

Internet Millionaire Marketing Mindset 2.0

INTERNET **millionaire marketing**

ARE YOU READY FOR
THE REAL SECRETS TO
ONLINE SUCCESS?

MINDSET

2.0



CONFIDENTIAL

Juan Burton

Internet Millionaire Marketing Mindset 2.0

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ABOUT THE AUTHOR



Greetings! I am Juan Burton and I have been involved with internet marketing and internet business since 2003. I didn't just become successful overnight but for years I've failed, struggled, learned, kept trying and learned what worked during this journey.

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A Foreward

Are You Ready For Success?

This blueprint is designed to provide you with not only a solid and proven method for generating a fortune online for many years to come, but it also provides you with the necessary skills and insights you need to know and practice.

I have seen marketers express that it has taken them many years to make a solid income in this business. **Let me tell you something right now, it does not require many years.**

Ever since I was in high school, I have been fascinated by the difference between those who are super successful and those who are not. It baffled me for years. You see, those super successful people were not geniuses or exceptional people. They all had their faults and issues. They are human.

However, there are very specific things those people do differently than those who seem to fail for years and years.

This book will set you apart and save you years' worth of frustration. My "7 Figure Strategies" blueprint, can make you extremely successful and rich. It can provide you with the necessary business insights required for you to succeed beyond what you can imagine right now.

It really will be a turning point in your life. In the future, you could date back to this book. And, your life may be everything that happened BEFORE this book --- and everything that happened in your life AFTER this book.

I am going to do everything I can to provide that success for you right now.

This book is not designed to be scanned fast either. You'll completely miss the point if you scan the publication looking for some golden nugget you can use - then toss this publication on the pile of books taking up memory on your hard drive.

I see more and more times that the information provided in the form of IM products online do not really give you the truth, the real information or the real strategies.

If that is what you want, and I am assuming it is since you bought this, then that is what you are going to get.

I take my own beliefs and merge them with proven and time tested business principles. I also combine methods to generate a solid income online in this blueprint.

The business principles, the development lessons, the methods and the insights provided in this book ARE my best effort to change lives.

Hopefully, you are one of those people who read this and act on it. Hopefully, you achieve your dreams and goals!

I believe you can and will..

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Introduction to an Internet Marketing Mastermind



“I believe in order to advance from one level of income or achievement to the next level of income or achievement, it takes an advancement of yourself...”

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You see, there are millions of opportunities out there to make yourself a killing. There are literally “*unlimited*” avenues and opportunities you can pursue to advance your own success. Do you need to find the most stellar and lucrative opportunity in order to advance to the next level?

Or, do you need to advance yourself first?

I believe you must advance yourself first.

In fact, I am completely sold on the belief that you must advance yourself in order to advance your income & success. I see it all the time actually. People chase opportunities. Something comes along and gets them all hot and excited about some potentially lucrative opportunity. Then, after that excitement wears off a bit, so goes the opportunity. The stellar and lucrative opportunity falls off the desk and gets stuffed away in the “drawer of forgotten dreams”.

This book is designed to do just that. It is designed to help you develop yourself and advance yourself, so that you can implement those strategies and opportunities to achieve your dreams.

You will learn some of the most important business principles and insights I know and follow.

You will see that this life is yours and you are in control of it. Hopefully, I will have provided you with a solid foundation on which to build yourself – and your business.

The opportunities are abundant. There are millions of strategies, and methods. There are millions of ideas and avenues you can take. However, there is just one you. And, what you do with “YOU” will determine if you achieve your dreams or not.

Although this book is directed towards the Internet Marketing world, it can be applied to many other avenues or industries. Just keep in mind that this book is about YOU. It is not about strategies.

Realize though, one more time, this book is about you. And, if I do my job right, when you finish this book, you will have a much better chance at achieving your dreams.

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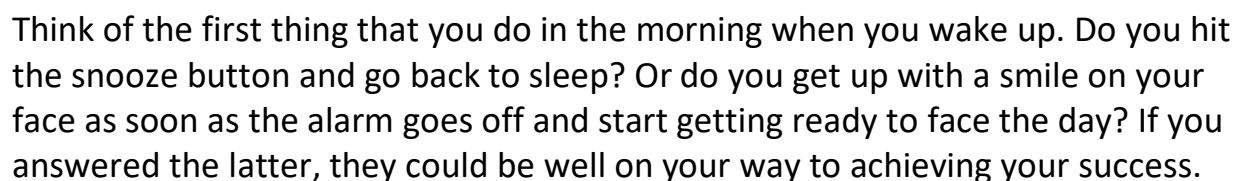
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And, just like no opportunity, strategy or eBook can fully guarantee you'll make a killing, live the dream, or retire rich... this book cannot fully guarantee you will grow. It is up to you to read it and think about what is being discussed... and apply.

I know you will enjoy this book and I hope that you practice what it teaches.

Success!

Chapter 1: Habits of Successful People



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look at why these two habits are important and think about how you start your day.

Starting the Day Early

Most regular people set their alarm at night before they go to sleep. They set it at a particular time because they know that waking up at that moment gives them enough time in the morning to get ready and get to work. Some people hit the snooze button for an additional 15 minutes of sleep. This throws off their morning routine. The 15 extra minutes that they spent sleeping would need to be compensated later on by hastening their other morning rituals. The haste adds unnecessary stress and anxiety so early in the morning.

The stress from the morning could be carried over throughout the rest of the day as schedules could get thrown off even with just 15 minutes of extra sleep. People could end up being late for work and missing important meetings. In their haste to leave, they might forget important documents at home. Worse still, they might end up getting into minor accidents because they are driving faster than usual. The possible consequences of hitting the snooze button on the alarm clock are endless.

Unlike other people, a successful person would usually set his alarm at night and then wake up promptly as soon as it goes off. This is his way of controlling his day instead of just reacting to it. When you do your morning routine without the need to hasten your actions, you start the day relaxed and focused. You are not reacting to the idea of being late by rushing through breakfast or skipping it altogether. Instead, you have complete control of your morning and have the peace of mind knowing that you have enough time to do your routine and get to work. When you have complete control over your actions and emotions, you are setting the pace for the rest of your morning routine and the rest of your day as well.

For some people, getting ready means waking up at 5 AM, while for others, it could mean waking up at 7 AM. That's because some people take longer to get ready while others don't. There's no exact formula for the right time to wake up, but most successful people wake up very early in the morning to be able to do more and maximize their day.

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Having a Good Morning Routine

How you start your day will dictate how you live your life. If you start your day by answering your emails, for example, you are doing something for the somebody else first thing in the morning. This action tells you that you are prioritizing work over everything else. This could also possibly subconsciously make you think that other people's needs are more important than your own.

On the other hand, if you start by doing personal things like meditating, exercising or setting personal goals for the day, then you are prioritizing yourself before anything else. This is what a successful person does. Successful people know that they have the power to control what happens in their life. Therefore, they make it a priority to work on their selves first thing before everything else. They know that they alone can determine their success or failure, so they work on their most important asset which is their mind, body, heart, and soul.

