

Why You Aren't Where You Want To Be...

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<begin rant>

We're not going to screw around here.

No fancy intros, no "get to know me", no sales pitches, and no fancy graphics either.

Just raw, unadulterated content that should answer the statement posed in the title of this document (and starting with the blog post of the same name).

Look, for years I've run into people who own businesses (and some who haven't) that seem to let the uncontrollable control them. Let that sink in for a second, how many times have you let the uncontrollable control a part of your business or life?

The economy is bad, yeah, I get it...can you change it yourself? No? Ahhh...then why dwell on the fact that it's bad? Wal-Mart just moved in across the street? Well, can you compete with them on price? No? Then why price yourself out of business? Why not alter your business to adapt instead?

Folks, it's time to "man up".

I don't have all the answers, in fact this document you're reading doesn't either, but I do hope you'll read it, and do something with it. Hell, if you don't do something with it, give it to someone who will.

No more excuses, your business rises and sets with one person...you. Period, end of story.

A short collection of articles from [my blog](#) centered around the topic of altering your mindset starts on the next page...enjoy.

<end rant>

Why You Are Not Where You Want To Be...

There's only one real reason, but I'm going to provide a few examples. 😊

I will let you know that I don't write this from a position "above" you at all...

I have made thousands upon thousands of mistakes in my time marketing and developing my own business...it's from that position I write this to you.

Ok...let's get to a few reasons why you're not where you want to be right now...

Every successful business was started and developed by a "personality" of some sort. In fact, your business was started by that same person.

And that person is also the reason that you aren't where you want to be in business.

That person is you. That's right, you're the only reason you aren't where you want to be right now.

Here's the real kicker...**you** actually "make up" most of the reasons that you are not where you want to be *internally!*

It's true, whether you choose to believe it or not.

"Whether you think you can or can't, you're right."

–Henry Ford

An example?

You're working on project **A**.

It's a very productive project, whatever it is...but it has some parts that you don't like to do. Instead of outsourcing those parts (you make excuses to yourself as to why you can't like budget and such)...you "drudge into" doing those parts of project **A** that you don't like.

But, with only two parts of project A left to go...you stop...overwhelmed by the sensation "*that something in that email box must be important enough to distract you, if just for a moment.*"

Then that moment transforms into something bigger...as the phone rings, and you figure you'll just answer it just this once for today...because you know you want to **finish project A**.

I mean, you only have two more parts to go, right?

Then another email arrives...

Then, "just one more phone call" to take...

All the while, project A seems to be slipping from your grasp.

Then, "stuff to do" has developed from the several emails and phone calls you're taking "just this once" ...and project A almost becomes history.

Then the plot thickens, another "proven money maker" enters your mind...and takes over.

Project A has now become a thing of the past...and so close to completion. Who is at fault for this big mess?

Gut check time, or as I repeat on my blog, "*time to look in the mirror.*"

Who do you usually blame when you get pulled off of a major project so near completion? One of the people that emailed you? A group of the phone callers?

The phone calls and emails themselves?

Really, that's all B.S., and you know it...don't you? 😊

Come on now...admit it to yourself. You're the only one who really has control over your time...I mean...*you do have control of your time right?*

But that's not the real, deep down reason why you didn't finish project A is it?

Be honest with yourself here...the failure or success of your business this year and next rides on how truly honest you are with yourself here. If ego gets in the way, you'll fail...if you like to place blame games...you'll fail, guaranteed.

The real reason you didn't finish project A was FEAR. Your FEAR. Period.

As human beings...we tend to gravitate towards the path of least resistance. It's a proven fact. We like to look for shortcuts; we like to do the least work possible to gain the most results, etc... etc...

If you dispute that about yourself, stop reading this post right now, I don't want you to "waste your time" on the serious education coming up. Besides, you have magic bullets to keep searching for...right? 😊

Onward...

So, since humans tend to seek the path of least resistance, that would mean if we encounter resistance, we seek relief from that resistance right?

Go ahead and let your logic kick in here...it's ok.

Fear is that resistance manifesting itself; it's your body's way of preparing you for the work or situation to come.

You had a decision to make when working on project A above.

