

\$ix
Figure
Profits

Your Blueprint
for Creating a
Profitable
Web Business

by Hermas Haynes

What lies before us and what lies beyond us
are tiny matters compared to what lies within us.

- Ralph Waldo Emerson -

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About This Preview

\$ix Figure Profits is a comprehensive business building blueprint aimed at readers who are committed to operating a profitable Web business from home. It is designed to guide you through the entire process, from idea to the big Web launch and beyond, exploring the challenges and addressing the smartest solutions for crafting a successful venture. It is presented in six (6) parts:

Part 1: Preparing Yourself

The opening section focuses on the importance of **mental preparation** and **personal change**. It discusses the importance of cultivating the necessary mindset, habits, qualities and skills that contribute to the achievement of any worthwhile venture—personal or professional.

Part 2: Preparing Your Web Business

Here, the **planning** and **product selection** process is examined along with the important elements that go into developing a professional website that converts visitors into longterm customers. You will learn what is required to make a site effective and the pitfalls you should avoid.

Part 3: Promoting Your Web Business

The fun begins! You'll be introduced to the most productive methods for spreading the word about your Web business—online as well as offline. This section is critical to **establishing a firm presence on the Web** and is critical to your success.

Part 4: Profiting From Your Web Business

You'll be exposed to basic, advanced and creative strategies for getting maximum profits, and you'll learn techniques for boosting revenues and maintaining a healthy cash flow.

Part 5: Replicating Your Success

This section looks at **ways to expand your business** into complimentary niches to ensure continuous **growth and financial security**. This tactic can move you beyond just making a living to enjoying a lifestyle.

Part 6: Keeping It All Together

This final part is about finding opportunities and investments to **preserve the fruits of your labor** and **perpetuate passive profits**—for life!

ABOUT THIS PREVIEW

You may still be undecided about your options for securing your financial future; maybe you have been considering a foray into e-commerce; perhaps you are already operating an online business. Whatever your circumstances are at the moment, you will find this blueprint to be extremely useful and of immense value.

If you are feeling trapped in a dead-end job, tired of living paycheck to paycheck, or just plain fed up with being economically deprived, this is the perfect time to explore other opportunities.

Studies show that people are turning to the Internet and starting home-based businesses at a phenomenal rate, and there is every indication that this is the wave of the future.

All you need is a strong desire to succeed, a little money and the application of the techniques revealed in this blueprint, and you can discover how to create six-figure Internet profits—for life.

Preface

What is it that separates wealthy people from those who dream of becoming wealthy? Are they better educated or more intelligent? Do they put more effort into their work, or are they just lucky?

The truth is, **there are simple laws that govern the acquisition of wealth.** This blueprint incorporates many of those principles and shows you how to apply them successfully to improve your finances via the Internet.

Thanks to the phenomenal growth of the Internet, new and unlimited opportunities to make a living online have now become available to the average person. More and more people are earning substantial incomes from the comfort of home, incomes that are dramatically **changing their lifestyles.**

Many are ordinary folks from different backgrounds, with varied levels of education and experience. Some have been victims of corporate downsizing, automation, or whatever fancy term is being used these days for cutting corporate expenses.

Others simply became fed up with the rat race, decided to jump off the treadmill and march to the beat of their own drum. The common denominator is a **burning desire** to upgrade their quality of life, and *the courage to **do something*** to make it happen.

Wealth is More Than Money

Money is the universally recognized symbol of purchasing power, a commodity exchanged for necessities, services and products. It has no value outside of its capacity as a convenient commercial tool.

Wealth however, includes much more than money. True wealth acknowledges the reservoir of wisdom acquired from the experience of life's successes and failures.

We are multi-faceted beings interacting constantly with others—as parents, siblings, friends, associates, lovers and so on. These relationships require patience, understanding, tolerance, forgiveness, sharing, love, compromise and various skills to help us maintain balance.

PREFACE

Balance is essential to our lives. We often get caught up with our bank balance and the Balance Sheet, but true balance demands attention to the other important areas of our lives as well. An excess of anything is unhealthy.

Even though the principles outlined in this blueprint are directed at improving the state of your pocketbook, many can also be used to improve your value as a human being. Your actions can only be as meaningful as your understanding is deep.

I hope you find this blueprint useful. [E-mail me](#) your comments and let me know how it met your needs. I'd be delighted to hear from you.

I wish you success, prosperity and abundance in every area of your life.

Part One - Preparing Yourself

Chapter 1 – It Begins With You!

Everyday **thousands** of small business owners "go live" on the Internet to present their products to the world. In the process, they hope to claim their share of wealth.

Unfortunately, **an alarming number fail** to make any money, give up, or simply go out of business; disillusioned, frustrated, and in a worse financial position than when they began.

They find out the hard way that **doing business on the Web is NOT a game of chance**. It requires the same discipline and diligence that a brick and mortar enterprise demands.

Research, careful analysis, sound marketing strategies, budgeting and testing are all critical requirements for becoming successful online.

But there's more. You've probably heard the saying:

"Failure to prepare is to prepare for failure."

This truth applies more than ever, as you try to distinguish **your business** from the minefield of dubious promoters, scams and ridiculous offers that litter the Internet virtualscape.

More importantly, it applies to your **personal preparation** as well.

In the following pages I'm going to help you develop the **necessary mindset** to overcome the inevitable obstacles and challenges of doing business online.

The insights you gain will help you to **stay focused on your objectives** and develop the mental toughness to pursue your online ambitions with **calculated self-assurance**.

Are You The Home Biz Type?

As attractive as the idea of being your own boss may seem, and as appealing as the opportunity to balance your time with family may be, you should never lose sight of the fact that **a home business is serious business**. It's not a hobby.

Operating a business from home may help you avoid having to endure a time-consuming commute in order to work with people you may not particularly like, but it also exposes you to new challenges and circumstances.

How you handle these challenges and circumstances will directly impact the survival and ultimate profitability of your business. The reality is, **you are directly responsible** for the success or failure of your business.

So before you trade in your job or profession to strike out on your own, it is prudent that you **first take stock of yourself** and seriously examine your inventory of skills and abilities.

