

# **Success Is Straight In Front Of You**

*(so why do you set your sights so high?)*  
*By Joseph Ratliff*

**A collection of various articles from forums, blogs, and my  
secret online business writings...**

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## Look Straight In Front Of You To Be Successful In What You Do...

Uh oh...I think I might have done it...

I can hear my email account going crazy.

"But Joe, aren't we all taught to 'mimic what ultra - successful people are doing' to gain success ourselves?"

I am here to tell you that is not **entirely** true. As a matter of fact, you may be letting yourself down a little if you strive for such a high level right out of the gate...or even at your current level of success.

Instead...

Study what the competitors are doing at your level, and do it **better**.

What you will find is that when you truly make that a practice...you will start to "look straight in front of you" and find ways to continually improve yourself and your business...

### **At a rate that will blow you away. Why?**

You will continually see the competitor right in front of you that does things "just a little bit better than you do right now," instead of the super - guru that already has passed that level up a long time ago. When you repeat the process of "doing it a little better" a few times...then something magical starts to happen:

*You "do it better" a lot faster!*

You see, you start to experience many more times in a row when you can "out do" your competition in incremental steps, rather than shooting for the moon and trying to see success in huge chunks.

And when you reach the top of the mountain of success...you will be able to see all those others that you passed up along the way:

- \* Still trying to get their success in huge chunks...
- \* Failing over and over again, and...
- \* Dropping their internet businesses eventually.

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**Does that mean there is never an exception?** Very few. And I hate seeing this happen. So...you can take the following steps to ensure that you see a stream of small successes that will lead to the big one:

1. Evaluate what level you're at in terms of internet marketing success. It is critical that you really do an honest "check up from the neck up" here.
2. Do some research and find those that are on "the same level" as you, or close.
3. Find out what they are doing, how they market, what techniques they use, what help or mentorship they seek (very important).
4. And find ways to do it better.

**But, do this today, please.**

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## Do You Have A Can Of Tom Thumb In Your Cupboard?

I do.

*What is a can of Tom Thumb?*

Good thing you asked...

This is a can of pork and beans that I have had for a long time in my soup cupboard. The brand name is a generic one...Tom Thumb.

Alright...so why this article about Tom Thumb?

It is a lesson in humility that we all need from time to time. In my case, there was a time a little over 12 years ago...when life was not this great...definitely not as good as it is now. During that time, myself and my family started to run low on food once.

### **And out came Tom Thumb.**

That can, plus a loaf of bread, was about all we had to eat that night (true story). It was a pretty sad situation. But...that moment made me realize something...

*"Holy smokes, I need to go out and do something about this."*

Why was I in this situation?

Well, a couple of months prior to that moment, I had gotten laid off from a car dealership where I worked the parts counter. We had some savings to get by, but at this moment, we were way past draining them. We were literally moments away from having to get on the food line.

**But this was my first lesson in success as well.** I felt this gnawing feeling in the pit of my stomach, a pulling feeling in my chest, and I just couldn't take it anymore. I couldn't look my family in the face and say:

*"We are going hungry tonight."*

So I didn't let that happen. I had, up until that moment, had some set backs in getting another job to support my family. But staring Tom Thumb in the face made me reach deep down and "suck it up." The feeling I had inside of me now was one of invincibility...I could not be stopped...

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**I got a job the next morning...**walked in the office...sat down for an interview... and did not leave until we were filling out new hire paperwork.

From that moment on, we have never faced that type of adversity in our lives again. As a matter of fact, life is filled with a richness I cannot describe, only feel.

It is the end of **2009** now, and since that moment we are completely humble and Tom Thumb still resides in our cupboard (we had to eat the original Tom Thumb, so we bought another).

Tom Thumb is still in our cupboard to remind us of that humbling moment...and I vowed to never allow him to the front of our cupboard again (which means that can of beans probably cannot be eaten, can it?).

To this day, he is still hiding there in the back...reminding me that there was a time when it wasn't this good...Which motivates me to help others reach their goals...and along the way I will reach mine too.

It has worked for me, to a very successful degree, so far.

**Do you have a can of Tom Thumb in your cupboard?**

**Quick Inspiring Business Statement...**

*If you want to achieve goals that are seemingly impossible to others, you must first prepare your mind for the journey.*

**--Joseph Ratliff ©2009**

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## **3 Secrets That Will Allow You To Amass Great Wealth In Your Affiliate Business...**

I want to share some secrets with you today.

I also want to make a promise...

If you make an effort to truly understand these secrets, then really make an effort to wrap your mind around them and put them to use for yourself, you can have massive success with the creative ideas for your online business and life in general.

So, without further delay, here are 3 secrets that I use regularly in internet business (and life) to gain massive momentum and success with whatever I choose to accomplish.

