

# ***Internet Lifestyle Manifesto***

**How Internet Lifestyle Entrepreneurs Are  
Creating Six, Seven, and Even Eight Figure  
Income Streams Doing What They LOVE...**



**By Terry Dean**

**MyMarketingCoach, LLC**

**<http://www.MyMarketingCoach.com>**

## **Internet Lifestyle Manifesto**

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## Introduction

Let me ask you a few simple questions:

- Do you currently earn all the money you want in your business...enough to live in the homes you want, drive the cars you want, and invest for your family's future?
- Do you take regular time off...including time daily with your family and vacations completely away from the office, cell phones, pagers, and email?
- Are you truly happy with and enjoying your life? Is your business and personal life fulfilling to you financially, emotionally, and spiritually?

If you're like most business owners, you'll find at least one of those questions has a "No" answer connected to it. Most people start their business with the hope and dream of working for themselves. They imagine how fulfilling life will be when they're no longer under the boss, and get to run things their own way and enjoy the fruits of their own labor. But soon they find themselves unable to cope with the marketing, customer service, personnel, and product/service fulfillment.

The dream of a passive online income turns into a nightmare of wasted hours and money chasing the elusive dream of an automated online business. Others are successful online. And many of them make it look effortless. So why can't you do it? Why are there so many roadblocks in the way keeping you from your dreams and the lifestyle you know you deserve?

In this report, I'm not just going to share hope. I'm not going to try to sell you on another set of secrets. Instead I'm going to share the truth with you...and no matter how radical that truth sounds to you, it is the answer you're looking for. This report can open the door to the Internet Lifestyle for you – if you're willing to do what it takes.

And the first step here is to have an open mind. Some of the information I provide you with here may not agree with everyone else you've heard. You may have to drop some of your expectations for "quick money" online as it takes time to build a real business.

I also promise you the strategy revealed here will require you to grow as a person. To reach the success you want will require change on your part. And that's not always easy. Jim Rohn said...

***If you go to work on your goals, your goals will go to work on you.***

***If you go to work on your plan, your plan will go to work on you.***

***Whatever good things we build end up building us.***

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Your goals will change you as a person. There is no shortcut or other way around it. To get from where you are today to where you want to be is going to require you to experience new things, to change, and to grow as a person. You will be a totally different person one year from today if you follow my advice. Your lifestyle can be totally different within the next one to three years (or significantly less).

That \$10,000 seminar sounds so much more enticing if they're willing to tell you what you want to hear...all about the overnight riches. There are a lot of people willing to lie to you so they can push those "hope" hot buttons and get you to open your wallet wide to them.

Is it possible to succeed quicker than this? Of course it is. Many people have done it, but I ALWAYS tell a client started out to give themselves at least one to three years to change their life. The last thing I want to do is produce any heartbroken beginners. I don't know you, your skills, or your passion to succeed. I can't predict how long it will take you. And while I can help guide you in the right direction, it's impossible for me to pinpoint every possible mistake you could ever make.

### **I Made Every Mistake in the Book... And Discovered a Few Unique Ones of My Own**

Even with all the mistakes I made, I still became successful online. And it didn't take that long. If you've never heard my story before, it's pretty simple. Way back in the dark ages...eons ago...in a year called 1996, I first started online.

Up till my adventures online, I had tried everything to succeed. I was a college dropout (from a Bible college no less – but that's a story for another time). I worked all kinds of odd jobs including delivering newspapers for the local Palladium-Item newspaper, selling satellite dishes door-to-door, and delivering pizzas for Little Caesars.

In addition, I tried dozens of ways to make extra money including direct marketing, one-on-one sales, direct mail, and network marketing. My wife must be an angel of patience as she suffered through all of it while I built up a collection of failed business opportunities in the basement.

We were in debt, a lot of debt, and much of it came from me trying to succeed with all these different opportunities. Bills piled up and little was coming in. Then the Internet changed everything for me.

I bought my first PC – an old Pentium 75 from Best Buy. I had very little computer experience having only used an old commodore 64 when I was young. That first PC was ancient compared the computers we have today, but it got the job done. Today we have high speed internet. Then I only had an 16k modem. But it was what I needed to pave the way to success online.

It took me a few weeks to get the hang of how to even use the computer, how email worked, and how to get around those Compuserve message boards. The very first product I sold online were some items I bought licenses to such as self-help VHS videos (videos of people like Bill Myers, Mark Victor Hansen, and others).

I put up little ads on Compuserve message boards and people would email me for a free report. Those reports were sent INDIVIDUALLY as I didn't have a sequential autoresponder like we have today (that automatically build an email list and contact them for you). In the reports I sent out, I also included sales pieces for those products I was selling. Orders came in and I processed them manually through an old credit card system.

Little did I know those humble beginnings would change my life and make it what it is today. I'm so thankful I was willing to do what it took in those early days. Since there wasn't any automation I did almost everything by hand. I put up the ads. I sent

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them reports. I followed up. I processed the sales. I duplicated and sent out the products. WOW – that’s a lot of work when I think about it today.

Today automated online tools do some of this work. In addition you can hire outsourced fulfillment and workers to help you in the process. But unlike what many preach to you, this doesn’t eliminate all your work. It simply frees up your time to concentrate on the most important elements – the building of your business and the marketing.

You are the CEO of your own company. You’re the one who sets the direction you’re going. And in the very beginning, you’re often the marketing department, fulfillment, and pr agent. I recommend getting the bookkeeping and technical elements outsourced as soon as possible, but that still leaves you with the big job of marketing.

By working hard (yes I put in some 12 hour days and 6 day weeks in the beginning) I was able to push toward success very quickly. I replaced my job within the first month of action (but of course replacing the \$8 an hour I earned delivering pizzas isn’t a huge income). And 6 months in business was moving quite smoothly as I learned how to have my email list managed with software on my computer (no more individually emailing out reports).

### **We Have So Many More Tools Available Today**

You may be wondering, “Was it easier back in 1996 when you first got started?”

To that I answer a resounding NO WAY. We take for granted things that would have been a miracle back then: automatic email follow-up, EASY to manage websites, online credit card processing, and virtual assistants ready to handle the technical aspects.

Everything I did back then was by trial and error...a lot more error than anything else. There wasn’t any guidance or direction of what you should do. Basically it was all just guessing which path was best. If something didn’t work, I tried something else.

But wasn’t there less competition back then? Of course. There were a lot less customers also! Everyday new customers are coming online from around the world. And the majority of them have high speed internet connections. Remember you’re starting off as a small business. You don’t need a million dollar budget or a large staff to get started. You don’t need ten thousand customers this year. You can easily carve out your piece of the pie. But it does mean you have to do some thinking to find out

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where you should establish your expertise and plant your flag. What will be your expertise? Today is the day of the specialist. We'll cover more about later.

It wasn't easier, but look at what I was willing to do. I was willing to put myself out there and TRY multiple techniques to find out what worked and what didn't. I was willing to put in the hours it took to establish my business online. And I was willing to keep doing a boring routine if it helped me reach my goals (post ad, email reports, follow-up).

***Most of life is routine - dull and grubby,  
but routine is the momentum that keeps a man going.  
If you wait for inspiration you'll be standing on the corner  
after the parade is a mile down the street.  
Ben Nicholas***

You often hear people talk about the importance of getting momentum in their business, but sometimes it's presented as some mysterious object you have no control over. Maybe a big guru in the field sees your site and sends it out to your list. Or someone loves your post and it ends up all over the Internet. Yes, that happens...but it's not that overnight success like so many talk about.

Instead it's the natural occurrence for those who dig in their heels and take action in that direction every single day. It's that practice and skill you build from the daily writing that enables the "viral post" that travels like light speed all over the internet. Once the momentum gets moving, and it's next to impossible to stop it.

### **The Internet Lifestyle is ALL About Momentum**

You're just moving along day-after-day in building your business. Then it happens. All the foundation you've built over the past several months (or years) pays off. Your traffic multiplies. Sales coming flooding in. Your business grows seemingly overnight. Momentum is working for you...

But unlike many who leave momentum to chance, you're the one in control. I dare you to find anyone who is considered a great author who doesn't sit down daily and knock out a certain number of words. They'll sit in front of that computer screen and write even when the "inspiration" doesn't hit them. In fact, they learn to control the inspiration and channel it toward their work.

For example, instead of sitting there watching TV waiting for inspiration, they have a designated writing spot. When they want to write, they sit down in front of that computer and write. They don't answer email. They don't surf the web. They don't spend time on forums. They write when they're in their writing spot. And they have a set time period when they write.