Here are a few questions you should ask that will help you identify some of your strengths and weaknesses:

- Are you a **self-starter**?
- Is it easy for you to **take the initiative in a crisis** and sort things out, or do you prefer to follow someone else's instructions?
- Are you able to **stay cool under pressure** and maintain your focus, or do you become frustrated when situations get stressful?
- Are you sufficiently **organized and disciplined** to handle several projects simultaneously, without dropping the ball?
- How much **experience** do you have in the business you are pursuing?
- How much will you **need to learn** about the business you are pursuing?
- How **committed** are you to doing all that's necessary to succeed?
- Do you **give up easily**?
- Do you **know enough** about marketing and promotion to make your business profitable?
- How **determined and thick-skinned** are you to push on when sales are few and far between, and others are suggesting you should quit?
- How strong is your **positive attitude**?

This self-examination is important. Overlooking this step may be harmful to your success. You must be objective and honest in your responses to these questions. It will

help you to identify the skill sets you possess and highlight the areas you'll need to improve.

Next, you must be ready, willing and able to make the required adjustments and work on strengthening your weaknesses.

Your Private Garden

Imagine owning a rich and fertile plot of land that will germinate any seeds planted in it. Your responsibility is to use this plot of land to cultivate the loveliest garden you could imagine. You may landscape it however you wish, seed it with whatever you desire and you have your lifetime to complete it.

Money is no object, so you can be as extravagant as your imagination allows. You can build waterfalls, streams, bridges, walkways, and plant as many varieties of trees and flowers as you desire. You are free to consult with others, solicit ideas and do everything necessary to bring your vision to life.

There is only one requirement:

You alone must perform *all* the labor.

At this point you are either very excited at the opportunity to construct a masterpiece, or you are shuddering at the thought of how much effort that would involve.

In reality, you do have such a plot. It is your mind, and you are the landscaper, gardener, and architect. You alone decide what to make of your plot—a private garden, a garbage dump or something in between.

It's entirely your choice.

James Allen, in his classic book *As a Man Thinketh*, puts it this way:

"Every thought-seed sown or allowed to fall into the mind, and to take root there, produces its own, blossoming sooner or later into act, and bearing its own fruitage of opportunity and circumstance. Good thoughts bear good fruit, bad thoughts bad fruit."

What's On Your Mind?

Have you ever noticed the silent "chatter" that goes on in your mind? The mind is always having a "conversation" with itself. It never "shuts up" and much of the time you are not even listening.

This inner dialogue plays an important role in your perception of the world. It forms the basis of your reality. You become what you think about the most.

Here's an exercise to try:

Spend ten minutes observing your thoughts.
*Don't question or resist them, just **notice** them.*
Do this as often as you remember, until you become
*consciously aware of **the kinds of thoughts you think.***

What you discover may surprise you.

Is much of your thinking about **lack** and **limitation** or **success** and **prosperity**? Are your thoughts **critical** or **complimentary**? Are they about the latest **social gossip** or **inspirational ideas**? Are they typically **negative**, argumentative, manipulative and deceptive, or are they **positive**, supportive, cooperative and genuine?

If you are sincere about wanting to achieve significant success in any area of your life, you must begin with the correct mental conditioning. You must have the **right attitude**.

To attain the right attitude requires thinking the **right thoughts**. Your thoughts are the seeds that grow in the garden of your mind. Life can be a bed of roses, as I'm sure you know, but eventually you do get pricked by the thorns.

There will be days when nothing seems to go right. Your Web site may experience a significant drop in visitors; the results from your last ad campaign may be disappointing and you may begin to imagine there's a conspiracy against your success.

On those occasions, your attitude could be the only thing standing between you and throwing in the towel.

For that reason, it is imperative that you understand how to condition yourself to:

1. **Cultivate** the right thoughts
2. **Focus** on your goals
3. **Learn** all you can
4. **Apply** what you learn
5. **Persist** until you succeed

Master these skills and you will own a formula for attracting into your life, the things, conditions and qualities you desire most.

PART ONE – Preparing Yourself

Chapter 2 - Mental Conditioning

Success begins in your mind. Your thoughts determine your quality of life. A thought precedes every action, and every action is accompanied by a reward or regret. You therefore have the power to create the circumstances and conditions necessary to help you achieve your ambitions.

Being selective about what you think is the first step to conditioning your mind. If your present thoughts are not productive, exchange them for ones that are productive. If they are negative, change them to positive.

This must become **habit**! A habit is simply a behavior you repeat until it becomes automatic. We are creatures of habit. Everyday we do several things automatically, by rote, without consciously focusing on them; brushing our teeth, driving a car, riding a bike, to mention a few. Consider for a moment how powerful that is.

The success and personal growth you have achieved today (or NOT achieved) can be traced to your current habits. Just about every aspect of your life is affected by your habits.

If you are overweight and unhealthy, or fit and trim, take a look at your eating and exercise habits. Your relationships and the quality of friends you attract, develop out of your social habits... and so on.

A habit can never be broken. Instead, it must be replaced.

For example: If you are in the habit of **smoking**, to "*break*" that habit you need to **replace it** with the habit of **not smoking**. When you get the next urge to reach for a cigarette, try to deliberately delay that action.

This will force you to place your attention on the habit. You will likely become uncomfortable and restless, but with persistence and willpower, the periods of delay will become longer and longer, until you learn how to resist the urge completely.

Even the spelling of the word H-A-B-I-T presents an interesting observation which playfully supports its permanence.

HABIT: Remove the **H** and you have **A BIT**
Remove the **A** and you have **BIT**
Remove the **B** and you still have **IT**

So, since it seems habits are for keeps, the smart choice is to encourage only those **habits that will benefit you**. By consciously imposing a new behavior on a bad habit, you subdue the former behavior. Eventually the new behavior becomes what you do naturally. It is a simple process, but no easy task.

Much **effort and discipline** is required to control the conscious mind, which in turn feeds the subconscious. As you improve your ability to impose your will on your mind, so too will you develop mastery of your life.

Important! You must become the master of your mind. Relinquish your subservient obedience to its whims and fancies. Bring it under *your* control. It is the one thing over which you can have *complete command*.

What if you were so disciplined that you naturally made the right decisions in every crisis—by force of habit! Of course that reality is elusive but it's a worthy objective.

