'Stop Giving Yourself A Hard Time…

…And *Allow* Yourself To Become Successful!'

By Tony Shepherd
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Imagine if you met someone who treated you like this:

They told you that you were you were pretty much worthless, had little to contribute that others would be interested in listening to…

…who said that your opinions didn't matter, your skills and attributes were mediocre at best and that the reason you hadn't found the success in life you craved was that you don't deserve it or you simply weren't capable of achieving it…

They'd be shown the door *very* quickly, possibly with a swift kick in the backside to help them on their way, right?

Yet this is the opinion that many people have of *themselves*, and it's the reason that many people never find the success they deserve

When I'm working with clients one of the main obstacles we overcome together is learning to stop giving themselves a hard time and allowing them to become successful…

These are the strategies I work through with my clients to free up their thought processes so they can find the success they deserve…

Yorkshire, UK

Learn to value your time

If you don't value yourself and value your time then no one else will.

If you've paid me for an hour's consultation and you turn up on the call ten minutes late then you're getting 50 minutes of my time NOT an hour.

Likewise if you trust me enough to spend your hard-earned money buying this mini-book then you're going to get ten times the amount back in value because that's how much time I've put into the research and writing of it.

We all get the same amount of time in a day of course, so what's the difference between the time of a successful person and someone who isn't successful?

There CAN only be one difference if the amount of time is the same for the billionaire and the beggar…

…and that's what each of them <u>DO</u> with their given time

If you're trying to build a business while holding down a 9-5 job you're likely to view your time on a hourly rate because chances are that's how your 9-5 salary is worked out

If you earn £10 an hour then that's the amount you'll mentally need to **dump** before you start to earn more than that.

That's NOT your true hourly rate when you're working in your own business

It's not as hard as it sounds. You just need to STOP doing things that waste your time or earn you *less* than this amount.

Here's an example…

I hired my first support person when I realized I was working four hours a DAY answering my support emails.

In terms of an hourly rate I was earning precisely zero from that activity.

Once I hired my support I freed up 20 hours a week.

In those first twenty hours a week I conceived and created a continuity course than brought me $10,000 a month as soon as it was launched

It doesn't take a math genius (luckily because I'm not) long to work out that my hourly rate for those twenty hours was $500 an hour. But it took me a couple of months to realize that I needed to free myself up and hire support staff.

So if we presume it took me two months to work this out, and then actually take action…

…then that procrastination cost me $20,000 in lost revenue - two month's worth of continuity payments.

(That's why I move fast when I take action these days - it COSTS me not to!)

Here's another example - I don't do launches these days.

Instead my model is about recruiting freebie-seekers (yes I said a dirty word!) and gradually turning them into fans and then buyers within my own internal funnels.

Why?

Well because it's a much more cost-effective use of my time to sell my new products to people who already think I'm great than it is to spend time trying to convince people who don't know me from Adam.

Cost-effective is how I value my time.

If something is going to COST me to do, then usually there's something wrong with that scenario so I'll outsource or find another way

When you've done this for a while you'll find that if YOU value your time then other people will value it too.

And if they don't, then you just do business with people who DO. As for those people who complain that your products, coaching, consultancy or whatever are too expensive…

…well the chances are they're broke and actually upset about *their* own situation, not complaining about yours. If I find someone who I KNOW can generate profit for my business then I'll pay whatever consultancy fee they ask.

> ### Try this:
>
> For a couple of days visualize yourself as the CEO of a billion dollar company - your company
>
> Wouldn't it be ridiculous for such a person to undertake tasks such as creating his own web graphics or writing up his own transcripts from interviews or meetings?
>
> **Thinking in this way, delegate or outsource everything that takes you away from the task of being creative and driving your business forward OR that interferes with tasks that bring in sales**
>
> **Get used to valuing your time and seeing your role in your business as being what it is - the ideas and creativity generator and the person who keeps everyone else focused on what matters - GROWTH, CREATIVITY and SALES**

Learn to make decisions

This is maybe the single biggest reason I see for people not reaching their success potential…but first consider the following:

You're an adult.

You may have children or a spouse.

You may have bought a house or a car.

You've probably been through unpleasant times such as having to care for a sick relative or had to help or even be solely responsible for the paperwork following the death of a parent or grandparent.

Having to handle the legal side of things when my dad died was one of the hardest things I've ever had to do. My mum was obviously too upset to think straight but if you've ever been in this situation you'll know that as soon as someone dies, the paperwork starts.

Funeral arrangements, death certificates, insurance policies, the will, solicitors and everything else…it's totally overwhelming at a time when you're grieving, right?

