

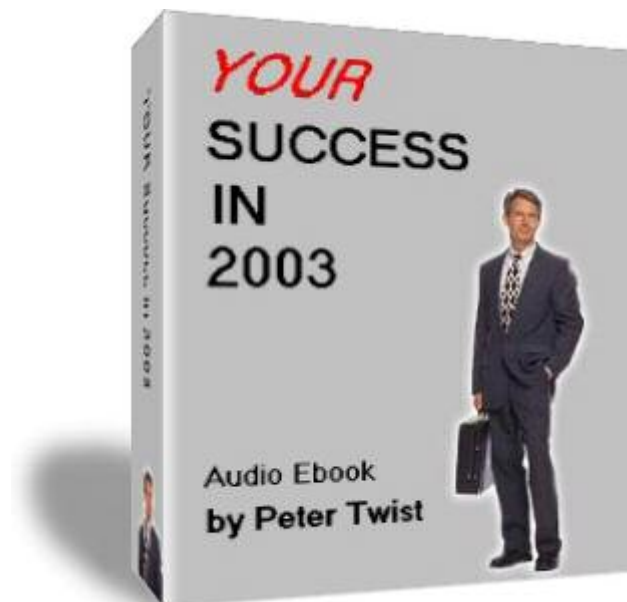
By Peter Twist

[The Internet Marketing Lounge](#)

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## How To Navigate Around Adobe Acrobat



The Adobe Acrobat file format (known as Portable Document Format, or PDF) has several advantages over a regular text document. The primary advantages are...

You can click on anything that starts <http://>, is blue and underlined such as...

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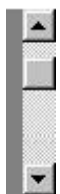
...and be transported to the appropriate web page (as long as you have an open connection to the Internet).

You can **instantly** determine what is most important because I've highlighted important points in **bold** or **bold red** color.



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### Scrolling

To scroll through the document, click the up and down arrows on the **scrollbar** at the extreme right of the page. To rapidly move between pages, hold down the mouse button while over the square and drag up or down. A box like this  will indicate what point in the document you will be at when you let go of the mouse button. You can also scroll up and down using the **up and down arrow keys** on your keyboard.

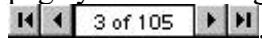


### Jumping

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forward to the end of the document(). You can also jump through the previous pages you were viewing using the left hand arrow (). Then you can jump back again using the right arrow ().

These symbols are repeated at the bottom of the screen and include the number of the page you're viewing...



You can also move forward one page and back one page using the **left and right arrow keys** on your keyboard.

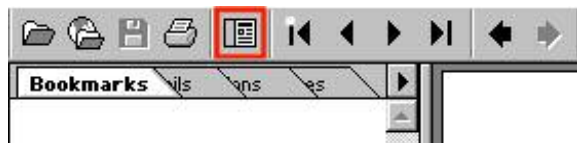
All of the headings and sub-headings in the Contents page are clickable, and will take you to the right spot in the book.



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#### Printing

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Believe it or not, I once bought an e-book that I had to print out one page at a time. I even emailed the owner and he said that it had to be done that way! **Incredible**. They should have used Acrobat!

You may also want to print two pages on each piece of paper. Your printer software may be able to do this for you, or you could use the excellent program called FinePrint from...



A trial download is available. The trial version does not have a time limit but prints a FinePrint advertisement at the bottom of each sheet and has an 8 page limit per print job. The registered version is \$39.95

## Help

If you need further help navigating your way around Acrobat documents, refer to the “Acrobat Guide” under the Help menu.



## Grayed Out?

You may have noticed that some symbols are “grayed out”, meaning that you can’t click on them. That’s a security measure preventing people from copying and pasting or making changes. This document can be printed but not modified in any way. Please do not distribute this file in any manner, thanks.

Welcome to the start of yet another New Year!

In Christmas 2002 more computers than ever will be bought or given as presents around the world and nearly all of them will be connected to the Internet.

2003 will be the most exciting year yet for Internet marketers, that's YOU! If you are offering a product or service thru a website then you are a marketer.

So let's look at getting into the right frame of mind to take advantage of this amazing opportunity which is the Internet.

I must make it clear that when I say 'opportunity' I am not going to be pushing some program, system, or anything like that. I just want to try to help you get into the right frame of mind, whether you are in full or part time employment, out of work, or working for yourself I want to present to you some keys that will help you to succeed.

Firstly we examine the 'keys to abundant wealth' these are what successful and wealthy people use to gain time freedom and success. Secondly some of the main 'success strategies' they also use. Thirdly we examine why 94% of websites are failing, that's right, only 6% are successful!

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## ***The 5 Keys To Abundant Wealth***

We live in very uncertain times and it's getting harder and harder to take for granted the same things that our parents had; a job for life, security, pensions and so on. Every day I get emails from people who want to give up their job to spend time with their family or have just been laid off.

You can choose to read or listen to these keys.

### Introduction

Pete Stankowski, American Lawyer is one of those people who has discovered the secret to abundant wealth in business and most importantly the free time to enjoy it. If you are already in business, run a practice, whether that be as a solicitor, accountant, dentist or doctor, sell products or services to companies or are looking to get into business for the first time, then here we reveal how you can have the financial freedom and lifestyle many, many people like Pete enjoy. He says;

“Just a few years ago I was a State Attorney, holding down a 60-hour week, supporting a family, and boy was I a slave to income. Yes, sure I had prestige, a nice office and all the usual corporate trappings, but each year, with each new term of office I had to prove myself all over again, and for what? Just so that I could make just enough money to pay the bills, mortgage, car payments and credit cards. I felt guilty about taking a short vacation in-between and I'm sure that's the same for you.