Useful Habits to Develop

1. **Write down your goals.** The act of writing your goals on paper is the first step in transforming them from the imaginary state to the physical state. Writing adds a **visual** dimension; plus, you can **read** them aloud and **hear** them. Review your goals daily for reinforcement.
2. **Do it now.** Don't procrastinate. Just do it. Resist the inclination to delay performing an important task or making a critical decision. Getting started is often the biggest hurdle to overcome. Focus on the job at hand and take the first step.
3. **Learn how to listen.** Listening plays an essential role in the art of communicating. How many times have you been thinking about what you're going to say next, while the other person is talking? Why is it that most people can't recall someone's name 10 minutes after they've been introduced? To be a good listener requires **active** participation. Use your

eyes as well as your ears and be mentally alert. Stop taking turns talking; listen, and you will communicate more effectively.

4. **Know when to say "No!"** Do not be forced into doing something that you really don't want to do. Say "No" to situations that would drain your energy and leave you spinning your wheels. Never commit to more than you can effectively handle. Let go of situations and associations that have become a burden. Burdens hold you down; blessings lift you up.
5. **Keep your awareness in the present moment.** Most people go through much of the day with their thoughts on something they did in the past or on what they're planning to do later. They are only dimly aware of their current actions. Practice focusing on what you are doing while you are doing it. This will sharpen your insight.
6. **Never give up.** Persistence is the ingredient that can bring you success when everything else fails. Of course there are times when you must give up on a particular approach to your goal because it's not working. Try a different method and as many as you need to, until you make it. Never mind how many times you fail; you only need to succeed once!

Upgrade Your Self Image

There is not one of us who has not allowed fear, doubt, criticism and feelings of inadequacy to hold us hostage to our dreams and aspirations. Our present set of circumstances is a reflection of the degree to which these robbers have held us captive.

In order to experience true freedom, financial and otherwise, you must **break through the limitations** that you have imposed on yourself, largely through your own thinking. Rewire your belief system to accept that **you are worthy and deserving of all your dreams.**

Fix that idea firmly in your mind. Let it saturate your entire being. Eventually those conditions you previously viewed as **obstacles** will be reduced to **stepping-stones.**

Like magic, the Universe will seemingly intercede **to do your bidding** and grant your every wish. That's when you **know** you have tapped into a source of power you can command, and reap unbelievable rewards. Your thinking and self-image greatly

influence your actions and what they bring you. Change your thinking and you **will** change your life.

There is nothing magical about any of this. You are simply working in harmony with the natural and universal laws that govern life.

Open yourself to understanding situations from a bigger perspective. Embrace your inner truth and authentic self, and recognize that you can be your biggest obstacle or greatest ally, based on how you think. It's your call. Understanding these principles and applying them correctly will deliver results as surely as $2 + 2 = 4$.

The Art of Visualization

Visualization is the technique of consciously applying your creative imagination to manifest anything you may desire in your life. This is something that you do unconsciously all the time, and by learning how to apply your natural imagination deliberately, you can help bring about any circumstance, quality or thing you truly desire.

Try this simple five-minute exercise:

1. Relax and create a clear picture in your mind of your goal. It could be a new house, a new spouse or simply to have more confidence.
2. Try to "experience" your goal as if it is already a part of your life. Think **from** the state of the goal fulfilled.
3. Repeat this exercise with sincerity and feeling at least two or three times a day.

Do not be misled by the simplicity. To get the best results, do this exercise upon awaking in the morning and again before going to sleep at night. You may also do it during the day if you wish.

Approach it with an open mind and let the results you experience confirm its usefulness.

If your goal is to own a new house, picture yourself walking through the rooms; hear the din of conversation, the clink of drinking glasses and the sound of soft music as you

entertain your friends there. See yourself graciously accepting compliments on your lovely home. Feel it **as if it is happening now** and you are there.

If your desire is to have more confidence, feel yourself in a situation where you would need to demonstrate that quality. Observe how you calmly take charge and bring matters to a satisfactory resolution. Enjoy the good feeling you get from your confident actions.

As you become more adept at visualization, you'll begin to notice subtle changes occurring within you. Your response to situations will become more deliberate and less reflexive. You'll develop a keener sense of awareness about everything. Your focus will get sharper and your concentration deeper and unwavering.

Things that frustrated and angered you before wouldn't affect you that way anymore. You'll wear an armor of quiet, self-assurance in the face of any challenge. Soon you will observe opportunities, circumstances, coincidences and people appearing in your life, all with a hand in delivering your goals.

Avoid Toxic People

It's natural for you to want to share your ambitions with family, friends and people you trust, but don't expect that everyone will be supportive. That never happens. It may surprise you who will try to burst your bubble and deflate your enthusiasm.

Don't let **anyone** who does not understand or support your ambition discourage you. Be especially wary of unsolicited advice from those who have never accomplished anything close to what you are pursuing. They can't help you.

Instead, seek guidance from those you consider to be successful or experienced in your chosen area. Use them as a sounding board. They have much more to offer.

You probably know people who are constantly complaining about their troubles. Every time you meet them they've got a new problem and they can't wait to share every detail with you. These people enjoy the attention their whining brings them.

All they do is drain your energy and try to use you as a dumping ground for their unfortunate circumstances.

Their problems are not worthy of your time, attention, money or intervention. Avoid these people at all cost. Don't let them drag you down to their level of misery. Remember! It's all about maintaining the right attitude.

Develop a Support System

Find a mentor—someone with vast experience and wisdom from whom you could receive **on-going counsel and guidance**. He or she would be someone whose accomplishments you admire and who would help you by sharing ideas, lending **support** and offering **encouragement**.

Suppose you want to learn a new technology, improve your marketing skills or understand how to read financial statements, select an individual who has a successful track record and is a recognized authority on the subject.

Your mentor may be a personal friend or a respected leader in your community. The idea is to establish a **one-on-one, teacher/student relationship** where you can benefit from their knowledge and experience.

At the very least, you should read the biographies and autobiographies of successful people who inspire you. Study books, listen to tapes and watch videos about them and their accomplishments. You will gain deep insight into their courage, persistence and wisdom. You can have several mentors contributing to your progress at the same time.

The advantages of mentorship are considerable. Learning from people who have "been there" helps you to avoid mistakes and gives you a success model you can adapt to fit your needs.

