starting any new endeavor requires doing many things that are difficult and time consuming. I have been starting my business now for over 23 years. *"I have most everything done now to start my business, but I just don't know where to start."*

If you have planned, put your "Ducks in a Row", crossed your T's and dotted your I's", and essentially prepared as well as you can, but still find that you are just sitting on your thumbs, then fear is probably why you are not moving forward with your plans.   Talk with friends, a mentor, or professional (or all three) to get your bearings on where you are with your life and your fears.

Fear can become a habit just like any other habit. In order to break a habit, you need to *recognize* your fear as a habit, *replace* the old behavior with a new one, and then *practice* the new (desired) behavior until it becomes a new habit.

Fear is one of the most basic of instincts. You have likely heard of the "Fight or Flight" response introduced by the psychologist Walter Cannon in the 1920's to describe what happens when we find ourselves face to face with something that scares us. The greater the threat, the stronger the response.

Fear has helped man (and beast) stay alive for thousands of years, and it still serves us well today.

Fear has its place, but "Today" is not thousands of years ago. If you are in business today (online or off), fear can really destroy the hopes and dreams of the would-be entrepreneur.

The hopeful business person who puts himself in front of a group of possible investors, may find that public speaking is not a strong point, nor is being able to prepare a complete business plan that spells out all anticipated answers to questions that will be asked.

Fear can cause us to not perform our best when we need to, and can also keep us from preparing properly, due to the stresses that fear can cause.

Sometimes it is better to let others help us when we know and understand our weaknesses and our strengths. Never under estimate the value of some realistic self-evaluation.

Another thing that keeps us down is

PROCRASTINATION

And why do we procrastinate? Because of fear. Didn't I just talk about that? Oh yeah, there is another reason – being lazy! I would have finished this article sooner, but I just didn't feel like it". "I really meant to do that but . . ." "Hold on, I'll be right back . . ."

"Wait, I'm not feeling it yet"

"In a second - checking my email"

"I'm too busy. . ."

"Sorry, I have to take this call"

"Just one more website to go to"

"WOW, you really need to check out this video"

Okay, I'm back. I got distracted. I thought I would waste some space, not to mention time. I didn't actually procrastinate, I just took my time getting back to work.

Speaking of time, procrastination *does* waste a lot of time. Waiting until the last minute (or longer) to do something can cost you not only your time, but also your money.   I'm sure that you have heard that Time = Money.

I used to be that person who put things off until the last minute. Well, micro-second. I would let bills pile up and either ignore them, and *forget* to pay them. Then I would get these "Kindly" notices telling me that I now owe the original amount, plus I also owe an extra $4000 (or so it seemed) in penalties, taxes, bribes, and so on and so forth.

A friend of mine was like me. He couldn't do anything on time, but he made up the difference by putting his pet turtle in the movies. You've heard of the Teenage Mutant Ninja Turtle Raphael haven't you?

It is more likely that you may be like I was, and you don't have a turtle in the movie business.

So what happens if you're not a turtle trainer? You're screwed! That is, unless you can start getting things done in a timely manner. Believe me, it's much easier to train yourself to be on time then to train a turtle to be a movie star.

One problem with procrastination is that it often spills over into your workplace. If you work for someone else, then you may have a boss who plays "Monkey" and keeps sitting on your back. If you are in business for yourself, then you really need to get a handle on your time and efficiency.

According to a Microsoft survey:
 "Most people actually use 60% or less of their available work time."

Maybe there is a lot of procrastinating going on out there than
we realize.

Speaking of ⟵ Procrastination

You have heard the saying "Time is Money" (I just mentioned it earlier). Well, how much is your time worth. If you clock in at even $10 an hour, then when you waste 40% or of your 8 hour day you have wasted 3.2 hours, or have lost over $30 in a day.

If you work a 5-day week, then you to lose over $150. Over a month translates to well over $600 **that is not in your wallet for the month.** I don't know about you, but that is <u>still</u> a lot of money to me.

You need to create within yourself a way to become a
"Power Performer", in order to make your time count.

1 – 2 – 3 . . .
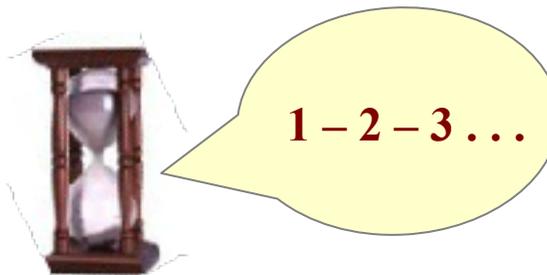
There is no "Magic"   solution to eliminate procrastination.

Procrastination is a habit, and not a good one to have.
As a habit it must be treated as such.

To reduce and eliminate any habit, in this case procrastination, you must be aware of it, and pay attention to when it is happening.
The following are a few guidelines to help break the procrastination habit.

In order to reduce, and eventually eliminate putting things off, you need to:

- Know exactly what you need to do.

- Set a time to begin AND end your task.

- Set a start time well ahead of when you need to finish.

- Keep a calendar to keep track of your time.

- Don't move mail from one place to another, keep or toss.

Keep a place for things, especially bills, important papers, and phone numbers that you may need.

On that last point "Keeping a place for things", what this is really about is getting more organized.

Part of the reason why you probably don't like (or want) to get started on things is that you don't know where to begin. You have to first try to find this paper, that tool, someone's phone number, and the list goes on.

Why don't people like to do taxes themselves? Other than the fact that some of it is really complicated, and should be done by a professional, there are a lot of tax returns that are quite simple to do. Yet, many people with simple tax returns find themselves in trouble with the IRS because they did not either do their return, or did not get it turned in on time.