Yet people handle this situation every day.

So why can't these same people make a simple decision about launching a new product, or buying some traffic, or deciding on a niche?

It's not even in the same *universe* when it comes to decision making?

Here's the cold hard truth.

To be successful in business you need to take action. LOTS of action.

And that all starts with deciding WHAT action to take.

Dan Kennedy says that (for example) if you need traffic, don't *just* buy a Bing ad…

You should buy the Bing, recruit some affiliates, do some blog posting, take out some media buys, contact JV partners, arrange ad placements on other peoples' pages, hire some banner space, run special offers in forums, hire an SEO guy, take out newspaper ads, give away free viral audio, video and reports, use YouTube, create a Facebook page and a dozen MORE things.

Yet I've worked with people who take a **week** to decide to run a single Bing ad campaign. That's nowhere near fast enough.

That decision should take less than a minute to make and less than an hour to have up and running.

You have to move fast when you're running a business.

Get your ad campaign (or whatever you're doing) up and live FAST…and *then* you can tweak it as it's live.

Here's a bit of advice I was given that probably changed my life.

Don't Get It Perfect - Get It OUT!

If you're finding that every decision takes you days or longer to make, there's something wrong with your thinking.

Worse, you need to cut your losses and fold your business right now.

I make decisions in seconds.

It's counter-intuitive in terms of how you've been brought up I expect, because it was for me too.

My dad, who I loved dearly and taught me a lot was hilarious to watch when he was making decisions. He didn't intend to be, but it became a family joke.

If he was buying a new car (was normally a second or third hand car but new to us because we didn't have too much money as a family) he'd go and view the potential purchase, test drive it and like it.

Me? I'd have bought it there and then if it passed my judgment test.

But my dad liked to come home and *think about it for a few days* before going back to make the purchase he'd really decided upon when he first saw the car.

Half the time the car had sold to someone else because my dad could pick a bargain.

But he felt he needed the time to sit back and reflect on it because *it was a serious decision.*

And it was - of course it was - because we were broke - *but spending time thinking about the decision made no difference whatsoever to the facts.*

The facts were it looked good but it might be a pig under the bonnet. It seemed to run OK but might have problems we couldn't detect with a 20 minute test drive. Or it might be an absolute bargain.

The fact that he was away from the car thinking about it meant that he actually wasn't doing anything proactive and nothing was changing.

It was because he'd been brought up 'not to rush into anything'

In my opinion that doesn't work in business. Money loves activity. Money loves speed. And by spending day after day thinking then rethinking your decision all you're doing is giving yourself reasons NOT to do anything.

YES this may mean you don't make mistakes or bad decisions.

But think on this - **one bad decision rarely wipes out a business!**

Unless you're Donald Trump most decisions you'll make to move your business forward are small ones, such as what kind of logo you want for your website, what percentage you should give your affiliates or when you're going to launch your product.

These can be made in minutes, and the appropriate action taken - outsource something or book in a slot with your affiliate or whatever you need to do

The point is that you need to make decisions fast so the action can begin.

If you're not doing this, it could explain why you've been twiddling your thumbs business-wise for the last year and not really gotten anywhere.

There's no workaround this either unfortunately. You can't outsource your decision making. You have to do it yourself, at least at this stage.

One of the ways I help clients with this is by rationalizing WHY they're reluctant to take decisions.

In most cases it comes down to two things:

1. Fear of failure
2. Fear of what others might think

As an example, let's look at someone who won't make the decision (and therefore won't take the action) to launch a new product.

Usually the reasons will be that they're afraid people won't like it or buy it and ultimately it will fail.

By thinking in this way you're living your life for other people, not for yourself.

If that's OK with you then I'll wish you the best of luck, **but if you want to live a life of fulfillment and satisfaction you need to stop worrying what other people think and do it NOW**

And the best way to do that is just to DO IT

Yes, you will have disasters, failures and things that go wrong - but in business those are the sort of things that can lead you to even greater success.

That's one reason why "failure is your friend".

I'm not saying they won't sting a bit when they happen, but you'll survive and you'll be wiser and stronger for it. You'll even be able to laugh about it (later)

Inaction is RARELY the answer.

DOING is what will make the difference to your life and your business.

Make decisions - take action. How's that for a simple success formula? :)

Try this:

Get a stopwatch or timer and give yourself five minutes to make a decision. Promise yourself you'll STICK to that decision.

Take action once the decision is made and don't revise it or change it unless something ACTUALLY happens to make you revise the decision.