### **SECRET #1 - Unlock The Real Power of Your Mind and The Secret of "Resistance"**

Your mind is so powerful, you cannot even fathom it. It is widely known that human beings only make use of a very small portion of the massive potential locked away in the "gray matter" between our ears. That is a sad thing, because it is a truly sad thing to waste.

I will bet you already knew that though. So what is the secret with the mind and "resistance"?

Well, I will illustrate this secret in two ways...

1) **With the ordinary garden hose.** Yep, this simple device is actually a key to understanding this massive power we have locked away in our mind. Imagine water flowing through a garden hose on high pressure...

If you squeeze the hose, the water flow is restricted, and almost can be stopped if you squeeze hard enough. If you don't squeeze the hose at all, the maximum amount of water and flow is allowed (key idea here) to come out of the end of the garden hose.

So, we are really just talking about resistance here. The more resistance you create in your creative processes and in your mind, the less creative ideas that can flow from your mind to your business.

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In other words, if you have a difficult time expressing and creating new, profitable ideas and innovative marketing thoughts for your business...

*You're thinking way too hard!*

You're thinking yourself out of the best potential for your internet business creative ideas and marketing processes.

You need to allow your mind to work on a business problem or question you have, with as little resistance as possible, so it will provide the answer for you. Get out of your mind's way, and let it do its work on any business or life problem, and the miracle can happen.

In other words, quit "squeezing your mind" and creating resistance with additional thoughts and stresses.

Which leads me to the second illustration that will "bring this concept home" in your mind...

2) **The reason those subliminal message** (relaxation) audios work to unleash the creativity and positive energies from within you.

Have you ever wondered exactly how these work? I did too.

Here is what happens when you listen and truly follow one of these audios...

First of all, **you relax**. When you relax, you allow your inner mind to start working to more of its fullest potential. If your mind is allowed to do this, without the additional resistance normally encountered when you are under stress or lacking concentration, you begin the process of unleashing your creative within.

Secondly, after relaxing, you allow your mind to focus more of its energies on whatever questions or creativity you wish. But the hardest part is, truly relaxing.

This is why this concept sounds so simple, but few actually wrap their heads around it and unlock its full potential.

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All you have to do is:

- a) "Ask your mind" a question, or pose a problem, whatever that is.
- b) Then lower the resistance your mind encounters (relaxing helps this process greatly).
- c) And allow your mind to give you the answer or creativity you seek.

The better that you finish step b) above, the greater results you will achieve with this secret. Keep in mind you may not get an answer right away. This is definitely not an instantaneous process...but in a number of cases, I have "woke up in the middle of the night" with an overwhelming inspiration and clarity for my best business ideas (this blog was born of that process, as a matter of fact ).

Please do more research on this mental liberation process...it is a true secret to the creative processes of the greatest entrepreneurs both online and offline.

*On to secret number 2.*

## **SECRET #2 - "Taking Massive Action (it isn't as simple as you are thinking)"**

We have all heard that one of the secrets to success is to "take action" and implement what you read, or hear...all in order to gain results in business and in life.

But for secret 2, I am asking that you take this a step further.

I am asking for you to take massive action, not just take action.

You see, in my business, simply taking action has never been enough.

### **Please allow me to give you an example that may resonate with you...**

We will use the example of starting an online business. You can apply the principle behind this to your business in a number of ways.

Let's use John I. Net as our character for this story. John is working the typical 9 to 5 job, and hates it. He is seeking a change, but is afraid of leaving his "secure" job for creating his new online business.

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So, John does a Google search for "making money online", and purchases an e-book on the subject of creating an internet business.

He reads the e-book, absorbs its content, and gets very excited to make the transition.

But **F.E.A.R.** sets in (False Expectations of expanding your Actual Reality, or your fear of moving outside of your comfort zone). Once fear sets in, John backs off a little...but the seed has already been sown.

John later does a Google search for "online business success" and similar keywords. He finds yet another e-book, and reads, absorbs, etc...

John does something different this time though, he actually takes action on his inspiration, and starts an online business. He registers a domain, puts together a website, and starts the slow process of making money online.

But he didn't take massive action. While he was excited to start his new business venture, any failures, or mistakes that he would make slows him down...his online business eventually fails...and a couple of restarts later, he eventually gives up on the idea. The idea and online business both lost momentum.

### ***Fast forward 5 years...***

It's five years later...and this time John is really sick and tired of his 9 to 5. He is burning out fast, and starts to ponder on the days, 5 years ago, when he was starting that online business.

And the feelings started to rush back...

Those liberating feelings.

But he also started to think about the failures. You see, John failed and had to go back to work at a J.O.B. (Just Over Broke) to feed his family.