Why not? People had to find their records. If you are the organized type of person, then you would have things labeled, ordered, and easily within reach.

The disorganized person will have to search through drawers and files (if they keep them - unlikely), papers, their car, the trash (yes, I have heard of even that happening), and sometimes they will need to re-order some of the material so that they can complete their tax return. Not fun.

As much as record keeping, and organizing everything goes, I know that it can be a big pain in the rear. What I have found is that the more you can organize, the easier it gets to stay organized.

Maybe Tomorrow . . .

Oh, well. I tried!

NO PLAN?

Think about what you want, MAKE A PLAN, SET A GOAL, and SET A TIME.

In order to reach a goal you need to [set a goal](). When you first begin a project you need to make a *specific* target goal (e.g. "I want to have $5,000 in my bank account within 3 months).

If $5,000 is the main goal, then you break that down into simpler month-to-month, week-to-week, or day-to-day goals.

Let's say that you are a commissioned salesperson and your target goal might be to make X number of more sales per week and XX more sales by the end of the month. You might begin by making 'X' number of extra contacts each day. Then 'XX' number of extra contacts by the end of the month.

Whatever it is that you want, set your main goal, break it down into simple steps, and keep your steps small and reachable, but still aimed at your original goal.

Everyone has wants and desires. Only those individuals who make the plan, set time limits, and actually work toward that end, will see their wants and desires become a reality. [More on setting goals.]().

DISRT ACTI O N

Just how long can someone work without his/her mind wandering? Everyone finds themselves battling with distraction. The phone might ring. The baby cries. A plane crashes through your living room. You know, the usual.

Estimates on concentration vary, but most people average only 15-20 minutes of concentration on one thing. That may even be high, considering that 99.99% of the population that uses the internet will not wait for more than 3-4 seconds for a web page to load.

What happens is that when we work on something, and the work tends to break itself up somewhat, the project tends to be easier and more fun to work on than something that seems to be never ending.

For instance, if you are working on math problems, it seems to be the same thing that you are faced with over and over, that is unless you really understand math well, and know how to use its principles. In part, this is why most people cannot even do simple algebra.

Compare math to sports. Let's say you have the choice between being a mathematician or a golfer. Which sounds like more fun? Why? What you see on television is people hitting a ball, and walking around. Right? But what don't you see?

Most people are familiar with Tiger Woods. Ole' Tiger would practice hitting balls until his hands would bleed. Now how much fun are we talking about having?

Maybe we need to stop to look something up, or pause to get up to find a tool, or go to the rest room. These things are not necessarily distractions (although they could be).

A distraction is when we need to look something up online, and end up watching movies on YouTube.

As I am writing this, my software is screwing up – terribly. Ironic that I am talking about distraction and this happens.

My fonts went screwy, the font color reverted to a color that I used two weeks ago, and the software keeps trying to number my sentences (even though I had it turned off). It must have been a "Test" of my patience. That pesky software poltergeist is at it again. Okay, distraction over.

Distractions happen. What is important is to learn to focus, and eliminate as many distracting things a possible. For instance, I mentioned in the first paragraph about the phone ringing. Turn off the phone.

When my baby cries I just put it outside (did I mention my baby was a dog, sorry about that). When the meteor crashes through your roof just ignore it.

Distractions will happen, just don't let them take over.

>>>> **Okay, so how do you handle distraction?**

First, it is important to know what your distractions are so that you can be aware of them when they happen. You may just be able to make a mental note, and catch them as they happen. You may need to write them down and look at them a few times until you know what to watch for at an intuitive level.

Once you know what your major distractions are, you can learn to control the time that have more effectively.

Also, it is important to understand that some distractions will just happen. No matter who you are or what you do, those distraction vermin will find you, grab you in their mouth, and start chewing on you. It is up to you to figure out how to get yourself out of their mouth as quickly as possible. Just as I got "Chewed On" at the top of this page when my software decided that it did not want to cooperate.

DISTRACTION CONTROL!

Part of your job is to learn to minimize and accept that you are not in control of every situation, and every part of what goes on in your life.

A second part of your job is to learn to adapt and re-focus on what is important when a major distraction gets in your way. Once you recognize that distraction can be overcome, only then can you continue to reach your desired outcome.

Once you understand that you can make changes in your original plans without sacrificing your goal, and that these changes are sometimes going to actually be more beneficial than your "First Choice" plan, then you have graduated from 1st grade into 2nd. There is still a lot to learn.

Minor distractions are easy to deal with and can be easily corrected if you are serious about getting something done effectively. It is the major things in life that can distract, disrupt, and destroy our hopes and dreams.

Distractions such as legal issues, family problems, finances, children, parents, health, and other serious unforeseen elements can abruptly cut your efforts short - IF YOU LET THEM!

No matter what, even if you die, you can find someone who can step into your place and carry on where you left off, just as researchers do. Researchers always have an apprentice who understands the problems and is able to help the researcher. Depending on what you are doing, you can have an apprentice who can help you make your dream a reality.

It is usually the minor distractions that bog us down, our cell phones, stupid crap on the internet, emails, videos, shopping, and yada, yada.

You can turn off your phone, the internet, and lock your self in a closet if you have to in order to get your work done. The bigger question is. . .

DO YOU REALLY WANT TO GET THAT WORK DONE?

The obvious answer is "Yes". So then why don't, or can't, you get it done? You want to get things done, but it just doesn't happen.