A Mastermind Group is another valuable support system for sharing ideas and insight. It can be comprised of five or six like-minded individuals who meet regularly to help each other in the pursuit of their personal and professional goals.

The group could get together in person or connect via a teleconference call to avoid a commute. The convenience of teleconferencing makes it possible for a group to include participants from anywhere on the planet.

Group members should be ambitious, enthusiastic and committed to discussing a range

of issues. The more varied their backgrounds the greater the opportunity for a richer experience.

Our mastermind group is comprised of six business owners—three females and three males—who represent a range of industries: accounting, Internet marketing, childcare services, computer networking, home improvements and business communications.

There is a fifteen year differential in the ages of group members. As of this writing we have been meeting monthly for three years and have established a special and valued relationship.

We have discussed a variety of topics including negotiating strategies, creative marketing approaches, business expansion, business collapse, locating financing, to challenges in our domestic lives. We also have an interesting mixture of personalities and that contributes to our strong foundation of support and trust.

A mastermind group can serve as a protective fortress when the experiences of life and business force you to retreat. In its safety, you can recover your strength, sharpen your resolve and perfect your strategy to conquer the challenges outside. The benefits of mentor relationships and mastermind groups can last a lifetime.

The RSVP Approach

One of the methods of preparation that has worked well for me when beginning a new project is what I refer to as **The RSVP Approach**. No, this has nothing to do with the familiar expression borrowed from the French. In this case, RSVP stands for:

Research... Study... Visualize... Perform

1. **Research** - Research as much as you can the Internet, Web site development, marketing, search engines, advertising and all that relates to your business. Subscribe to newsletters that specialize in your area of interest. If you are going to play the game, get to know the playing field.
2. **Study** - This next step takes you beyond applying your eyes to the text. You must study the material you read. Investigate it. Examine it. Analyze it. Reflect on it. Focus your thoughts on the substance of what you read and develop your ability to understand.

3. **Visualize** - As you begin to grasp the facts and concepts gleaned from your research material, try creating a mental picture of them. If this is difficult at first, keep trying. Eventually your perception of the game will become as clear in your mind as if you were looking at it in physical form.
4. **Perform** - This final aspect of The RSVP Approach is the most important. You must **act** on what you have learned. Put it into practice. You must **do** something with the knowledge you have acquired. It is the only way to truly benefit from the process.

Used correctly, The RSVP Approach can have a dramatic impact on your ability to quickly absorb and understand new information, ideas and concepts.

Healthy Body - Healthy Mind

Decades of research have shown that **regular physical activity** improves health, well-being and *mental clarity*. It does not have to be strenuous to deliver significant benefits. But before you embark on a new, vigorous exercise routine, it's always wise to consult with your physician.

The American Medical Association recommends exercising at regular intervals for at least 20 minutes 3 times per week. That schedule is sufficient to keep you feeling fit and healthy.

Ideally you should set aside a specific time each day for your exercise regimen and balance it with aerobics and strength training. If you've been inactive, start slowly with something you enjoy, then gradually increase the intensity and duration as your body begins to adjust.

If your schedule is unpredictable, you can select ordinary activities that you can fit into your daily life. Use the stairs instead of the elevator; take a brisk walk in the park; wash and wax the car; rake leaves or go bike riding.

The benefits of a sensible exercise routine will be reflected in your appearance, the state of your health and your self-esteem. It will improve your flexibility, posture, color and skin tone. You'll have better blood circulation, greater oxygen capacity, reduced anxiety and renewed vitality.

Exercise promotes health and lowers the risks of illness. A little exercise is better than none. Get started on a routine that works for you and make it fun. Good health and physical fitness is energizing. Choose good health and enjoy the positive results.

Be Patient

Your e-mail inbox is probably overflowing with promotions that promise you riches overnight. You've seen them. They say things like:

"Make \$8,761 in the Next 30 Days"
"Earn up to \$1,076,175.96 Annually"

If you are gullible, you reach for the plastic; if you are skeptical you tap your Delete key. Unless you win the lottery or inherit a fortune, there's no such thing as instant wealth. Most of us have to do it the old fashioned way and earn it!

This is not to say that enormous sums of money aren't being made online everyday. I know several Internet marketers whose businesses consistently generate revenues in the \$10,000 - \$20,000 per month range.

Their current level of success didn't occur overnight, but took years to develop. Along the way they experienced failure and set backs, but they persisted. Today, the valuable lessons that were learned are paying handsome dividends.

The road to success is not an expressway, but a winding path with hills and detours. Stay on the path and you will eventually advance to your goal.

Here are three things you can incorporate into your daily outlook that will cement a solid mental foundation as you prepare to build your success:

- No Negativity** - Maintain a positive attitude towards your goals.
- Opportunity** - Be alert to the opportunities that present themselves.
- Work** – Always take action.

Have Faith

Just as the wind fills the sails to propel the sailboat, the element of faith is the

ingredient that pushes you towards your goals. When it's fueled by conviction and purpose, faith becomes a powerful force. You can use it to help you navigate the challenges you encounter as you seek to fulfill your ambitions.

Faith is an active element that works in harmony with your preparedness, your positive attitude, your clarity of vision, and in direct proportion to the strength of your belief. It is a practical expression of confidence which must be cultivated and developed through practice.

This force will deliver results according to the nature of its application and the depth of your gratitude. In other words, if you place your faith in things positive, the outcome will be positive. If you apply it to a negative situation, the results will similarly be negative. Faith is substance. Use it wisely.

Let go of fear and **embrace faith**. Let it free you to **follow your instincts**. When you find yourself in turbulent and unfamiliar waters, trust the Silent Guide who directs your path. The following quotation explains faith this way:

"When you come to the end of everything you know and are faced with the darkness of the unknown, either there will be something solid for you to stand on, or you will be taught how to fly."
- *Barbara J. Winter*

In your quest for financial success, arm yourself with as many appropriate **tools** as you can, and **understand** when and how to put them to work for you. Prepare for a marathon not a sprint. Be disciplined. Take charge of your mind and keep it pointed in the direction of your objective. Maintain a sober attitude and the intention to follow your dreams until you succeed—and **you will**.