This time, he started to have a revelation. In order to overcome the failures, he learned from his mistakes and did one more important thing...

### **He took MASSIVE action!**

John took action on a massive scale, and quickly. He built momentum faster than he ever did before...he planned, executed, worked hard etc...and got the online

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business off of the ground (anyone who tells you it does not take hard work and some long hours in the beginning to create an online business is flat out lying to you, remember that).

### **So, what is massive action vs. regular action?**

Massive action can be equated to a magnet. It comes with taking all of the "little actions" required to sustain momentum and build or grow businesses. You have to be prepared for this crucial step in the business building process.

Your plan cannot just be "do this, and get results", instead it has to be:

*"Do these things, get results, and do these related things, to sustain and build upon the results gained in this part of my plan".*

Re-read the italic area above this sentence at least 5 times before continuing to the rest of this article. Don't worry, I will wait .

*Read it? 5 times? Good.*

**On the contrary, taking action for the sake of taking action is just not enough. You see, information is fragmented, and so are your ideas...so simply taking action on one idea will only further that idea for that amount of time.**

**Simply taking action on one idea will not sustain an entire business, as a business is built and sustained on a massive number of ideas...not just one instance of taking action.**

Re-read the bold area above this sentence at least 5 times before continuing to the rest of this article. Don't worry, I will wait .

*Read it? 5 times? Good.*

You need to take massive action to gain the massive results you are seeking in business or life, as this lesson is also applicable to anything you do in life as well.

Last but definitely not least, we move on to secret number 3.

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### **SECRET #3 - The willingness to fail, repeatedly and without hesitation.**

The key word in secret 3 is willingness.

Accepting failure as a part of business growth is simply not enough.

You have to be willing to fail...and your mentality has to be centered around it as part of growing your business. You have to want to fail.

Am I telling you to fail intentionally?

**Nope.**

I am telling you that when you do fail, get excited, because you are one step closer to massive success in whatever you are attempting to do.

If you aren't failing, your business is being left to chance, because you have no clue if what you are doing is wrong or will have negative consequences later. So when you fail, understand that you have just removed a road block to your success later on.

Thomas Edison failed over 1000 times to invent a light bulb that worked. He just thought of it this way...

*"I figured out 1000 ways that a light bulb doesn't work."*

But when he found the one way that did, well, massive success awaited. You see, Thomas Edison wanted to fail as fast as he could, so he could get to the one success he was desiring. He simply chalked failure up as part of the light bulb development process.

Your mentality has to follow this pattern if you want true success for your internet business.

*Here's why...*

Until you are successful, you are going to fail more than you succeed.

Even when you are successful, you will still fail a bunch.

Period. If you think for a second that you will build the perfect system or product etc... that defies failure, you will have a rude awakening. There will be some

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measure of failing along the way. It's just a process.

Be willing to fail, not just accept failure, and you will attain success much faster.

Well, that wraps it up for this post. Follow these 3 secrets to success, and I look forward to hearing any stories or results you may have.

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### **3 (Or More) Secrets To Success For Newbie Affiliate Marketers...**

I get a TON of emails from new affiliates wanting the "secret" to making money in affiliate marketing.

This post is my answer to that question, plus some good insight for you to take and apply right now...so you **can** begin to make money.

#### ***Secret #1 Keep it simple***

I know you probably hear (or have heard) this mantra over and over again. You may even be considering whether or not to continue reading this post. Your loss.

*Keeping it simple* is probably the biggest secret to newbie affiliate success that will have the biggest impact on your future as an affiliate marketer.

#### **Why?**

There is a TON of information out there (and here in this forum) about how to make money as an affiliate...but if you keep looking for "the magic secret"...I hate to disappoint you...it doesn't exist, there isn't one.

So part of keeping it simple is to quit looking...and get to work! You **will** make mistakes, you **will** fail repeatedly, and that path will get you to success **faster** than any "secrets" the gurus are peddling to you.

Re-read the above statement at least 3 times. Many won't heed this advice, and will continue to keep looking for that "magic shortcut"...and end up closing up shop.

**The ones who truly heed this advice will have 50% of the journey to profits completed...period.**

#### ***Secret #2 The Plan***

Another part of Keeping It Simple is to *have a plan*.

Not a 55 page \$25,000 business plan...but a basic outline of what **you** plan to accomplish, when **you** plan to accomplish it, and how **you** plan to accomplish it.

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I suggest you get a hardcover journal from an office supply store...and use it. Every time you want to add to or modify your plan (which you will)...use the same journal.

It will become your first ebook...but that's another story.

But I also want you to notice the bolded words past the "Not a 55 page..." above. The word **you**.

*Another critical mistake newbies make is trying to find out the whole path to success before they even try to blaze the path themselves.*

A few common threads in this forum prove my case...