Long-term security no longer exists and you often have to work harder just to stand still, and I don't know about you, but my idea of enjoying life isn't based on an all-work, no play philosophy. So I want to explain how a different approach to making money using 5 key principles will allow you to discover the secrets of creating abundant wealth.

Read on and you will discover that these secrets, in the last few years have already helped hundreds of people to become millionaires and thousands more to become financially independent for life”.

Peter Twist

Let's get to the point; what do you see for yourself in the future? Be honest, is doing what you are doing right now what you want to do now or in the future?

What about your income? Do you see it realistically doubling or tripling in the next year? Or because of your hard work, will you be rewarded with six or maybe eight week's holiday? Or just higher targets? What about free time for hobbies such as Golf, Squash, Water or Snow Skiing? Or of course, time for your family, after all isn't it for them that we do what we do?

If you already run your own business, what do you truly see the future holding for you? A sudden rise in demand for your product or service, or given past results, more of the same? The point is, in your present circumstances the odds are very much stacked against you ever achieving true abundant wealth and let's explain why;

In a recent article in a business magazine the following was quoted:

95% of all people who reach the age of 65 cannot afford the luxury of financial independence and of that 95%.....

- 22% must continue to work
- 28% rely solely on the welfare system
- 45% are dependent upon their relatives
- Only 5% have sufficient assets to meet their needs, and of that 5% a mere 1% have the financial independence and dignity that retirement should bring

To get a perspective on this, the article went on to say “Independence means earning more than \$30,000 per year before deductions” I don’t know about you but \$30,000 doesn’t seem like an awful lot of money after 40 years of hard labour, in fact when we look at how the 1% became financially independent, we discovered that only a small number made it by working in conventional business or by holding down a top salaried job.

Whichever way you look at it, by carrying on what you are currently doing, the odds are very much stacked against you ever realising that dream of financial independence and time freedom.

At the moment you are probably thinking, “ Ok, if doing what I’m doing right now isn’t going to bring me health, wealth and happiness, what changes can I make?”

I could open my own business with the risk that nearly 80% of all start-ups go bust within the first year, or franchising where 30% fail, 30% break even and only one third make money, no way, it isn’t worth the risk! For those of you already in business you are probably saying “I’m already in that vicious circle of debtors, creditors, tax, bank overdrafts, staff, overheads and disloyal customers, I’ve had it up to here!”

So no, jumping into your own conventional business isn’t necessarily the way to create abundant wealth, it’s too risky, and nine times out of ten it doesn’t reward the owner even if he does stay in business.

The income and lifestyle business owners dreamt about often becomes no more than that, a dream. In reality, these people often lose their homes, their health and time with their family. Most people are overworked and underpaid, and with very little option but to stay on the treadmill of trying to earn a living.



Pete Stanskowsky;

“In America we were conned into thinking that with the advent of new technology we would all work reduced hours and have more free time, in fact I remember reading in the newspapers that the 35 hour week was to be the norm, well they weren’t wrong about the free time, as the Fat Cats soon realised that it was cheaper to keep a computer than the guy who had put in twenty years hard labour, companies started to shed layers of white and blue collars. Even that bastion of safe and sound careers, banking is reeling under the fever of mergers and cost-cutting policies.

It was recently forecast that as many as 10,000 people involved in bank management would lose their jobs as touch-screen technology became widely available in the high street banks, making their skills redundant, I tell you it’s horrible out there!

People like you are working harder over longer hours, and living with the constant fear that it could all be to no avail. Unless you make the decision right now to do something about it, you’re doomed to this rat-race forever.

You have to believe that hard work is not a guarantee of creating abundant wealth, but hard work using the 5 KEYS to abundant wealth is.”

So, how do we break free? Well first we have to start unlocking the real secrets of how to make money. To do that, we have to learn how to apply the following easy-to-understand business concepts which are utilised daily by today's successful entrepreneurs, they are;

***Exponential Permanent Income***

***Leverage***

***Mastery of the 'O.P.s'***

***Timing***

***Positioning***

Together, these are the keys that will unshackle you forever from time and money poverty.

## Key One

Get out of temporary, linear income and move into permanent, exponential income, you've probably already thought of this, you've pictured buying a few houses, renting them out and getting the rent to pay for the loan payment. Hey Presto! In a few years you can just sit back and have an appreciating asset and permanent income from your investment! It's a great dream, because in reality, the bank doesn't always want to lend, tenants don't always pay their rent, property doesn't always go up in value and why do burst pipes always happen in the middle of the night?

Have you got the picture? Well at least you know what permanent income is, it's money you receive from investments whether you work or not. On the other hand, linear income which is temporary is a direct result of the hours you put in, whether you're a sales person, dentist, solicitor or consultant, if you don't put the hours in, you get nothing out, whether you're paid \$10 per hour or \$100 per hour. You have to work to earn, and it's subject entirely to someone else wanting to pay your fee. Your chances of reaching abundant wealth by earning temporary income are pretty slim and is it really your ambition to wait until you are 65 to start living?

The best way to demonstrate exponential growth is to ask you a simple question, if offered, which would you take? The sum of \$1 million or 1 cent doubled in value every day for the next month? It isn't a trick question, because if you said \$1 million, you'd be pretty sorry, because after 30 days 1 cent would have grown in value to the unbelievable sum of \$21 million! You might like to try this for yourself.