The great copywriter Eugene Schwatz had an egg timer he would use when he wrote. Each writing session was 33 minutes and 33 seconds. He says your mind will wear out quickly without a break. And it's true. Focused work is hard work, but it's exactly what you need for your business. Write for your 33 minute period and then take a break. Come back and write some more.

Personally I have my own little laptop – a little 13 inch HP that weighs a little over 4 lbs that I use just for writing. I can take it out by the pool and write. It's so small it's a lot like the little netbooks but with more power and easy to use. As soon as I turn that puppy on, I know it's time to write, because that is ALL I use it for. I don't use it to answer email, surf the web, or play video games. It's my little writing laptop. And that's what I do on it. When it gets time to edit what I wrote, I'll copy it over my home network on onto my memory stick to bring it to one of my other computers. That's part of how I've trained my brain that it's time to write, no matter how I feel at the time.

Watch how much you accomplish if you FORCE yourself to write during this entire period. Yes, I said FORCE. Your stupid head will try to tell you that you don't have anything to say. Or it will sit there staring at a blank page. Don't allow it for a second. As soon as you have your computer on and your word processor open, start writing. If you don't have anything to say, just type blah, blah, blah...maybe type "I don't have anything to write yet."

Get started taking action by writing SOMETHING. A blank page is the worst thing in the world. It's painful to stare at that page. So get moving and start writing. Your brain works quite a bit like an engine. It has to get warmed up and start pumping.

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Those little pistons in your brain get all corroded and out of practice. But as you force yourself to get started, your brain will come into alignment and get moving with you.

Inspiration doesn't just magically appear. It's a result of the momentum you build up as you're writing. Later on, after the writing period is done, you'll come up with additional ideas and thoughts you can add in during the editing period. It's almost magical, but it only occurs because you've laid the foundation first.

A lot of times in editing you may end up deleting the first couple of paragraphs you wrote because they were just the warm-up. In writing sales copy for websites, often I've deleted the entire first page a beginner wrote. That was their warm-up period as they were getting started and into the flow. That's NORMAL so don't fight against it. Expect it and take advantage of it. It means what you first type likely won't end up in the final version. So just get moving.

### **Momentum Is Your Business Ally**

This type of writing momentum applies to other aspects of your online business as well. You'll modify the website you put up today. You'll add to it. You'll make changes in it. You'll refine it once you get feedback from your visitors and customers. The same rule applies to your products. Have you ever noticed that any Software 1.0 usually isn't that great? It has bugs. It isn't that customer friendly. Improvements come as it hits 1.1 and 2.0 and it continues on down the product development line.

But what if they waited until the software was perfect first? First of all, they'd never know it was perfect or not until customers got their hands on it and found every way possible to break it (beta tests don't find all the problems). In addition, the company would likely run out of money in the development phase without any money coming in.

It's the nature of business. You have to get it out there and moving before you can perfect it. This isn't an excuse to put out shoddy products, but it is a reality in business. NOTHING is perfect. Being a perfectionist is the most sure way to NEVER get anything accomplished. Get moving and get momentum behind you.

I think of an online business as similar to a train. Have you sat there and watched as an old train gets started. It takes a lot of power to get those wheels turning in the beginning. You can hear the strain as it starts. But once it's moving, the momentum will carry with through. It's hard to stop it once it has made its way past the starting point.

You work in a similar fashion. You're like an old freight train. Getting yourself moving is always the hard part. You've got to pull all that baggage along with you. But once you have things flowing and you're in the ROUTINE it's much easier to keep it going. Momentum will keep pushing you forward even when you relax on the power you're putting out.

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That's why it's important from the beginning to really consider what you want from your internet business. One of the mistakes I originally made in my business was not thinking about where I was going. I got the business moving and then I felt like I was just along for the ride. You know where you're at right now, but where is it you want to go?

Is your goal to have a large growing multi-million dollar business with multiple employees or a smaller, more relaxed business with a six figure income that provides what you want for you and your family? It's an important question, because it becomes the basis of everything else you do in your business.

### **Growth Mavens Versus Lifestyle Gurus**

I first heard the terms “growth mavens” and “lifestyle gurus” from the book “The Home Office From Hell Cure” by Jeffrey A. Landers. It’s a great book that covers a lot of the mistakes people make when working at home.

Basically there are two kinds of entrepreneurs: growth mavens and lifestyle gurus. The growth maven is the kind of entrepreneur who has the big dream. They have a vision they want to see happen. They’re ambitious and see themselves someday competing with the Fortune 500 companies out of a lush corporate office. They want to employ people from their community and motivate them to push forward with the vision.

Simply put, they wouldn’t be satisfied to “stay small” and stay in their home office. They may start today out of a home office to keep the expenses down, but they have the dream of moving into their office with multiple employees surrounding them and pushing the vision forward.

The lifestyle guru is of a completely different mindset. They have NO desire to have any direct employees (they use outsourced workers only). They also would be happy to never move out of their home office. In addition, they enjoy the work they’re personally doing and don’t ever want to “promote themselves” out of it into managing others.

Talk about a big corporate office and they’ll be sick to their stomachs. That is not a part of their vision or their plan for business. They might not make millions per year but they can earn a very respectable six figure income and possibly even push a little way into the seven figure level. And they’re totally fine with the Bill Gates and Steve Jobs of the world earning more who are willing to take on that corporate responsibility.

Personally, I’m 100% on the lifestyle guru side. I enjoy what I do. I love writing. I love producing videos. And I love coaching clients. Employees – yuck. Just the thought of having them around makes me upset. That’s why I’ve had to learn how to use virtual assistants and technology to grow the business even when I’m not working.

In fact, for a couple of years I felt there was something wrong with me. Everyone else had all these huge visions and these big growth plans. There have been years where my plans were how I was going to slow down the number of clients in one element of my business or sell that portion off to someone else. By the way, one of the most exciting elements for a lifestyle guru personality is when you can generate royalties, long-term commissions, and passive income coming in from work you’ve done in the past. That’s their bread and butter.

## Which Personality Are You?

If you don't decide which type of entrepreneur you are and build your business accordingly, you can end up building someone else's dream business. For example, since I'm fully on the lifestyle guru side, having a "growth maven" company would be insanity for me. If I had to go into an office and be responsible for two dozen employees (even with a professional manager you are still "responsible" in the end) along with working long corporate hours, it would be a nightmare. Even if the company was bringing in \$20 million a year, I'd still HATE my life because it's not me...or what I want.

And along the same lines, what if I took someone who was a clear growth maven and tried to stick them into my home business where I don't have a single official employee (outsourced workers many of them in foreign countries such as the Philippines)? They'd likely go stir crazy. They wouldn't feel like they have enough control over the workers, and they wouldn't feel the company's vision is "big enough."

Since I coach entrepreneurs of both types, this was confusing to me at first. I would encourage someone to hire an outsourced worker, but they weren't happy. They wanted to hire an employee instead (even with all the hassles I see involved there). It surprised me that anyone would choose to have employees, because it's a radically different personality from me.

Yet I've seen the results they get from having employees. With good training they can be MORE productive than the outsourced workers. And they fit the growth maven's personality and vision. It's an important lesson. Not everyone is like you...and everyone has their own vision for what they want out of their business.

Don't let anyone else's dream for your business cloud your senses...and cause you to build a monster you don't want. Decide which lifestyle fits you best. Then build your business based on a life you'll love. Because it's not just about the money – it's about the lifestyle you live. And your lifestyle may not be what I want for myself.

Let's say we time travel 5 or 10 years into the future. Let your imagination run free. How do you see your company? Are you still working full-time at home or do you also have an office you possibly go into a couple times a week? Do you have staff or is everything outsourced? Are you a well known brand in your industry or do you have a smaller number of clients and a good reputation? Have you built an enduring legacy out of your business or do you simply have consistent creative work with a collection of customers who enjoy what you do?

Most of the time, the growth maven would consider what the lifestyle guru wants as failure. It's not big enough. It's not their dream and it's not affecting/helping enough people. On the other side, the lifestyle guru would give up in frustration or run for the hills if they had to have the corporate structure the growth maven wants to build.

Which one are you...and what type of business is right for you?

## Intersection of Passion and Profits

The next step after figuring out what type of business you want to build is figuring out what business you should be in. Even though very few people cover it, it's important to take the step above because you might find some businesses just don't fit the mold you want. For example, on the next few pages you'll see that I like to research my market first and see what the competitors are doing.