Start with your body. A good morning routine consists of doing something that will maintain your health. Things, like exercising, maintaining proper personal hygiene, eating breakfast, drinking water, and the like, are some of the examples of routines that you can do that's good for your body. Having a healthy body gives you more energy to tackle the toughest tasks of your day.

Doing some quiet reading is a good morning routine that will feed your mind. Reading increases your knowledge and feeds the mind. Try quietly reading news articles or try reading a book in the morning and see what happens. Setting personal goals for the day is another way to nourish your mind. Your daily goals give your mind a virtual roadmap that it can follow to help you attain success. Having a clear picture of what you want to could make it easier to reach it. Setting daily goals also helps you organize your day.

For your heart and soul, simple morning routines like cuddling with your loved ones, praying, and meditating can do wonders. Meditation and prayer support relaxation, whereas spending time with loved ones in the morning promotes bonding and fosters communication. When you feel relaxed, you are more centered and focused on achieving your goals instead of reacting to stress and anxiety. When you feel loved, you feel more inspired to succeed.

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Case Study:

Bill Gates, the richest American and the chairman of Microsoft, had visualized the computers running on every desk and Microsoft software on every computer long before it ever happened.

Bill Gates has described his imagination and foresight as one of the greatest assets to achieving business success. He developed new technology and designed new opportunities due in large part to the creative thinking aspect of engineering. Where is the world of technology going? How can we create and innovate existing concepts? How do people imagine the future regarding a certain medium? Whatever the industry, dreaming up the future is the first step towards seeing it realized. Creating something that solves a problem, fills a need or engineers innovative solutions begins with making the transition from creative thought to applied principles.

- Bill Gates states that his biggest personal regret is not learning about global poverty and indecencies that plague many countries sooner in his life.
- He took to social media this year during college graduations and gave many millennial graduates advice on where to go from here, including staying energized and focusing on the sciences, energy, and artificial intelligence industries.
- His philanthropic aspirations show us that, even though business is important, people still have a responsibility towards the world around us.
- Managing your time effectively is key.

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Chapter 2: Failure Is For Your Improvement



Perhaps the most difficult part of trying is failing. For instance, one may try every step mentioned in the Law of Attraction and that of Hill's principles yet end up with nothing but a broken hope of becoming rich. This failure can be the sole reason for the person to give up all their faith with the promising power of their mind. Some people can be so disheartened over a single failure that a second trial is way too scary to consider. What people must be reminded of is that the greatest achievements recorded in the history of humankind were completed successfully after several trials and failures. Failing is a necessary evil for a person to grow.

Most people are afraid of failure primarily because it has the power to bring strong feelings of being foolish, useless and incompetent. Nonetheless, failures can always happen to anyone at any time or place. What one must learn is how to handle the situation accordingly.

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A positive mindset can eliminate the fear of failure. Everyone experiences failures, yet people differ on how they behave after the said experience. This is because people differ in the kind of outlook they utilize to view their life events. In reality, what matters is not what one experiences, it is how one reacts to such experience. Thus, changing one's mindset regarding failure is the key to handle them effectively.

Failures are opportunities for people to improve themselves and aim for the better. Instead of fearing failure, people must consider it as a challenge. This way failure itself will serve as a motivation for people. Indeed, there are several ways on how one can view failure aside from it being the dark and scary experience. Moreover, there are plenty other ways on how one can deal with the said experience.

One of which includes not taking failure personally. Failing is an experience that describes one's interaction with the world. It is never about the person; thus, it must not be taken personally. One must learn to be objective with his/her experiences.

If one does not want to encounter failure, then they must stop thinking about it. Sometimes people fear failure so much that they unwittingly are making it their goal. Focusing too much on failure will result in its manifestation.

Lastly, one must develop his/her perseverance. Quitting after a failure will lead a person nowhere; on the contrary, a person facing failure straight in the face is courting the greatest success.

A lot of wealthy and successful people say that the road to success is never easy. It often requires sacrifice, sweat, blood, and tears for you to achieve your goals and enjoy a successful life. On top of all that, you will encounter mistakes, failures, and rejections along the way. All these can easily discourage and distract you from achieving your goals. What keeps successful people from throwing in the towel is their persistence.

Persistence means that you never give up on working and achieving your goals despite all the hardships and obstacles that you encounter along the way. It is so easy to up and quit when you are faced with tough and seemingly impossible to overcome obstacles. But when you persist and never give up, there is a deeper

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feeling of satisfaction in knowing that you worked through it and then end up winning.

Take Jack Ma for example. The founder of a multi-million dollar online buy and sell the company was said to have been rejected by Harvard 10 times before he finally succeeded in life. Other famous success stories include Thomas Edison who was described by his teachers as someone who is —too stupid to learn anything|| and Walt Disney who was once fired from a job at a newspaper company because he supposedly —lacked imagination.|| Today, Thomas Edison has over 1,000 patents to his name and is a world- famous inventor. Walt Disney’s company is now worth billions of dollars and is the one place where imagination thrives. These setbacks obviously did not deter them from pursuing their dreams, and they have succeeded.

These people, who are now millionaires and billionaires in their rights, became successful because they believed in their talents. They know that the opinion of one person is not the opinion of the entire planet. They believe that somewhere in the world there is a person who shares their ideas and could help them succeed. They persisted with their passion, whether it’s for drawing or for inventing, without heeding the naysayers who always try to bring them down.

Persistent people succeed in life because they don’t see mistakes and failures as permanent roadblocks to their success. They see them as temporary setbacks where lessons can be learned. Mistakes are opportunities to try again and not quit altogether. It just means they haven’t found the right formula yet, so they need to start again. Their positive attitude towards failure help keeps them going and trying another experiment using different variables from their previous failed experiments.

Being persistent is considered as a quality of a person with a strong character and inner strength. A person who is persistent will endure the hardships and take on the toughest of tasks to gain more rewards. They are the ones who never complain and never quit.

Making a habit out of persistence can make you a winner no matter what the outcome is. Only people who persist can reach their dreams.

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Don't confuse persistence with being a pest. The paparazzi are perfect examples of what being a pest is. To them, it's just persistent when they pursue a celebrity for a picture. But when they are trying to get photos of a celebrity's private or intimate moments, then it's no longer persistence. There have also been many instances where people get into accidents just by trying to avoid paparazzi. There's a fine line between persistence and being a pest. Don't be the latter.

To make a habit of being persistent, you must practice strengthening your willpower. You must also discipline yourself into enduring despite all the hardships that come your way. Setbacks are already considered as a given. You just have to power through it and try again.

If your business venture did not work out, don't be discouraged. Learn from your mistakes, look at it from a different angle and try again. Even if you get rejected several times, don't let it dampen your spirits. Thomas Edison was once said that for his many failed experiment he insisted that he did not fail and that he just found 10,000 ways that did not work. Look at the positive side of failure and learn from it.

Find people whom you trust and love to help you get up from this setback. Take a breather and then try again. Sooner or later you will find something that will succeed.

It's just a matter of finding the right formula at the right moment. Re-evaluate, review and try again.