The first key to abundant wealth is to get involved with a business that pays you a permanent income whether you carry on working or not and that income multiplies year after year.

## **Key Two**

Leverage. This means getting the highest return for the minimum investment or risk in everything that you do and you must learn to adopt this to its full extent. You must learn to exploit leveraged money, leveraged time and leveraged effort.

The opposite of this concept is where most of us are right now. If we were to start a business we would have to use money from our savings or loans secured against our homes, in banking terms this is called a 'One To One' arrangement. Once we have set up this business, our income is normally totally reliant upon the hours we work and to the level we graft.

Leverage is fundamental to rapid growth and huge potential profits. This important discipline is entwined in the next key.

## **Key Three**

Mastery of the O.P.s The O.P stands for OPM-Other Peoples' Money,

OPT – Other Peoples' Time, OPE – Other Peoples' Efforts

Just think for a moment, if you had a great idea and were able to lock into someone else's risk capital and workforce expertise and hours and then directly receive the results from their efforts without risks, would you jump in tomorrow? Especially if you knew you simply couldn't fail? Of course you would.

These are the principles used by John Paul Getty, Rothschild and just about every well-known wealthy entrepreneur because they knew that trying to fund business growth with just their own money would be far too risky and we're familiar with the phrase 'Money Makes Money' and you certainly don't want to go borrowing against your home just to fund that certain hunch or because all your money is tied up in working capital or debt.

Utilising other peoples' time, effort and money has obvious major advantages, because no matter how clever you are or how hard you work, there are still only 24 hours in a day. What you need to do is harness everybody else's 24 hours a day and their skills and their ideas, which to use that well worn quote from Mr Getty " I would rather earn 1% of the efforts of 100 people, than 100% of my own.

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Just think for one minute how successful your business would be if everyone who worked within it was self-motivated, wanted to grow, worked hard, needed minimum supervision and only got paid if and when there was a result and in addition you had no worries or paperwork, overheads, bad debtors or staff. To put it another way, the complete opposite to business as we know it today.

The chances of you making a complete financial success in the 21<sup>st</sup> century using skills that worked in the past are now very slim.

I know it's frightening or disturbing, but we have to embrace new ideas, new methods and a totally different approach.

If you are not convinced that the rate of change is accelerating year by year, consider this;

5 years ago, did you have a fax in your office or your home, a mobile phone, 24 hour paging service, did you have a PC on your desk, or one at home for the children to play on, a connection to the internet, a personal organiser, satellite television, or a piece of wire that will bring TV information and phone down one wire?

Probably not.

All that technology can be used to our advantage, because we no longer have to turn up at the office to work. Today, many people now run large national or international distribution businesses from their homes and this trend is set for dramatic growth. After all, who wants to spend hours each day commuting by train, or being stuck in eternal traffic jams, what a complete waste of time.

Times are changing and changing fast.

The next keys, 4 and 5 are Timing and positioning. It is likely that you already know someone who has more money than you, a better lifestyle than you or all the things you want. Although we know we are not meant to compare, it is sometimes difficult when you believe you know more than this person, are smarter, work harder and that person has virtually none of those attributes, but who happened to be in the right place at the right time with the right idea, and what's more infuriating is that they probably didn't even plan it!

Therefore, wouldn't you agree that it's so much easier to make money if you are in a business or industry that is just about to expand enormously? You are in at the beginning and you have already mastered the keys to abundant wealth to take advantage of this. You could be wealthy beyond your wildest dreams by just having the right idea or product in the right place at the right time, all the capital you need, unquenchable demand and the expertise to take it into a huge marketplace, how could you fail? The timing would be right and you would be positioned to maximise your financial return.

So, has what we have said made sense? Can you see that to almost guarantee abundant long-term permanent wealth you have to run your own business? And it takes more than just a good idea, proper qualifications, hard work, or even providing a first class service?

It takes these and finding the right vehicle to fully exploit the 5 keys to channel your efforts into. I don't know what you are thinking of right now, but if you say to yourself "Yes, this sounds good, but right at this moment I am too busy", let me tell you, so was I, but now I'm not. But it's your choice; find the time to get out of the rat-race within 2-3 years or stay in your trap forever, because the timing means you have to act now.

Or you could be saying to yourself "I'm not sure it will work for me" or "There's a catch" and I would say that you have every right to be sceptical. You owe it to yourself, your family and friends to get the facts.

I believe that when you discover that time-freedom is but a step away in a long term business that is on the verge of explosive growth and importantly that you are in right at the very beginning, you too will want to be part of that success.

## ***Computers, the Internet and Marketing***

While you are getting your internet business up and running, you will go through the spectrum of emotions, from excitement to depression, happiness to complete frustration, some days you will jump out of bed and onto the computer, other days you'll want to smash the darn thing up!

Sometimes it feels as though your talking to a massive black hole, which devours all your time, money and emotional energy (I thought that was relationships!) Well in a way the two are similar, but the difference with the Internet as with business, is that for a long time you have to give and give until you get anything back at all.

Like any machine, you begin with a set of plans and parts, but you must follow the instructions correctly, because if you don't, or you use the wrong parts, it isn't going to work.

I know that sounds so obvious, but in the Internet world, nearly 94% of websites fail because people don't build their machine correctly.