What if I have an idea for a business, but when I look in the top ten of the Google results (both free and paid) and notice every single one of them has a phone sales process? They collect leads and have people follow-up in a long series to make the sale. If I have a growth maven personality, that's fine. I'll build up my in house sales team and build that business. But if I'm the lifestyle guru type, that means I'll likely have to team up with an outside call center. And since they would need to follow-up heavily it can be one-time calls. More than likely I'd need to partner with a call center to go deeper in this project. If I don't have a contact to help me set this up, this likely isn't a business concept I'll pursue on day one.

The business model needed in that market is important to what you choose. When you look at your competition (top ten in Google and then on the Adwords side), whatever you see is likely what you will have to build to be successful in this field. Of course you can innovate and bring in new ideas, but consider your future business by what you see today. It's the most practical and honest way to look at what your future holds.

In addition, are you passionate about the subject? Notice I didn't ask if you're a premier expert on the subject. You don't have to be "the expert" today, because your expertise will grow in anything you focus on for years. And that's the key, remember you will be dealing with this subject for years to come. This means more than anything else that you must have a native curiosity about the subject. You're curious and want to keep digging.

Let's say you want to create an information product in the subject (my favorite business model). You don't have to be the expert to create the product. You could find a collection of experts and do an interview series. I've done many products as interviews both in doing a group of different experts and also digging in deep with one expert. For example I did an 4 hour interview with Fred Gleeck on how to do interviews.

Was I the expert there? No. But I was very curious about the subject. I wanted to find out how to improve my interviewing skills, and he has done over 700 products based on interviews. That means he is a premier expert on that subject. And I wanted to know more. So I took advantage of my curiosity for the subject and really dug in

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deep to find out every step in the process. Now I sell that as one of my products (he does also).

But doing a one off product and studying a subject for years are two different things. What subjects have ALREADY interested you for years or will you stay interested in the future? Make a list of work experience, hobbies, and interests. Make a list of what you'd love to be able to study intensively for years...such as if you were going to college on the subject. Although your school is going to be the school of life here the commitment is very similar. What is it you want to "major in" for your business?

Unless you've already chosen your subject, make your list now. This report will be waiting for you until you get back. Pull out a blank sheet of paper and write all your ideas down. DON'T judge them yet. Nothing should be marked out at this point. Just let all the ideas flow using your work experience, hobbies, and interests as guides. Use the judge of curiosity as the road map. Do it now.

OK. You're back now. Hopefully you did your first assignment and you have a list of possibilities (none of which have been marked off yet). Next you'll ask yourself the question, "What value can I add to the world?"

## **Add Value to the World**

***“When I chased after money, I never had enough.  
When I got my life on purpose and focused on giving  
of myself and everything that arrived into my life,  
then I was prosperous.”***

**Wayne Dyer**

How can you best add value to the world? You're a unique person. There is no one else just like you. You have skills and gifts no one else has. You have passion and energy that is unique to you. There are things that get you fired up that don't excite others around you.

And you're here for a purpose...not just to make money. Working night and day to build the momentum in your business won't be worth it if it's only about the money. It has to be about something deeper if you want to last. It has to be not just about what you can produce for yourself and your family, but also what you can do for your customers and clients.

What unique value can you offer the world? That's what makes the internet so exciting. Your business isn't limited just to your local area. It is a worldwide business you can run from your kitchen table. And there are people out there searching for the value you can provide.

What knowledge in your life can you share with others? What curiosity can you build on to empower the world? What is that you're passionate to talk about to all your friends? What value has been put into your life that is the key to your online business?

Here's another exercise. Contact 5 to 20 of your friends/coworkers. Ask them what skills they see as coming naturally to you. Ask them what they rely on you for. You can send them over an email so it's a little less scary to ask for this response. You'll find that often other people are better at spotting your strengths than you are.

The majority of us are "too humble" to see our strengths. You'll find as you start marketing whatever products and services you choose that one of the biggest motivators in almost every market is low self-esteem. People buy products to feel good about themselves. The beauty product makes them feel beautiful again. The "make money online" manual gives them hope and confidence in themselves. Even the video game manual helps them pawn the noobs (win the game). I guess I could write it, "pwn da newbs."

Your lack of self-esteem will get in the way here also. So ask your friends and co-workers. Let them describe to you what value you can provide the world. The

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likelihood is they won't give you the complete solution, but they will give you some direction and a few clues to what you can follow.

## What's Your Story?

My final qualification for choosing the market I want to work in is whether I have a story that fits into the market or not. Look at any good advertising and you'll find it's focused heavily on the "story" of the product, the owner of the company, or on a case study.

Often the story is the reason why the business was created. For example, many inventions were created because of a problem the inventor had in their own life. They wanted to solve their problem first. Later on they chose to share it with the rest of the world.

**Note:** this is often how I come up with product ideas in my own business by looking at the same difficulties I've had to overcome. A problem needs a solution. If you have a problem it's likely others do also and are looking for a solution you can help them with.

Think about the story I share...about how I came out of dead end jobs like delivering pizzas to setup an online business. My original intention wasn't to teach others about online business. It was to sell products produced by others. But I was so successful doing this that people started asking me to teach the same methods I was using. I taped into that story of the pizza delivery driver turned success online, because it is MY STORY.

Look at weight loss ads as another example. How many weight loss or muscle building ads have you seen where the author talks about his/her transformation story. The skinny 100 pound weakling gets sand kicked in his face, builds a ton of muscle, and never gets bullied again. The 300 pound mother takes a good look at herself, hates what she sees, and then does an about face all the way down to 120.

Those are examples of the "rags to riches" story. Loser tries everything but eventually finds the secret to success. While it doesn't always fit, it's a story you see very often. Our "hero" confronts an obstacle, whatever that may be, initially loses against it, finds the secret, and overcomes. The underdog becomes the winner.

Another type of hero is the "reluctant hero" story. This is the person who initially doesn't want to get involved. Because of the need and the reality of the situation must take action and help others. They get pulled into the story because of some defining "moment."

This one fits best especially if you have some life changing event – something that occurs that makes it easier to take action than sit on the sidelines any longer. You've probably noticed this one occurring quite often in "health" type issues. A person experiences the pain of loss or the pain of an illness either in their own life or in the life

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of someone close to them. After trying all the normal routes, they do everything they can to find the solution eventually stumbling on some methods to help others with the problem.

A third type of story is the “us versus them” fight. I’ve seen this one DOZENS of times in the financial field. Those dirty Democrats in office are out to destroy your money through inflation. Perhaps it’s all the jerks in Congress. Maybe it’s the greedy Wall Street bankers taking your money. In health this one is used as the greedy pharmaceutical companies who are lying to you.

You’re on a mission to confront these enemies and share the truth with your audience. This one can best be used WHEN you become very passionate about the subject. You get ANGRY when you think of what is being done to people in your market. And you can funnel that righteous anger into helping people achieve the results you know are possible for them.

These are just a few of the common stories people work from in their business. I’m not giving you these so you can sit there and think up a “story.” I’m sharing them with you because I want you to choose a market that you have TRUE STORY to share. That story is your competitive advantage!

Do you have a life changing event, a failure to success experience, or passion that could be channeled toward an enemy? This isn’t 100% essential, but it definitely makes you stand out more in the market...especially if you don’t have any other strong competitive advantages to work from. This really all comes back to the core question...what’s your advantage?

### **What's Your Advantage?**

I don't like entering any market where I don't have an advantage. Fair, equal competition simply results in everyone being turned into a commodity and the prices start dropping. Eventually the prices drop to a razor thin margin and only the biggest most cost conscious competitors survive (does Walmart ring a bell).

You may say that you don't have an advantage. Dump that false humility and start building a real business. That's why I told you to ask OTHERS what they rely on you for. You're unique. You have advantages others don't have, and you can make use of those talents. Or perhaps you simply that that strong story as your advantage.

Being just another average Joe in a competitive business is a sucker's game. Look at affiliate marketing as an example here. Everyone claims you can make a lot of money as an affiliate, but take a step back. Look at the top affiliates out there. They have an extreme advantage in some way...or they've developed an advantage over time (they developed the advantage before they had the income).

Perhaps the affiliate has that super sized email list they've built over the past couple of years. Or maybe they're an seo guru who knows all the latest tricks to get their site to the top of the search engines. Or perhaps they dug into Google Adwords or other forms of paid advertising, and learned exactly what makes good campaigns tick.