Whether you like it or not, at some point in your life, you will encounter failures and mistakes. How you handle these problems dictates how much you will succeed in life. Handle problems like they are insurmountable obstacles, and you would have stopped experimenting altogether and never experience success. But handle them as temporary setbacks and lessons learned, and you would have been able to reach the right formula for success with your persistence.

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Case Study:

Colonel Sanders is one icon that is worth knowing. More than just recognizing him as the person who started KFC, the generations to come should know his contributions to the food industry and gain inspiration from his life.

Colonel Sanders went through a lot before he finally succeeded. He also started late in his life. That is something we can look up to for inspiration. The life of Colonel Sanders teaches us to never give up. If we endeavor continuously for our hopes and dreams, we can achieve things similar to what Colonel Sanders had done. Remember that every time you see his face on the KFC logo.

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Chapter 3: Invest In Yourself



Investment is about increasing the value of your assets, in other words, it is about maximizing what you have.

Let's take investing in property as an example. You could buy a home, and wait ten or twenty years, until the market values it much higher than the purchase price, or, you could invest time, effort and a little money in improving it, repainting, redecorating, maybe adding a pool.

By doing those things, you accelerate the rise in the market value of the home. That's what flipping property is all about.

The same goes for people. If you get a job, and you stay there twenty years, you'll be earning more when you leave than when you started, simply due to cost of living increases. You may never be promoted or take on any new functions or even learn anything, but by the time you leave, you'll be making more money.

If, however, you invest in yourself, learning, acquiring new skills, constantly seeking new challenges, chances are, somewhere along the line, you'll be noticed,

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and that will translate into promotions, raises and maybe even moving to newer, greener pastures.

What it boils down to is simple: what you put in is what you will get out.

Your Positioning Determines Where You'll End Up

In real estate, there's a saying — all that counts is location, location, location!! Since you are the designer, architect, and builder of your lifestyle, how you position yourself will determine where you end up.

If you sit in a corner, quietly waiting for life to happen to you, chances are, you will go unnoticed, regardless of your skills, talents, and value.

If you make sure you are visible, and that you not only accept credit for your achievements, but demand it, you will find that you will be noticed, and be far more likely to climb the ladder to any success you dream of.

Think of positioning as the sales function for You Incorporated. You've worked hard, invested time, money and effort to have the skills and knowledge you have. Now you need to market your product. Would you venture out there to sell something with a lousy, handwritten letter, and a stilted, disjointed sales pitch? If you did, you'd be a terrible salesperson! No, you'd make sure that you looked the part, had slick sales materials, and your pitch was polished to a fine sheen. You'd prepare, and position yourself, and your product, to be irresistible to your clients.

That's exactly how you need to handle your life. Positioning your product — you — in such a way that your clients — the world — just can't say no. Give them an offer they can't refuse. Look, speak, and act, like you know what your worth is, and no one will doubt for a second that it's true.

What Comes After Your Name Determines It's Worth?

Have you ever looked at the business card of a professional? Chances are, there are a series of letters, all of which indicates their success in studies. From MD to Ph.D., MBA and more, those little letters mean a whole lot regarding how the world perceives you, right from the word go.

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Consider it – if you see one of those cards, even if you have not seen the person, you already have a picture of what they must be like, right? Learned, successful, happy, and wealthy?

You're probably right. Although studies cannot give us everything, taking the time and effort to invest in ourselves by broadening our knowledge, shows the world that we value ourselves, and that, in turn, increases the value the world places on us.

Doctor Phil, the well-known psychologist, likes to say, —You teach people how to treat you.|| That's one of the reasons that the letters behind a name mean the difference in how people perceive and treat you.

Of course, it's not only letters that come after one's name. Consider the articles that you read. For instance, you may read something about Richard Branson. He never finished school, but the words —billionaire entrepreneur|| or —founder of the Virgin Empire|| nearly always succeeds his name Those words were out there, not by a university or a piece of paper, but by his efforts.

Your Network Reflects Your Net Worth

Remember when your mom told you to stay away from someone because they were a —bad influence?|| That doesn't stop when you grow up. Consider that the more people you know, the more opportunities you will be exposed to. The more opportunities you encounter, and take, the more our chances of increasing our net worth will be.

Then again, by sheer mathematics, your network is your greatest personal and professional marketing tool. Whether you're looking for a job, or business opportunities, your network is the best place to start.

You may be wondering why I say that. Consider, however, that you have a network of ten people. Each one of those ten people have ten of his/her own. By the time you reach the third tier of your network, you will have over one thousand people in your extended network.

For this reason, you need to look after your network by keeping in touch with key people that add value to your life.

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True success, whether financial or otherwise, is dependent on the right connections, building and maintaining your network makes a lot of sense. But building a power network takes you even further. You need to be clear about the criteria of the people you include in your power network. Do these people have something you value, and do you have something to offer them? The power network is about giving and taking with the understanding that the more you give the more you will receive. No one likes takers but we all value those who share of their resources and ideas.

Not all your networks are going to be about business or career success and they shouldn't. You need networks that fuel you in other areas like a spiritual network of friends who help you grow in your spiritual journey. You need a fun network of people that you enjoy hanging out with and so on it goes. Your worth is not only measured in dollars and cents and your network must also be balanced for real growth and success to follow. Grow your network and grow your net worth.

The Value Of Your Positioning

By the same token that your qualifications and achievements determine your worth, they also determine their own.

People are never purely a sum of what they know, on paper or otherwise. Personality, drive, ambition, and many other factors come into play, and it's the sum of those parts, that ultimately determines your value, and your worth.

However, in a purely literal sense, your qualifications and achievements, the things that come after your name, will impact on your earning capability – at least initially.

Consider that the starting salary for a high school graduate can be as low as a minimum wage— sometimes even less. A university graduate, however, could command a good premium starting salary just because of what he brings into the room with him/her.

What's the determining factor? In an entry-level position, it would be the letters behind your name.

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While a degree, diploma or certificate can never determine your total worth, or indeed, your chance of success or failure in the long term, they will certainly help you get your foot on the first rung on the ladder to success.

There is huge value in taking time and spending resources on positioning yourself by increasing your knowledge, experience, finding and growing the right network. This is not only about having bragging rights but also about creating real value in who you are and what you have to offer the world.

Invest In Being Future Smart

If you want to be successful, you're going to have to learn to become more intuitive. What the market wants today is not necessarily what it will want tomorrow or the next day, and if you focus on only providing what is required and desired today when tomorrow rolls around, you may find yourself obsolete.

Not to mention that the world's most successful people have all, in their own way, been pioneers. Developing new, unheard of ways to deliver their products, services, or message, to the world.

Without that pioneering spirit, we'd all still be sitting in a cave, waiting for lightning to strike so we could have a hot meal.

Paying attention to what the world is going to want, as much as what it wants now, will stand you in good stead when the time comes.

If you are going to lead a significant, meaningful life, you need to become future smart and be part of inventing the future you want for yourself and the world around you. Many people have been caught by surprise in the recent global recession because they thought what they had would always be what they will need to stay ahead in the future. Don't be caught by surprise, become future-smart.