So don't just revise the decision because you have doubts, or feel afraid or wonder if you've made the right choice. ONLY act to make changes if something ACTUALLY happens.

After a week of doing this you should find decision making and action taking much easier.

Pursue YOUR goals and no one else's

I could make <u>much more</u> money than I do.

There - I've said it.

Does this make me unsuccessful?

Some people might think so, but so what?

I genuinely don't worry about what other people think.

I've been around for my kids since they were born - and I mean *around* - all through the day, all through the year, all through their childhood I've been there at school concerts, sports days, birthday parties, bike riding, zoo trips, holidays - everything.

That's what's important to me.

I earn way more than enough to allow me to do this in comfort.

Do some of the multi-millionaire marketers I know laugh at me for being a hippy dad? Weirdly no - because all the successful people I know do things on their own terms, have their own agenda and **have a personal definition of success**

They don't laugh at anyone else's lifestyle because success is personal.

I could easily compete with the dads at my kid's school who drive Aston Martin cars or have other pretty toys but I don't want to and I don't need to.

I see most of them driving to work at 7am while I'm drinking coffee in my home office and checking my overnight sales.

Have you own agenda.

Have your own definition of success.

Pursue your OWN goals and don't be influenced by what anything else thinks.

Try this:

Write down your ideal lifestyle - describe it.

You WILL feel slightly silly if you're anything like me but it helps :)

I even clipped pics from magazines of houses, boats and stuff that I liked the look of back in the early days.

My goals now have changed since then but looking at my dream board when I was working through the night and wondering what would happen with my business was a huge motivator.

I also had pictures of my family in the center of my dream board so I wouldn't lose sight of WHY I was doing this or lose focus on the time I needed to spend with them. Kept me going when my motivation dropped.

Dump your employee mindset

Asking permission is the hallmark of an employee mindset.

You need to develop an entrepreneur mindset if you're going to compete with everyone else who is trying to do the same and start an online business.

It's fine to ask questions though - just so long as you don't ask permission.

Asking *How do I update to the newest version of WordPress?* is fine, although let's be honest, you really should be getting up off your backside and Googling it or doing your own research.

But asking *Should I use WordPress for my sales letter?* is probably NOT fine. It'll set you back.

Why?

Well because the first example above is asking HOW to do something. It's a step by step process that is more or less the same for every person who does it.

The second is asking for someone else's opinion, and we all know they're like arseholes - *everyone has one.*

For a start you don't really know **whose** opinion you are asking. Neither does that person know *your* circumstances, business set up or your strengths and weaknesses.

Why would you trust a stranger who knows little about you more than you would trust your *own* opinions. ideas and instincts?

Yet countless numbers of people who claim they are 'online entrepreneurs' do exactly that every day in forums and Facebook groups.

You need to be able to form your own opinions and do your own research.

Underlying all this is the hugely important idea that you have to make your own decisions and take responsibility for them.

Yes, some of them will go wrong.

But you'll grow as a person because of it

This is a vital step in becoming an entrepreneur

An example - We lost $6,000 developing an iPhone app.

We'd successfully created apps in the past but this one was out first venture into the games market. Not only did the coding not work but we soon realized that it would take at least another $20,000 to GET it working, and even then there'd be no guarantees it would ever make any money.

We pulled out and cut our losses.

It stung but we learned a lot from it, and our fear of failure diminished rather than grew because of it.

But guess what?

There was no one to answer to. No bollocking from a boss or anyone saying 'I told you so' in the background.

Yes we lost money but we did so on the back of our OWN decision making.

WE asked no permission from anyone to create the app and didn't post in forums asking for worthless advice.

Yes we lost money.

But we **MADE FAR MORE** by keeping to the same strategy of not asking permission or advice from strangers and weirdos in countless more ventures and launches.

To be truly successful you have to succeed or fail by your own decisions and actions.

If you feel you have to consult with faceless people on a forum before you make a business decision, something needs fixing in your thinking.

Try this:

Next time you're not sure of your next step don't ask in a forum.

Undertake genuine RESEARCH for yourself.

Use Google to start with, not forums and boards.

Find out FACTS not opinions. To make a balanced decision you need the facts, not someone's opinion, which by definition will always be biased by their own way of thinking and experience.

Write down the information you need to make a decision and then go and find that information. Facts remember, not

Spend more time building your success rather than your failure

If you've read anything of mine in the past or perhaps visited my blog you'll maybe have heard me say this:

There are a lot of people out there who would just love the chance to give you a hard time……so the last thing you need is to join in and help them.