*"Can you really make money online as an affiliate?"*

*"How do I make fast money as an affiliate?"*

*"Does [technique inserted here] really work?"*

Or any variation of the above...

### **Find out for yourself with your own plan people!**

I have discovered more stuff that works by testing myself and failing/succeeding...where others have stated the opposite...than you can imagine

If you are one of those types of people who like to "learn" before you start trying to build an affiliate business...I have a revelation for you...

### ***Secret #3 You already know how to succeed...***

**You will only use about 5 - 15% of what you learn (if you actually apply it), and have BIG success, just from taking massive action on what you already know or have learned.**

The rest will just go to waste. And, even more importantly, the leverage and time you will have lost by trying to "learn it all upfront" will be totally wasted...because quite frankly...you will never have the time to use it.

So go **do** something today...**quit** trying to figure it all out beforehand...**keep it simple...**and **fail your way** to massive success.

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### 3 Common Questions About Starting An Affiliate Marketing Business Answered...

I love it when someone asks this question...

*"Can I make \$XX,XXX or more per year as an affiliate marketer?"*

Why? If someone answers yes to your *"Can I make XXk at this?"* question...does it really take a "Yes" answer for you to become committed?

I would say that you should become committed first...because success in any business is on **you**...not the income potential itself. The income potential in any business is solely dependent on the owner of the business.

**Affiliate marketing is no different.**

And an additional thought, this forum, as large as it is...probably wouldn't exist if there wasn't a solid opportunity for affiliate marketing...would it?

(although I wouldn't use that as a sole factor in the decision to become an affiliate at all)

**Look...no one will tell you it's ok to succeed...you have to tell yourself it's ok to succeed.**

The reality is, this affiliate business, like 99% of all businesses, has its challenges and its rewards...and tons of income potential with no specific amounts that can be determined for any one person...**because it's a business, and not a "job" with a pay scale.**

So the question really is, and this is not personal...as many ask the type of question listed above...

Are **you** committed to make \$XX,XXX (or more) in your own affiliate marketing business this year?

Then, a couple of other classic examples of questions asked by those investigating this opportunity...

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*"How many hours do I have to work per week to earn a substantial income as an affiliate?"*

Or...

*"Is there a point where I can put this business on 'autopilot' and work less and less?"*

Those questions don't have a "cookie cutter" answer that fits everyone...and really it comes back to what you want to put in...if you put in 10 hours of work, it won't necessarily pay you 10 hours worth of dollars and cents.

If putting in 60 hours a week worth of focused effort scares you, starting a business might be scary (any business)...unless you have the personal gifts and experience starting, leveraging, and building a business from the past.

There really isn't a way to answer these questions with an answer that will be specific enough to do you good. Everybody is different, has different resources available etc...to leverage into a business.

**You** really just need to take a step back, and commit to yourself first.

If you put in 30 hours a week behind a computer screen, what could **you** accomplish?

If the need came about to put 60 hours a week in, could **you** do it?

Do **you** have enough passion to do whatever is required to succeed (not just in affiliate marketing, but any business)?

Notice the common thread with all of those questions... **you**. It really depends on **you**. If you're concerned at the amount of work this business might require to get started, this may not be for you.

Not because it would necessarily "take 60 hours a week behind a computer screen" to be successful, it might, it might not...but being concerned at all with the amount of work required to start and run an affiliate business focuses on 2 very common causes of business failure in just about **any business**:

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1) **You might want to be told that this won't require work...** or "too much of it" anyhow...to be successful.

That mindset will kill your business right away...and quite frankly, it's a very common mindset created by all of the "biz opps" out there (you're not the only one with this mindset).

**Bottom line for this point is... it's not work at all, no matter how many hours it takes, if you have a passion for what you're doing.**

2) **"Is there a point where I can put this business on autopilot..."** That to me implies that you might be seeking defining points where the amount of effort you put in starts to go down, and the income continues to go up.

While it's good to think about leverage in this business, and trust me, there are several good leverage opportunities...the effort required to grow any business (not just affiliate marketing) never really decreases, it merely shifts.

**And it goes back to point #1, it's not work if you have a passion for it.**

Sure, the image of sitting on a beach somewhere with a laptop, and checking your Paypal account for new commissions does in fact exist at certain points that you can control...but the mindset must be adjusted first.

What this all boils down to is...you have to decide for yourself if you're willing to commit your passion to this business **first**...and then figuring out the rest (hours, income, etc...) really doesn't have as much of an impact (and may not even matter).

**And a bonus point for this article...**many people think that their income is first focus. If you want to be successful, your mindset has to center around the value you give other people first...and your income is a reflection of how well you do just that.