Your wife has been after you to paint your living room walls, you want to, you have the paint and the accessories, but it has been over 3 months and you have not managed to open the paint can.

You think that you have an online business. You must because you bought a domain name, and you have web hosting. You bought these over 4 months ago. What you don't have yet is the web site.

You have looked into having one made, but don't want to spend the money. You have checked into software, but again, too expensive. You know that you can build one yourself, and so that is what you have been working on for the past several months.

What I have just described is another kind of distraction. This is one that is not readily apparent. You did what everyone tells you to do, you have hosting, domain name, and you have been working on a second giveaway as an upsell. You have also been working hard at trying to figure out just how to get your web site to look right. You don't have time to do everything. And, that is my point - EXACTLY!

You don't have time to do everything, so why are you trying to do everything on your own? The time that you waste being distracted by trying to get a website up and running, is time that you could be spending working on other things that are within your abilities.

Yes, it might take a few dollars to get what you want, but always remember that if you were to start an offline business, then you would be putting up a lot more capitol than a hundred dollars for a web site that looks and functions the way that you want it to.

Anything that takes you away from your personal directive can be considered a distraction. Always pay attention to your activities and ask yourself how valuable your time is, or should be? Then treat your time as having value.

When you start a business, or anything else that carries complexity and effort, if you are like most people, then you probably think that you can do more than you actually can.

Focus when you work on a project. You can break down any project into smaller parts. Whatever you work on, be certain that it is effective in reaching that final destination.

FOLLOW THROUGH

As a Performance Psychology Consultant, I have worked with many individuals in sport, business, and also with the general public, to solve many personal issues.

One of the most common personal problems that I consult on is losing weight.   How to lose weight and keep it off is a major problem for countless individuals, and the problem that I deal with most often.

When I ask people if they have lost weight before, 99% say that they have tried many times to lose weight. Then I ask them again to answer the questions "Have you been able to lose weight in the past?" Most answer "Yes", but that they can't keep it off.

The majority of people who try to lose weight are unable to keep off the weight that they have lost, and almost always gain back what they lost, and usually gain back even more. Then I ask what they did to lose the weight originally.

I often hear something about following a diet. So why did these people stop losing weight? They stopped doing what worked for them. They went off of their diet and began gaining the weight back.

The same principle applies to doing ANYTHING!

If you quit before you are finished, you will be "Finished"! You will not see your desired results. Why start something that you are not going to finish? Why waste your time and energy?

You may need to make a few changes in what you do such as altering a diet to fit your lifestyle, changing the way you organize, or finding a way to eliminate distraction, but if something is working, even a little, then don't stop, just tweak.

Planning is very important. What planning does is give you a guide to follow, and sets down time lines to not only give you an idea of how you are doing, but also helps to keep you responsible. If you hold yourself responsible for getting things done on time, then you will continue to work on, and achieve each goal as it presents itself.

Why is it that it always seems easier to give up and quit then it is to keep on fighting for what we want? Obstacles will and do come up (like they did for me in this writing). When they present themselves, then maybe we need to re-adjust our strategies. It is also true that many things take time to make happen.

What I mean is, if you are not already disciplined to finish what you start, then learning to adjust your thinking, identifying the things that are holding you back, and then focusing on finishing not only what is important, but also even the little things (good practice). This is a major part of the time element that I mentioned above.

Don't panic if you are among the hundreds of millions of people who find that they have little, or no, follow through. Also, even those who are great at getting things done, probably have a few things in their closets that they haven't finished.

Why is follow through so important?

We all know, or have heard of "Follow Through", but understanding what it really means is not always the most important item on our menus.

I don't think the I actually gave you a definition of Follow Through. So, here is the **Dictionary definition:**

"*1 : to complete a stroke or swing*
 2 : to continue in an activity or process especially to a conclusion <follow through with a study>"

#1 -   Complete stroke or swing

When I work with sports, one of the common problems   that coaches want me to address is "Follow Through".

We have all swung a baseball bat at some time or other.
If you were ever on some kind of baseball team, then you probably remember someone telling someone else that they need to "Follow Through" with their swing after they hit the ball.

Golf is notorious for people not following through with their swing. The Follow Through is probably the most corrected part of the swing in golf. If you are a golfer, or have ever played golf, then you know what I mean.

Well, that brings us to . . .
#2 - to continue in an activity or process especially to a conclusion <follow through with a study>"

This is the process that I have been talking about, thus far.

Both numbers 1 and 2 are relevant to what I have been discussing. Actually, they are both identical. The act of continuing to finish a homework assignment, or a business project to its conclusion is the same as swinging a golf club from the beginning of the swing through to making that club come up to its completely finished position.

If you work a business, online or offline, then writing (and finishing) that sales report, or email for our subscribers, is as important to your business as finishing that golf swing is to the professional golfer. In all cases, these actions, or non-actions will have financial repercussions.

Getting Follow Through Results

There is a process that you have to go through in order to "Re-Work" our ability to follow through.

Confession - I used to be as guilty as you or anyone else at my lack of finishing what I started. Here is what helped me, and is what helps most people.

I have mentioned a lot of things in previous pages, but in order to be more thorough I am going to expand on this topic.

The follow through - especially its importance to business, is what can make or break your business. You can let your lawn mowing go for a few days, you can not take out your garbage for an extra day, but when you have customers who are waiting for you to provide them with results, then you MUST give them at least the minimum of what they expect from you, or you are out of business. More is always better.

I have already mentioned problems with Fear, Procrastination, Planning, Distraction, and Follow Through. All of these things are extremely important to creating a success of whatever you do. There is one other element that is at the core of all of these things. That is Focus.