The past is gone.

Those embarrassing cringeworthy moments that we all relive from time to time in our memories. Those excruciatingly awkward situations and decisions that we have ALL made…

…are over.

They're in the past.

You can re-invent yourself right now - this very second - and be whoever you want to be from today onwards and for the rest of your life.

What a liberating thought eh?

And if you make a balls-up of THAT, you can re-start again tomorrow :)

We can't travel back in time, we can only go forward

So no matter how hard we want to change some decisions, we can't.

We can only learn from them and try to do a bit better next time.

The good news is that this means you can start over and dump your baggage right now.

What baggage?

Well here's what I mean:

One of the main reasons I find that clients aren't achieving the success they're obviously capable of is because they **still see themselves as the person they were years or even decades ago**.

At school I was crap at maths.

Really bad. I had to take a simple maths exam THREE TIMES to allow me to get into University, even though the course I was doing was an arts course.

So I labelled myself as '*rubbish at maths*'.

I held onto that label for over 15 years. I avoided responsibility for any part of my work or business that involved even basic mathematics.

In the early days online I paid more than I needed to accountants and book keepers because of the belief that I would make mistakes if I tried to do it myself.

I handed over the money side of things to various partners and co-workers because of this belief, which resulted in regrettable situations more than once.

Then when I built my current business I found that a big part of it was about tracking and testing. This involved working out conversion rates, EPC rates, clickthrough rates, unsubscribe rates, customer value and more, and making decisions about my business based on this data

All maths type stuff.

I found that while I didn't exactly enjoy it, to my surprise I was GOOD at it.

And of course I very much DID enjoy the additional profits that came from tweaking my business because of the data I'd compiled.

Later on when my children got homework from school I found I was pretty good at helping them with their maths homework and to my surprise I was also quite good at explaining how it all worked to them.

I'd lost 15 years of experience and potential increased profits by labelling myself as crap at maths and shying away from any part of my work or business related to numbers.

How stupid is that?

If I'd convinced my children of anything remotely similar about *their* abilities I'd be investigated for child cruelty!

How awful would it be to limit someone else's potential in the same way?

Yet we do it to ourselves on an almost daily basis!

Try this:

Revisit your strengths and weaknesses and if you haven't tested yourself for years DO IT NOW.

You might find that what you didn't enjoy or weren't good at in the past has totally changed.

Times change. So do you.

Take charge

Many people aren't successful because they're scared of taking responsibility for their own decisions.

It's almost like they're waiting for a letter of permission from someone to move ahead with their plans, or a committee to say 'yes it's OK to proceed'

I don't mean they're scared of taking action - they're not, because once their action has been **approved** by a coach, a mentor, a spouse or some random person in a marketing forum or Facebook group they often WILL act*

*We're taught that to become an expert at something, we must have that status bestowed on us by someone ELSE - take a test, pass an exam, get a permit or a license. It's often far quicker to appoint yourself as an expert by writing a book, researching and forming your own opinion on a subject or just DOING the activity

The problem comes with trusting your own judgement - with realizing that you don't *need* this approval. Which isn't easy for us because from school to the workplace we've usually been told what to do by others who are 'in charge'.

But if you want to be successful in business then it's YOU who must be in charge. It's time to take your seat at the other side of the table. You have to tell other people what to do - starting with your SELF.

You have to trust your own judgement in the same way that you'd trust the opinion of a doctor, architect or personal trainer you'd hired for their expertise.

Until you reach this stage of trusting your own judgement you're NOT going to find a decent level of success. I absolutely guarantee that fact.

Entrepreneurs trust their own judgement and <u>act </u>on it. If they're only 10% sure of their own judgement they're still very likely to act on it because 10% of your own judgement is still better than anyone else's opinion.

Forget looking around to see what everyone else is doing. Embrace doing things differently and taking chances. Take risks. Learn from results. Stop worrying so much. Have fun…

…and most of all, stop waiting to be told what to do - instead <u>instruct YOURSELF</u> and Get cracking right now…

Try this:

Look at what you've already achieved with your online business, even if you feel these achievements are somewhat small and insignificant.

These are decisions that YOU have made - successful decisions that came about because YOU took charge - just you.