NONE of the above occurs overnight. They were skills developed over time they turned into an advantage. Picking a market you have a strong story in gives you that advantage from the beginning. You'll still have to develop your other skills, but you're ahead in the game from day one.

Here are the five points to picking the right market for you:

1. Does it fit my personality and business style?
2. Will it be fun and work on my natural curiosity?
3. Can I add additional value to others?
4. Have others already proven it to be a profitable business model?
5. Do I have an advantage in the market such as a story?

We're looking for 5 YES answers to those questions. When you have all 5 YES's, move forward. Get started moving. That's a key principle here. Don't sit around wondering for years. And it's why people often use the cliché, "Just take action." You have to know what actions to take, which we'll cover in a few moments. But once you know the right actions, do it. Don't wait. Don't wonder. And don't worry about it yet. Get momentum moving in your business.

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The fear everyone has is, “What if I choose the wrong market?” My answer is SO WHAT? So what if you don’t choose the perfect market for you on the first try. That’s OK. Of clients I work with, almost everyone of them is in at least two markets, and a couple of clients are in three or more markets. The market you start in isn’t always going to be the one you stay in. You’ll learn more once you put the techniques you know into practice. That experience combined with finding out more about your market over time will help you make any necessary changes as you go.

For example, I don’t suggest you get the “perfect” site up from day one because you don’t know enough about your market. No matter how much time you put into research you don’t know enough. It’s only once you start moving in the market and corresponding with your visitors that you find out deeper and more relevant information. Your site will change as you find out things about your visitors you didn’t know before. You’ll refine your design, your ad copy, and how your writing style as you go.

But nothing happens until the day you decide to get moving...

### **The RULES of Successful Internet Business**

For the rest of this eBook, I'm going to give you the 10 rules of \$100,000+ internet businesses. I've been online since 1996, and I've coached entrepreneurs in one way or another since 2000...with a major focus on coaching them to achieve their best results from 2006 until today. I've seen people who started from scratch build multi-million dollar online businesses. And I've been called upon many times to help someone who is earning a small income online to take a step to the next level of earning 7 figures or more online.

What qualities do these successful entrepreneurs have that others don't? What do they do that others don't? And what are their priorities?

I went back through all the success stories I've worked with along with friends who've achieved success to find the 10 guiding principles to help you build the kind of business you're dreaming of online. On the surface all of these principles are simple.

Don't let their simplicity fool you. They are what drives the success of the best performers online. You're going to understand their basics and how to apply them by the end of this eBook. You can also go much deeper in their application through my Mentor Club at <http://www.MonthlyMentorClub.com>.

### **Rule #1: Be Yourself. Everyone Else Is Already Taken.**

What is it you can do better than everyone around you? As a business owner, you need to find your gifting and focus on it. You don't just want to find a "business-in-a-box" or try to copy someone else's model 100%. YES, you will use models of success. And yes, you want to build on a foundation already proven to be successful. But notice I said you "build on that foundation." You take a system that has already worked for others, and you add to it your unique skills, your competitive advantages, and your marketplace realities.

Build on your strengths until you reach mastery of them. Too often we focus just on our weaknesses and try to build those up. If that's all you do, you simply end up with stronger weaknesses. You may be able to pull them up to a decent level, but you'll never perform at the highest levels with them.

Let's take a professional athlete or a musician. They're gifted for what they do. They concentrate on it for hours every day. If you're not gifted to play professional basketball, then it doesn't matter how much you play, you're not going to make it. Most people try to encourage their children by telling them they can do anything. It's not true. It doesn't matter how much I practice basketball, I'm too slow and too short. I have fun with it, but I'm not going pro anytime soon.

What creates someone who is a master at their craft? It's the combination of gifting, learning, and practice. The gifted person who is well practiced in their art makes it look easy. The gifting part of the equation is so important that a gifted person may take on a task and complete it easier on their first few tries than someone who has practiced for years. It simply comes naturally for them.

In the Bible, Proverbs 18:16 says, "A man's gift maketh room for him, and bringeth him before great men."

You're a gifted person. You just may not have figured out what you're gifted at. There are clues in your life. For example, what do you enjoy doing? What can you do that seems to come so naturally for you that other people would have to seriously work to accomplish? There may be things you've practiced until you're extremely proficient at them, but you don't feel any joy from them. Those are not part of your major gifting. Anyone can practice and become better at anything. They just can't achieve the same level of mastery as your gifting.

Ask some people who know you. Ask them what they see you as talented in. What do they see as coming naturally for you? Many times we're blind to our own skills because it is so natural. Others are much more open to noticing it because whatever you do skillfully is something they're not good with.

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It may take some time before you discover your gifting, but you'll slowly move toward it once you start looking for it. My own personal gifting is the ability to look at any problem and immediately see the whole picture. Then I'm able to break it up into it's individual pieces for better explanation. It became obvious where my gifting was as I built my business. I excelled in creating information products that made complicated things simple for people to understand. I also enjoy individually coaching people in their business and helping them create step-by-step plans for what they needed to do. The more I've focused on these two areas, the better I've done.

What am I bad at? I'm bad at daily following systems...even ones I personally create. I design winning business ideas and marketing plans, but then sell them off to other people. Any type of daily routine bores me to tears. The key to dealing with weaknesses isn't to "work" on them. It's to hire other people to take these positions. That's what entrepreneurship is all about.

You find your gifting, then hire or source out everything else in your business. The more time you concentrate on what you're gifted with, the better you'll do. Assign everything else to others. Take stock of your life and your talents. Write down your activities for the week. Then mark beside each activity whether you're gifted with it, good with it, or poor with it. First delegate all the activities you're poor at. Then work on delegating everything you're good at. Eventually you want to only work your gifting. This is the pathway to success and fulfillment in your business.

Send an email to a few of your friends and co-workers. Ask them what they see as your gifting. What do they see as coming naturally and easier for you than anyone else?

Once you get their responses, print them all out and compile them together to help you discover where your real gift is. Why does all this matter to an Internet business person? It's simple really. If you absolutely LOVE writing...then we'll make sure to build your business model where you're doing this as often as possible. We're outsource the other aspects. If you HATE writing...then don't try to follow a business model that requires you to write 2 hours a day. It would drive you crazy!

In addition to finding your strengths, you want to look for your passions and interests. How can you apply those to your business also? Remember your goal isn't to attract everyone. It's to attract a specific market...and many times you connect with them personally. That's why you see me sharing at times about my dogs even though they have nothing to do with online marketing. They're something I love and part of my passion. And they do connect with a large part of the audience since I attract people who want to work from home and live an Internet Lifestyle. It's not part of my message, but they are part of who I am personally. What stories, hobbies, and interests can you share that relate who you are to your audience?

### **Rule #2: Create an Inspiring and Instantly Memorable Message.**

Are you trying to generate as much traffic as you can to your website? Or perhaps you're trying to build a great producing email list, because you know the money is in the list? Or perhaps you're trying to build a customer list?

All of those are worthy goals, but most people FORGET to do step one first. Before you get an audience, get a message. Your message needs to be unique from all your competition. It needs to stand out in the marketplace. And even more importantly, it needs to inspire people to be more than what they are right now. It needs to give them hope even if they're in a dark place right now. For example if someone is overweight, that's something they've likely lived with for years. They've tried diets, and they've failed. They've developed a low self-image and even some self-loathing.

Your message needs to let them know things can change. They can lose the weight even if everything else has failed for them in the past. And they can begin to see results quickly, even if it doesn't happen overnight. No matter what else you sell, you have to bring them hope along with your message!

Here are some of the qualities this message must have:

1. It must be unique from the competition. The death of your message is if they say, "I've heard that before..."
2. It must inspire them to take new steps and look for a brighter day and a better future than where they are right now.
3. It needs to be memorable. In other words, get your core message across in as few of words as possible.
4. Back up your core message with a strong story or series of parables that illustrate your message in action.
5. Your message must be contrarian. It must stand out against a myth that's holding people back. This partly becomes your "enemy" in the market.
6. Think of the 3 P's. Your message solves a desperate problem of your audience, it makes a unique promise, and you have proof to back it up.

What does your business offer to its clients that no one else can match? What does everyone else do in the marketplace compared to what you do? Why should people listen to your message when they're already overwhelmed by thousands of voices every single day? The message has to cut through all the noise like shouting your name in a crowded room. Even if everyone is speaking at once, you'll still hear your name being called. That's how clear this message needs to become to your target audience. They'll say, "That's me. That's what I need right this minute."