Without focus none of the above things will make any difference. Lack of focus will keep you from conquering your fears, overcoming procrastination, effective planning, avoiding distraction, or creating that "Follow Through" mindset that is so important to making so many things happen.

Focus is more than just sitting down and forcing yourself to do something. Focus is the "Working Zone" that not only keeps you on task, but also keeps you efficient, effective, with a heightened awareness of what you are working on, giving you the ability to quickly see problems and correct them on the fly.

Focus and distraction are closely aligned, so obviously, it it is very important to eliminate distraction as much as possible. When you are focused, you are better able to ignore many things that might ordinarily be a distraction.

When you are really focused, you have no desire to check your email. You may not even hear your phone let alone check constantly for missed calls. Even your smaller projects will take on an increased importance when you are focused on them.

Making Focus Happen

Most, if not all, people just do not like to hear the words self-discipline. Focus is not just lassoing your brain and forcing it to respond, but sometimes that is what we need to do.

Focus is purpose. Before you begin your project, you must find your purpose for getting started. If you don't know why you are doing something, then you really have no interest in what you are about to do. Without knowing the WHY, you will soon be saying "Why should I", and you will quit before you are done.

In the military there is something that some basic trainees have faced, usually as some kind of punishment, and that is to dig a hole with a teaspoon. The trainee is usually told to "Dig a foxhole". Okay, but why with a teaspoon? Then after they dig the hole, they are told to fill it back up - with the teaspoon.

This teaches self-discipline. No reason, just do it! You can use a shovel!

Focus is interest. The more interested in what you are doing, the more you will become absorbed in your project.

Sounds like a "No Brainer" doesn't it? If you are like me, and many others as well, you usually begin a project with interest, and the desire to complete that project in a timely, and organized manner. Well, what happens when you run into a stumbling block? You started out organized, enthused, ready to "Rock N' Roll", but then something happened and it seemed like everything just started falling off the shelf.

Now, you are disorganized, you are dealing with adversity, your interest is not where it was when you started out, and you are getting upset, angry, and can't believe that you got yourself into this situation. Sound familiar?

WELCOME TO THE REAL WORLD!

You have been in this situation, I have been in this same situation, everyone that has lived more than several months has probably experienced some form of being discouraged by something. What to do?

Okay, what DID you do? Work through it?
Did you finish the project? If you were working for someone else you probably did. Why can't you do the same for yourself?

These things are a pain only because of the extra time that it takes because something went wrong. Think of the athlete who pole vaults, and breaks an ankle two days before his/her Olympic competition.
All the work, and now more work for another 4 years - if it is to be at all.

This brings me to my next point, and that is that you cannot control every aspect of life. You can move your hand in many directions, you can walk up or down stairs, you can decide what, or if, to eat something, but you can't control most external factors, the main one being "Time".

One of my biggest pet peeves is when I hear these so-called "Experts" telling you how you should *manage* your time. You control your life.

Time simply is, and you don't manage time. You manage what you do with your life during certain short intervals of this continuum that we refer to as "Time".

Focus understands its limitations. The one main limitation that we all have is that we cannot manage, control, stop, advance, or pretend that time is something that we are in charge of, because the next time you are late for work, and you get stopped for 10 minutes by that train, just remember that you are in total control.

I have discussed other limitations throughout this writing, so I will not go into more here, but here are a couple of things that you might want to keep in mind when you are faced with your printer not working correctly, or when your software screws up (Page 15 - remember?).

My 3rd main bullet point at the beginning of this ebook was called "Planning". This is where planning comes into play. Part of planning is to allow enough time for a project to get done so that if there are problems, you have time to fix them without having to stay up for 24 hours for 4 days in a row just to fix something that went wrong.

There are times when you don't have control, and maybe you are under a deadline. Explain and fix. And. . .

Remember Your Limitations

Focus is direction. It is like going through a town. You follow the signs until you get to your destination. You know where you are going, and you know about how much time it will take you to get there.

At the beginning of any project, large or small, map out your strategy, know what tools you will need, and give yourself an adequate amount of time to get your project done.

Large projects may require several or more strategies. Each strategy will be given its own time period to be finished. Add up the time for each strategy, and then you will have an approximation of how long it should take you to finish.

Always keep track of what you have done. Each strategy that you finish will bring to to another street in town. Look at the town (project) as a whole, and see how much closer you are to your destination. **Never lose sight of your destination.**

In the end, if we are focused, and have followed through, we have a sense of accomplishment and a smile on our face or at least a sigh of relief. The more that you can set and meet your goals, the easier it becomes to implement and meet them in the future. You can use these techniques to accomplish new things, help others, or to provide yourself with new challenges.

Remember, there is only one thing that can stop you from getting what you want. That is, failing to begin, and quitting before you are done. Okay, that was two things - I never said this was going to be easy, or that I was good at math.

Control the "**Big 5**", and you will be surprised at how much more control you will have over your not only your business, but also your life.

Life is not easy, but neither is starting, maintaining, and staying in control of a business. When you start a business, you are making it a part of your life. Your business is integrated with you life in many ways, but you need to know how and when to separate the two when necessary.

You need to have time for yourself and your family. Time is something that we only have a small amount of, and we never know how long we can work. Our health can be a huge obstacle.

Stay focused, and know your limitations.

Right! I can hear you now "Yeah, yeah yeah, I got the concepts, but just how do I actually get all of this to work?"

Okay "Yeah, yeah", haven't you been paying attention?

First, I do understand that simply reading something, and putting that "Something" into practice are two different animals. Just because you know something does not mean that you will actually do it.