Realize that if you've done this successfully once you can do it
~~again and begin today~~

Change your business model as often as you need to keep your profits growing
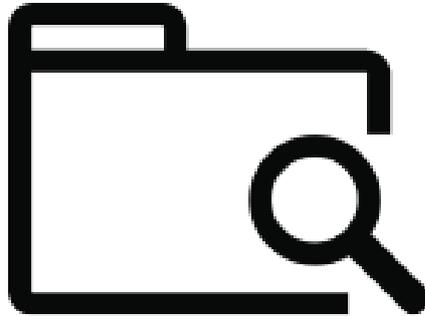
At time of writing I'm working with a client whose business model is pretty much at its maximum profit limit.

How do I know this?

Well from a combination of factors:

1. Looking round the marketplace shows that any marketer with the same model doesn't appear to be making much more than a hundred grand a year. Now I know that sounds OK if you're only earning $20k but with the amount of work required and the fact that a lot of it is 'hands on', in my opinion it's not that good and isn't going to improve

2. I operated the same model myself for a time and couldn't get the profit above a certain level no matter what I tried

3. It's not scalable in the way that many online information businesses are

4. We've worked bloody hard to try to produce more profit from the business and quite frankly I've tried damn near everything I know and we still can't generate more than an extra $1,000 a month from it

Now it's possible there might be marketers or coaches out there who can pull more profit from this model but the fact is my client has hired me for *my* opinion and long-term I don't think it's going to show any significant increase in profit without a serious amount of work, and my client is looking to ease off rather than go more hands-on.

Luckily he's a clever bloke and is willing to accept that if he wants to scale his profits he needs to look at a different business model and either take the profits from his existing model or sell it.

Here's the point…

Some businesses are just like that - they will only ever generate profit to a certain level. Ever.

It's nothing to do with the businessperson who runs it - it's just that the model itself has built in limitations.

You have to know when to cut your losses.

Now as I said, there are genius business brains out there that I'm sure can come along and make ANY model profitable.

But hiring those guys is beyond the financial reach of many people - if I cost $5,000 a month to hire, these guys charge $50,000

And in my opinion the work simply isn't worth it. If you have to work at a model SO hard and hire a fifty grand a month guru then ask yourself *Is it really bloody worth the effort* when the return might take years to cover the $50k fee?

So you have to know yourself enough to recognize when you personally hit the point where you need to change or update your business.

The good news is that it's easy to do.

You just need to increase the value that you're offering to your customers. Give more and better value.

You might have heard the story of the guy whose job is to tighten bolts on the side of a widget. Employee mindset would have you believe that the longer you do a job the more you get paid, so our bolt tightener expects a wage rise every year

Again, this mindset would also suggest that a newly qualified bolt tightener would earn less than our guy who's been doing tightening bolts for 30 years.

But why?

They both tighten the same bolt. If it could be done any faster that would be worth more because the company could increase the number of bolts per hour. If it could be done in a a way that would half recalls then again that would be of more value to the company and the tightener would deserve more money.

But for doing the same job in the same way *why* expect a wage rise every year? Why is his job worth more this year than last year?

The answer is that's it's NOT. But most employers pay wage rises because they're expected and to keep up with the standard of living.

In your business it's different.

You're not going to see more profit just because a new year comes along.

Why would you?

To get more profit you have to add more value to what you do and provide that value to your customers.

If you want to double your monthly profits. just take action to double your value to your customers.

Your income will always increase to match the value you provide. This is another of those truisms that you hear a lot when you first get involved in starting a business…

…but it's true. Unfortunately you won't believe that or truly take it on board until you experience it for yourself. But if you want to save time try it :)

Try this:

If your business isn't providing the profits you want or need even after you've really tried to make improvements don't be afraid to dump or change your model as often as you need to…

…and as long as you increase your value to your customers, your income will rise to match it

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You need to be earning *something* in order to increase that amount

Until there's money in the bank from your venture it's still just an idea, no matter how much work you've done on it.

You might have written your ebook, had your software coded or written the sales copy to advertise your coaching service…

…but it's still just a fart in the wind until you've earned something from it.

Quite honestly it doesn't really matter how much you've earned from it as long as you have some data that you can collate - number of visitors, conversion rate and earnings per visitor will do for a start.

Because once you've banked that first ten quid you've elevated yourself to the next level.

You've taken yourself above the people who just play at operating a business:

The ones who tinker and toy with sites, scripts and software…

…the ones who have written half an ebook, built half a website and still not put a single payment button on their sales page.

You've elevated yourself ABOVE the 95% who will never make a single sale - not because they lack the talent - but because they just never put the finished item in place.

That report you wrote could be the most ground-breaking white paper in the history of online marketing, but without a payment button or website no one is even going to know it exists.

You need to have the FULL system in place.

You need to give people a way to BUY your product.

And in business (and especially in the online business arena) very FEW actually get to that stage.