One of the most common methods of figuring this out is to pull out a piece of paper and write these terms on it. On the top write, "You know how everyone else in

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my business...” Now write your next statement about halfway down the page, “Well what we do is...” The goal is to write how everyone else in your industry acts at the top. Then write how you act differently than all your competitors. This is the basis for your unique selling position.

Cut your USP down to the bare minimum of benefits and unique differences between you and the competition. Make it one sentence at most. Then build it into everything you do. It should be used when you answer the phone. It should be posted on your website. It should be in your brochures. It should be on your letterhead and business cards. It is the reason you tell people they should buy from you instead of the competition.

Now I want you to take it further. You have your USP. You know what you’re doing in your business. Now I want you to turn it into a long-term goal for your company. How many people do you want to help this year? How do you want to grow during the next three years? Take stock of where you are today and set a goal and where you want to be in three years from now. Then break that down to yearly, monthly, and weekly goals for moving forward.

I consulted with a lot of business owners who have no plans for their business. They’re simply trying whatever new idea they hear. That won’t work. You need to build a vision and make a daily plan for getting there. To reach your goals may require 10 new customers/clients per day. It may require you to create a follow-up system to sell more to your current clients. You may have to put a referral system in place that generates at least one referral from every client who comes in.

Create the goal you want to achieve and work backwards to develop what needs to be accomplished every day to get there. Once you’ve established the plan, post it to your desk. Let everyone on your team know about the plan. Give them goals to work towards. Inspire them to excellence by showing them how they’re a part of the vision. You can’t do it without them.

Get a message BEFORE you get an audience. That message will be what draws people to you. This can’t be done by simply buying private label rights to someone else’s eBook. It can’t be done by buying a business-in-a-box product. It can only be done by using your own personal uniqueness, looking at the current state of your market, and finding a pain point where you can focus.

### **Rule #3: Don't Reinvent the Wheel. Improve on it.**

None of my ideas have occurred in a vacuum. They've all been based on looking at what is working for others. Our goal isn't to re-invent the wheel. It's to improve on it. Add our own unique slant and improvements.



Even when you take what appears to be a totally unique product like the iPod, it was still built upon what came before it. Plans for mp3 were written decades ago. The first mp3 players were sold in 1996. Apple didn't come out with the iPod till 2001. They built upon what was already available. They made it easier to use.

Look at your own marketplace. What is already selling? What problems are customers paying to have solved? Then look for the gaps and how you can improve on what is already being offered...

All the resources in this section are based on finding BUYERS in a market, not just people searching for free information. Just because someone is searching for a subject doesn't mean they're willing to spend money on it. I've seen so many people make mistakes here. They see a high traffic keyword phrase. They go after it, and perhaps they even generate a large amount of traffic from it. The visitors don't buy. All that time and effort was a waste.

You may say, "But what if they're a blogger and give away free information?"

Fine...but they still need traffic that's willing to buy. A blog on its own is not a business. It's a traffic method. You need a way to monetize that traffic consistently to turn it into a profitable income source. This could be through your own products or services. It could be through affiliate programs. Or it could be through selling advertising.

Having millions of visitors sure looks enticing to those advertisers, but how long will they keep advertising if the audience is unresponsive to their offers. And let's say you're just using AdSense or one of the other "easy" tools for selling your space. If your site doesn't convert into clicks and sales for the advertisers, your bids won't be very high. There are stories all over the net with webmasters frustrated with just how little they're getting paid through AdSense.

It all comes back to finding out what people are buying...not just what they're searching. You see me refer to this in many of my articles. Today I'm going to show

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you a few of the resources you can use to do this research. I go into more detail on this and many other strategies in my <http://www.MonthlyMentorClub.com>

Here are just a few ways you could use these resources:

- Research what people are buying so you can write content about these subjects.
- Compare competition to better create your offer and fill a gap in the market.
- Look for “hidden” language customers are using in the marketplace for your ad copy.
- Make a list of the benefits all the leaders in the market have in common.
- Come up with product ideas of your own – knowing they’re already selling.

## **Buyer Resource #1: Amazon Bestsellers**

<http://www.amazon.com/gp/bestsellers/>

Amazon gives us a world of research. If you get started with the best sellers list, you can then choose any of the categories available to you. If you’re interested in information products, then go into the books category. But you’re not limited by this. They cover sports, pet supplies, kitchen, clothing, etc. And you can keep digging deeper into these categories. You’ll usually want to go at least several levels deep in a category to get more specific about the subject.

Look the best sellers in your category. What are the products called and what benefits do they offer to the audience (look in the features and the product description)? What are their key selling points? These can be found by looking at the reviews.

The reviews show what BUYERS like or dislike about the products. And not only that, but other people VOTE on whether the reviews are helpful. Think about it. You get customers telling you exactly what they like or don’t like. Plus you have other potential buyers voting and telling you whether each review is helpful for making a buying decision on the product.

Plus, there’s more. Sometimes when someone dislikes a product in their review, you’ll have others who post comments. They answer the objections of the original review. That’s a world of buyer research at your fingertips. You can get ideas to improve your products. You can “swipe” ad copy ideas from the reviews which convince others to buy (if they also relate to your product). And you also find out the core objections...and answers to those objections.

## **Buyer Resource #2: Mailing Lists of Buyers**

<http://lists.nextmark.com/>

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The biggest resource of mailing lists has been the SRDS (Standard Rate and Data Service), but that requires a subscription (you could possibly access it through a large local library). I refer to Nextmark because they have a pretty good search engines for mailing lists.

Do a search using the keywords that fit your market. Here's the biggie. You don't want to look at compiled lists. And you don't want to look at "survey" lists either. You want to look at buyer lists. You want people who have purchased a product.

For example, here is one I found in the dogs category: "PROFILE: The Only Natural Pet Store is the leading direct marketing retailer of natural pet supplies for dogs and cats. Their buyers are devoted, educated, health-conscious pet owners who are willing to spend money on high-end natural pet supplies for their dogs and cats. Only Natural's products are chosen for their holistic approach to pet health, including natural dog and cat food, treats, flea control, supplements, holistic remedies, grooming supplies and dry goods."

This one goes on to tell me the demographics: Average age of 45, Average income of \$70k, Children in HH, Homeowners, College Educated, Active Donors to Environmental and Animal Causes.

Find several buyers lists in the market and you can begin cross referencing the demographics and get a pretty decent idea of your customer before you even start marketing.

### **Buyer Resource #3: Commission Junction**

<http://www.cj.com>

Join their affiliate network. Now you can look at their top producing sites and even some of the best offers in each of the categories they offer. Choose the market you're interested in and then order the sites by their 3 month EPC.

CJ lists both the 3 month and 7 day EPC for each affiliate program in their inventory. An EPC is the average amount earned per 100 visitors. So if the EPC is \$185.28, then the average earnings for affiliates was \$1.85 per click they sent to the site.

Some sites won't show their EPC codes because they need 1,000 clicks in a 3 month period for the stats to be shown. You want to pay more attention to the 3 month numbers than the short-term 7 day one which varies way too much by special and what kinds of promotions may be done for them.

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You can look at the top producing sites in your market not just to find affiliates to promote, but also to judge what's currently selling well in your marketplace. Look at the landing pages, banners, and other tools the winners are offering to their affiliates.

### **Buyer Resource #4: Clickbank**

<http://www.clickbank.com/marketplace>

You can use a similar strategy on Clickbank, although it is primarily for digital information products. Drill down into the category you're looking for, and then check out the gravity score of the top products being offered.

The gravity score keeps track of the number of affiliates who earned a commission on a specific product over the past 12 weeks. If there is a high gravity score, then you know there are a large number of affiliates currently making sales of that product. You don't know how many sales are made by each affiliate, so the gravity score could be a little deceptive and a lower ranked product could be making more sales overall (they just don't have as many affiliates).

What you know is that any product with a high gravity score is making sales and is likely being exposed in numerous places online. It has momentum behind it. Look at the sales pages for product ideas, bullet ideas, and how they're motivating buyers to take action.

### **Buyer Resource #5: eBay**

<http://pulse.ebay.com>

This is a daily snapshot of the current trends and hot sellers on eBay. Think about it this way. When someone searches on a site such as eBay or Amazon, we know they're thinking about making a buying decision. When they search Google or Youtube, they may just be looking for information or entertainment. That's why I put more weight behind what buyers are searching for.