PART ONE – Preparing Yourself

Chapter 3 - Desire And Goal Setting

From time to time you may sense within you an intuitive impulse that seeks to steer you towards **improving, advancing** or **expanding** some aspect of your life. This impulse could be to move to a better neighborhood, buy a luxury car, make more money, get married, or go on a Caribbean vacation.

Whatever the objective may be, the urge is evidence of a powerful inherent need to **grow, develop and experience** beyond your present circumstances. This persistent prodding toward a fuller expression of life lies at the core of the human experience. It's the way of nature:

- The seed that's planted in the soil and takes root, eventually pushes through the surface to become a seedling. It continues on, growing into a sapling until it develops into a mature tree.
- The fertilized egg transforms into an embryo, grows into a fetus, and then emerges as a newborn baby. Soon it proceeds through the stages of infancy and adolescence until it reaches adulthood.

You can learn how to harness this subtle flicker of desire, fan it into a raging inferno and use it to attain your ambitions. The process is aided by setting goals that eventually become the checkpoints against which you can measure your progress.

The word "setting" in this context, embraces a broader meaning than simply formulating an objective.

Your goal must be clear, precise, well-defined and continually reinforced. Just thinking about it should create such a vivid and complete picture in your imagination that it would seem you could reach out and touch it. Eventually, and often sooner than you may expect, your goal will come to fruition.

We'll get to the **specifics** of how to do that in a minute. But first let's examine the differences between a desire and a goal.

A Desire is Not a Goal

A desire is a deep longing or craving for something you believe will bring you satisfaction. But that desire must be coupled with other elements before it can be transformed into something tangible or measurable. Otherwise, it's like flooring your car's gas pedal while the transmission is set to Park. All you get is noise, high engine revs, a lot of wasted energy but no momentum.

A goal introduces the elements of form, purpose and clarity to your desire, and lays out concrete plans for turning it into reality. It is the road map that helps you negotiate the inevitable challenges you'll meet along the way, and it improves your chances of achievement.

And while you are in pursuit of your goal, it's important that you assume a quiet attitude of belief and expectation regarding the outcome. Don't agonize over whether or not you'll make it; simply believe that you will reach your goal and *expect it to happen!*

It's also important that you do not become emotionally attached to your goal since that can be counter-productive. Instead, you should retain an attitude of flexibility and detachment, for two reasons:

1. You are likely to encounter obstacles and challenges that will require you to change and adjust your plan.
2. The novelty, excitement and satisfaction you enjoy when you succeed doesn't last forever, it inevitably wears off.

You must rely on balanced thinking, common sense and your inner strength to support your efforts. Review your goals and strategies as often as necessary to stay focused and to measure your progress.

Stick to the plan, but allow for unexpected developments that may require you to resort to a contingency plan – a Plan B in other words. Anticipating where things might go wrong and being prepared to address them is smart planning.

Why Set Goals Anyway?

One day Alice came to a fork in the road and

saw a Cheshire cat in a tree.
"Which road do I take?" she asked.
"Where do you want to get to?" said the cat.
"I don't know," Alice answered.
"Then," the cat replied, "it doesn't matter which way you go."
- From Alice in Wonderland

Setting goals is about...

- having purpose and direction in your life.
- taking responsibility for your dreams and converting them to reality.
- recognizing where you are in relation to where you want to be.
- having an incentive to go after the things you want.
- stimulating the competitor and creator in you.
- developing the confidence to pursue things that will enhance your life.
- creating a pathway to achievement and measuring your progress.
- helping you to climb over your fears to reach for what you really want.
- tapping into your limitless potential and discovering who you are.

Goal setting is critical to helping you succeed at whatever task you decide to accomplish.

Write Down Your Goals

Writing your goals down on paper is important for two main reasons:

1. It has practical benefits.
2. It engages higher philosophical and psychic truths.

If you attempted to rely solely on memory to recall all the "to do" things associated with the various roles you play in life—as a spouse, parent, employer, sibling, friend and so on—it wouldn't be long before you'd become a candidate for the mental asylum.

The mind is unquestionably a marvelous computer, processing several trillion pieces of information per minute as it regulates and monitors every aspect of your conscious and unconscious existence.

That's a very big job! Thankfully, those responsibilities are controlled by a sophisticated

intelligence way beyond your ability to comprehend. You can, however, utilize mundane props and ritualistic behavior **to connect** with this intelligence and **realize anything you wish**. "And how do I do that?" you ask.

The simple act of **writing your goals on paper** is the first stage in transforming them from the abstract world of thought and desire, to **giving them form** in the physical world. As you shape the letters that spell the words that define what it is you are striving for, you trigger **the process** that seeks to materialize those goals.

However, there is one **caveat**: *Be careful what you ask!* The process is **flawless** and **will deliver** exactly what you request. If you fail to get what you want, it's not because the process didn't work, it's because you didn't apply the process correctly.

Written goals have a way of transforming wishes into wants, can'ts into cans, dreams into plans, and plans into reality. Don't just think it – ink it! - Author Unknown

How to Write a Goal

A well-written goal should address the **what, when, why, where** and **how** of whatever it is you intend to accomplish. It should be sufficiently beyond your reach to challenge you, but not so far away that it discourages you. It should force you to step outside of your comfort zone to attain it.

Here's an acronym that you can use as a guideline to remember the important components to include when structuring your goals. Your goals should be...

SMART: **S**pecific. **M**easurable. **A**ttainable. **R**ealistic. **T**ime-framed

Specific - Write your goal in as straightforward and precise a manner as you can manage. Add as much detail as necessary to remove any confusion as to what your objective is. The clearer the mental image you can conjure up of your goal, the easier it will be to define the necessary steps to get you there.

Measurable - Your goal should have targets that allow you to keep track of your progress. You must be able to determine if you reached your goal, fell short or surpassed it. Reference points are important because they help you

to see where you might need to make adjustments to reach your goal. This also goes to the matter of self-esteem and the excitement (or disappointment) you'll experience if you do (or don't) reach your goal.

Attainable - A goal is attainable if it reasonably considers your *strengths and weaknesses*, and the "stretch" to its achievement is realistic. Be honest with yourself, your resources, and your ability, as you attempt to bridge the gap between where you are and where you want to reach.