Skin in the game.

I've been asked to coach people who have a product ready to go. Fast forward three months and I'm still working my backside off trying to convince them to get it out there.

I've heard every excuse under the sun - from *I don't feel it's quite ready yet* to *Well I'll launch it tomorrow* (which of course never comes)

I'm not criticizing people like this - I know how hard it is to get something out there from a confidence point of view.

But I also know that ANY coach is going to find it impossible to help his student launch a product, book, business or whatever until he first helps that student to be READY to run with it.

But at a nuts and bolts level you have to have something to sell out there on display in the marketplace, and your customers have to be able to buy it.

Just be aware that until you have skin in the game NOTHING is going to happen.

Try this:

Count how many 'Buy' buttons you have out there.

You may be shocked.

If there's NONE, that's why you're not making any sales regardless of how hard you're 'working'.

If there are only a handful then put out more. Even if you only have one product you should be running special offers, discounts and yearly payment options for it. One product shouldn't just be sold in one way…but you DO have to offer it for sale!

Your perception of money and your own income need to be in the right place

Selling stuff to people isn't dirty, unethical or slimy.

Although some people would believe it IS especially if you're involved in helping people to start their own home online business.

'Peddling false dreams'

'Conning people out of their hard earned money'

'Exploiting those who can't afford it'

If you feel uncomfortable with selling things to other people you'll need to gently reset your thinking before you can move forwards to the success you deserve.

Let me ask you a question:

Should you sell your £2,000 coaching program to the father of a family living on benefits knowing he'll put it onto his already maxed out credit card?

The answer?

Well it's personal to you. Only you know what you'd do.

But I can tell you what I'd do…

If he wants to buy it I'd sell it to him and welcome him with open arms.

Because I wouldn't presume to know his situation.

He might have told me he's supporting his family from benefits and his card is up to the nuts already but who am I to presume I understand his MIND?

He might be an out of work company director who needs motivation and support to start an online business and get back into the world of business after a nervous breakdown.

He might have already built (and lost) two multi-million pound online business empires and wants an accountability partner to work with as he rebuilds it again

By saying 'I wouldn't sell it to him' you're presuming he's going to rack up more credit card debt and waste the coaching because he doesn't follow through.

HOW **DARE** YOU!!??

(It's hard to shout in written text but that's a shout :)

You can't judge other people's situations because that judgement will be based on your own preconceptions and biases.

And in the end up, it's really not down to you. If you have something on offer and he's found his way to that offer then how the hell are you going to say you think he can't afford it and he's being daft with money.

No one should make decisions about other people. What's the old saying about not judging someone until you've walked a mile in their shoes?

The other misconception about money that you may have come across is that *there is a finite amount of money floating round out there*…

…and if you earn $100,000 in a given month, other people have to LOSE that amount so you can gain it. It's just NOT TRUE - there is a limitless amount of money out there…

If you spend £100 on a gas bill you're £100 down on your account right?

But you also know that at the end of the month your salary is going to be paid into your account.

Money flows. It goes out of your account and more comes in. Yes there are physical transactions involved such as you using the gas to cook meals and heat your home and working for an employer to get your pay…

…but on the whole it's a *flow*

When you get £2,000 paid into your bank for your salary it doesn't mean that some bloke on the other side of the country loses £2,000 to even things up.

And it's the same with your online business. Money flows constantly. It isn't a matter of the guy who buys your products loses while you gain.

But this is a pretty common mindset, especially among start up entrepreneurs and it can lead to feelings of guilt which in turn can cause your subconscious to begin sabotaging your efforts to sell.

I'm not pretending to be a psychologist here but I've worked with enough people struggling to start their businesses to know that one of the fiercest battles you'll have when you first start out…is with your own thinking.

Try this:

If you have any sort of guilt over earning money with your business here's something you can do…

(I'm speaking from experience here because I had to do some serious soul-searching when I started earning as much money in a *month* as some people do in a year)

Give some away!

Find a charity or cause you feel strongly about and give some of your profit to it.

This will help you to see money as a force for good rather than feeling guilty about it. You can do this for as long or as little time as you wish.

Getting used to the idea that OTHER PEOPLE pay your bills, tax and expenses

I wasn't sure whether to include this section because this is less of a mindset and more of a way of working, but it was one of the things that helped me raise through an income level where I was stuck so I thought I'd mention it…

I don't pay taxes, business expenses or business bills.

When I buy a new car, house or have a holiday I don't pay for that either.

My customers do.