(By the way, we have ALL had a "project A" in our business careers, so don't use the excuse that this doesn't apply to you)

You could have decided that NOTHING would distract you from completing it.

(And you know as well as I do we have enough potential distractions these days, right?)

In this particular example, you decided to "just allow that phone call/email" to distract you for only a moment.

That was FEAR doing its dirty work.

You might be asking yourself... *"What the heck would I be afraid of? I mean, I was so close to finishing project A...and so close to making money...why would I be afraid to finish it?"*

We'll use an e-book as an example...

Let's say the last two parts of project A were the last chapter...then the final edit of the e-book, before "putting it out there" for sale. I am assuming for this example that the sales letter is done, and all of the marketing is in place (except for initial testing of course).

In this case...your FEAR would possibly be stemming from “putting it out there”, and facing possible scrutiny of your work...or the possibility of your marketing starting out as a complete failure in initial testing.

Here’s the bottom line about FEAR...

—> The successful business-builders get over it and embrace FEAR...

...the failing business builders don’t get over it...and instead let FEAR destroy their business.

Sit down right now, remove all distractions right now, and really let that statement sink in right now. Think about how it has already impacted your business up to this point, then think about how it will impact your business in the future...think about it all.

I’ll wait.

You haven’t done it yet...no way.

Come on, I am not going to cover any more until you actually do this.

Did you **really** sit down and let it sink in yet? Did you **really** absorb the power of that statement as it applies to your business-building?

If you actually did...congratulations, you probably will be part of the first “embracing” group and hopefully after reading this post, you will be even more successful.

If you didn’t...

...stop reading right now...this was the most simple of exercises, I didn’t ask you to do too much (did I?)...but yet you let something “get in the way” of actually doing something that could make you millions of dollars (literally).

I don’t care what it was that got in the way, it really doesn’t matter...you simply need to work on whatever that is first before you attempt to build businesses (it could have been ego, thinking you “knew that already”, etc...).

If you didn’t stop and think about the statement above and its implication on your business...you have another chance, because I am not right there hovering over your shoulder. 😊

So get to it. The future of your business depends on it.

One

One is a powerful word. Especially for today's lesson.

One of the main reasons people fail to make money using the internet is due to a lack of focus when getting started (and sometimes when they continue after getting momentum).

When getting started...You only need **one** reason.

(for me it was helping to grow businesses and seeing the reaction on business owner's faces once they achieved true freedom)

You need **one** skill.

(in the beginning, for me it was copywriting and a little bit of marketing...now it's much more of a role as an online business-results coach and copywriting)

You need **one** niche to explore.

(for me, business owners that wanted to use the Internet to generate 1 – 100% of their revenue)

You need **one** method of monetization.

(sell my skills and knowledge to that niche)

So you can earn **one** dollar.

(did that in 2001)

Once you do that, you repeat and duplicate until you are making considerable income from **one** business. But you have to earn that first dollar first...before even thinking about the "thousands" or "millions" you'll make.

Find

One and

Capitalize on it

Until you're

Successful

That's the **one** key that opens the front door to success, and if you've already started gaining momentum...the **one** key you must return to when you feel like things aren't going as planned with your online business.

It **really is** that simple folks. But not easy...as it's extremely likely that you'll be faced with 1000's of distractions and seemingly better opportunities along the way.

Forget them.

If the other opportunities were so much better than what you are / want to working on now...you wouldn't have them being marketed to you...you would have to go and find them. *People don't share the "real" secrets for \$47 in an ebook...period.*

So now, the choice is yours...Are you going to F.O.C.U.S. and get real about your business...or get a job slaving away for someone else and line their pockets?

Are You Preparing For Success, Or Just Preparing?

“Joe, I’ve gotta do this, this, and this first before I can do what you recommended to make obscene profits.”

Love the excuses...but this one is a business killer.

Please allow me to explain...

Sometimes, it seems as though people want to stay stuck in “preparing” mode because it’s more comfortable and less uncertain.

Instead, if you find yourself “preparing everything” to succeed sometime...try this...

Just do the thing you think you’re preparing for.

More often than not, all the preparation you think you had to do isn’t necessary...because as humans we try to eliminate all possibilities for failure (preconceived or otherwise).