Realistic - Set a goal that is *doable*. Don't bite off more than you can chew, you'll choke. Be sensible! Set a goal that requires you to push yourself, but is within your ability to pull off. Gradually increase the degree of difficulty as you go along. Your goal should systematically advance you to the next steppingstone along the path to your ultimate destination. Don't make a goal that's so "off the charts" that it's impossible.

Time-framed - It is also important to frame your goal within some unit of time: *days, weeks, months or years*. It gives you something to look forward to and it serves as a great motivator. This provides another way for you to monitor yourself and stay focused on the goal.

An Example

The following example demonstrates how to use the **SMART** approach to weave the **what, when, why, where and how** features into fabricating a goal. Let's say you wanted to improve your understanding of Search Engine Optimization, a written goal might read something like this:

"I will improve my understanding of Search Engine Optimization."

While that is a useful goal, the way it's written is too general and fuzzy, and it lacks power. Here is a more effective way to write that goal:

"For the next two weeks I will devote two hours each day to going online and studying articles, ezines and Web sites related to Search Engine Optimization. I will learn four new SEO strategies in order to improve my understanding of Search Engine Optimization."

Notice the difference? Now let's dissect this goal and identify its various components.

For the next two weeks I will devote two hours each day...

Time-framed. Specific. Addresses the When question.

to going online...

Specific. Addresses the Where question.

and studying articles, ezines and Web sites related to Search Engine Optimization.

Realistic. Attainable. Specific. Addresses the How question.

I will learn four new SEO strategies...

Measurable. Attainable. Specific. Addresses the What question.

to improve my understanding of Search Engine Optimization.

Attainable. Realistic. Specific. Addresses the Why question.

There is one additional ingredient that absolutely must be added to the mix for any of this to work. It's **discipline**. Discipline can be compared to the sculptor's tool that painstakingly removes the unwanted excess from a block of wood to reveal a finished, wonderful work of art.

Use it to develop a regimen that encourages you to systematically pursue those things that will advance you—mentally, personally and professionally. When mastered, this behavior could propel you towards your goals faster than a speeding bullet.

Pay attention to whatever lessons you learn as you set and achieve your goals. Notice the skills you develop, the wisdom you gain, and use them to help you reach your next goal, and the next, and the one after that, and so on.

Celebrate Your Achievements!

Whenever you achieve a goal, it's all right to reward yourself appropriately. Celebrate! Treat yourself to something nice. You've earned it. And take a moment to truly enjoy the satisfaction you feel from your accomplishment.

Reflect on everything you did, and notice where you could have done something differently, had you known what you now know.

Acknowledge and accept the growth, confidence, enthusiasm and excitement you feel bubbling within you. Then set new goals to help you sneak up on your dream. Success breeds success!

The Power to Choose

Perhaps **the greatest gift** ever bestowed was the freedom to choose. Most situations you encounter in life usually present you with a number of options. The ones you pick can leave you happy or sad, hopeful or desperate, richer or poorer.

When you understand the awesome power this freedom gives you, and then learn how to use it constructively, it becomes easier to **respond** (deliberately) to any situation, instead of **reacting** to it emotionally. I'm sure you can recall decisions you made and later regretted because you were under intense emotional stress at the time and your ability to reason was distorted.

It's always better to gather as many facts regarding whatever matter you are facing and seek advice from people who are more informed than you. Their wisdom and counsel can prove to be very valuable.

A **sober and calculated decision** usually has the benefit of **better judgment** and tends to *yield better results*. Develop this skill and you'll make greater strides towards creating the conditions for achieving your goals. You'll gain the confidence to pursue all your dreams and desires with an expectation of success. *It's your choice!*

It's up to you!
If you think you're a winner you'll win,
If you dare to step out you'll succeed.
Believe in your heart, have a purpose to start,
Aim to help fellow man in his need.
Thoughts of faith must replace every doubt,
Words of courage and you cannot fail.
If you stumble and fall, rise and stand ten feet tall,
You determine the course that you will sail.
- Anonymous

Part Two - Preparing Your Web Business

Chapter 9 - What To Sell

Okay! You have made up your mind to pursue your fortune on the Internet. Now comes the big question. What are you going to sell? While just about anything can be sold online, certain products and services have greater commercial appeal and success.

A recent U.S. Department of Commerce Study showed that of those Americans with home Internet access, over 80% used it for:

- o E-mail.
- o Finding information.
- o Checking news.
- o Searching for jobs.

At any given moment there are millions of people on the Internet actively seeking solutions, knowledge and guidance on any number of subjects. You only have to look at the enormous popularity of search providers like Google and Yahoo for confirmation.

People find it much more convenient (and usually cheaper) to book a flight, secure hotel accommodations, rent a car or obtain concert tickets by going online, compared to any other method.

They enjoy being able to conduct these transactions whenever it suits them, and having fingertip access to these conveniences is a very attractive feature.

Add to that the variety of technologies that makes it possible to interact with this medium from a computer or hand-held device, and you'll begin to recognize the limitless opportunities that are available to the ambitious entrepreneur.

Now, if you take this concept one step further and apply it to the consumer who is looking for "how to" information, for example, you begin to see the significance of the Internet as an important e-commerce medium.

With these facts as evidence of the overwhelming demand for information in today's Information Age, you don't have to be a rocket scientist to figure out that informational products are...

The Ideal Moneymakers

Products such as e-books, ezines, reports, newsletters, scripts, online courses, software, streaming audio and video tutorials are all great sellers. They can be Web-based, or delivered directly from your Web site by download, and are particularly attractive for several reasons:

1. **They are not expensive to set up or create.** The start up costs in terms of money and time can be minimal when compared to the return on investment. A product can be compiled from a series of articles or a list of strategies on any subject.
2. **The original information is easily repackaged.** For example: An e-book with a title like *How to Invest in the Stock Market* could easily be reworked and presented with a different focus as a multi-part course titled *Strategies for Picking Winning Stocks*.
3. **There is a high profit margin.** A product that costs \$5 to produce could be sold for \$100. That represents a whopping 2000% markup.
4. **No warehousing necessary.** Unlike many conventional products, there is no need to stockpile a large inventory and pay exorbitant warehousing fees because your product has no physical form. It is made up entirely of bits and bytes of data.
5. **No shipping and handling costs.** Since no physical product exists, there is no package to ship, therefore, no shipping costs.
6. **Purchase and delivery can be automated.** A shopping cart system or other credit card processing facility can be installed on your site to handle purchases. As soon as a transaction is approved, the customer can get access to their purchase.
7. **Can be delivered to any part of the world in seconds.** Customers

across the globe can be in possession of your product as quickly as their Internet connection permits.