Case study:

Tiger Woods claims to have been using creative visualization techniques for attracting success from a very early age. He has been using the incredible power of his mind to visualize exactly where he wants his golf ball to stop. Today, he is

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one of the famous and successful golf players all over the world. Top Olympic athletes and other great sportsmen simulate the game in their heads and visualize themselves as the winner and a star performer a day before they play it.

It has been studied that if the sportsmen are trained in their minds about the tips and tricks of their game, they perform with equal results (or sometimes better) than the sportsmen who train for equal time actually on the ground. It is because our mind cannot distinguish between something which has been visualized over and over again in the mental imagery and something that happened in reality.

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Chapter 4: Visualize Your Success



All successful people are optimistic, and all optimistic people are, in one or the other way, sooner or later, successful in accomplishing their goals of life. The optimistic people tend to see the glass half full, not half empty. They believe that the whole universe is friendly towards them and helping them in achieving their dreams. However, what most of the people tend to do is they remain optimistic till whole of the journey towards their goal, and when they are about to reach the goal, they lose patience, become victims of criticism and turn their backs towards the goal when even the goal tries to pull them back but all in vain. This is the reason we don't have a success story for every dreamer and rags to riches story for everyone who is poor.

A dollar bill on the ground

When Bill Gates was asked if he would find a dollar bill on the ground, would he bother picking it up? To this, he replied that he would be more than willing to. Warren Buffett responded to it saying that if Bill Gates would miss he wouldn't. It is not like they are hungry for money, but it is the optimistic built up of their mind by which they perceive things that lead them to be the richest persons today.

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Wisdom of early 20th century

The successful people of the early 20th century had so much optimism filled in them that many of the entrepreneurs of today regard them as their teachers even if they might not have met them directly. W. Clement Stone is described as a paranoid, not the one you see in the asylum but an inverse paranoid. While a paranoid may believe that the world was plotting to do him harm, he believed the world was plotting to do him good.

He used to look for opportunities in every challenging or difficult situation and use those opportunities to empower and enrich him or advance his causes. Napoleon Hill mentioned in one of his famous books, these golden words: —Every adversity, every failure, and every heartache carries with it the seed of an equal or greater benefit.|| Similarly, John D Rockefeller always tried to turn every disaster into an opportunity.

Attitude to climb matters, altitude of mountain doesn't

It is really up to us that how we perceive any situation or any opportunity. Henry Ford was a highly optimistic entrepreneur, and he believed that if we think we can do a thing or we think we can't do a thing, either way, we're right. So, it is not the problem or the obstacle in our way that matters; it is our attitude towards the obstacle that matters and determines whether or not we can proceed towards our goals.

Why are we right either way according to Ford?

In other words, the question is, does positive thinking work or it is just a pseudo-scientific fact? If you think and believe that you can't do something or can't accomplish any task within a particular time, you simply won't.

Now, if you think you can, or constantly put yourself into believing that you can and (and then when the mind also responds back that —yes you can||), you are more likely to do the things necessary to make it happen. Then, finally, when you have a clear picture of yourself having that task accomplished (which happens by positive thinking and positively visualizing the goal as accomplished), you surely will find the path necessary to get

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there and will accomplish that task even before your set deadline. Thus, positive visualization helps you in defining the target so that you can shoot your automatic target recognition enabled hard-work missile. Regardless of how curved the path is, your hard-work missile will hit the target.

Establish an objective or goal for your life. Success is purpose-driven. Hence, to be a successful person, you need to have precise intentions. Since we have different desires and passions, you need to figure out what yours are and discern the things that make you happy and use it as a source of motivation. Once you determine this, you may build your life purpose around it. You may even try to make a career out of something you genuinely love. More success is guaranteed if you are doing something that you are truly passionate about. Additionally, your goals and objectives should be realistic and attainable.

Visualize yourself as a successful person. Imagining your success accurately can pave the way for easier and more effective implementation. In the long run, you will be convinced of your capacity to fulfill your goals, which in turn brings you more motivation and helps you build self-confidence. Similar to how engineers first envision the building before they create it, you should be able to picture what your success will look like vividly. However, make sure that your inspiration is healthy and positive. Do not succumb to narcissism and lose your way in the process. Remember that there are others like you who want to be successful and competition is inevitable.

Figure out what success means to you. The conventional definition of success was explained in the first chapter. But, as mentioned earlier, each person has his or her definition of success. Obviously, if you aim to thrive, you need to be able to set your own goals and standards of success and not emulate other people's benchmarks. But most importantly, these standards should be measurable; otherwise, you may spend the rest of your life trying to achieve an indefinite goal.

For instance, if your goal is to become good at your job, you can work hard to get a raise or even a promotion. However, you still have not fulfilled your goal because there is a chance for you to become even better than you already are. It will become an endless cycle and whatever you have achieved at present will never suffice. So, instead of setting an expansive goal, create a specific, quantifiable target to accomplish.

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Determine what expertise and materials are necessary for you to realize your goals. Once you have set your objectives, you need to figure out what it takes to achieve them.

Know when to reduce your self-confidence. The axiom when it comes to business and career is that high confidence is a must to get things done. Even though this is true for the most part, lower self-confidence is also needed for success sometimes. First of all, it makes you more receptive to evaluation and feedback and allows you to be more critical of yourself and your capacity.

Being overconfident will make you dismissive of other people's opinions and critique. To be a successful person, you need to be able to appraise yourself and your skills effectively. For example, if you have a big presentation due the next day, you do not stop checking for possible oversights, and you rehearse what you are going to say over and over again until you do it flawlessly. Lastly, being less egotistic will lead you to better relationships. Respect begets respect, and if you want to work with other individuals smoothly and efficiently, you should know how to make it less about you and more about the team as a whole.

Recognize which abilities you need to hone and which ones you can outsource. Particular skills can either be acquired naturally or after continuous learning and practice. Even if you believe that you are capable of taking on several tasks all at once, this is simply not practical because it is time-consuming and can cause you to burn out. If you have more than one undertaking at hand, the best solution would be outsourcing. Knowing how to outsource fewer essential tasks is convenient because it helps you to get more work done in the least amount of time possible. Plus, it gives you the chance to concentrate on things that are more indispensable to your craft. Using the previous example of starting a business, you can outsource computer-related duties to information technology experts to help you get started.

Create a timeline for when you want to accomplish your goal/s. If you do not affix a specific deadline for when to attain your objective, then you would not know whether you have succeeded or failed. When arranging a timetable, take note that it needs to be demanding but realistic and feasible at the same time.

Stay inquisitive about life. The most successful individuals have an unquenchable thirst for curiosity. When they have questions that are left unanswered or are

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uninformed about how certain things work, they do not just let it slide. Instead, they find a way to figure out whatever it is they do not know. Frequently, these inquiries take them on a chase for self-discovery, wherein the journey and the destination are as equally important.

Case Study

Elon Musk has proven himself to be a visionary and an effective leader, and this is evident from the many interviews and quotes attributed to him, as well as anecdotes from the people around him who know him on a personal level. It is also quite evident that he is using his influence, the best that he can, to inspire others around him to aim for excellence and reach for something better.