I alluded to that when I mention about paying bills. Have you ever found yourself paying a bill late, even though you knew that it was due?

Have you ever been late for work even though your knew that your boss would have something to say?

I could do the "Have you ever's" for a while. The bottom line is that at some point you need to begin taking the reins into your own hands. It is important to begin Doing, and making the mistakes that allow you to learn.

What? Don't you like to make mistakes? Have you made any before? What usually happened? You got embarrassed? Maybe it cost you a few extra dollars (late payment)? Maybe you lost your job (late too many times)?

The fact is that you still managed to survive, and you (hopefully) learned from your mistakes. The main take away here is that you learned something.

In order to become successful, or more successful, you have to learn to get better at all of these principles. If you don't know where to start, then at least start somewhere. These are all suggestions, and are not ordered in any way.

You can accept them, or reject them. If you reject them, then you are on your own, and you may end up exactly where you are now, only a lot older.

If you accept them, then you should be willing to try some of this stuff out. Yes, it takes a little time, but what have you been doing with your time so far?

It also requires commitment. Mouthing and thinking are easy. getting up off of your hind-quarters and actually doing something, now that take a little commitment.

Just saying to yourself, "Self, you know that's a great idea, maybe you should try it sometime." Well SELF, maybe you should try it NOW! Waiting for "SOMETIME" to come is like waiting for snow to fall in the desert; if it falls at all, it will be only a very little bit.

Doing something "Sometime" means that you might make a half-hearted attempt occasionally, when you sometimes think about it. Excuses not only kill productivity, but they kill your valuable time.

Okay, one more section.

(Another disclaimer)
The first part of this ebook was played fairly straight, in other words,
I did not interject too much of my "Cynical Side", or tongue-in-cheek stuff.
The first part is sound, basic material, material that I researched from
actual research articles, and from my own knowledge base from my many
years in working in the psychology field.

I decided that if I was going to add more information - and value, that I
was going to have a little more fun. I hope that you find this last section
a bit more entertaining, but equally informative.

Also, if it really makes you feel better, you are certainly welcome to address
any typos, spelling, grammar, or other pseudo-major writing mistakes that I
have made anywhere in this writing. I cannot promise to fix them immediately,
but I will try to respond to you if you do find problems that make understanding
this material difficult.

Just one more thing - I do not intentionally set out to offend anyone.
I try very hard to offend everyone. If I have not offended you by the
time that you reach the end of this writing, then you have my
my sincerest apologies.

If you actually were able to read this through to the end, then you
have my deepest sympathy.

I told you that I was cynical!

Take Away, or Go Away - It's Your Choice

I know that it can be a "Brain-Buster", or some other kind of "Buster" (depending upon your gender), but the bottom line is that you can read every stupid publication on success, internet marketing, ebay, how to wash your face, or, how long you should let your feet smell, but you will still not do anything with whatever it is that you read.

Why not? There are a lot of reasons why we don't do something. Well, let's explore a bit.

1. It may not seem important enough.
This is really quite strange that so many people, including clients, forum posters, bloggers, and most of the general public are all complaining that they need to make more money to pay bills. Don't we all. It's just that the more money that a person makes, the bigger their bills seem to get.

This "Begs" the question, if money is something that you really need, and you go to the internet to find out how to make money online, then you decide that you are going to really, really going work at it, then why don't you?

It's not that you don't, won't, can't, or fail to try to make money online, but you find that the online business world has so many different aspects to HOW you can actually make money online that it can be most confusing. And so, you get lost in all of the hype, rhetoric, sales B.S. (doesn't stand for Bachelor of Science), and you find that all you are doing is spending money and screwing around.

If I'm not right, may lightning strike me down this instant. Okay, I felt pretty safe. There are no storms outside right now. WHEW!

2 & 3: Fears of Success or Failure

Either, or both of these can ruin a your life. They sap the energy, make you work for nothing, keep your spending money, and punch many holes in your self-esteem.

While these are actually psychological pathologies, they are also excuses to not work hard, forget things, be lazy, and generally just not try very hard. It also goes along with the "What If's".

What if this or that happens. So what if this or that happens. This or that is going to happen in some way, shape, and form anyway. Why not at least have an income that can make you smile while "This" and "That" is happening.

4. Spending money is not making money

What happened to all that money you WEREN'T going to spend? This question really hits home with me. I spent what seemed to me to be about a gazillion dollars - that I didn't have. My poor credit cards really took a terrible beating, not to mention me when I had to pay all of that back. Even after spending all that money - I accomplished very little.

You see, I really do understand.

The bottom line on this money thing is that if you keep looking for bigger and better things to spend your money on, then you won't be doing the things that are going to bring you in the money to buy those "Bigger and Better" things. You will stagnate, and again, not get anything done.

Instead of how to do things without buying "Hype", why not research and find out how things can be done without the latest hypey fad stealing money from your wallet.

You probably got on your computer to try to find ways to make a few extra dollars. Actually, you expected to make a few extra thousand dollars, and then lowered your expectations to a few dollars when you paid for hosting month after month, the autoresponder charges, and you bought all of the newest "Latest and Greatest" software and info programs that never quite seemed to work for you.

You didn't realize that it was going to cost you so much money to get something going online. Well, you can get a free website and free hosting, you can get all kinds of free information, and you can get free access to pretty much anything that you need to sell something online.

THEN SOMEONE TELL MY WHY I SPEND SO MUCH @&%# MONEY?

The why is that you and I are the most gullible people to ever have inhabited this planet - along with about 10 million other internet guru would-be's.