Once you have followed the instructions and taken the necessary steps to put the correct elements in place, your machine will be up and running and will need little or no maintenance in the future.

The most difficult part is getting the momentum going, and that's where most people give up. It's like looking at the Hoover Dam and working out how to get to the water, you have to begin by chipping away making a small hole. First there's a trickle, but as you keep on it gets bigger and bigger until the power of the water opens the hole and the water flows of its own accord. Or imagine, you've built a fabulous water wheel but it's in the wrong place, so you have to either divert the water to it, or carry it to the source of the water, but once the water's running, you wheel will keep going.



When learning anything new, the hardest thing to do is blindly follow what your teacher tells you, you have your own thoughts, ideas and want to put them into action. Well, if you have lots of time and money to lose, go ahead (in fact that's what most big corporates do), if you don't, then as you've taken the effort to invest in this book you may as well listen up.

Where you have to have faith is where I tell you where to start chipping away, or where to put your water wheel, if you're in the wrong place, it ain't gonna work!

Or how about this for a concept – don't even waste time building your water wheel until you know where to put it or until you've found the water! I'll explain more later.

Can it really be true that someone who earns 250,000 a year or someone who appears to have the perfect lifestyle, lots of free time, and is happy all the time is 10 times smarter than someone earning 25,000?

It just can't be. Over the last 20 years I have met numerous rich and famous people and believe me you are probably 10 times smarter than them!

Most of them have developed the traits by accident, they have learnt them from their parents, or have learnt them from other people. For some, being successful just comes naturally, they don't know how, it just happens, a bit like a talented singer or athlete.

For a small percentage of people this works well, but the ones who really perform well are those who have recognised their talents and work on them to put them to even better use. Even a top athlete has to sometimes adjust his or her behaviour, like the pole vaulter who, every few times knocks the bar off, gets really angry with himself and starts to stomp around. He has to learn to put it behind him, become emotionally detached from what has happened and try to make changes so it doesn't happen again. Athletes take part in mental rehearsal where they see themselves successfully completing their sport.

Have you noticed how astronauts train and rehearse again and again, underwater, so that when they get into space (where often there are no second chances) performing the actual work becomes second nature because they have practised again and again.

Well, for you and I it's no different, we can learn the same skills that successful people use, in some ways learning from scratch is better because you can identify what steps you are taking when you attempt something, and when you are successful - do you know what to do? Repeat the same steps again!

If you want to be the best in something, there's no point in re-inventing the wheel and trying loads of new things, find someone who is already doing what you want to do and COPY WHAT THEY DO. Find yourself a mentor, it could be someone down the street, or a famous person, read biographies and autobiographies, speak to or write to these people.

It is very rare that someone has "overnight success" Most people who are successful are already working very hard and are caught in the act of being successful. Some are in the right place at the right time, but that's usually because they are hanging around in the right places with the right people. It's the difference between the person who hopes he'll meet the big boss in the lift and the other who finds out when the boss will be there and plans to 'accidentally' bump into him. They have also usually paid the price in some way. If you are not happy with your current situation, you must change something now, your fitness, the number of hours spent in front of the TV, the people you associate with, the books you read. If you change nothing guess where you'll in a year's time? Same place.

In a nutshell, these seem to be some of the traits of successful people

They have a definite idea of what it is they want

They are only interested in things that help them achieve their goals

They have the ability to totally focus on one thing at a time

They have total persistence; they do 'whatever it takes'

They are prepared to quickly make changes and adjustments

They are prepared to fail again and again; they just get up, dust themselves down and carry on

They can solve problems with emotional detachment, and not dwell on them

They can hire 'experts' to help them

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### ***Getting Into The Right Frame Of Mind***

You will hear me mention many success gurus and authors who have written some of the most famous books of all time, (I will be telling you where to find out more about all these people later). Many successful people know about them and have read their books, but the most successful people still read the same books approximately FOUR TIMES per year. You may feel that you've seen it all, but please read all of the 7 secrets because you may either find something new, or perhaps more importantly, confirm your own beliefs.

Can it really be true that someone who earns 250,000 is 10 times smarter than someone earning 25,000? It just can't be. Over the last 20 years I have met numerous rich and famous people and believe me you are probably 10 times smarter than them!

They have a definite idea of what it is they want

They are only interested in things that help them achieve their goals

They have the ability to totally focus on one thing at a time

They have total persistence; they do 'whatever it takes'

They are prepared to quickly make changes and adjustments

They are prepared to fail again and again; they just get up, dust themselves down and carry on

They can solve problems with emotional detachment, and not dwell on them

They can hire 'experts' to help them

Before you can even hope to become successful you need to know what it is you want. Getting started can be the most difficult thing to do, but if you get this first step done, the rest will follow.

What I achieved was a more streamlined lifestyle, I had more time plus I had peace of mind because I had a better view of my financial situation.

You've probably heard how dangerous it can be to build your house on a foundation of sand, get your foundations right and you build a solid future. This doesn't only relate to money, it could be as simple as tidying up that room so you can use it as an office, taking that course at the local college, stop watching as much TV, getting into shape by losing weight, changing your friends, sorting out problems at home.

This is probably the most difficult step you have to take but you have to get yourself into shape before you can start planning for success, you have to break your existing habits NOW, you must be prepared Before you can move forward though, you must put what's happening NOW in order.