Vision encompasses your overall goals or ambitions in life, referring both to general aspirations as well as more specific targets. Having a vision in life will endow you with a drive to keep going regardless of obstacles that may come up. Vision also keeps you on track, lessening diversions from the tasks and responsibilities at hand, especially when there are distractions that lurk along the way and may derail you from your aspirations in life.

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Chapter 5: Do Whatever It Takes



There are many excesses people give for being late- it is one of the classic jokes comedians like to tell. What you might not realize is that every time you are late and come up with some excuse for it, other people resent you. Whenever you are late, deep down inside most people think that you must feel your time is more valuable than theirs and that your plans are more important. It is easy to see how this can kill any chance you might have had of building a successful relationship at a personal or professional level with that individual or group. Being late is one of the most common reasons why people feel someone is not deserving of their trust or respect.

Although you might believe that being late is just how you are and that you can't help it, there is no denying that being late is a choice. You let yourself be late. The most successful people in all areas of life value time and punctuality above all else. They get started earlier, plan, and always plan to arrive ahead of time. Many successful people feel like they would rather be ten minutes early than five minutes late. They arrive early and make plans to get things down while they wait if they do arrive early. Successful people who value punctuality are much less

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stressed and therefore tend to be more insightful, creative, decisive, and involved. Success has to start anew every day and ensuring that punctuality remains a key focus for you is a great way to accomplish this!

Most successful entrepreneurs are risk takers both in life and in business. They understand that to succeed, they have to take steps that are potentially life-altering to reap huge rewards. But don't think that they are foolish enough to gamble everything away by taking dangerous risks. What they do is to take calculated and planned risks that won't put their business in jeopardy and could help them make a ton of money in the process.

A bad risk sometimes results from thoughtlessness and impulsive actions. These usually end up making you lose more money instead of the opposite. An example of a bad risk is doing an illegal thing just to save more money or cutting corners that could potentially endanger other people's lives just to make a bigger profit.

Calculated and planned risks, on the other hand, are risks that need careful analysis and planning. When you take calculated risks, you would normally require some background information, historical data, and statistical analysis before you make your next move. These kinds of information will give you an insight into people's buying patterns, potential gains and losses and profit projections to help you make your decision.

When you take a calculated risk, remember to strike a balance between everyday work and the risk that you are taking. Don't put all your eggs in one basket. In this case, don't put all your money on going after a risky venture. Instead, maintain the parts of your business that are making a profit while taking that calculated risk to move your company forward.

Don't go for every opportunity that presents itself to you. Study each one carefully before making a decision. You don't want to be in over your head in debt because you tried to grab all the opportunities at the same time. Evaluate which ones are worth doing now and which ones can be done later.

One of the riskiest parts of doing business is expanding operations. There are so many factors that can affect expansion that companies are sometimes hesitant to do it.

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One such factor could be that the surge of the demand for your product may wane quickly before you even got a chance to finish expansion. It is risky because you might not be able to sustain the costs that you can incur with maintaining this expansion and end up losing more. To make a calculated risk regarding expansion, companies would study, take customer surveys and rely on statistical data to back up the need for an expansion.

Another risky venture is developing a new product. To grow your company, you must be willing to adapt to the changing world. A new product is sometimes needed to increase sales and interest in your company. It is risky because a new product might not be as well received as your other products. If this happens, you would have expended a lot of time, money, and effort on something that people didn't pick up on. But you still do it because as an entrepreneur, this is one of the best ways to move your company forward. To make a calculated risk of creating a new product, you must take on market research and be ready for feedback that's both positive and negative. Positive feedback will let you know which ones you are doing right, and negative feedback will help you fix what it is that you did wrong. Either way, you get valuable information.

Some people will discourage you from taking that risk. Some of them have good intentions and are just afraid that you might fail. Others are just manipulative because they want the opportunity for themselves. When faced with advice from other people, try to listen to what your gut is telling you. Your intuition will warn you if there is danger so you should always listen to it. Meditate and be silent as you listen to what your inner self is telling you before you make your decision. Sometimes the best advice comes from within you.

Risks will always be a part of life. To make huge gains, you must be willing to take calculated and planned risks. Don't be afraid to take a leap that make sure that you have the data, the resources, and the strength to face what lies ahead. You might not always get what you planned, but you will never know success if you didn't try at all. Take a risk but be smart about it. Decide based on valid supporting data and not just on impulse. Trust your gut, trust your team, and trust yourself to make the right move towards your success.

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Case Study:

Jack firmly believed that internet is a future. But the reality was not so simple. Among his friends there was nobody who even had heard about Internet before, so it was very difficult for them to join his new start-up. Even understanding internet was a mission impossible thing. But Jack has something others do not have.

He jokingly talks about his desire to teach in Harvard because his application had been turned down ten times.

It was the same tune for his early working years, as he was rejected from 30 jobs! A famous anecdote narrates how he was the only one out of 24 manager applicants to KFC in China and the only one out of 5 police officers to be rejected. He was even told, —You're no good.||

Jack has dreams, insights and power of execution on what he dreamed.

The first secret: Invest on your Dream

Jack did not change his belief Internet will come soon in China. May 9, 1995 Jack and JangIng, his wife and friends gathered 10 thousand yuan (about 18000 USD) to build website named HwangYe (www.chinapages.com). HwangYe's main business is to translate corporate data into English and send it to Sam's company VBN in United States to build their English homepage.

But the situation was tough. In China even the word Internet was still unfamiliar, local company did not know how to read their data on the web page. There was still big suspicion on the possibilities of internet business in China.

Jack encouraged his colleagues quoting Bill Gates' speech who are also very famous in China.

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Chapter 6: Leverage Your Way To Achieving Your Dreams!

I really don't care what anyone else ever tells you, understand this... Leverage is monumental towards your success. I have covered this with many people. Years ago, I covered this with business partners and friends. To this day, they still mention that they need leverage and use it in their everyday speech.

For example, one friend said, I have all of the leverage going for me in this business, I need to use that leverage to find some "closers".

Brilliant!

That is what I am talking about. It is a mindset. It is a realization. It is a revelation. It is an "ah ha" moment for many I come across. It is leverage. Let's use that Bob character again.

He is a top marketer, has a good name and makes a killing online. He is not a star but does quite well.

He has a list of 10,000 people. He's done tele-seminars with some of those stars and knows them.

He has their telephone numbers.

What is Bob's leverage here?

Ok, let's use another imaginary character and call her Sally. Sally specializes in PHP/MySQL. She does work for quite a few marketers and even a few top stars. She is not a people person and does not have a big list at all. In fact, she does not even have a list.

She has a bit of leverage or something to bring to the table, doesn't she?

Ok, let's say you know both Bob and Sally. What is your leverage or benefit in knowing them?

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Ok, let's say you created an extensive program on how to generate traffic. It is all you have. You spent six months creating videos, reports, audios, etc. Don't you have a bit of bargaining power or leverage here? There is something you have valuable that you can bring to the table huh.

Now, let's flip it. Let's say you are the marketer who has a big list and relationships with other top marketers. You have leverage.