That bonus point is probably the reason why many people don't succeed in business or in life.

**So, what are you going to do today to start giving value to others and start the process of shifting your mindset?**

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### 3 Insider Secrets About Affiliate Marketing The Ebooks Seem To Leave Out...

**Here's 3 little secrets about the affiliate marketing business that ebooks tend to leave out...**

1) **Think outside the box that ebooks and courses put you in.** This is not a rant against the bad information out there on this subject (although there is a lot of it), but if you have learned something from a course or coaching of some type...**don't** let that stop you from using your friggin' imagination and doing something you think is right for your business.

*Our brains are way too complex and powerful to stop at "doing what the course/coaching told me to."*

**Think outside the box people.** There's nothing more frustrating for me to see than clients who say that "*something won't work because 'x' told me it wouldn't work.*"

**Bull.** Test it yourself and see if it works...let that test result form your opinion and never let anyone tell you something doesn't work unless they have specific data or results to back up their opinion.

2) **If you are the type who wants to figure this whole business out before going out and risking some and testing...let me give you a BIG secret here:**

You're NOT going to figure out this business and all the risks associated with it before you try. It doesn't work that way.

Besides, by trying to figure it all out first, you're actually opening yourself up to more harm than good...because what works for someone else, may not work for you any how.

So, if this describes you, quit posting in forums like this one with the question "*If I do \_\_\_\_\_, what results can I expect?*" or a variation of that question. The answers you get could be totally baseless, and wrong (not applicable to your situation)...and what good does that do you?

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3) **Your whole affiliate marketing business world is NOT online.** That's right, I said it.

Private partnerships that pay better than affiliate networks...offline affiliate businesses...talking to people instead of hiding behind your screen...etc... there are offline options to consider.

Affiliate networks are great, don't get me wrong, because they remove some of the risks associated with affiliate marketing...but they are not the end-all to your opportunities.

Folks, in the end this is freakin' business, and business is about people, not about hiding.

If you don't have the guts to stand out and communicate to people with the intention of building relationships that help build your business and theirs...this business might not be for you, and it's very hard to succeed if you don't get out there and talk to people.

### **What do I mean when I say talk to people?**

Yep, I mean things like picking up the friggin' telephone and talking to people once in awhile (I do it way more than once in awhile myself), getting out of your office and talking to other business owners, going to seminars and actually doing some real networking...etc...

If you're afraid to do those things, I am sorry to say that same fear will manifest itself in other ways and become a serious roadblock to success as an affiliate marketer.

You need to learn the following to **some** degree (and please don't let this paralyze you, you can learn as you go along)...

Learn marketing, learn copywriting, learn selling, learn business building...then get to work talking to people and forming the relationships that will help you to thousands of dollars as an affiliate.

Enough said. As I say on my blog, in my contact with clients, and over and over again...Business is, always has been, and always will be about **people**, people.

Remember that, and you'll do fine.

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## Why Ebooks and Home Study Courses Might Be Doing You More Harm Than Good...

Our brains are a wonderful creation.

We **do not** understand the full power, capacity, or imagination capable of the gray matter in between our ears.

And when it comes to affiliate marketing, and the business you should be creating around it (you are creating a business and not chasing money right?)...the brain is our most powerful ally.

In fact, you probably already know **everything** you need to start an effective affiliate marketing business as you read this. *Many won't believe this as they read this post...but it's true.*

If you were to sum up all of the knowledge and experience you have gained over your lifetime (even if you're young)...and then added in the latest "secrets" ebook...you're only ever going to use about 5 - 10% of all of that knowledge to start being successful.

**It isn't the knowledge you gain, it's the action you take that makes you successful...Period.**

So why would most ebooks be doing you more harm than good?

*Because almost every ebook or course you read limits your thinking in some way.*

Think about this for a second, really put some thought into it.

It's not that ebooks and courses don't contain good information, it's that the author is only presenting that information in one way, from one point of view (in 99% of the cases, there are exceptions).

Only considering that **one** point of view limits your creativity to taking action on only that one point of view...and nothing else.

Here's an example from my online affiliate marketing business (yep, I run an offline affiliate marketing business too)...

I used to market with PPC, articles, and blogs and the like from online review sites. Everything I did to market my affiliate offers was online.

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## **Until about 18 months ago.**

I got curious...and thought to myself (the best kind of thinking, as long as you don't answer yourself)...

*"What if I ran a classified ad in a newspaper, with a call to action leading to my reviews site?"*

And my brain answered myself (oops, that must mean I was insane).

*"Try it Joe."*

It worked. So I expanded on the idea and let my creativity take control...failed...succeeded...and ended up formulating the business plan that does well for me today.

What ebook or course has taught you to use offline marketing methods to market online review sites? **Not many.**

Just try stuff.