There is a categories box near the top left. Click on that and choose the categories you're interested in. Now you can see the most popular searches in this category along with the most watched items. You can even check out some of the largest stores in the category to give you an idea of the product mix of those running some of the largest eBay businesses.

At the bottom of the page (below the fold) is another link "See more eBay Pulse Categories." You can click this link to dig into even more specific categories for your research. Use this, because the initial search probably didn't dig deep enough into your market for you. The next page offers better targeting for you.

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## **Buyer Resource #6: Google and Bing PPC Advertisers**

<http://www.google.com>

<http://www.bing.com>

When you're doing any Google research, always pay attention to the paid advertisers. These are the sites at the very top, along the right side of the page, and sometimes at the very bottom as well. They're PAYING to be in these places. If they're not able to convert the visitors into income, then they can't keep advertising long-term .

Don't make the mistake of only checking once though. You need to check the results on the same keyword phrase several times per day over a period of a couple of weeks to get an idea of who is coming up most consistently in the top few results. Simply screenshot it each time you visit Google or Bing. And then compare the rankings in the paid results during the period you're checking it.

You could also use a paid tool to do this for you over at [www.FindMarketWinners.com](http://www.FindMarketWinners.com) (affiliate link). Just set up a "Keyword Monitor" in the system for the specific keyword you want. It may already be able to show you the winners if that have stats for that phrase. Otherwise give it a couple of weeks and check back to see who the winners are in your marketplace.

Once you know who is winning in PPC, then you can analyze their site to see why. What is their offer? Who are they targeting? What benefits are they promoting? How can you duplicate their winning formula with your site?

## **Buyer Resource #7: Magazine Advertisers**

<http://www.magazines.com>

This one is tough to do fully online unless you buy the magazines. You want to look at any direct response advertisers who consistently run in the niche magazines. The cheapest way to do this is to go down to your local library and get all the back issues. You're specifically looking for ads which have run in 4 or more months of the magazine. Just because it runs once doesn't mean it's working. And there are often specials for 3 months worth of issues.

The key principle is they must be a direct response advertiser. This means they need to be asking for a specific response in the ad. They're asking you to buy a product. Or they're sending you to a website to optin to a list. Or they're asking for a phone call. They must be tracking their ad.

Your goal here is to examine their funnel as well. Join their list. Visit the site. Purchase a low cost product from them. See what else they offer you on the backend (their income likely comes from their additional offers – not just the first sale).

### **Rule #4: If You're Not Having Fun, No One Else Is Either**

Doing business with you should never be boring. Your customers will forgive mistakes, but if you're boring they'll simply ignore you. Some visitors will love you. Others will hate you. Both are too to be expected. Don't let them ignore you!

Your blog posts, emails, videos, and even your sales copy should be entertaining. It should tell stories that keep their interest. It should inspire them to hope for a better life and a better world around them. Bottom line, it should be fun.

You almost want to think of yourself as a character on a running sitcom. What's your background and origin story? Why are you so passionate about what you do? Who or what is your arch enemy?

When you run a special sale, even try to make that fun. Be a little wacky and off the wall. Run your special because it's your child's birthday or it's your anniversary. Perhaps run a special because it's Talk Like a Pirate Day. If you turn 44 today, then run a 44% off birthday sale.

When people read your emails, they should connect with you. Tell them stories about your life. For example, one of my most remembered emails was the first one where I coined the term "The Internet Lifestyle." It was about how my nearest nextdoor neighbor was a cow named Oscar. It constantly put it's head through the neighbors fence to eat the grass. People remember that story and that connection even more than the steps I gave them to help create their own internet lifestyle.

A more recent emails was about "Blind Drivers and Broke Gurus." This was written because I see so many poor drivers in my area. You'll be driving down the road, and someone will be sitting on a cross street. They'll look at you. There was a lot of room to pull out in front of you when they first look. But they wait. They look directly at you. And then they pull out right as you're coming up on their road. It's ridiculous how many times I've hit the brakes around here from this.

While visiting my optometrist, he told me this happens because so many people around here are basically blind. They're driving around and there's no way they could pass an eye test because the DMV simply doesn't pay attention. He has taken many people's licenses away who drove into his office. Online it's exactly the same. There are broke gurus who have had maybe one success (if any) and they're trying to guide you to succeed online. They're just like those blind drivers endangering everyone on the road.

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First let's go into your attic and pull out all those old stories you might have forgotten. These are the stories about your significant life events or turning points of your life.

- Where did you grow up?
- Do you have any heartwarming moments with your parents - specific instances you hold to?
- Where did you like to go when you were a child?
- Who was your childhood hero?
- Who was a mentor in your life (family member, teacher, neighbor, etc.)?
- What significant moments do you remember from school?
- Did you play any sports in school or after school?
- What other events did you participate in?
- What were your hobbies when you were a child?
- Did you have chores, work, or productivity?
- What subjects did you excel in or were you poor at?
- Any gifts you remember more than anything else?

All of these are potential set-ups to tell stories of who you are and why you do what you do. For example, I've told the story before of how I had to go to speech therapy for years when I was in elementary school. I had trouble with vowels, th, and r.

I was already an introverted personality and this only made it worse. Even today I get uncomfortable with my articulation. That's one of the reasons I felt so comfortable when first coming online - this was a medium which was focused first on writing. And I could communicate by writing instead of speaking.

This is a good lesson for those who are held back by being a perfectionist. I do audios and videos. I also have spoken live and in webinars regularly. I don't know if I've ever done a full hour where I didn't screw up the pronunciation of a word yet. If I was waiting for perfection, I'd never get anything done.

For selling I could connect this story to my Interviewing course where I, yes I with my faults and all, share how to do interviews with others and get good information out of them.

### **Rule #5: You Can't Do It All Yourself**

You are not an island. We've already learned you have a unique gifting. This also means you have weaknesses. Instead of working on your weaknesses, delegate them. Once you identify your weaknesses, concentrate on either outsourcing that work or hiring people who can fill in the blanks. They can take on all the responsibilities you're not good at or you hate doing.

Even better is if you can find team members who are gifted in the areas you're not. Not only will they be great at what they do, but they'll also be passionate about the business and their job. It's much easier to hire self-motivated employees than ones you have to cheer up and push all the time! If you find you don't have management skills, then hire a manager as soon as possible. Let me reiterate what you're learning here. You don't have to do the jobs you hate. That's what building a team is all about (finding others who enjoy that work).

Reward your employees and your outsourcers. In many businesses I've worked with there is no reason why a worker should excel. They're not given any greater benefit. They have no interest in whether the business succeeds or not. Find ways to reward employees. This starts with simple thank you's and gratitude. It continues with bonuses based on production or the profits of the business. Almost any business could institute an end of the year profit bonus for every employee who has been there a year or more.

Make sure every employee knows their exact responsibilities and assignments. If there are any overlaps between responsibilities, you will have problems. Give them all a very specific system to follow for doing their work, but also take time to receive input from all your staff on improving business processes.

Many positions may simply be filled by independent contractors. For example: website design, copywriting, graphic design, accounting, etc. can all be outsourced. For mail order companies, you can outsource your fulfillment. . Share your vision with all of these team members as well. They're part of your Dream Team and you want them caught up in the vision (plus you want them to know exactly what your USP is so they can be a referral source).

Outsource something this week. And I don't care what it is. You might outsource the writing of an article. You might hire someone to do some research for you. Whatever you do, become a "boss" by hiring someone else to do some element of work that isn't in your gifting.

You could even get started for \$5. Go to [www.Fiverr.com](http://www.Fiverr.com) and outsource a project to them. It could be as simple as having a video done for you or a voiceover. Or you could have them promote you on social media or build some edu links back to your site. In general I'd avoid most writing projects on Fiverr as they don't turn out well,

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but video based ones, voiceovers, manual link building, and graphics work well from here...especially for the price. When it costs just \$5 to start outsourcing, how in the world can you ignore it?

Why in the world wear yourself out doing \$10 an hour work that you're not gifted at anyway? Think like an athlete. You have a gift and you want to concentrate your attention there. Let others handle everything else...including even a personal assistant to help you manage the day to day operations.

### **Rule #6: Offer Premium Service Instead of Basement Price**

You can launch and even grow a business with the lowest price. You'll attract a lot of customers to you quickly, but that's a tough road to follow for a small business owner. You don't have the buying ability of the large companies nor the volume to compete with them. Over the long-term, this is also a losing strategy for you because you build ZERO customer loyalty. The customers will jump ship as soon as there is a lower cost opportunity available.