Okay, here's the money scoop. You get an email, you see some offer telling you that you can make money online. You need money, this advertising copy or video, or whatever tells you, even "Shows" you, how you can "Cash-In" rather handily, and really quickly with just a couple of clicks of your mouse. Why you can even do it with your smart phone, your smart watch, while you are golfing and getting drunk. It's so easy that my 4 year-old daughter made over $7,000 her first month. Sounded good - Right?

What happened? You spent $29, $59, $109, or whatever the price was just so that you could be the next internet millionaire. Then you got the product. Well, it seems that there were a few things that they just forgot to tell you. That four year-old must have been pretty smart.

You need to spend money on web hosting. You need to get a good autoresponder, one that is actually going to cost you $20-$30 a month. Oh, the domain. You need to figure out a domain name, and also find out about the hosting. And on and on, until you have now spent way more than you intended to on this "Idea" that you could quickly rake in some cash on the internet. These sales pages all say that it is a "No-Brainer".

Unfortunately you realize after a lot of time, trouble, money, and frustration, that the "No-Brainer" is the person staring back at you in the mirror. Welcome to the internet marketing world.

YOU ARE NOT ALONE!

You have gone this far, let's see what this baby can do. You got a domain name, hosting, autoresponder, you have an idea on a product to sell, but "What's a squeeze page?"

The beat goes on as the oldie song goes. You keep finding out that you need this or that, you buy this and that, AND, you get not one person to visit your brand spankin' new web site that you decorated with all of these bells and whistles. When you bought into the program, they also forgot to tell you that you needed traffic.

If you have been paying attention at all you may realize, especially if you have been working for a few months online, that I have just given you the basics of **almost** everything that you need to make money online.

You see, at one time my money vanished in much the same way.

The difference between you and me, is that I lucked out. I stuck with it, took the monetary hit, and finally found out what I was doing wrong. After trying out this thing, that thing, and seemingly everything, I finally found out that "ONE THING" that I wasn't doing correctly.

Okay, how do you find out what you are doing wrong? Another really good question. See how good I'm getting at this?

The only way that you are going to figure out what you are doing wrong has nothing to do with what you are doing right. When you are floundering, you don't know squat. Actually, you do, but I will get to that later.

The only way to know what you are doing wrong, is to keep doing something. The problem that you likely have is that you keep doing, but you are "Doing" too many things. Since you still don't know what will work for you (or you would be making money - right?), you keep making the same mistakes, and are trying to do a multitude of things.

Even though I don't know you, your interests, background, what your niche is, or anything else (good bet as I never have met you), I do believe that I can tell you what you are likely doing wrong, and be pretty certain about my accuracy. Before I tell you what you are doing wrong, I will let you in on the most basic, and well-guarded secrets of the Internet Marketing universe.

First, you need to know what people want. Do you have what people are willing to buy?

Second, do you know where and how to find those people online (or off)? This is called targeting. Without it, your chances of online success are minimal at best.

Third, do you know how to entice those interested people to your resource, or landing page (blog, squeeze page, web site, etc.) and get them to put in their email address into that little box that says "Email"? No, not the one that you use with Yahooey or Goggle. Okay, let me do a "3A" since I obviously missed a step when I was discussing this with myself. It's a good thing that I didn't trip and fall when I mis-stepped. Must be that "Two Left Feet" thing that I have developed.

Step 3-A: I mentioned "Landing", "Squeeze", and I should have added "Opt-in" page. Is this beginning to sound familiar yet? If not just keep reading. You're bright, intelligent, and will catch on.

Did I mention that you needed a web site? Well you do. You also need a page that will give your reader (prospective customer) something to remember you by, and something that something that is worth tens of millions of dollars - at least to them.

Oh, by the way, that super expensive thing that you are offering your prospective customer, you might want to think about giving it away - for FREE! Actually, it's not free, remember that little box that says "Email"? They need to fill it in to get your free thing worth millions. Okay, it can only be worth 37 cents, but if your customers are targeted correctly, it will be worth 37 million dollars to them - or should be if you have done your work correctly.

Fourth, you absolutely MUST establish credibility. That is why autoresponders were invented - well, it must be one of the reasons. You need to send out emails (Often) in order to keep your name in front of your customers, and also to let them know about you, that you are really a person, humanoid, want to help them, and most of all, you actually know what you are talking about. What a concept.

Fifth, I said above that you need to send out emails. Do you know how to write them, why you are writing them (I gave you a hint), or what you should be telling your readers (when you get them) in your emails? Do you know how many you should be sending? Email marketing is another entire book. Just know that you need to send emails that keep your readers in suspense, interested in what you are saying, and thinking that they need more of what you have to offer them.

Six: Hey, I didn't realize that there were so many steps either!

Back to "SIX": One more thing about the email stuff is that it sets up your prospective customers to be Paying Customers, and not just people on your email list - the whole point of you being in business.

Okay, finally "SIX": You need to have a sales page on your web site. I'm not going to explain how to create a sales page, but you need one. Your sales page is where you send people to buy your product. You will have a different sales page for each product with the exception of a writing like this one. At the end of this ebook you will find a "Resource" page where I list several really good products that I have created that I know will help anyone who uses the information. I use it myself. It works. But, each product has its own sales page where you can read more about the product.

Seven: It stands to reason that if you have a sales page that you will need to have something to sell like a product, course, e-book, etc. (Seven). You will also need a way to take in your customer's money. These things are all easily researched online so I won't go into detail.

If you have been around the internet marketing scene for more than two hours, then you probably already knew most of what I talked about in the seven steps. Now, I suppose you want to know what you have been doing wrong?