Fail numerous times.

Do what others won't do.

Don't be afraid to break out of your shell and grow your business.

You've heard variations of these phrases from successful people already, if you haven't, you've heard them now. That's golden business advice...better than any ebook or course can provide (unless they provide it).

## **The following quote sums it all up...**

*The only limitations to the mind are those we acknowledge. Both richness and poorness are the offspring of conscious thought.*

**--Napoleon Hill from "Think and Grow Rich"**

Ebooks and courses have their place in the learning process, but can also help you acknowledge a limitation to your mind.

Don't let them.

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*Education is important, but action is what brings home the bacon every time...period.*

**--Joseph Ratliff from "How To Make This Year Your Best Year In Business"**

What action are you going to take right now that's big and bold?

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## **If You Didn't Achieve All Of Your Goals Set For 2009, It's Time To Analyze Why...**

Did you achieve all of your goals and more this year?

If not...why not?

Do you need to improve your knowledge of a subject? Did you want to achieve your goals bad enough (big reason why goals aren't achieved)?

I guess a better question is...

### **Do you have a self-limiting mindset?**

I am going to focus on that question in this post (self-limiting mindset).

You might think you aren't ready to make say 50k a month yet...but if that's your long-term goal...

Why not make it a short term goal?

I mean really short...**like next month?**

I can hear all the typical excuses...

*"But Joe, we're in a recession..."*

*"But Joe, I have never made 50k a month..."*

*"But Joe, \_\_\_\_\_ (any other generic self-limiting excuse here) ..."*

### **No excuse.**

You are perfectly capable of making 50k a month or more...starting right now...if you remove all of the mental roadblocks and self-imposed limitations associated with "in the box" thinking.

The internet is an ultra powerful tool...I equate it to the brain...not fully understood, but capable of extraordinary things.

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It's time for you to fully take advantage of what the Internet has to offer, so start brainstorming ways to use it (the Internet) in 2010 to leverage the growth of your affiliate business.

If you do that...and do it now...you will be well on your way to whatever income goals you set.

Once I removed the "self-limiting" mindset that I once had about 2 years ago...my own income and free-time with my family **skyrocketed**.

I want to see you in the same position in 2010.

**No excuses. Get to it.**

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## 18 Mistakes That Can Kill Your Online Business...

If any of these resonate with you, avoid them...

1. **I can do it for free.** You cannot build a business online for free. Get over it.
2. **Build it, and they will come.** You cannot just put a website up, and expect to start raking in the profits.
3. **Decorate it, "Trick it out", not for websites...**this might work for brick and mortar stores, but online you have to keep it to reasonable level.
4. **Lacking a Unique Selling Proposition.** You need to generate a real presence online...and you have to be unique.
5. **"I don't have to work hard to succeed online."** Pfui. Sometimes harder.
6. **Earn money in your sleep, 24/7/365, etc...** Yes, you can, but your business requires attention.
7. **"I already know what to do, I don't need a game plan, plans are for newbies."** You might as well count yourself out now, turn in the keys and go home.
8. **Not getting to the point.** People have so many other distractions nowadays, you don't have time to go into theory, just get to the point.
9. **Writing for the offline audience is the same as writing for the online audience.** Wrong answer, thank you for playing the game.
10. **Failing to remember you are dealing with people online.** It is so easy to do online, and the impersonal nature of the media can help you lose business as fast as you can gain it.
11. **Stopping at the first sale with a customer.** Big error, this is only your first contact with a person who said "I trust you"...what are you going to do next?
12. **Give them more reasons to show up again and again.** It doesn't stop at the first visit, what are you going to do to keep 'em coming back?
13. **Having a terrible follow up system.** Are you following up with someone who gave their email address and name to you by sending endless offers?

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14. **“I have 10 million hits and no sales...how is that possible?”** Traffic isn't the key, targeted (quality) traffic is.

15. **Don't make them think.** Getting your visitors the information they are seeking as quickly and easily as possible should be a primary objective.

16. **Lack of focus on your business.** There is more ways to make money on the internet than you could write a book on...but you need to pick one and focus on it until it develops profits consistently.

17. **Failing to re-invest in your online business.** You always need to focus a certain percentage of revenue back into the business.

18. **Failing to properly track and monitor your online business.** It is so easy to do this online, yet many don't even try.

Well, there they are, 18 of the most critical mistakes you can make that will kill your online business.

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## Does Spending Money On More And More Information Make You Feel Good?

### Taking action.

You've heard that "taking action" on information that you learn is the key to success in **any** business, including affiliate marketing.

It's true...but there's a little caveat that many people won't talk about, and especially almost none of the e-book sellers out there (because you would **stop buying from them** if you knew what you're about to know right now).