Before the tax people come bashing down my door let me say that ***of course I DO pay my taxes and business bills…***

…it's just that if I get a large bill or tax demand I simply put up my prices or launch a new product to cover it.

If I was in a different business I could also cut jobs or reduce wages IF that sat easily with me.

What I mean plain and simply is that I never take a pay cut.

The money to pay these bills always comes from someone else.

If I have to take a pay cut in my business it's a last resort and something is seriously wrong.

Things have never come to that yet though…

There's always a way to pass your bills and expenses on to someone else when you're in business.

This might not sit easily with some people… but the fact is if your boss has a choice between missing his two weeks in Barbados and then getting his new car in August…

…or cutting your job and splitting your tasks between the rest of his workforce…

YOU'RE GONE.

Business people don't pay the price. *Customers, workforce and others do.*

Personally I've never had to seriously affect anyone's life in order to keep my business running, nor do I hope I ever will.

But if I want a new car or need to pay a big bill I'll have no hesitation in putting my prices up without blinking.

I wasn't comfortable with this initially. It seemed as though I was doing something wrong.

But thinking like that kept me below a certain income level that I wanted (needed actually) to break through.

So I started passing on my bills to my customers and clients.

Subconsciously I also increased my value (think it's my hippy side coming through - yin and yang and all that!) and made more sales…

…but I'm aware of this mindset whenever I get a big bill or expense. It doesn't bother me much anymore because I know I'm not going to pay it.

I use the same thinking whenever I set up a new business with a partner of whatever. The first thing I focus on is getting the new business paying for ITSELF because I don't want to pay for the bloody thing!

So expenses such as Aweber, hosting, support staff and the rest are immediately paid for by setting up a new product or service.

We once hired our support staff out to other marketers because the product wouldn't be ready for the marketplace for a couple of weeks and I wanted to make sure her wages were covered!

Make your business pay for itself. Pass on your bills and expenses - this single thought took me into the five figure a month income bracket

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Try this:

Next time a business expense comes in put out an offer to your list or run a 24-hour discount to pay for it. Even put up your prices if you want to. *But make sure you get used to other people covering your bills!*

All the positive thinking in the WORLD will not attract money to your account or cause the universe to chuck success at you…

…if that's ALL you do

There's a huge market for positive thinking stuff - hell the mini-book you're reading now has positive thinking at its core…

And positive thinking changed my life in ways I would never thought possible

But it's totally bloody USELESS on its own

You can't *think* a website into existence, or a coaching program or a sales page. You need to rise off your butt cheeks and create them or have them created

You have to ask for the money.

I don't mean asking the universe either.

I mean asking your potential customer base.

Putting offers out there, with payment buttons and getting some traffic to them.

If you do that combined with positive thinking you'll find success I'm pretty sure, but on its own, thinking, while wonderful and interesting and creative isn't going to buy you that yacht.

Some of the most positive people I've ever met - and I'm including someone who recovered from cancer and put it down to her hugely positive attitude on life - never seem to have any success with money or business.

I'm talking the most amazing, wonderful positive people - happy smiling, overcoming all sorts of obstacles, kind generous, caring people…are broke

Now these people above - that's how I want to live my life. Helping others, positive outlook, enjoying every moment of my short existence on this planet…

…but I want to do it doing something I love and that brings me plenty of money into the bargain to provide for my family, maximize my enjoyment and time and minimize my stress.

And that takes <u>action</u> - doing the things required to bring money into your business.

Try this:

Think positively as a matter of course

But at the same time do at least ONE THING every day that will bring money into your business

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Making easy money is wrong…OR there's no such thing as easy money
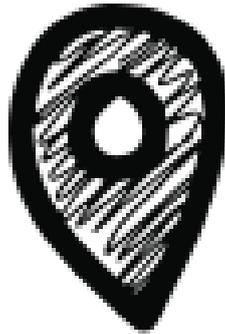
This took me a bit of getting used to. I'm from a working-class background and was brought up with the notion that working hard was a good thing.

I now believe working hard is only a good thing when you don't have the choice of working easy*

*The hard thing is explaining this to my kids without encouraging them to become lazy so what I'm going to do is stick with the idea that they have to work hard then when they get to around 21 I'll spring the idea on them that you can work smart instead :)

Working smart is good if you know what 'smart' is

Basically for me it's about leverage.

Writing a mini-book once then profiting from it on a continuous ongoing basis or creating software then licensing it to other businesses for a hefty yearly fee.

Building a business then flipping it for a fee large enough to retire on…

That's working smart to me.

But there's a difference between that and easy money.