I discovered that I had to work hard and chasing my tail because I was so disorganised, I thought that as long as I was earning a certain amount of money everything would be fine. It was only when I couldn't keep up with payments and commitments that I realised I had to cut back on my expenditure and get my act together.

The upshot was that after taking the time to examine things like, how much time I was spending with the family, how many telephone lines I had, how much I was paying to access the internet, analysing who owed me money, not only did I discover how much money I was wasting, but also I found that I could earn LESS money to have the same results. In fact I discovered I could get by earning \$1000 less per month than I had to pay the price for a better lifestyle.

I am not saying become a monk or a nun, but just try to find an extra hour per day to begin with, but most importantly be honest with yourself and face yourself in the mirror. Stop blaming your circumstances, your education, your parents, and your spouse. Remember the grass is always greener on the other side, most successful people have overcome in the past and face daily more problems than you could ever imagine, and the only difference between them and you is that they know how to deal with them.

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### ***Setting Goals For Yourself***

Have you ever seen how much effort we put into doing the shopping list, planning a party or diligently buying a lotto ticket.

Why wait to win on the lotto or appear on 'Who Wants To Be A Millionaire' to get what you want, you can do it yourself NOW.

By setting a goal for yourself you have something to aim for, as long as you know where you want to end up, you can make adjustments along the way. Just as an aeroplane flying to Hawaii make encounter bad weather or some other obstacle, it doesn't matter how many adjustments you make, you still end up in the right place. The human brain is an amazing instrument, if you program it with what you want, your subconscious mind will find a way to achieve it.

So, in setting goals you have to make them realistic. Begin with your major goals like 'I want to live in a big house, by the beach etc' But for your mind to really get to work you also have to be specific..." I want a 5-bedroomed house with a 500yd gravel driveway, 10 acre garden, garden pond, horses paddock etc" If you can't imagine then look in some books, get photographs, visit some houses and see what you want. Go to the car showroom and have a test drive in that car you've always wanted. The more real your goal becomes the more your mind can accept it as reality.

We all have what is known as our "comfort zone", like a thermostat our bodies adjust. The best example of this is that we can only earn 10% above or below what we are currently earning. So, be realistic and say that by this time next year you will earning 20% more than now. That pushes you beyond your comfort zone but it's not excessive enough to be unrealistic.

So you can get your mind around them, set goals in stages, do your 12 month projection and then break it down, e.g.

12 months time - earning 20% more than now,  
Working 5 fewer hours per week  
Own Ford Buick

6 months time - earning 10% more than now  
Pay off \$2000 loan for car

3 months time - earning 5% more than now  
Pay off \$350 loan

1 months time - earning 2% more than now  
Pay off \$100

This is a very simplified example, but do you see how when you break it down, it becomes more acceptable?

Don't keep saying you're going to achieve things that are too big and then not even attempt them, do a little at a time, always keeping the end result in view.

There's a saying "Discipline weighs ounces, regret weighs pounds"

Don't be afraid to dream and want what you believe is yours.

Have you attempted things so many times that you feel you're a failure? That's what everybody would like you to believe, but did you know there are no such things as failures, only outcomes.....  
What's an outcome?

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### ***Learning How To Fail (over and over again)***

One of the things that makes successful people stand out from others is that they always set themselves up to be made fools of themselves in public.

They do it again and again, not because they want to, but it because it's the only way they can succeed. How does a baby learn to walk? By falling over all the time, bumping into things.. but does the baby give up? Do we, as parents turn our backs? No. The baby learns by making mistakes. Unfortunately for a lot of us, it's downhill from then on.

Do you know that when Thomas Edison was trying to invent the electric lightbulb, after something like his 10,000th attempt, someone said to him "You have failed 10,000 times" But Mr Edison stated that he was actually 10,000 times closer to discovering to correct filament for the light bulb.

The famous KFC man Colonel Sanders spent 2 years travelling across the USA, sleeping in his car trying to sell his now famous chicken recipe to restaurants, it was only after around 500 attempts that someone said yes.

Do you know how many smokey bars stars like Bette Middler, George Benson, The Beatles and many more had to work in before they became an overnight success?

So, you have 2 choices, do nothing and know that this time next year you will be in exactly the same situation, or attempt to do something, what's the worse that can happen? You may be in the same situation, or you may be in debt because of something you tried, but do you know what you'll have? Experience !! Whatever happens, as long as you take careful note of what the outcomes are of your attempts, you can adjust and change them.



Now you may say that we encourage babies to walk because we know for sure that they can, but how do you know for SURE that you will be successful? Simple, because there are millions of other people who are already successful.

In the first part of this series I mentioned some of the traits of successful people...don't try to re-invent the wheel, COPY THESE PEOPLE!! Find the kind of people who you admire and would like to be like, buy biographies and autobiographies, read other books about success (I'll share some links with you later) Get around successful people, phone them, write to them. When I wanted to learn how to make radio ads, I simple phoned up my local station and asked the guy if I could simply sit it and watch what he did. He said yes, it wasn't any extra work for him, he was flattered, and it made him appreciate his job more when he thought someone else was after it! Do you know what, 12 months later the same guy offered me a job. The worse that can happen is that these people don't reply or say no, what do you do? KEEP ASKING.

A man once stood in busy street and asked as many women as he could if they would have dinner with him, a lot said no, but eventually one said yes, he worked out that probably one out of every 50 woman would say yes.