### Here's the caveat...

You'll only ever need 10 - 20% (or less) of all the knowledge you gain from any one, or all, information products you purchase and learn from.

Why?

Two primary reasons...

**1) We just buy way too much information, period...**thinking we'll "miss something" if we don't buy it. That's not true, business has and always will be about people and what they want, you just deliver it to them.

Information overload kills businesses...period.

**2) Think about it for a second...**if you had 100 units of time, learned something spectacular in say 50 units of that time, put it to use in 40 units of that time, then used the last 10 units to be able to react and do it again (something most people never do, it's called "scaling" your business)...what happens?

**You gain momentum for your business.** Next time you have the same 100 units of time, you won't have time to invest in gaining more information, because you have a business to run.

### But here's where most people screw it up...

Instead of moving forward with massive action and making some mistakes along the way (which you will make anyways, no matter how hard you try to avoid them, guaranteed)...

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...many people fall into the trap of "*I must need more secrets, so I don't screw up something and lose what I've built*". They mistake buying more information as taking more action to improve their business, which makes them feel good.

**Ehhhh! Wrong answer, thank you for playing our game.**

Instead of searching for more secrets, you need to keep up and build on your momentum, and more information won't do the trick.

In fact, if you seek more information "secrets", it will only divert focus from your momentum, then you'll lose momentum...**and have to work twice as hard** to recover that momentum.

And...on top of that, most of us really do know what to do already, we just need an ebook, or a person to tell us we're doing it right. Instead, tell yourself you're doing it right...right now. Don't let an ebook, course, or negative influence tell you otherwise...ever.

There's 1000 ways to build a business. Pick one, stick with it, and quit buying course after course, and ebook after ebook hoping to find a shortcut that just doesn't exist.

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## **Fear As Defined By Joseph Ratliff...**

To me, **fear** is nothing more than your body preparing you for a trip outside of your comfort zone. So pack your bags, and experience fear "on purpose" today.

Promise me you will, come on...

Do it...

Why are you still reading this?

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## **The Money Is NOT In The List...**

Ahhh...got you thinking didn't I?

First of all, you don't have to light up your email program and fire off all the reasons why I'm wrong...

Because I'm going to cover the 2 primary reasons why the "money isn't in the list" right here.

**1) The money isn't in the list, it's in the "lists".** You don't only build a list and make money from it...you have to segregate your lists into more targeted lists.

And before I hear a "Duh, Joe!"...

**Most marketers aren't doing this at all.**

I know this as a fact as the majority of my clients and even associates don't do this.

The most basic list segregation technique is to put those people that have purchased something from you (or followed your recommendation as an affiliate) onto a customer or "buyers" list.

If you aren't doing that already...stop reading this post and do it right now.

**I'll wait...**

You haven't done it yet, come on, this is a BIG business builder for you...

Whatever, you'll never do it then.

*Moving on...*

By separating your buyers into another list...you have a list of the people who obviously trust you enough to pull out their wallet and buy something from you or on your recommendation...and I think that is a BIG trust that we as marketers take for granted all the time.

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Come on, you do take that trust for granted...don't you? You assume that because you have the greatest product on earth, that everyone wants what you're selling... and nope, that's not how it works.

Which brings us to the next reason the money isn't in the list...

**2) The money isn't in the list, it's in the relationship you form with the people on that list.** So before you go thinking that by putting #1 above to work will solve all of your making money problems...

You first have to think really hard about each individual person on your list.

**Really hard.**

It sounds so simple, yet it's another area we take for granted as business people...that real people, with real problems and emotions, are on our marketing list.

You don't "own" them...

You had better not be "renting" them out...

They aren't "your" list of subscribers/buyers/people over the age of 50...

**And they're DEFINITELY are not "one of your list of 5,000"...or a number.**

Change your thinking to how you can serve that list of people (for real), and your income will increase in reflection of how well you do that. If your income doesn't increase, you're focus hasn't changed.

No, I didn't give you the "full" blueprint here...I expect you to think about this and apply it to your business(*heaven forbid...do work?*).

The sad reality is...90% of you will still go about your busy days and never take any time to sit and ponder the impact this rather "simple" advice can have on your business...

Of the 10% that do something with this advice, only the top third or so of that 10% will **actually** use this advice and make changes.

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So in the end, about 3 out of every 100 readers of this article will actually do something that will have a HUGE impact on their business right now, today.

**Will you be one of them?**

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## What Business Are You In?

Ahhh yes, the ultimate question.

Some would say... "I'm in the \_\_\_\_\_ (niche here) business."

**Wrong.**

Still others would say... "I'm in the marketing business." (betcha didn't expect that one huh?)

**Wrong again.**

I would challenge that you're in the business of **servicing people**.