You are doing great online.

You are trucking along, creating products, selling to your list, etc. Then, Sally comes along and asks if she could call you up on the phone because she has something for you that she knows you'll be interested in.

Sally says she created a script that most marketers need, want and desire to have. And, she wants you to JV with her. What are you going to do?

I mean, in this situation, what would you do? You could hang up on Sally since she's not so great at dealing with people. You have never heard of her.

You can take a look at the script. You could even JV with her. What is Sally's leverage or benefit here? And, what if you say no? Well, then you miss out on not only making money off her script, but maybe miss out on future opportunities where she can create more amazing products for the both of you.

What leverage do you have right now? Or, better yet, how can you increase your leverage?

It can be a snowball situation.

I can think of a handful of marketers right now and instantly identify what their leverage is.

One might be brilliant, and I can learn a ton from.

Another may have a super following. Another may be a great copywriter. Another may be a great programmer.

Yet, another may be someone who just knows many other top marketers.

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Let's say I know 3 people who are top marketers. As I get to know them... plus do business with them, that will open up many more doors and many more other top marketers I can get to know.

3 people can turn into 50 key relationships if you put the effort into it.

What if I don't want to get to know others and I just want to make money behind the scenes on my own?

That is fine, and plenty of people do that.

There are plenty of strategies out there for doing just that. You can still utilize the power of leverage to land deals for outsourcing work that needs to get done etc.

Most of the people I run across though do not fit that mold. They just struggle to land JV deals, get traffic, create products, etc.

Plus, most of them do not fully understand that they need to grow themselves

Way Beyond Strategies

Now, I can go over all sorts of strategies on how to make money online. I can cover creating niche info-products or AdSense or CPA and all sorts of things.

A few hours of searching forums and you will be hammered with strategies. The methods I have provided in this book so far are my absolute best efforts at providing you with the methods that I believe work the best...

It is the foundation on which to build grand things. One big JV and you are in the game. It is the best way to go. However, you need to build relationships.

You have to develop key skills and learn sound business principles. The rest of this book will do just that.

Look, many people will probably skip right past this information I am about to provide at this point forward.

Don't let that be you!

Listen, it is not the methods... it is the business principles and the person.

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You have to grow yourself before you can grow your income. I really believe that.

What happens is you start to see things differently. You look at things in a different perspective. You will have a different mindset. You tell me... why is it that some people have been in this business for years and years and have not made any real financial differences in their lives. However, others spring-up fast and make money almost instantly?

It is the person.

It is not the strategies... ever!

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Chapter 7: Success Is A Given



I have come across just a few people online and instantly could tell they would be successful online. There were just a few key traits that stood out and I could tell that success is a given for them.

Now, how successful they become is one thing. However, I can tell they will be quite successful based on what I learned about them.

You can just tell. When you come across another person, there are certain ways they deal with things that lets you know they are for real. On the flip side, it is usually quite easy to recognize those who just have not got to the right point yet -- and it is noticeable.

You see, the key here is customers. If we are all Internet Marketers all selling to other Internet Marketers then we are all in competition with each other.

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Therefore, some of the brightest minds and talent are working hard right now to provide superior products and services to these same customers as you.

It is quite important to realize that we are competing for the same customers. Yes, there are plenty to go around. That is not my point. The point is that as we all compete for the same customers, the quality of products and services will continue to improve. Therefore, you have to stay up with the times and the ever improving quality of products & services offered. This is the way business and commerce works.

If you take Internet Marketing as an example, people are products. I mean, names are products.

Names are businesses.

Reputation becomes quite important.

And, if names and branding is so important, then it is quite noticeable why marketers brand themselves in specific niches.

For example, Perry Marshall is known as the AdWords Expert.

Joel Comm is known for AdSense and so on...

People have reputations. With The Rich Jerk, it is obvious what he is doing. He is interrupting the normal flow of things in order to gain attention for his products in a unique manner.

I mean, if we are all competing for the same customers, then he has a unique way of getting their attention. This is why herds and debate, and controversy are such hot topics amongst marketers.

If you have ever been to an IM seminar, you'll notice that the speakers are all competing for the same customers. I mean, there is only a certain amount of money available in that room.

Each speaker wants the most shares.

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Well, we are all in one large room in this industry and we are all speakers in a sense. Even if you go after niches outside this industry the same thing applies. In fact, you might be able to dominate more and take a larger share of those niches since you are an Internet Marketer.

Since we are all after the same customers, then it is obvious that the ones who understand these business principles will win more often than those who don't.

All strategies aside, it always comes down to who understands marketing and business principles best. For instance, many people come from various backgrounds into this business.

Some used to work at restaurants, retail sales, office managers, students, salespeople, receptionists, customer service, legal, doctors and on and on...

On the other hand, some have come from owning their own businesses before. So, take someone who used to own a carpet cleaning company and compare that person to another who had a job as a clerk.

The chances are much better that the carpet cleaner will be able to make money in this industry faster than the clerk. Do you agree?

I mean, sometimes the clerk will beat the business owner, but I would put my money on the business owner.

The reason is that the owner understands many things, like outsourcing and project management.

The owner understands negotiating, profit and loss, how to ramp it up to increase cash flow, how to recognize opportunity, create opportunity, monetize the operation and so on...

The clerk has benefits and strengths as well.

However, the mindset of owning your own business trumps that in my opinion.

I'm not picking on the working stiffs in this world. I'm saying that the working stiffs may need to brush up on these business principles. It can make a profound difference in results achieved.

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These principles and business insights will give you that advantage to win more customers, compete and survive in an ever changing and vicious industry.

So many fail and so many others continue to waste time and money striving to achieve their dreams, it is quite evident that there are more important lessons to learn than SEO or Blogging.

It is very much like this...

If you walk up to the front door of your house and attempt to unlock the door with the wrong key, you will fail. It does not matter how shiny your key is, or how perfectly curved it is. If it is the wrong key, it will not work.

It is just like this industry. It does not matter what strategy you find, or how smart you are. It does not matter what grades you made in school or if you even went to school.

The only thing that matters is that you have the right keys to open the doors. Each time you use the right keys to open doors, you get results.

That is how business works. You need the right keys. You need the right principles that are time tested and proven. Then, you have the advantage to win more customers.

...results

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Chapter 8: Meditation and Manifestation



I don't care what people debate or think or believe in, this is something you need to pay attention to. (I did not say that this book would be free of controversy.)

I am not talking about the movie, "The Secret" here. I am talking about "The Law Of Attraction".

Even though that movie has not been out while, "The Law Of Attraction" has been around for thousands of years.

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It is well documented and mentioned in several books I own. It is absolutely critical that you read this with an open mind and understand what I am telling you here.

You are responsible for everything in your life right now. You attracted it into your life. I'm not saying you mystically attracted it. I am saying you attracted it because you did certain things in the past that created your present.

I am saying that things you are doing today will make a difference in the future. If you change or alter one thing, even subtly, it can have a significant difference in your life down the road.

For example, if you decided today to run 1 mile each day, and you had not done that in the past, your entire life will be different months from now.