Successful Sales people work on numbers, instead of getting upset if no one wants to buy their product, provided they have the right product, their breath doesn't smell, they are of reasonable appearance and have the right training they know that eventually someone will buy. Let's say that out of every 10 appointments, they get one sale of, say \$100 dollars, when 9 prospective clients say no, in the salesperson's mind they say "thank you for the \$10", because they know they have to see a certain number of people before they can make the sale. So, start making mistakes and you'll be closer to success.

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### ***Focus***

One of the things we find difficult to do most days is to FOCUS. There is so much going on around us, so many people wanting our attention, pressure from advertising. Along with other attributes we have already mentioned, being able to focus is what will help you to stand out from the crowd.

Rather than see everything you have to do as monumental tasks, try and break everything down into manageable pieces. Be honest with yourself and really ask whether or not you will finish off that project that you've always talked about. Have you ever had an idea, not done anything about it, and then 6 months down the line you see that someone else has actually done it? The only difference between you and them is that they did everything we have previously mentioned and taken action (we'll talk about that later) they focused on one thing and got it completed.

Successful people seem to have the ability to compartmentalise things, whether it be a challenge or a worry, a job that needs completing, they don't think about them all at the same time. They also have the ability to totally forget about things and go off and do something else, like swimming, golf or out with friends. That's because something else comes into play, your subconscious mind.

Have you ever been worried about something, but then something has distracted you and you've gone off and done something else? A couple of hours later....

POW a thought hits you, which is the solution to your problem, that's because your subconscious mind has worked it out for you.

Oh yes, back to focusing! These days people seem to think that everything has to be complicated, well it doesn't, try and simplify your life as much as possible. I have a scanner connected to my computer, as much as possible I scan in letters and documents, and then throw the paper away. Outside my office is a big garbage skip, I throw away as much as possible. At one point I even had 4 computers! Now I'm down to 2. I don't employ anyone, which means that when I'm away from the office I don't have to phone in, because nothing is happening! By doing all these things it allows me to focus. If I am thinking about a new idea, it has to fit the following criteria.

No staff

Takes 2 days max to set up

No travelling (only to the office)

No mailing envelopes

No phone calls .... and so on

It can be done. After we have gone through all the 7 secrets you may want to know more about this lifestyle.

If your projects are too big, forget it, it's the simple stuff that really works.

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### ***Taking Action***

As I mentioned earlier, it's no good learning all the things we've talked about unless you can TAKE ACTION.

Tony Robbins calls this your 'Personal Power'

There's never been a right time to do anything, but I'm afraid that this is not the time to become a perfectionist, they never even start! Don't worry about all the things that can put you off. If you have written out your goals in the way I said, then you will have broken them down into manageable chunks. If the changes you have to make still seem too daunting, then re-write your goals.

A lot of people buy all the books and audiotapes, attend all the seminars, but do nothing, then they buy some more stuff, attend more seminars, they just become lifelong students. Remember, unless you take action you will not get an outcome.

Offer yourself an incentive, like the sales people who allow themselves a jellybean after every 5 phone calls, dinner once a week at your favourite restaurant. Make that phone call, write that letter.

The biggest mistake we all make (apart from not taking action) is that we don't step back enough and take stock and even be happy with what we've accomplished. Again it's about balance, put yourself under enough stress to make you do what you have to but not enough as to put you off, move forward, but then assess your progress.

Even after reading the 7 Secrets you will be so much more far ahead of other people, but you will now begin to take what you have read for granted.

As part of your action plan, write down how you feel at this moment and add it to your goals, put it away then take some action. In a couple of week's time re-read the statement and see what has changed.

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### ***Self-Responsibility***

Most successful people take full responsibility for their actions, they don't blame anyone else for their problems, and if someone does seem to 'cause' a problem they don't dwell on who to blame, they just find another way.

If you can do the same it will give you an amazing feeling of power and being in control, because you will believe that everything that happens around you is under your control or happens for a reason.

Most people live their lives blaming outside influences for their problems, their parents, their spouses, their boss, the recession, the government. That is their excuse for failing. If you can get over this hurdle you are well on your way to success.

Most of our parents throughout our younger lives have done something to us, not encouraged us enough, not shown us enough love, not been there for us etc. You have to believe that your parents tried their very best with what was available to them at the time. Sometimes our parents sacrifice a lot for us as children and never tell us. Your parents may have been truly horrible. Right now FORGIVE them for everything they have done to hurt you, write them a letter saying you forgive them and that you love them.

FORGIVE anyone in your past that hurt you or upset you in any way  
FORGIVE yourself for every hurtful and dumb thing you have ever done.

Our conscious mind can only hold so much information at any one time and the more stuff you keep there, like anger, hate & worries just stops you.

Clearing your mind and letting go of all these things really benefits YOU because it resolves things in your mind and allows you to move on.

Like the 2 people walking up a glacier, they both slip and fall, one starts crying, complaining and getting annoyed while the other just dusts themselves down and carries on, while one is still complaining, the other is 100 feet in front.

Leave all the moaners and complainers behind; once you do you see a wonderful open space ahead of you full of opportunities that they can't see.

Once you have the view that everything that has ever happened to you has been because of a decision made by you or for a reason you begin to believe that you have total control.

For example..

You hate your wife.....YOU decided to get married  
You hate your job.....YOU can quit  
Someone just cut you up on the road.....YOU weren't paying enough attention to your driving  
You have problems with your kids.....YOU brought them into the world

Do you see the difference? In your job, if you don't work for yourself, imagine you do, it's your company.