Your niche is the industry in which you choose to serve people...

Your marketing are the methods and media you choose to use and **invite people** into your business of servicing people.

Simple, short, effective.

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## **Do You Understand The Real Power Of The Internet?**

### **The relationship before the sale.**

Remember those words, apply them to your business, and you'll make millions... forget them, or try "traditional advertising"...and you'll end up closing your doors within 5 years.

### **I guarantee it.**

QUIT thinking about the money before you develop a relationship with your clients...instead, think about delivering value first and that value will sell whatever you're selling.

And the power of the Internet is...you can actually talk about what you love, and get paid for it.

**Notice, I didn't say *sell* what you love...think about that for a little bit today.**

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## The Details...Ahhh The Details...And How They Could Be Killing Your Chance Of Success

*"Tools...what tools do I use?"*

*"Does X work better than Y?"*

*"Should I enter the \_\_\_\_\_ market? Will it be profitable?"*

*"What if the almighty Google 'slaps' me for doing \_\_\_\_\_ ?"*

And on...and on...and on...you could either be thinking about these things yourself, or have responded to a question such as these in the forum.

**I want to make something clear upfront**, there's nothing wrong with asking questions like these at all (I recommend you search the forum FIRST, and try to find the answer yourself before asking the question, as it may have already been answered).

But let's ponder something else today...because I want you to examine the **real** reason you're asking the question in the first place. It's important that you do this, because you might be shooting any chance of success "in the foot" before you even start if you don't.

Are you asking about the difference between "X" software and "Y" software because you truly want to know...or because the process of getting that answer and participating in the discussion that follows will provide you with an "excuse" not to continue growing (or start growing) your affiliate business?

I might tell you I LOVE "X" software, and that it works great...someone else might hate it...so by asking that question, have you really gained ground by knowing our respective opinions?

### **Think about that for a second...**

Let's say you discover that 43 people loved it, and 122 hate it...does that really mean it's bad?

The answer is, not necessarily...in fact, I've purchased several software items and books where the majority hated the product...only to discover they suited my purposes very well.

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*The same can work the other way too...*

What if 122 loved the software, and only 18 hated it? Does that mean it's the greatest thing since sliced bread? Ummm...nope.

Truth is, you really do have to find out yourself to get the **true** answer. What one person says they like about something is from their viewpoint, and when you use the same thing...you may not even discover the same thing for yourself at all.

*So many questions to answer in getting started, so little time...right? I mean, you do want to make a TON of money as soon as possible, right?*

**So just get started.** With all the time you invest "investigating", you could be failing at something, probably invest about the same amount of time and money failing (maybe a little more), but learn a much more valuable lesson that will mean greater profits in the end.

So the lesson here is...

**Just ask yourself this before you try to figure this entire business out beforehand...**

**"Is the time I'm going to invest investigating really being used to investigate? Or am I just afraid I might make some mistakes?"**

(you gotta search deep and be really honest with yourself here)

So, what unnecessary details can you move past faster...and get to profits faster today?

As always, thanks for reading.

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## **How Fast Would You Paddle To Keep From Going Over A Waterfall?**

It's a funny thing...

Some people waste so much time trying to "crack search engines", and find out how to "trick Google" that they forget about their business.

**It's time to change that mindset people...and get back to work.**

I equate "trying to crack codes" with floating down a fast moving river in a rubber raft with oars...and trying to paddle faster and faster to stay away from a waterfall.

Think about this for a second...

What happens when someone comes out with a "Google Cash Method" or a "AdSense Arbitrage" program (or variation)?

Google's overall objective never changes...it will deliver relevant content to it's search audience to the best of its ability.

So big G "slaps" or modifies its algorithm from time to time to adjust for the "sneaky" ways to try and break the code. **A repeat of 2006 anyone?**

So how fast are you going to paddle to try and keep "cracking the codes"? I mean really, Google has way too many resources for you to even try this. The time you waste trying to game search engines, or "crack codes" etc...is time that could have you building another income stream.

So go out and build a real business...not one built on a fad.

**The best way to keep your business from going over the waterfall, is not to jump in the river with "fad business techniques" in the first place.**

Create your business based on multiple streams of **dependable** income generated from adding value for people (there is that people word again). Quit trying to game HUGE search engines and "crack codes" for a temporary money fix.

***Cracking codes kills affiliate businesses...period.***

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## **Nothing For Sale Here...**

**If you liked what you just read...first of all, take action on at least one piece of advice...right now...I'll wait...**

**I mean it...right now...**

**Oh well...guess you'll never do it then (the top 10% in this marketing business would have put something to use before finishing this document, think about that for a second)...**

**Anyhow...**

**If you liked what you read, please feel free to share this document (the way it is, no changes) with others.**

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