Now I’m not saying a certain measure of preparation isn’t necessary at all, for example, certain legal preparations are a good idea (discuss those with an attorney, I’m not one, and that’s NOT legal advice).

What I am saying is if it seems you’re “stuck” preparing, and keep coming up with “this and that” which you feel you “have to do before” you move forward...you should examine whether or not you’re really needing more preparation...**or just to kick yourself in the ass and get outside of your comfort zone.**

Most of the time, you’ll probably find you’re just trying to stay comfortable...and staying comfortable **isn’t** how fortunes and freedom are created.

Get outside your comfort zone right now...and stay out!

Adversity

Ahhh yes, one of my hot buttons with my mastermind clients and private clients is how they handle **adversity**.

Don't discount how critically important this concept is to your success as an affiliate manager, affiliate, or just as a person.

Adversity manifests itself in many forms, the most common of which is when someone tells you:

"You can't do that..." or "Don't do it that way", or a variation of either one of these.

Personally, when anyone tells me any variation of the above...**I just laugh.**

After a good, hearty laugh...I say the 2 magic words that start the mental process that can also differentiate you from those that are unsuccessful...

"Watch me."

There are numerous examples of successful people who've "gone against the grain" and done things that were once seemingly impossible (Bannister in the 4 minute mile, John Reese having the million-dollar day in IM, etc...etc...).

The "how they did that" stuff is available all over the place; this post is about the mindset you set in motion by confidently stating *"watch me."*

Your brain clicks inside when you don't acknowledge the limitations that those people who don't understand fully what you're setting out to accomplish are placing on you.

Wise advice has been passed down that states *"you can't choose what happens to you, but you can choose how you react to it"*, and that applies here as well.

You can accept the "status quo" mentality, or you can do what 90% of people won't do and prove that mentality wrong.

The choice is yours.

Bottom line here is...you will encounter adversity as you continue your journey in building your affiliate businesses, that I can guarantee you (if you don't, you aren't really playing the game, you're dabbling).

Some examples:

"You can't write Google ads that way..."

"You need to write your articles less than 800 words..."

"You can't do affiliate marketing online and offline..."

(real example from someone who once told me that wouldn't work)

"Social media marketing doesn't work..."

There are more examples that you would encounter, or perhaps have already; if you have a story to share...I would like to hear it via email to joe@josephratliff.com .

Have a great 2011 my friends.

If You Don't Get Dirty, You Haven't Played The Game Hard Enough...

The "game" of marketing, business, whatever you want to call it.

By some standards, I haven't played "long enough" yet to create a Fortune 500 company or anything (actually, I don't want to create a Fortune 500 yet).

But I guarantee you...I have played hard enough.

But this isn't about me...it's about you...my valued reader...

It's almost as if people are afraid to market their businesses...stick themselves out there as it were.

Are you that ashamed of your business that you don't want to "put it ALL out on the field of business"? To succeed in business, **you** have to be the one that guides your business to success.

No one else will do it for you. In fact, they will (in most cases) try to work against your success.

But here's the million – dollar question...

Have you, in whatever format; put your message and product or service in front of enough people? Are you effective enough?

If so, you **will** have pissed some people off. You **will** have generated loyal followers. You **will** have people who just don't care.

If you don't have **all 3 of the above**, you aren't playing the game hard enough. It's absolutely impossible to please everyone, to be all things to all people in your market...so unless you get all 3 reactions to your business as stated above...

You haven't reached enough people with your message yet...period.

So go out there, get aggressive with your marketing (the right way, not just "noisier"). Reach **deep** within your market and uncover **all** of the feelings that are buried in that market.

Don't stop until you have accomplished this...**and got dirty.**

Then, and only then, have you played this marketing game hard enough.

Why You Don't Have To Worry Much If You Want To Start A Business Online...

It's sad...but also good at the same time (for you)...

If you've been thinking about starting a business, now is the time to do it in my opinion.

Why?

Because most of your competition is **placing themselves** at a total disadvantage.