8. **Each copy is an exact replica of the original**, which guarantees a consistent quality for an infinite number of copies.

9. **No spoilage**. The shelf life of a digital product is indefinite.

Search services, job placement and web hosting also have an extremely wide appeal because they meet many of the criteria outlined above. If a product offers convenience, is affordable, teaches or informs, it is usually well suited for the Internet. Informational products can also be leveraged for gains that are not of a financial nature, such as generating leads and expanding name/brand recognition. They also make very powerful viral marketing tools.

However, there are two other conditions that must be present to virtually ensure the success of your products and guarantee a continuous flow of revenue into your bank account.

1. There must be a big demand from a wide market.
2. The products should be available exclusively through you.

These are the core factors that make informational products so appealing, popular and profitable.

Don't Overlook the Obvious

Deciding on the right product to market is an important task, but it does not have to be a daunting one. It could involve your **favorite pastime**, be something about which you are **knowledgeable**, or an idea could be hatched from something occurring right **before your eyes**.

There is the story of **Jill Avery-Zuleeg**, who one day noticed her toddler son come out of his room dressed. He was proud of what he had done and gleefully exclaimed, "Look mom, I did it all by myself!" But there were two problems:

1. His clothes were on backwards.
2. They were inside out.

That incident was the inspiration for the **All by Myself** line of videos that teach children independence. More than 100,000 tapes on getting dressed have since been sold, along with 25,000 instructional tapes on how to care for pets.

It is said that every person has at least one superior skill or ability. What's yours? Maybe you are handy with tools and enjoy fixing things. A newsletter or e-book about how to do your own repairs and maintenance on the house might be just the information others are willing to pay to get.

Do you have a knack for gardening? Is there a special dish you make that your friends all rave about? Do you have an eye for decorating? These are all opportunities from which a business could be born.

Write down the things you like to do, or can do better than most people and begin there in your hunt for a business idea. And if you are skilled at more than one thing, there may be a way you could combine those skills and create a unique service or product.

Give People What They Want

One of the surest ways of locating a successful product is to find out **what people are already buying** and make that available to them. Since the demand has already been established, there's no need to worry about *if* the product would sell. There's already a clamor for it.

All you would have to do is make your product or service better, faster, cheaper, or more efficient than the competition's, and then present it in a way that is distinctly more attractive to the consumer.

Two familiar food products come to mind as illustrations—**pizza and coffee**. They've been marketed all over the world for centuries and people continue to buy them today. Every once in a while though, someone finds a simple but efficient marketing approach for these items, and succeeds.

Take the case of pizza, the convenience food that people like to have delivered. In 1960 **Domino's Pizza** entered the pizza arena with the commitment to deliver pizza in 30 minutes or less, guaranteed. Today they are the recognized world leader in **pizza**

delivery.

In the case of coffee there is **Starbucks Coffee Company**. Since the opening of its first location in 1971, Starbucks has become the world's leading retailer, roaster and brand of specialty coffee.

That was achieved through their commitment to offering customers “the world’s best coffee” and “**the finest coffee experience.**”

Here are three approaches you can use to get a pulse on consumer demand:

1. **Survey your intended market niche** to find out its interests. Solicit as much feedback as possible. Pay attention to the answers you get, and then design a product to satisfy those needs. In no time you could be running a profitable new business with thousands of loyal customers.
2. **Query the search engines** to discover how frequently certain *keywords and key phrases* are being searched. This will give you a global perspective of marketplace interests, and help you to come up with ideas.
3. **Visit different types of forums** and observe the kinds of complaints or questions that are posted. Look at the quality of advice offered. You may see an opportunity to address those concerns on a mass scale via an ecourse, ebook, report or software you could create. If you can provide a worthwhile solution you could have a marketable product.

I go into detail on each of the above methods in the following chapters.

Today's consumer is selective, demanding and very aware of getting a great value for their money. If you really want to find out what products they're interested in, all you have to do is **ask** and they'll tell you.

This market-driven approach to product design has proven to be successful for many mainstream corporations whose products have become household names. Or, you could take an alternative approach and **look for buying trends**. These trends can clue you in to which products, industries or services are in great demand. If you could supply that demand cheaper, quicker or more reliably than what others are providing at the moment, it could be the start of something big and profitable.

Sell an Existing Product

You may come across an ideal product that you could sell, but it is may owned by a talented designer, craftsman, inventor, programmer or artist who is thrilled to create but lacks the desire and business acumen to be an entrepreneur.

Negotiate an exclusive agreement with that person for the rights to market their product, in exchange for a percentage of each sale. This way you would avoid development costs and would be able to deliver a product to the marketplace sooner.

Of course you want to be satisfied that the products are of consistent high quality and that the producer is reliable. This could be the start of your business. By duplicating this process and obtaining exclusives on similar or complimentary items, you could expand your line and grow your business, without even owning your own product.

Use Adaptation

Maybe you've heard the saying: *"There is nothing new under the sun."* Mother Nature, in her immutable wisdom, recycles everything on the planet. Likewise, you could follow her example by taking a concept, formula or system that others are using successfully, and finding a way to apply it to your product or idea to make it unique.

In other words, take a note of how another business is marketing their product or service, and see if you can adapt it to enhance your product or service. Here are two examples you'll recognize:

1. The **drive-thru** concept has always been associated with the fast-food industry. Today, banks and drug stores have adapted that concept to service their customers more conveniently.
2. The **self-help** system that we are familiar with in the neighborhood convenience store, is now commonplace in the petroleum industry. Think about that the next time you're pumping your own gas.

There are several examples of industries, businesses, products and services that have successfully applied the principle of adaptation. By tuning into what is going on around you, you can come up with useful and profitable ideas.