Okay, here is what you are doing wrong. You keep straying from those above 7 steps. You forget to do them. You make things too hard, and as a result nothing is working, because you can't keep track of anything.

=> So, the squeeze page. Do you have just one, or twenty-one?
=> Do you send out emails? Once a day? week? month?
=> Are your emails informative and engaging?
=> How many products have you bought in the last week? Month? Year?
=> How much time do you actually spend working?
=> Do you focus on one thing at a time until you finish?

There is not a person who works online who can't identify with one, or all of the above things that can get in your way to being successful in the internet marketing world. What's more, that is only a small number of the many issues that confront you on a daily basis when you are working a business - especially using the internet.

The basic thing that you do wrong is that you lose sight of your end game. Instead of focusing on getting people interested in you, your information, and your products, you go off on tangents.

You *think* that you need a better web page theme. You *think* that you need a better software program to write emails. You *think* that you need to have that new keyword generating software that you just saw the sales page for. You *think* that you need to have that "All-In-One", web hosting, sales page maker, squeeze page maker, article spinner, graphics creator, and web hosting service for $379 a month. Wow, that will really make a difference.

NO, IT WON'T!

It might make a difference if you already knew how to make money online, and were already making money, but if you never made a cent (or very little), then you DO NOT NEED all of that fancy-dancy garbage.

Here is what you need. 1. Hosting 2. Website 3. Autoresponder 4. Payment processing 5. Word processing software. You can even use the word processor that you have on your website if you use a blog.

Let me show you how quickly you can generate a squeeze page.

I am using the word processor that came with my computer.

The first thing that I need is to make a table. In that table I will put the benefits (bullet points) on one side, and the opt-in form on the other. This style has given way to a newer and more modern squeeze page look.

the new look is to use a single page (no table) without any bullet points, just compelling copy.

First the table.

I click "Table" and select two column (no rows).
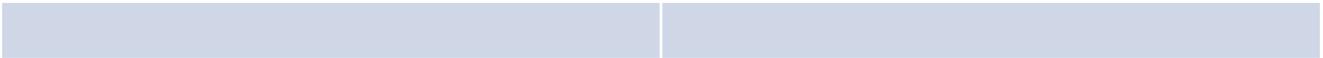
Then I click cell properties and put in the background color (if any), whether you want a border or not, and if you want to center your text.

Then you click on the cell properties where you can select the same things as above (background color, text color, text alignment - left/right or top/bottom).

Then all you do is to click on each cell and add your information.

Like This. . .

Pick your niche topic to make the squeeze page. Let's say that you are a personal trainer and have written something on fitness.

Looking For That Flat Belly?
There are only 3 things that you need to know. . .

>>> What 2 exercises really work
>>> Why sit-ups *make* you fat
>>> Quickly reduce "Love Handles"

Even if you have tried EVERYTHING, you need to try this - It Works!

Better yet, fill in your email at the right and it's yours - FREE

Get your FREE copy of
"Belly Fat Freedom"

Fill in your name and your email below.

(your form goes here)

Only 47 copies left.
Offer ends at midnight
on the 1st full moon
in Aquarius.

Okay, I just quickly threw this together. That is the general idea of how to put together a squeeze page. Check out other examples online.

Even when you know what you are doing, don't think that there is not a lot of work involved. By the way, the two squeeze pages only took me about 30 minutes. A little more thought might take you 1 hour.

Now I will show you the more modern version. There are tons of variations, and the success of the page depends mostly on how compelling the copy is that is used. You have likely seen this type many times.
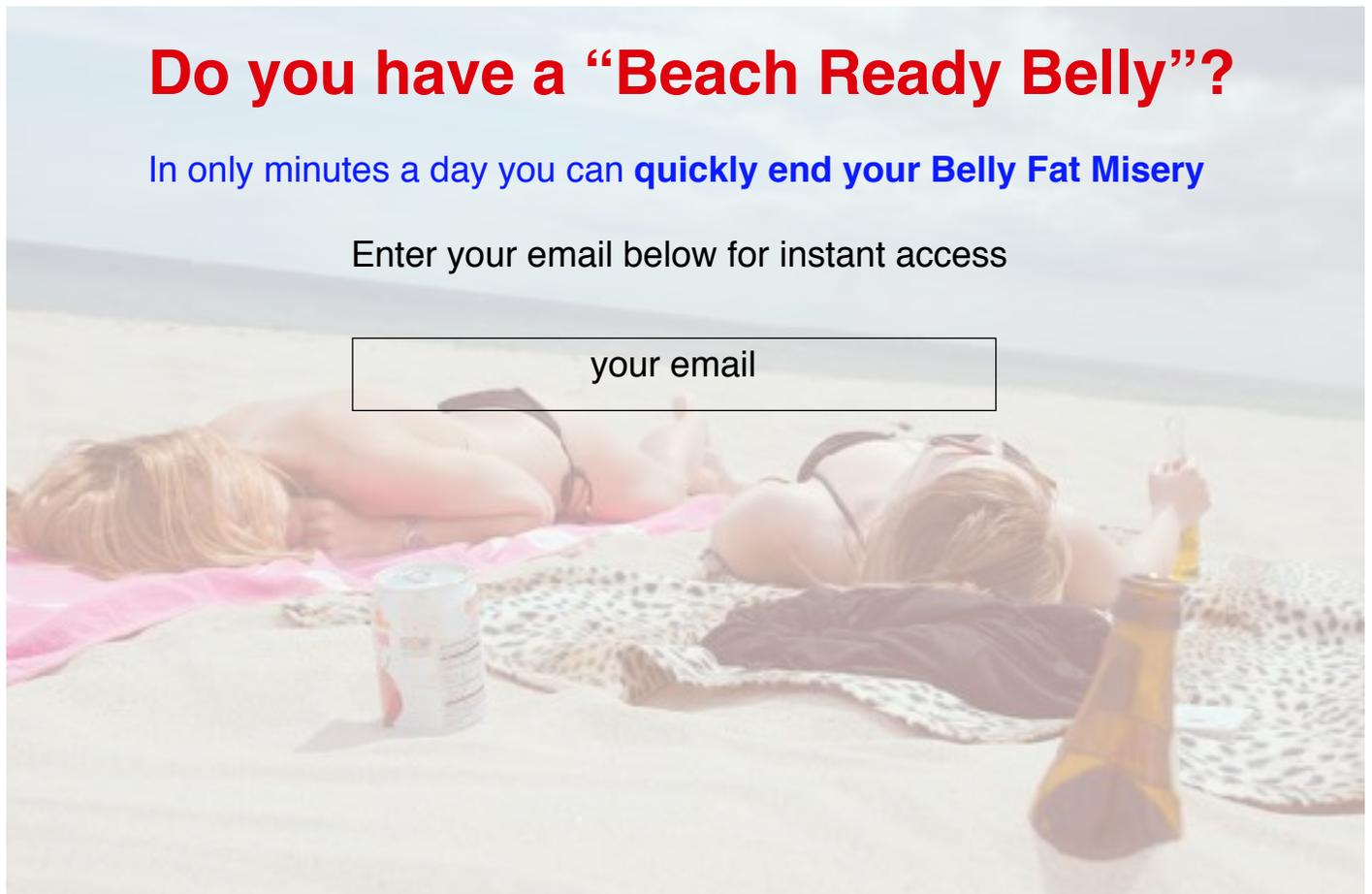
Do you have a "Beach Ready Belly"?