From what I've seen in continually analyzing marketing processes, customer "helpdesks" (more like help-less desks), and overall practices in online business in a general sense, you could have a distinct advantage if you just meet some rather simple criteria:

- **You actually deliver on ALL of your promises.** Not just some of them, not the biggest ones...but all promises made in your sales letters and marketing.
- **You or a member of your staff reply to helpdesk inquiries** (or any customer service inquiry), good or bad, with a solution or simple "thanks."
- **If you are going to fail to deliver (on anything)**, you let your customers know why, and what you'll do to make things right.
- **Have your entire product that you promise to deliver** in your marketing material ready to deliver before you start marketing. Some "test markets" before they have a product ready to go to ensure sales success, I'm here to tell you there are other ways to test a market that are just as effective...the added bonus being you won't fail to deliver.
- **Prepare enough of your product to deliver to paying customers with special offers.** A particular Internet Marketing print newsletter company once went through HUGE losses of time and energy (and profits) because they didn't have enough to meet the need.
- **Check your vendors out thoroughly to ensure they can deliver.** The same particular Internet Marketing print newsletter company didn't check out their delivery house thoroughly enough...and pissed off countless loyal customers with delivery issues. The least expensive option isn't always the best option folks.
- **Communication overall is VERY important, quit trying to hide.** Instead of avoiding customer complaints, either refund and "fire" problem customers or address legitimate concerns head on...over-delivering in your solution and quit delivering the "cheapskate impression" (i.e. give a special bonus, discount, etc...as part of your solution).
- **Make it easy for your customer to buy from you.** Holy crap, this is a BIG one...quit trying to "lock down" your Internet business like Fort Knox. 98% of all people are honest, period. Quit acting like it's the other way around...and make it easy for your customers to give you friggin' money. If you're guilty of this, you know who you are.

And on, and on...

If you allow your mind to expand on these ideas, and begin to think of ways to actually deliver value and help people, your profits will thank you (mine do).

It really does work...and no one **ever** said you had to do business **so efficiently** that some arbitrary "*acceptable percentage of customers*" had to suffer. And if you don't believe business is conducted that way (especially online, where it's easy to hide)...you need to take a look behind the scenes of businesses the way I have for only 90 days to discover this for yourself.

It's sad, really sad, that you can grow a business just by paying attention to your customers, and actually delivering on ALL of your promises...all of the time.

Does Proper Communication Even Matter Any More In Business?

When a client enlists your services, buys your product, etc...it's sometimes easy to forget how important your product or service is to the life or business of your client.

One of my recent clients was concerned that the potential web designers she was considering for a project weren't returning her communication at all. Even if the designers are too busy to take on additional work, shouldn't they communicate that to their potential clients instead of not communicating at all?

Weird. I would think proper communication (both ways, not just one way) would be a normal mode of business online. *Guess it isn't.*

She went on to hire a web graphics person...agreed to terms, communicated well all the way to the end of the project...and POOF!

Nothing.

No communication whatsoever. No final delivery of the product either.

This web design fits in the business plan of my client...and needed to be finished to move on with that plan. No communication of any type from the designer.

Hmmm...

So the lesson here is this...I guess you could literally create a U.S.P. (Unique Selling Proposition) out of simply maintaining real, prompt, and courteous communication with your clients...as sad as that is.

Sad.

Communicate with your customer base people.

18 Mistakes That Will Kill Your Online Business...

If any one of these 18 mistakes resonates with you, avoid them or suffer the consequences.

- 1. I can do this 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."** Pfu. 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?
- 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.

Are You Lying To Your Potential Customers?

If you're doing this, stop it now...

It's no secret that I subscribe to many internet marketing "make money online" newsletters to observe marketing processes (and selling processes).

But something really got under my skin this morning when receiving yet another email with another "product launch" (when do marketers quit chasing money and stop launching product after product?)...

I read a sales letter.

Got exposed to yet another re-hashed PLR "business in a box" opportunity (yawn).

But that's not the worst part.

I was done reading the sales letter for another \$47 "wonderful dreams promised" opportunity when the WORST FREAKIN' thing you can do to your prospects happened...

This marketer (who shall remain nameless) lied to me as a prospect!

This \$47 price tag had a "hidden discount" offered on an exit-offer when I tried to leave the page!