You will be healthier, happier and possess more energy.
Who knows what will happen if you decide today to make that kind of change.
Months from now, you may run a marathon.

What you think about the most becomes your reality.

You know why? Because it moves you forward towards that in which you think about the most.

Your thoughts create actions. Actions create results.

Therefore, if you continue to think you are not good enough to make it in this industry, you are right.

If you change your thought process and realize anyone can make it in this business... including you, then you will have different results.

However, you have to take full responsibility for what your life is like right now. You have to realize that if you want different results you will have to take different actions.

And guess what? You have to think different thoughts!
If you continue to think the right thoughts, you will have things fall into your lap.

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You'll have the right people; the right situations, the right opportunities, the right answers, the right clients, the right JV partners, etc. come to you because you are thinking the right thoughts.

Everything that you see around you is a direct reflection of what is going on inside you. It is a direct link to your thoughts. If you always think doubt, lack and financial problems... then that is what you will get.

If you think positively, actively, boldly, and possess the thoughts of a champion, that is what you will get... positive things!

It is cause and effect really. You have to cause certain things to happen in your business. It does not happen on its own. And, you will never recognize these things if you do not change the way you think.

I have met with people who have paid me to coach them. For some, they have been in this industry for years. In the course of conversation, I have been able to diagnosis fast why they are not achieving, and it is because of

the WAY THEY THINK!

Imagine that... all they have to do is change the way they think about... I don't know... EVERYTHING!

If you want different results, think different thoughts. And, if I am going to have the choice on which thoughts I think, I'm going to think positive thoughts.

...Especially since I attract that in which I think of most. In other words, why think negatively and get nothing but negative results?

Look at it this way... If you spend 60% of your time thinking negative thoughts, then 60% of the time you are worrying, fretting, stressing and probably not doing much to move you towards your goals.

You only have 40% of your time available for positive thoughts.

I know I find myself taking much more action when I am having positive thoughts. I am much more confident and willing to make bold moves. Therefore, spending more of your time in the positive zone will create more action and results.

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Chapter 9: Taking Control of Your Life



This is an important part of achievement. Most Internet marketers I have run across, who are not succeeding, fall into this problem as well. They do not have control of their own lives or the direction it is going.

Instead, they are reactive. You have a choice to be pro-active or reactive. If you allow your bills, frustrations, friends, co-workers and bosses to decide the direction of your life, you will find it very difficult to succeed.

On the other hand, if you are in control of your life and the direction you are heading, then you will find success more attainable.

This may seem to you as a simple concept, but do not allow the basics of it to fool you.

It is extremely powerful and those who succeed understand it.

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If you want to perform at your peak, then you must have control. It is quite important to realize that most people do not have control. By having it, you will be directing your own actions, goals and results instead of allowing others the opportunity to dictate which directions you go towards.

Having control means you have an idea, a plan, are taking action and are in control of your own life. Instead of logging onto the computer and reacting, you are causing things to happen. That is called cause and effect. I can write an entire book on “cause and effect”.

Every millionaire I have spoken with or studied has a strong sense of control. They know what they want, and they go for it. They cause things to happen.

Millionaires take a leadership stance and make things happen. They are in full control of themselves.

Other people do have an impact on our lives, no doubt.

However, the more you remain in control of your own life, the more successful you will become.

Your own mind is where control can be found. If you think the right thoughts, you will have control.

Everything you think about is real and has an impact on your life. Everything you think has an impact on your state. If you always think negative or self-sabotaging thoughts, you will not have control of your mind.

Do you think a millionaire sits there and thinks about how he/she cannot achieve things, or how they will screw it up, or how they have bad luck, etc.?

No way, they think about all the things they want, their goals, dreams and action steps. They focus on thinking only the thoughts of what they want to achieve... or change... or make better... or improve... or innovate, etc.

This is what I mean by control.

You can switch these negative thoughts off and focus more on the positive ones. The results can be monumental for you.

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Chapter 10: Take Responsibility

You are in control of what happens or has happened in your own life. The minute you take responsibility for everything in your life, is the minute you will take control.

Many people think success is luck, or being in the right place, or finding the perfect opportunity. This is not true. You have to take responsibility for your own life and what happens along the way.

If you always think about success, then those thoughts dominate your mind which will dominate your actions. You will achieve results because of that.

Basically, you are responsible for your own thoughts and actions. The decisions you made in the past put you where you are today. The decisions you make today, will shape what your life is like in the future.

Therefore, you are responsible for what & how you think and act. Your decisions are YOUR decisions.

By taking responsibility of everything in your life, you will gain more control. This will allow you to shape your life in the way you want it to be.

To make things better, you have to be better.

You have to act, think and grow to make things better. The more you invest in yourself, the more you will grow. If you spend 20% of your time investing in yourself, there will be a direct effect of doing so.

This is cause and effect.

It is being responsible. To make things change, you have to change too. Again, you are responsible for changing yourself if you want things to change. It is not up to anyone else to do that for you.

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Chapter 10: Hyper-Focused Hard Work



One other thing that jumps out at me in this industry is the lack of hard workers. I believe many are so attracted to the thought of easy money, or passive income, that they think all they have to do is throw up a PPC campaign and retire rich this week.

Either that or many are just flat out lazy and not willing to work for their dreams. It is unfortunate really.

You see, hard work is a prerequisite for success and achievement.

I have not met a millionaire who does not work hard. Often times, millionaires work 16 hour days. They believe in working hard to reap the rewards.

In this industry, many do not work hard and actually think they can make it by not working hard. Many think they can throw some money at something, snap their fingers and make a killing.

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There is no free lunch... ever.

It does require work. Although many products out there are carefully constructed to sell you on the thought that their products are that magic button that will bring you lazy riches, it is not accurate.

While most Internet marketers are out there thinking this way, you can now realize that your dreams and goals are just on the other side of hard work. This will allow you to pass them up and achieve faster.

In fact, if you decide to work extremely hard, you will find much more success, luck, happiness and results much faster than others could only dream about.

Again, it is cause and effect. The more you cause, the more effect you will have. Right now, top marketers are working hard. They are planning, organizing, scheduling, following up, making phone calls, outsourcing, negotiating, etc.

Right now, they are working hard. They are leaving all the rest in the dust. All the rest are still looking to buy that magic button that will allow them to achieve their goals. They are looking for “EZ STREET”.

You see, most of them have full time jobs and work those jobs 40+ hours per week. They get home and might spend a few hours on the computer and only about 20 minutes actually taking any real action or work.

Others are working hard, late into the night, and on weekends.

Those people are pushing hard and believe they can quit their jobs and do this full time.

They are paying the price. And, the results will come. Those dreams and goals will come true because they are working hard.

That’s really the magic button after all. It is hard work. Just think, all you have to do is work hard... real hard, and you will be able to achieve your goals.

Working hard does not mean being distracted or surfing the net or wasting time. It means working on the things that will make you money.

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Focus Your Time On The Big Things

The faster you move the more responsibility you take on, the more successful you become, the more tasks and duties stack up on you. I mean, you will have much more to do and it will seem as though you have very little time to do it all.