Instead think like Disney. Produce a WOW customer experience for your clients. And then focus on your affluent customers. In any business, 80% of the profits are produced by just 20% of your clients. Focus on this 20% of top tier customers and clients. Deliver additional products and services that meet their needs.

Your goal is to establish yourself in the market not as the lowest cost option, but as a high quality product or service. A great example of this has been how marketing consultant Jay Abraham has branded himself over the years. Never once has he competed on price. Instead he even described himself as the highest priced marketing consultant at \$5,000 an hour with seminars priced as high as \$25,000. This makes even his \$500 products seem cheap by comparison...along with his royalty based deals. And this high price also carries an attitude with it. If he charges this much, he must be good...or he wouldn't get those prices.

What if you compared this to your local business coach charges \$50 an hour? What is your immediate perception of their skills and abilities to help you. If you choose the lower priced option, you're likely only doing it because that's what you can afford right now. You wouldn't go to the \$50 an hour guy believing he had the best material. It simply becomes a commodity...a decision based on the price at this point.

This is one of the reasons information producers go to great lengths to make their products look as little like a book as possible. Books have set prices of \$9.95 to \$29.95. You pretty much can't take anything formatted like a book above these prices. And if we drop in Kindle books, many of them at 99 cents up to \$9.95. That's not a comparison you want if you're selling a high quality information product targeted to a specific niche (the more tightly targeted and step-by-step a product becomes, the higher the value is).

Instead you'd likely shoot videos (Powerpoint screen videos being the easiest) along with cheat sheets and step-by-step guides. Package them up in a large course or even post them to a membership site page. Now your product doesn't look anything like a book or eBook and it's much more valuable in comparison.

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Your goal is to deliver the highest value in your market. Let's say you had to sell your offer for \$5,000 or even \$20,000. What would you have to add to your offer to make it worth that price to them? And how can you add something at least similar to this. I deal with clients in information business, professional services, ecommerce, and more...but a lot of them do information type businesses.

So let's say you put together a 6 video set plus cheat sheets for dentists to hand off to their employees and do their online marketing for them. And now let's say you plan to sell it for \$495. What would you have to do to make this worth \$5,000 or more? You'd likely need to include some kind of personal help. How about turning it into a 6 week coaching program and have a weekly webinar where they can ask all the questions they have about the program. Record these of course for future use.

What else would you need for that \$5,000 price? They'd want done-for-you tools so could you include an already done for you website and ads they can use. Perhaps you look up and provide them in one of the cheat sheets the exact Adwords ads and keywords to use. If they were paying you \$5,000 you could likely set this all up for them, but in your \$495 package you simply include everything so they can do it along with a video showing them exactly how to set it up.

You keep thinking about additional ways you could add value to the package using this exercise. When you're finished, you may even find you can raise the price you were considering. Remember this rule. People don't buy products or even services. They buy solutions and results. You want to give them as close to the magic wand solution as you possibly can. And the affluent portion of your market will gladly pay you for offering this.

### **Rule #7: The Most Important Investment is In Happy Customers**

What business are you in? Your first response may be that you sell widgets. Or you help people lose weight. Or you create dynamic flower arrangements for weddings. Or you help dentists get more patients, keep them longer, and triple their overall profits. But I want you to think beyond this.

Your first priority is happy customers. You want to find, collect, and serve your best A+ customers (remember the 80/20 rule on customers also here – concentrate 80% of your attention on the 20% of VIP customers). Your goal is to solve their problems and help them reach their goals.

You INVEST in happy customers. That's a mistake people make. They're hoping they find new customers. They're investing in their products and their outsourced workers. But instead concentrate your primary investments on your customers...finding new ones and serving your current ones.

A question I love to ask is when was the last time you mailed (snail mail here) all your current customers another offer to serve them? For 99% of internet businesses, that's a big zero. But if I asked you when was the last time you invested time on Facebook, most would respond in the affirmative. INVEST in your happy customers. Spend the money on reaching them again.

And here's a real revelation for many business owners. You can BUY new customers. That's what you're doing when you advertise. You buy customers. The happiest, most successful entrepreneurs I know are those who have a sales system in place where they can consistently buy customers at a discount. Their goal is to break even or come close to it on the initial offer to the customer. They earn a profit as they offer additional products and services to that same customer base.

It empowers you once you know you can buy customers. That means you grow your business as quickly as you want. It's simply an investment instead of an expense. Advertising is not an expense. It's an investment. Remember this.

My specialty is in investing in customers. Build a marketing engine that generates leads, closes them, and produces referrals on the backend. The marketing in most companies is simply horrible. Do this test. Pick up a local Yellow pages and scan the ads. An ad headline is usually at the top and in a larger font. What is the most common headline for most businesses in the Yellow pages? It's the name of the company. It's not a benefit. It's not a USP. And the ads all pretty much look alike. They say nothing and give no reason for responding.

The Internet really isn't a whole lot better. While there are a few websites who

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understand good advertising, the majority of websites either completely have no idea how to entice their prospects or they go too far into over-hyped, over-promised copy that simply isn't credible anymore. And what is the number one complaint from online businesses? It's a lack of traffic. Traffic is easy to generate if your marketing message is in line. There are thousands of websites in every niche that have traffic if you can share profits with them from a high performing website.

This report really isn't the place to give you complete advice on generating leads into your business. Brick-and-mortar businesses can generate leads through newspaper ads, Yellow pages, direct mail, publicity, endorsements from non-competing businesses, and more. Some of the best traffic generation techniques online are publicity, search engines, PPC search engines, PPV, banner ads, free articles, and endorsements. Each and every one of these techniques, both online and offline, rely on your marketing message.

What do you offer that's unique to your marketplace? What benefit can you provide that no one else has? I know what you may be saying, "But there is nothing unique about my business." Then find something unique. Let's say you're a real estate agent for example. They all charge the same fees and they all do the same basic job. How can you be unique?

You could brand yourself as an information provider instead of a salesperson. Give out reports on, "How to Sell Your Home For Top Dollar," or "How to Buy a Home For Less Than Going rates." Hold a free seminar in your area to provide information to buyers or sellers. Get local businesses to give away your reports to their customers. Send out press releases that people can call in for the free reports.

Another option would be to make a wild promise, "If I don't sell your home in 90 days or less...I'll give you back 50% of my fee." "If I don't sell your home in 90 days...I'll buy it myself!" What can you do that your competition won't be willing to match? Make a promise and back it up. You're now creating your unique marketing message. Every form of advertising you use will be instantly more productive.

Add a brand new marketing technique to your mix this week. It could be article marketing, Google Adwords advertising, starting an affiliate program, or sending out your first press release.

No cheating! It has to be something you haven't done before to promote your business. I want you to step a little bit out of your comfort zone. Pick one of the techniques you haven't been using. Do it now.

### **Rule #8: Eliminate, Automate, and Then Delegate**

Read the book, “E-myth Revisited” by Michael Gerber. Many businesses owners don’t own a business at all. All they own is a job. And in many cases, it’s a low paying job for the amount of hours they work. Michael Gerber calls what many business owners experience an Entrepreneurial seizure. They’re just people who were good at technical work who thought they wanted to work for themselves.

Build a system for every aspect of your business. Have a system for generating leads and customers. Use proven sales scripts for your phone calls and any person-to-person selling. Test and refine ad copy for any ads. Test different approaches to greeting customers who come into your office. Refine them and put them down on paper for every employee to use.

Develop a system for answering the phone, responding to email, and handling customer service. Have an operations manual that gives answers to all the questions people ask over the phone. Set-up templates for every email you receive from customers. Establish in advance your policies for unhappy customers. What do you do to please them? What should be offered to the most common complaints?

It takes time to set everything up in the beginning, but it will save your life in the end. Your business needs to be systematized to the point where it doesn’t need you to function. As long as it needs you, you have a job instead of a business. If you’re a professional such as a doctor or dentist, it should be systematized down to the point where any other trained professional could step in and immediately take over.

Many business owners are terrified to take a vacation without their cell phone turned on and ready. They’re sure a fire is about to start at any moment. All the systems for handling problems should already be documented. Again, the business isn’t really a business until it no longer has to have you to operate. When is the last time you took a week’s vacation without speaking with your staff or checking your email? When is the last time you took a weekend like that?

Employees get a week’s paid vacation where they don’t have to constantly worry about the office. If you can’t take time off from your business, you don’t just have a job. You have a bad job!