It's like training in Karate, once you see that you can achieve some of the moves it gives you greater confidence, you begin to walk in a different way, just doing this alone makes people look at you in a different way.

Walk as though you are in charge of your day, you know where you are going and automatically people will look at you in a different way.

If you want to become a successful businessman or woman, dress and behave like one, don't mislead people though. There's a great expression 'fake it till you make it' It's not just the way you dress, but that along with a different way of thinking will just give you more confidence.

If it's to be, it's up to me...

Remember, NO ONE can make you feel the way you do, it's only the way you REACT to what people do to you.

No one can make you feel guilty, just say to them 'You're not trying to make me feel guilty are you?' When they say 'no' then just say 'good' If someone says or does something unkind just say to yourself 'no matter what you do or say, I am still a valuable and worthwhile person' By doing this it strengthens your self talk, but it also 'knocks out' any negative thoughts that they may have caused because your conscious mind can only hold one thought at a time.

Take full responsibility for yourself and YOU decide how good tomorrow is going to be

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## ***Conclusion***

Well, here we are, has this helped? I hope so.

Like I mentioned in the beginning you must go over and over what we have talked about. Think of like learning to drive.

At first, everything is so difficult; you have to really concentrate and can't think of anything else.

Secondly, you get better, things are getting a little easier and you can talk to the driving instructor at the same time.

Thirdly, and finally, you can do your driving automatically, your subconscious is doing everything while you are shouting at the kids, eating a McDonalds and listening to the radio!!

The same is true with everything else you do, including learning and practising success habits,

Think about your goals all the time

Have a positive outlook; believe that something good is going to happen to you.

Don't dwell on things that can worry you, but don't ignore them, think of the worse thing that can happen, and then work out in stages how to stop that happening.

Don't dwell on bad things people have done to you, leave them behind

Focus on the right things, don't waste time on the wrong things, use the 80/20 rule - 80% of your achievements come from 20% of what you do.

Don't procrastinate, take action

Have fun

Do your mental rehearsal; program your mind for success.



## 94% of Websites Are Failing

A man walked up to a shop, which had a sign outside that said

*“Fresh Fish Sold Here”*

He went inside and said to the owner “Everyone knows that your fish is fresh”, the owner agreed and changed the sign to

*“Fish Sold Here”.*

The man then commented that the owner wouldn’t be giving the fish away, so they changed the sign to

*“Fish Here”*

The man then commented that everyone knew that the shop was there so they changed the sign to

*“Fish”.*

Finally the man said, “You don’t need that sign either, you can smell the shop from miles away!”

The point is that if we are honest, most of us are not 100% sure about where our potential customers are and how we can attract them.

Latest figures show us that something like 94% of websites are failing, some only lasting 1-week! Let's examine this.

You suddenly have a brainwave for an idea or product that you know everyone will love. You choose your favorite domain name, get it registered, find a web host and then you spend weeks getting to grips with Dreamweaver or Front Page web creation software to design your killer website.

Eventually your website is up and running and you sit back and wait for visitors and money to come in. That's partly why 94% of websites fail, that's what most of them have done too, so what can you do?

I am not saying that you or others deliberately set out to copy the 94% in order to fail, you've probably done what you thought was right.

The quickest way to succeed is to copy someone who already has that success, so you need to look at the remaining 6% of websites.

So what makes a website successful?

- The amount of money it makes
- The number of daily or monthly unique, targeted visitors

Now, obviously this 6% of websites that are successful includes Yahoo, Google, Hotmail etc, they are 'successful' because they are used by millions of people, it's the rest that we are going to look at.

So, why are you running your website?

I imagine you are either selling a service or product, or perhaps running an information site, you may not want to earn money.

In the website creation business, there are two trains of thought;

1. You build your website then try to find visitors, but these must be 'targeted visitors' not just traffic that may not be interested in your website.
2. You find out the most popular subjects or products that people are looking for, and then create a site for them.

So how do you do this? Simple, you put meta keywords on your website, they are looked at by the search engines and hey presto, your website is listed in the top ten! Perhaps when the search engines started years ago that was true, but I've known people spend weeks and weeks on search engine submission and website optimisation only to be disappointed. Don't get me wrong; there are many excellent companies who can do this for you.

You can use what are known as 'Pay-Per-Click' search engines, now we're getting closer, with these you can jump straight to the top of search engine rankings, you bid on keywords.

These search engines can help you choose the keywords for which you want to bid, for example, if you are selling fish, in order for your website to appear at the top of the rankings you may have to bid \$5, because you are competing with other people selling fish who have bid this amount. So, if five people visit your website after searching, that will have cost you \$25.

Fish, is quite a general word, the type of fish you are selling may be shark-meat, so rather than bidding on 'fish', look at how much 'shark-meat' would cost you, probably less than 'fish' and it eliminates people who are not interested in shark-meat.

Many people battle for the top position in the 'Pay-Per-Click' search engines, that is very competitive, and can be expensive, sometimes it's worth looking at how much it would cost to be in second or third position.

Can you see how we are beginning to find the people who may be interested in your site?

However, suppose you have spent all this time setting up your website dedicated to shark-meat, only to find that no one is interested in shark-meat? Or perhaps your potential audience is too far away for you to ship the meat, or even if you can it's very expensive to ship it. All that hard work you've put into building your beautiful website.