In only minutes a day you can **quickly end your Belly Fat Misery**

Enter your email below for instant access

your email

In any of these two examples you can use pictures, graphic illustration, or whatever. The most important thing is that your copy interests your readers enough so that they want to put in their email and name.

I hope that this information will give you some insight into the process, and maybe a few ideas that will help you find direction.

Of course you put your form in the middle of the page, and add the "Name" if you like. There are so many variations, that I get dizzy just thinking about it.

"**All good things must come to an end**"

<u>FINAL THOUGHTS</u>

I leave you with these quotes:

"I don't measure a man's success by how high he climbs but how high he bounces when he hits bottom."
- General George S. Patton

"You will find the key to success under the alarm clock."

- Benjamin Franklin

"Either do not attempt at all, or go through with it."

- Ovid

Here is my quote: *"Financial survival is every bit as important as personal survival - maybe more so."*

- Bob's "2 cents"

Ask yourself "What am I willing to do to survive?

I hope that you have enjoyed this material. More than that, I hope that you will actually put some of these things to use. If you would like more information on getting things done and being more efficient, then check out "Power Productivity" on the next page.

RESOURCES

Tired of distractions? No focus? A great resource for getting things accomplished. Stop wasting time AND money. Check it out HERE

Finally, a start up plan without limits! Versatile yet affordable. This plan is perfect for those looking to start their first website. The experienced webmaster will also find the perfect plan at the perfect price. Host The Name also offers exceptional support.

Is your blog set-up a major frustration? Quickly And Easily Learn The "Ins" and "Outs" Of Setting Up And Creating Your personal *BLOG MASTERPIECE*. With the Blog Power Manual
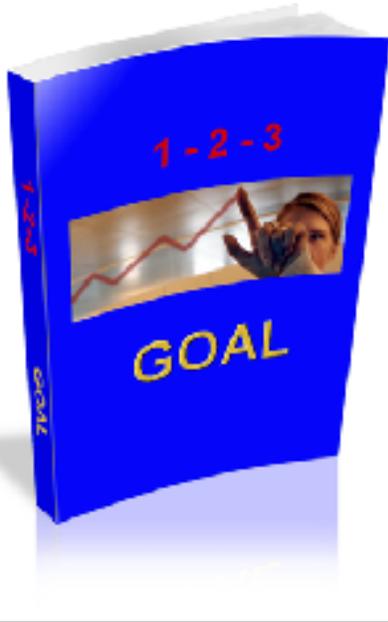
Don't get left behind. You don't need to keep track of everything, every day, in order to keep track of your progress. Check out "1-2-3 Goal" (A Subscriber Special Offer)
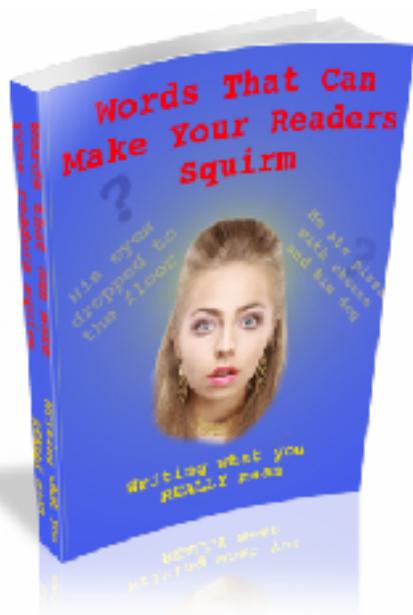
Have you ever thought about how your words come across to others? Minor wording mistakes, many of which go unnoticed, can really affect your credibility with your readers. Do you really say what you mean? Check out "Words That Work".