No change in the offer mind you, just a lower price to **\$37**. So, what this marketer was telling me that if I would have bought at \$47...*I would have paid \$10 more for EXACTLY THE SAME FRIGGIN' STUFF!*

Are you kidding me? Really, why not just offer your offer for \$37 in the first place? I had to try and leave just to get a discount? Maybe I should reveal this marketer's name...because they've done this before several times (along with a host of other so-called marketers).

Obviously, this is geared to unsuspecting people who have never seen this type of offer before...but come on, any person HAS to be irritated if they leave the page and get presented with a discount right? I guess not.

So here's a lesson for this marketer (or any marketer that's doing this)...

If you want to use an "exit" offer, change the offer a little at least (make it an obvious change though).

Really simple right? If you offer a lower price, also offer less stuff. Or you can offer different stuff...or you can offer a free sample that markets the original offer again...or...or...or...

If you're running these types of exit offers the "wrong" way, quit being a complete dork and insulting your potential customer's intelligence. People aren't idiots.

The Death Of *"It's Just Business"*...

There is a dangerous moniker floating around...

"It's just business".

You've used it, I've used it, but as of today, I'm going to quit using it.

Why?

Because I want my business to actually mean something to people. I don't want to be thought of or remembered as "a good _____."

Instead, I want my clients (whom I take on very selectively) to know that I really do, deep down, care about their business. It's my business to care about them and their business...period.

Do you care about each and every one of the top clients you serve with this much passion? Or is it *"just business"* for them?

Folks, we are entering a new age of business here (yes old-schoolers, that means you too)... an age where your business doesn't matter to the customer anymore.

That is, until you make it matter.

"Making it matter" to your customer means doing things that your competitors won't do, or can't do, for them...and doing lots of those things.

One of the many ways I accomplish this, is I tend to surprise my clients with little extra steps and phone calls that surely they would have paid for, but didn't have to.

How can you "go the extra mile" for your customers (and I do mean mile, not a foot)?

Think about that today. Then download my [updated version of Success Is Straight In Front Of You](#) and take action on *3 more things at least*...today.

All Is Not Fair In Internet Business...

Or the 80/20 rule, and who you REALLY have to focus on to succeed...

All the sales letters out there paint the “rosy” picture of the Internet marketing lifestyle, don’t they?

I am sure that most everyone that reads this article has at one point or another “fallen” for the carefully crafted words of an expert copywriter...and bought into the illusion.

This article contains a strong dose of reality people!

If you don’t want to see the real truth about Internet business, and want to continue to believe that there is some get rich quick, “*make \$23,594 in 60 days*” program out there...keep searching. All of the sales letters will point you the way.

It is that very illusion that will keep feeding you the e-books, courses, and memberships that you will continue investing in until you realize there are no shortcuts to business...and eventually you will come back to this article to get your dose of the hard truth.

Onward...

I was recently visiting a forum I frequent and found a post where the founder of the forum expressed his feelings about some whining taking place by some members in one of the sections within the forum.

To sum it all up, people were bitching and moaning about posts getting bumped etc... the details really do not matter at all.

The point is they were investing time **bitching about making money with this one idea**, instead of just shifting gears and moving on to something else in their business if they were having a problem. The lesson here is “don’t put all your eggs in one basket.”

And...

Guess what people? Business isn’t a fair and fluffy world for everyone! Get over it!

On to another part of this lesson...

One of my coaching students was concerned about traffic to his sites. He was concerned because several of the methods weren’t working within the article marketing he was doing (which still works by the way). Almost frantic to the point of over-analyzing “why” most of his articles were not producing the traffic he would have liked (clicks to his blog).

But, he did produce at least **one article** that really rocked!

I mean seriously “masterpiece” quality.

This is an **asset**, or the first thing I look for when I have an issue in my business.

I look for use-able assets that I can convert into traffic, cash, whatever I need. Since I am a “massive action taker” when it comes to business, I am always in the process of creating these assets...**and I do not allow little stuff like why articles are not working get in my way, because they won’t if I can just move on to another asset.**

(you shouldn’t either, if you’re creating assets)

So I told my coaching student to take what he could from the article that worked, or his asset in this case.