I sent out a series of five emails earlier this year and generated sales of over $12,000 in a week.

And just a few weeks back with a partner we sent three emails offering a service and made $13,000 in THREE DAYS, and another four or five grand in recurring monthly rebills on an ongoing basis

That's over $25,000 (not including rebills) in 10 days from just <u>eight</u> emails.

The actual work needed for the first $12,000 was zero. I didn't have to do a thing except email my list to earn it. The other $13,000 takes up just a few hours a month of my time.

That's easy money.

Sending eight emails to earn $25,000

Most people working down mines or fighting in the army don't know this kind of easy money exists. If they did they'd possibly think there was some kind of illegal activity going on.

And of course it's not **really** easy money.

Because it took me ten years to get to the point where I can generate the equivalent of someone's annual salary in 10 days.

That's where the hard work comes in.

But just like rock stars who are worth $100Million - you don't see the ten years they spend playing toilets and living off beans on toast *before* they eventually hit that success

If you have any guilt about earning easy money dump it immediately

Either you've actually worked for years to get to the point where you CAN earn money easily (or you're on that journey)…

…or you're one of the few individuals who have REALLY stumbled upon a get rich quick scheme and you need to keep your mouth shut and enjoy the proceeds!

Try this:

Don't think about 'easy money' - it's just *EASIER* money than you're currently used to

If you're working 60 hours a week crawling through sewage tunnels checking for gas leaks then you're probably still in a position where you're paid for your <u>time</u>.

Nothing wrong with this except you probably think your hourly rate is crap (excuse the pun)

Start thinking of ways you can leverage your time so you're no longer on an hourly rate. Things like creating content in the form of ebooks, videos, courses and software that you can create once but get paid for time and time again take you OUT of the 'paid for your time' bracket and into the *easier* money bracket…until you get used to it :)

What have you done to increase sales today?

This is one of the key breakthroughs I made in my business.

Forget goal setting or sticking your dream board on your office wall (although I've done that and it helped me) because there's some more *basic*, more **elemental** when it comes to making money.

I've mentioned it briefly before but it needs its own section.

You already know you need to do at least one thing that will bring money into your business every day, right?

Well you also need to do something to **increase** your EXISTING sales.

It's not the same thing.

Increasing your existing sales means looking at your current systems and funnels and seeing what you can add, tweak or change to increase the amount of sales you get daily.

For me that might be increasing the price of one of my upsells in a sales funnel, adding an offer into the members area of my continuity or adding an one-click upsell to one of my entry-level products.

It should be something that will increase your sales on an ongoing basis not just a one-off time.

These ideas won't always work, or sometimes will take *time* to work and might fluctuate so your sales won't instantly rise - they might spike then dip.

The whole point is keeping on top of your processes and systems as well as adding new products and services to your business.

The best way (I've found) to do this is to allow myself to become money-obsessed while I'm working. I look at my sales, check my payment accounts, keep cash on my desk, check my bank balances, browse Amazon for 'boy toys' and holidays and so on.

This keeps me focused on the money during my working day and keeps me 'in the zone' so it's far easier to spot tweaks and changes that increase my income.

It's kind of the equivalent of Napoleon Hill's Think & Grow Rich books where you become what you think about.

Weirdly enough I'm not actually driven by money - I'm more into more free time to spend with family and friends and enjoying life.

But when I'm working I become a money-demon and want *more*, so that's where my creative energy is focused.

I must stress here though that it's important to focus on the *abundance* side of money NOT the negative side.

By this I mean I don't **ever** have outstanding bills on my desk - they're totally out of sight until I pay them. I never focus on what (for example) a Bing ad campaign or new freelancer is **costing** me, rather on the *additional sales these ventures will bring in.*

I don't lose sight of expenses of course, but my focus - the main part of my day is on abundance, enjoyment and the main point of my business - which is to make money for me.

Try this:

Every time you're working…

…focus on the money, the sale.

Talk about it, listen to experts who know about it, experiment with ideas for bringing more of it in, think about it in a positive way…

…because that's how you'll develop the ideas, methods and systems to bring it *into* your business.

So that's it…

The way of thinking I've described above have increased my income constantly over the years.

But more than that they've given me clarity of thought, creativity and a way of looking at my business and enjoying it in a way that many business people can't…

… I mean, what's the point of seeking freedom and wealth from your business if you're stressed up to the nuts and wound up like a tight little ball of anxiety?

Worse, sometimes the way you think can STOP you moving forward and finding the success you deserve.

I hope reading this has helped

Best of luck :)