This is one that scares my clients a little bit. I’m going to start you out easy here. Immediately stop checking your email all day long. You can check it twice a day maximum this week...and by next month I want you checking it no more than once a business day (not at all on weekends). A good time to check your email is right before lunch...and right before the end of the day.

Email and phones are an excuse not to complete real work and progress. Cut

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back on your email immediately. This will free up extra time to accomplish more.

Every element of your business can be systematized and put into an operations manual. This includes such simple steps as answering email or the phone to more complex steps such as finding joint venture partners, writing articles, or managing Adwords.

### **Rule #9: Conversion Solves Traffic Problems**

Almost every webmaster is desperately crying out for more traffic – like that will solve all your problems. Others have figured out the importance of a list and they're asking how can they get more subscribers on their list. The answer to both problems is simple. Conversion solves these traffic problems. The person who produces the best income per visitor in a market wins. Notice I said the solution was simple. It's not always easy.

If you can produce a good enough conversion rate and income per visitor, then you can BUY customers as mentioned in Rule #7. If your site produces \$3 per visitor, then a whole lot more advertising doors open up to you. You could do PPC on Google, Bing, 7Search, LinkedIn, and Facebook. You could buy banner ads from major networks such as Adbuyer, Adready, Adbrite, and Advertise. You could purchase PPV ads from Trafficvance, Mediatraffic, DirectCPV, and others.

You could buy solo ads to newsletters in your market. You could pay for blog reviews of your product. You could even buy banner advertising directly wholesale. That's not even counting all the ways we could move your promotions off the Internet into mailing lists, magazines, and journals. And when you can pay excellent commissions, you can secure top quality joint venture partners to promote for you.

ALL the media above can work for you if you have the conversion tools in place. This means you can turn visitors into subscribers and subscribers into buyers. After someone buys, you present them with multiple ways to give you more money such as higher ticket offers, a continuity program, and related services from others that earn you an affiliate commission.

Whenever I hear someone say “banners don't work” or any of the other variations of advertising, I know it's because they simply didn't have the conversion and the other profit tools in place in their business. As I said, it's simple but not easy. It's simple to understand that you need to produce a higher income per visitor than the competition, but that's not easy to produce. It means you need to do your research and get to know your customer. It means you need to differentiate your offer from the competition. It means you need to clearly identify the problem, make a unique promise, and back it up with overwhelming proof. In addition, it often means testing multiple different offers until you find the one that customers jump on.

This is the real puzzle...selling what customers want to buy (and producing a systematic funnel of related offers to maximize customer value). As you solve this puzzle, traffic becomes much easier to generate. You can outbid others on PPC. In fact, all the media buys now basically work off of one form of “advertising auction” or

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another now. You can dig out more effective targets and sites to advertise on, but it still comes down to producing the conversion and income you need from the visitors.

It comes down to investing in new customers...and then treating those customers like gold. Generating those customers comes back to conversion. Here are some of the basic steps to go through when you're looking at the conversion of your site.

Step One: Always research your customers first. Use the sites listed in Rule #3.

Step Two: Organize your research and write a couple of paragraphs describing your perfect target customer.

Step Three: Come up with a KILLER offer that is unique, enticing, and is as close to a magic wand instant solution as possible (you often can't reach that – but shoot for it).

Step Four: Write benefit rich bullets about your offer and what it does for the customer.

Step Five: Produce dozens of headlines to choose the most enticing to build into your pitch.

Step Six: Now produce the rest of your copy. If using a written sales page, write it out. If doing a video, create it in Powerpoint first. Then shoot it.

Step Seven: TEST your new copy. The major elements to test are the offer you've chosen the headline you're using.

### **Rule #10: Design a Lifestyle, Not Just a Business.**

No one on their deathbed wishes they spent more time at the office. I personally always find it interesting the number of business and marketing “gurus” who are on their second, third, or fourth marriages. Your child cares more about you showing up at his Little League game than he does about you providing another expensive toy for him. If you’re “too busy” to be with your family, then don’t be surprised when they’re too busy one day to be with you.

Where are your priorities? It’s a funny thing. If your number one priority in life is simply to make more money, you never get time to enjoy it. If you focus on your family first and build a business that empowers you instead of drains you, you can have your cake and eat it too. It’s quite possible to earn more, work less, and enjoy life.

Taking time away from the office to have fun and build relationships is often the most productive time you have. When you’re working hard and stressed out, you’re not creative. You’re concentrating. You’re working. You’re tired. You’re eventually just going through the motions. Take time away to relax and unwind. Bingo...the idea you needed to solve your problems at work just shows up in your mind.

I’ve experienced this with both business building and copywriting. I’ve studied. I’ve concentrated. I’ve stressed out. I’ve written dozens of ideas. I’ve looked through my files for all types of ads from other businesses. It seems like the answer never comes. I give up for the day and go play a video game or go out to dinner and a movie. The winning idea just pops into my mind during relaxation. All the work prepared me for it, but it didn’t come until I got totally away from even thinking about work.

Do you schedule “fun time” into every day? Do you schedule a fun event with your family every week? If not, why don’t you? Do you spend time exercising your body so it can stay healthy and productive? How much is your spouse, your family, and your health worth to you? Do you prove to your family how much you value them by spending time working on your relationships just like you work on your business?

Schedule a three day weekend within the next 30 days. Take a break. Relax. No email. No business calls. Just have fun with your family for three whole days.

I want you to pay special attention to how much work you accomplish a couple of days before the vacation and the week after the vacation. It’s counter-intuitive, but your work production will increase. You’ll accomplish more in that 4 day week than you do on most 5 day weeks. You’ll have so much fun you’ll want to keep doing it!

Your work will expand to fill whatever time you give it. If you plan 4 days of work this week, watch yourself accomplish the exact same amount of work you did in 5 previously.

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Besides making time for family, friends, and your own health...make your business itself fun. Life's too short to hate what you do. If you love what you do, you'll never work a day in your life. What parts of your business do you love? Which parts do you hate? And how can we systematically eliminate the parts you hate or hand them off to others (Eliminate, Automate, and Then Delegate)?

Where do you gain the most fulfillment in your business? Perhaps you love writing or producing video. Or maybe you love coaching others. Or perhaps it's the social media elements that stand out to you the most. Several of my clients absolutely love the advertising because they can treat it like a game. How can they beat last month's score in producing more customers for less cost?

This extends back to Rule #4, if you're not having fun, no one else is either. A lot of people like to create to-do lists, but I've always been more motivated by my Not-to-do lists. These are a list of things I'm simply tolerating in my business right now and want to eliminate as soon as possible. What are you tolerating right now? You're going through the motions and you're doing it because you feel you have to? What would you rather be doing? It may take time to eliminate these and get them off your plate, but that's part of the journey.

Create an Internet Lifestyle...Not Just An Internet Business.

# Internet Lifestyle Manifesto

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**Would You Like Simple Step-by-Step Instructions to Boost Your Traffic, Triple Your Conversion Rates, and Take More Time Off?**

## **"Why Is This 16 Year Internet Marketing Veteran Prepared to Mentor and Coach You to Online Success?"**

**Earn More, Work Less, and Enjoy Life With Your Own Mentor & Coach At a Price Anyone Can Afford... With a 100% Money Back Guarantee if You Don't Agree This is the Easiest to Follow Internet Marketing Advice You've Ever Come Across!**

What's your edge?

I've been working full-time online for over 16 years now...and I've helped thousands of entrepreneurs start successful businesses...or expand the profits of their local businesses using the Internet.

My clients experience breakthroughs...often daily. Nothing else is like having your own coach and mentor. Someone to gently guide you along (and kick your butt in gear once in a while)...someone who has already been there. Nothing compares to...



**It's not just about the money. It's about the Lifestyle.  
This is my wife Julie and I hiking at the Red Rock Canyon in Las Vegas.**

### **Step-By-Step Guidance From Your Own Marketing Mentor**

Products and seminars can't compare. Go to a seminar for 3 days. Make some contacts. Be filled to overflowing with information...and you have no idea where to start. You know a load of stuff, but you don't know where to start...what to do on Day 1, Day 2, and on down the line to reach your goals.

I know...because that's what many of my clients were experiencing before they came to me. I coach them...mentor them...and provide them with guidance to succeed.

The problem is I only have time for 20 to 30 clients (I only work 4 days a week and take close to a week's vacation each month). How can I expand this coaching practice to thousandss of clients at once?

The solution was so simple. Share my exact coaching advice, worksheets, and tools through the Monthly Mentor Club...at a price anyone can afford.

**<http://www.MonthlyMentorClub.com>**