Obviously, his readership liked what it found in this long article.

To date...this article has over 373 views on Ezinearticles.com, 8 ratings, all 5 star ratings, and many positive comments in *only two weeks*.

If you happen to create an asset like this, find out what you did right, **and do it again for Pete's sake!**

Over and over again.

Now, don't get me wrong, I am a big proponent of the "*fail as fast as you can, so you can succeed even faster*" mantra.

But you have to decide when enough is enough, learn from your mistakes and **move on**. Internet Business life isn't fair for everyone, and sometimes you might think you are doing the right thing investing hours and hours into writing articles or what not...

But it doesn't always work that way people!

Learn why it didn't work that way and move on as quickly as you can!

Now on to the big lesson for today...

Let's move on to a **big secret** in business, one that will be hard to swallow for most of you, but I am going to reveal it any how right here (I normally charge quite a bit for this kind of advice).

At first, it won't sound like any big deal, you have probably heard it a thousand times before, but bear with me...

Ready?

Here it is...

About 80% of your revenue comes from about 20% of your total efforts!

On its face, you have probably heard of Pareto's Principle. You have probably heard it a thousand times...but I bet that most of you have never taken massive action on it before. *Honestly, only 20% of the people who read this post ever will take action.*

Here is what I mean:

* **If you work 40 hours a week on your Internet business...**only 8 of those hours of work are producing 80% of your revenue generated. Wouldn't you want to take that piece of advice and give your business an honest check up from the neck up, to see what 8 hours are producing that revenue, and do more of it?

* **If you make \$50,000 a year in net profits from your internet business...** \$40,000 of that revenue came from only 20% of all of the efforts you put into generating revenue for that Internet business in that year. Instead of bitching and whining on some forum about why your posts are getting bumped, why not concentrate on finding out more about that 20%, and do more of that instead?

* **Instead of worrying about the 80% of the articles you write that are not generating the traffic you like, find the 20% that are, and copy that structure of article, topic nature, etc...**

*** If you have 100 customers (for the sake of simple math),** and you now know that only 20 of them are making you 80% of your profits, which customers do you want to spend the most of your time with?

And really, that is the big secret here...

- *You should spend 80% or more* of your valuable time with only 20% of your clients, the 20% who have followed your advice in your products, and used your copywriting skills, to make millions of dollars themselves.
- *The same 20% who* invest in you again and again without question, which quite frankly feed your family and put a roof over your head.
- *This same 20% doesn't complain* about every little thing, because they know that if for some reason things don't go right, you will make sure that they do...

Because you have created the time to do so by focusing 80% of your time and energy to only 20% of your clients.

Does that mean that the other 80% of your clients suffer?

Absolutely not. They receive polite and courteous attention, and you produce quality work or products for them, so they can benefit. They get 100% of you, for the entire 20% of your time you devote to them.

This concept might be a little hard to swallow for you, I understand that.

You might be thinking *"Holy smokes Joe, it sounds like you are asking me to screw over 80% of my clients!"*

But that is far from the truth actually.

You see, Pareto's Principle can be expressed for this lesson in this way too:

80% of your clients really only need 20% of your time!

That's right, about 8 out of every 10 of your clients are only going to use your services for one project, one consultation, buy one affiliate product from your recommendation etc... and that is it.

That does not require much time at all.

But 2 out of 10 clients will invest in your product or service for repeatedly, need multiple consultations, will invest in you for the 80% of the time you devote to them.

And those are the clients that keep you in business...Period.

There is a scary revelation that applies here as well...

About 80% of all small businesses fail within 5 years.

Which also means...

About 20% of all small businesses succeed after 5 years.

Could the 20% who succeed be the same ones that master the art of focusing on their 20%?

Are you going to at least start to think about who your 20% is?

If you don't, don't call me in 5 years when the money runs out.

Well...Yes And No...

Yes...