Unfortunately, what accounts for some of the failures in that figure of 94%, is that there's no audience for the subject, or you can't deliver the product. Well, in the entire world there probably is a niche audience somewhere. Wouldn't it have made more sense to have checked to see if anyone was interested in your website before you built it?

Now, do you see where the expression 'You're Going The Wrong Way' has come from? While 94% of website owners are hurtling down the highway in one direction, the other 6% are going the other way!

Really, it all boils down to common sense, but because of all the hype about the internet, many people think they are invincible and will make millions and have the most popular website in the world.

So, what can we do?

You now need some links and resources to help you either get started, or get on track.

Firstly, one of the fastest ways to design an excellent web page is by using VENDOMATIC, [CLICK HERE](#)

There's a site called Wordtracker, it's one of the most popular programs on the internet, when you first arrive at the website you'll see there's a ticker running across the top of the page, this shows the most popular keyword searches collected from thousands of search engines.

They offer a FREE TRIAL, you type in the word you think best describes your website or service, they will then send you a list of suggestions. As I mentioned before about getting into the second or third position in the Pay-Per-Click search engines, this report shows alternative words or phrases for which there is not as much competition. Give it a try;

[PRESS HERE](#)

One of the best courses around is Willie Crawford's Mastering The Pay Per Clicks, more details [CLICK HERE](#)

If you are in a rush to get to the top of the Pay-Per-Click search engines, then I suggest you let this man help you. His name is Jon Keel and he has written a book in which he guarantees to get you 'Instant Web Site Traffic ' in 5 days;

[PRESS HERE](#)

Another internet expert is Allan Gardyne, he has put together a really comprehensive web site in which he analyses 305 Pay-Per-Click search engines;

[PRESS HERE](#)

Looking thru discussion forums can also be a good way of finding out what people are looking for [Liszt](#) are worth looking at.

Look at what Ezines are available in your subject area, check

[Ebook Palace](#)  
[Top 40 Ezines](#)

[Directory Of Ezines](#)  
[Top Ezine Ads](#)  
[Get The Most Out Of Ezine Ads](#)

You'll also find more links to things like discussion forums in my **Internet Marketing Lounge**, sign up at [The Internet Marketing Lounge](#)

Now, we mustn't overlook the importance of the free Search Engines, now that you have a good idea about your keywords it will make submission easier.

By far and away the best tool for this is WEB POSITION GOLD. There's loads of information at the website and you can get a free trial. Each time you connect to the internet it checks for the latest news about search engines too;

[PRESS HERE](#)

There's a new report out too by internet marketer Neil Shearing, YAHOO EXPOSED, Neil explains how he got a top ranking on Yahoo, the top search directory;

[PRESS HERE](#)

Again, using the right keywords, you can now take a look at what your competitors are up to, are they as popular as they claim? One way to test this is with a great tool called ALEXA, it's free, it sits on your browser toolbar and shows you how much traffic that site is getting as well as links to the site.

One amazing option though is something called 'Way Back' these guys at Alexa take snapshots of websites and keep them, this means you can go back in time and see how a website has evolved.

[PRESS HERE](#)

Using a program called WEB FERRET which is also free, in the search box, type your competitor's url, but with 'link' in front e.g. link:http://www.theirdomain.com It will then list everyone linking to that site. What's the use of that? Well, why not approach everyone listed and ask them to put a link from their site to your site?

[PRESS HERE](#)

Of course, it would be embarrassing if your own own web site stopped working, the people at INTERNETSEER can keep an eye on it for you and alert you if there are any problems, it's free;

[PRESS HERE](#)

If you decide to run your own affiliate program, that is getting others to sell your product, one of the best programs on the market, again from Neil Shearing is AFFILIATE SPIDER, it searches out what are known as 'Super Affiliates' in your field as well as a great guide on how to approach them;

[PRESS HERE](#)

There are some ready-made books here and you get the full resell rights to them [CLICK HERE](#)

For more information about either buying or selling Reprint Rights, (this is where you buy or sell the rights to sell a product and keep all the money), either way it can be very profitable, it's explained more [CLICK HERE](#)

So, let's recap;

- You have now determined how to find the people who are interested in your website
- You have discovered what kinds of things web surfers are looking for
- You have designed or adjusted your website to those criteria

What do you want surfers to do when they reach your website? purchase something, request information from you?

Most top marketers will tell you that unless you have probably the best sales page ever written, it takes approximately seven contacts with you before they purchase anything .

So how do you get them to come back seven times?

YOU MUST GET THEIR PERMISSION TO EMAIL THEM, by doing this you build up one of the most important elements to your internet business; YOUR OPT-IN LIST.

The way this is usually done is to offer them some information based on what your site is offering, a free report in instalments. Some people give away free ebooks, these are books like this one (which you are free to give away if you wish) or you could buy some books with resale rights [CLICK HERE](#)

The way this is normally done is by using an autoresponder, like these;

[Aweber](#)

[1 Shopping Cart](#)

There are differing views on this, but if the visitor does not request information from your site, you can put a 'Pop-Up' a small box which appears if they click away from your site, this is your last chance to grab their email address, get more info here

[PRESS HERE](#)

Once you begin to build your opt-in list, just be yourself and keep in regular contact with them and become friends.

Good luck with your web marketing efforts and if there's anything I can help you with please email me

<mailto:petertwist@powercomm.co.uk>

And, if you didn't receive it in the email with this ebook, remember to subscribe to my **Internet Marketing Lounge**, sign up [HERE](#)

PETER TWIST



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