Think Outside the Box

The illustration below represents a mathematical statement that is obviously **false**. See if you can **add a single line** to alter the statement and **make it true**. The solution is an excellent example of thinking outside the box.

$$5 + 5 + 5 = 550$$

*See solution on page 40

You don't have to reinvent the wheel to create a new product or service, just think of imaginative ways to make something better, cheaper or more efficient. Adding a clever twist to an already successful concept and creating a better "mouse trap" is the stuff that makes fortunes.

Examine an existing product to see how you could make it better or different by adding or altering a feature. Ask questions such as:

- What if it were smaller, larger, longer, shorter, upside down, inside out?
- Could it be used in a different way?
- What if it were made out of a different material?

Are you getting the idea?

What Things Annoy You?

Make a list of things that bother you—dripping faucets, waiting in line, misplacing the TV remote. Chances are there are others who feel the same way you do about these **petty annoyances**. If you could find a way to **solve these problems**, you'd be making life easier for many people and making yourself rich in the process.

That's exactly what **Kemmons Wilson** (a high school drop out) did in 1951 while taking his family on a trip from Memphis to Washington D.C.

Having to stop at several motels on the way, Kemmons was annoyed by the

inconsistent standards of the accommodations offered. Some were pleasant, many were filthy; it was difficult to find a place with a swimming pool and you had to travel miles away to find a place to eat.

But what really burned him up was the fact that the motels charged an extra \$2 a head for children. He had five. Standard room rates back then averaged about \$10, so his kids were costing him double.

Kemmons Wilson promised his wife on that trip that he would go into the motel business. Every motel would have consistent quality rooms, a swimming pool, there would be a place to eat on the premises and children would stay free.

Just one year later, Kemmons Wilson kept his word and founded **Holiday Inn**. Today Holiday Inn posts revenues in the *billions* of dollars.

When **Tamara Monosoff**, a former Clinton White House staffer, decided to stay at home to raise her daughter Sophia, she had no idea that she would be constantly re-rolling the toilet paper Sophia would unravel and trail all over the floor. Annoyed and frustrated, Tamara decided to find a solution, and she did.

Tamara invented the **TP Saver**, a simple device that prevents babies and pets from unraveling toilet paper. The special latch retails for under \$10 and Tamara projects company sales this year to exceed *\$2 million*.

Pregnant with her second child in 2001, **Lansi Caspi** would experience severe pains in her neck and back from her baby carrier. A year later she re-designed a more comfortable carrier, which she sold from the trunk of her car. By 2004, her **Ultimate Baby Wrap** would be available online and in over *60 specialty stores*.

These are only a handful of examples confirming that opportunities for finding products or services are always around. You've just got to develop the ability to **recognize them**, and then **act** on the inspiration.

Buck the Trend

Take a note of what your business competition is doing and **do the opposite**. Here's the story of one man who successfully applied that strategy.

One day in 1895 as he went to shave, **King Camp Gillette**, founder of The Gillette Company, noticed that his razor had become dull. That was not an unusual occurrence in those days because razors were routinely resharpened using a hone and a strop.

Razors had also always been marketed as something that could last a **lifetime**; however, on that day Mr. Gillette envisioned a **new** type of razor, one that wouldn't need to be sharpened but would be **replaced** by a new one.

That idea gave birth to **the disposable razor blade**, which was introduced in 1903. Today, the Gillette Company generates revenues in the *billions* of dollars and **disposable razors** are commonplace.

Specialize or Face Demise

As the Internet becomes more crowded and competitive, rather than trying to be all things to all people, the successful small business owner is increasingly designing products and services that meet the demand of **smaller market segments**.

If you have spent any time on the Internet, you are sure to recognize the names of the following companies. Each has established dominance in their particular industry.

Google - Search services

Amazon - Online books sellers

America Online - Internet services

Unless you have very deep pockets and an ingenious plan to topple these giants from their lofty positions, it might be more realistic (and profitable) to first identify a smaller, specialized segment within *their* marketing sphere, and then create a product to supply that segment.

Let's say your passion is gardening and you've always wanted to write a book on gardening; however, your specialty is carnivorous plants. Instead of writing a book to

the gardening community at large, write about what you know—carnivorous plants.

Or, **narrow your focus** to just one member of the carnivorous plant family—the Venus Fly Trap, for example. You could expound on the cultivation and ecology of carnivorous plants as a group or on the Venus Fly Trap in particular, and then develop your Web business to become the first place people visit for anything related to that category.

Even if your site never rivals amazon.com but ultimately became known as the "Amazon" of your particular market niche, that couldn't be too bad, could it!

How about an exclusive search service for all things related to carnivorous plants? There's another business idea! As you try to think up a unique idea for a better product or a more efficient service, don't overlook the obvious.

Do your homework. Research any topic that interests you. Find out as much as you can about it, and then figure out a way to turn it into something useful. Use your imagination lavishly. It is **the key** to all success.

*Here's the solution to the challenge on page 37

$$5 \text{ 4 } 5 + 5 = 550$$

Summary

There you have it, a glimpse of what you can expect when *\$ix Figure Profits* is completed. The bulk of this preview centers on **self-preparation** for good reason. I believe any person can be **taught** how to apply a formula, strategy or concept, so long as the principles are clearly presented. That's the easy part.

The true test comes in the **execution** of those principles. It is in the **doing** that you will encounter challenge, disappointment and frustration as you work to refine your skills and develop what you learned.

As much as that can be considered par for the course in the pursuit of any worthwhile objective, the experience can sometimes knock the energy and enthusiasm out of you, and leave you asking yourself, "What was I thinking?"

The best safeguard against giving up when the going gets tough is having the **right mental attitude** and maintaining a **deep-rooted commitment** to stick it out, come Hell or high water. That becomes the life jacket that can keep you afloat and hopeful, when you find yourself up the creek without a paddle.

In the final text, you will have the benefit of many more details on how to develop a Web business from scratch and build it into a successful entity.

Learn avidly. Question repeatedly what you have learned. Analyze it carefully. Then put what you have learned into practice intelligently. -
Confucius

I hope you gained something from this preview and that you are eagerly awaiting the release of the entire blueprint. In the meanwhile, I invite you to share your comments on this preview. You can send your email to: ebook@sixfigureprofits.net

Success and prosperity,



<http://SixFigureProfits.net>