- Yes online marketing is a valid business model...
- Yes it does require that you work hard...
- Yes it requires marketing skill...
- Yes it requires the ability to sell and persuade (not illegally, unethically, or immorally however)...
- Yes it does take some time to build an affiliate marketing business...
- Yes you will have competition in niches that make money...
- Yes you will have to do things better from time to time...
- Yes smart competitors will be watching what you do...
- Yes you could make excuses, whine, or worry about “how hard this is” ...and yes you could give it all up.
So...

Can you do this? **Yes.**

Will you do what it takes?

And no...

- No marketing does not create overnight riches.
- No there is no magic button to fill your bank account with cash.
- No there aren't many “untapped niches” where you will dominate anymore.
- No marketing isn't easy.
- No there are no shortcuts.
- No you shouldn't try to figure this business out beforehand.
- No you shouldn't over-analyze opportunities, that will paralyze you.
- No the Internet isn't some big shiny object anymore, so “make money online” isn't a new topic anymore...
So...

No you're not going to succeed without the right mindset...

...will you do what it takes to develop that mindset?

If the answer is **No**, maybe you should keep your day job.

Now...will you share this article with others? [Yes](#), or [no](#)? 😊

Google Trick? Or Treat?

No, I'm not writing this on Halloween (that's family time), just thought I would put one in the scheduler for Halloween.

Google seems to be pissing people off, from [banning accounts](#), to [creating controversy](#) in the online marketing space and [making rules up](#) on the fly...if you don't keep up on the latest with Big G, it seems at least a part of your business could be terminated at any time.

Or does it have to be that way at all?

Well, the short answer is, it never had to be in the first place.

When you try to **trick** Google, or find shortcuts to game Google, big G will reward you at some point with the appropriate **treat** (i.e. banning your accounts, lowering your falsely obtained search rankings, de-indexing your site altogether etc...).

But if you simply do the **work** (that's right, I said work)...and create [genuine](#), original content for your site that visitors enjoy (not re-hashed and terribly written content), then update that content **frequently** (i.e. **blogging**), you will win every time.

Getting links you say?

The content has to be worth sharing of course, so people link to your site (a la <http://icanhascheezburger.com>). That's how you get links the natural way, the way that will NEVER be questioned by big G.

So, do things the right way, and you will get a treat...try to game the system or take shortcuts...and you'll end up getting tricked at some point, every time.

Or, you could build a business that doesn't rely on Google at all, but that's another story (perhaps a New Year's Day present).

Get to it people.

Get Real...

Over the years, I've had numerous people ask me if they should quit their jobs and start marketing or creating a business online.

Barring an abnormal circumstance, I tell them to **get real**.

Seriously.

Why on earth would you put your future in the hands of anyone else but yourself? In my opinion, **you** are the only person who can determine if you are cut out to make in the world of home business entrepreneurs. Not everyone can cut it.

I mean, it all boils down to you.

I understand if this reads as a negative piece, it really isn't intended to be, but I also feel there isn't enough "counter-discussion" out there about what it really takes to make it as an online or offline business owner.

The Internet ebooks paint rosy scenarios of life at the beach with a laptop...the "free" pre-launch videos all show mansions and Porsches (they're not "free" if you value your time at all), the \$2000 courses promise "detailed" information that will be all you need to succeed online.

Here's a million-dollar tip "they" don't want you to know folks...

... you couldn't possibly assemble every bit of information you need to succeed in business.

Why?

One of many reasons is by the time you even got close, something changes, and you have to start over again researching in that particular area.

Add that to the fact that at least half of what you would be reading is either **worthless** or totally untested theory, and you're left with a battle that cannot possibly be won.

The battle you **can** win, is the one where you're in control of the battlefield...

This means you just try stuff, you test things, you make a ton of mistakes, you learn from those mistakes, and over time you win.

NOTE: Before I get the email that says "Joe, but what if I don't have the money to test, try, and win at marketing?" My answer to that is... if you don't want to win bad enough, you probably shouldn't play at all.

You gotta do what's best for yourself in the end. But, with that said, when we as humans really want to accomplish something that we set our minds to, *we usually find a way to do it.*

So **get real** people, empty your head of empty promises made by some sales letter online, and fill your head with your next business plan...then execute no matter what stands in your way.

I hope you enjoyed this report, but most importantly, I want to see you at the top in 2011.

Joseph Ratliff