There is only 24 hours in a day. You will find yourself not having enough time for everything. Then, you will find yourself focusing on the big things and ignoring many of the smaller ones.

This is where you will find yourself only working on the most critical duties for your business. This area of working, where you are swamped busy and not finding yourself able to handle all that is on your plate is a sure sign you are doing the right things for your business.

You should not have enough time for everything. If you do have tons of time for all sorts of minor tasks and duties, then you are not achieving. You need to operate in a speedy and time crunched manner. This zone of operating means you are achieving and have too much to do.

We see it all the time in this IM industry where top marketers are swamped busy, outsourcing everything from product creation to project management.

We also see the other side of the spectrum where marketers have all the time in the world and find themselves wasting much of that time distracting – or working on things that should not be taking up all of their waking hours.

For example, a marketer spends all day working on installing a script, that could have taken someone else, who is proficient with script installs, 10 minutes to do it.

On the other hand, top marketers find themselves ignoring many of the tedious duties, and focusing on only the very big things, like JV's or project management.

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Chapter 11: Think & Plan Your Way To Riches



You have to spend time thinking and planning. This requires learning how to think. It requires learning how to plan. The more you research, think and plan, the easier it will be for you to execute your plan.

This is quite important and another thing I have noticed between those who succeed and those who don't. Successful people plan and think. They are always thinking.

They are thinking of their plans while they eat, watch movies, take showers, while driving, while mowing the lawn, while listening to others, even while sleeping...

Those who do not succeed, only think of their plans when they happen to be feeling enthusiastic. Remember, many Internet marketers only do something when they are motivated, and even then... they are caught up in the "now" feelings.

Successful people are practically obsessed. They cannot get enough. They can work for hours and hours. They cannot stop themselves from thinking about their plans. It shapes everything for them.

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In fact, it seems to me that most have to work hard at not working. I know I do. I actually have to force myself to take breaks, to take days off and to rejuvenate myself.

I exhaust myself. I have had days where I worked over 24 hours straight, slept for just a few hours and worked another 16 to 20 hours. It is an obsession to succeed and grow.

Some may say that it is ridiculous to work that hard. Some may say that you need to live life, smell the roses, enjoy your family, etc.

Don't let that mindset get in your way. You can do all of that and much more of it... if you pay the price. Someone told me that recently and I wanted to scream. I've gone on numerous vacations and mini-vacations in a six month period of time.

I smell the roses much more now that I work from home. Don't let that mindset fool you. You can work hard and enjoy everything on this planet you want to enjoy. For many, just enjoying life and being happy is all they need. That is fine. However, most likely, you are reading this book because you want to succeed & achieve your goals and dreams.

Most likely you are reading this book as an Internet Marketers who wants to make it big, work from home and enjoy the lifestyle of freedom. If so, that is what this book is focused on.

Therefore, working hard is a prerequisite to achieving your goals and dreams. The harder you work, the faster you will get where you want to get.

The better you plan and the more you work on your plan, the faster you will achieve positive results as well.

I would say the success formula works like this:

- Work hard on thinking up ideas
- Work hard on researching your ideas
- Work hard on your plan of action
- Work hard on taking action
- Continue to work hard

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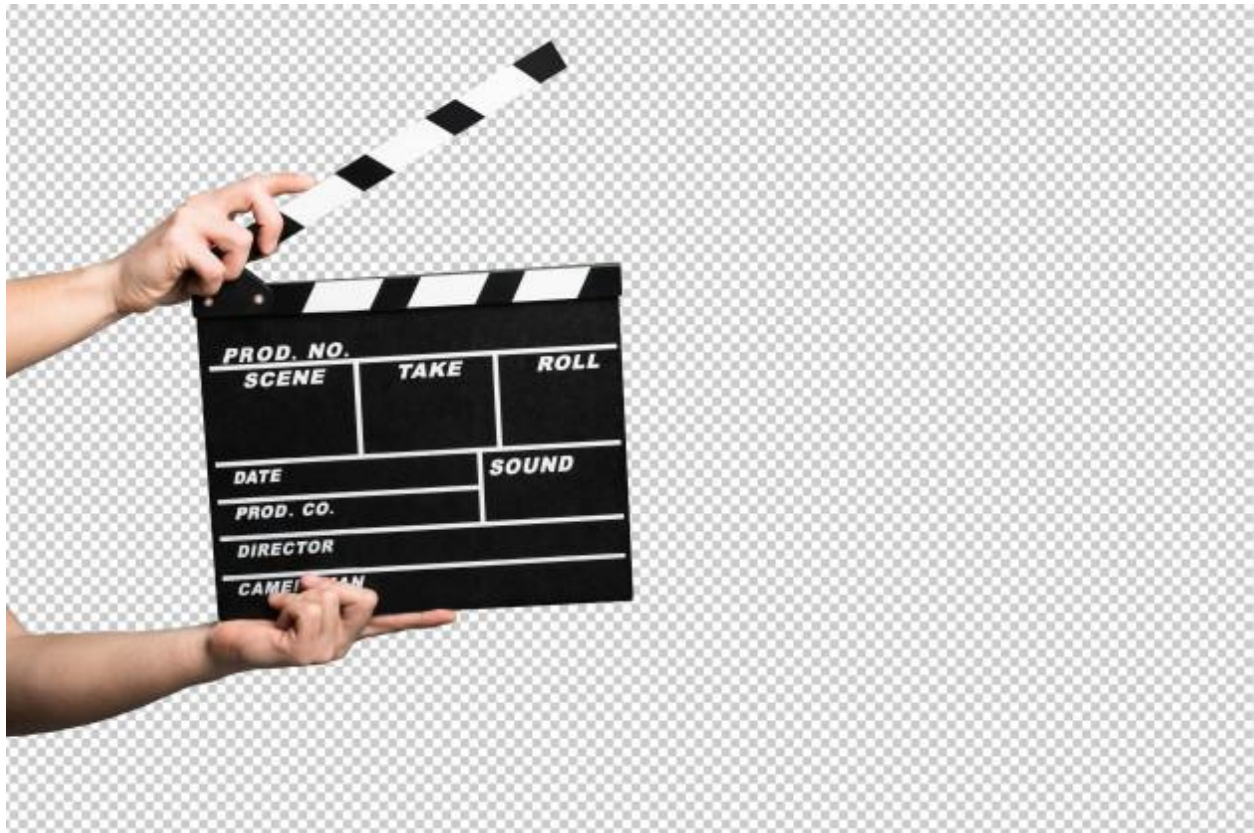
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- Wash, rinse and repeat...

The bottom line is that the more you work on your plan, the easier and more successful it is to execute that plan.

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Chapter 12: Take Bold Decisive Action



Every successful person I have come across makes solid decisions and follows through on those decisions with massive action. They do not second guess those decisions, and they are bold in taking action.

Remember I said earlier that they think, think, and think some more about their plans, actions and their business? Well, they think about this stuff ahead of time. Then, they take decisive steps of action.

It may come across to you that they make quick decisions, and they do. However, they think so much about their plans, etc. that when they come across a decision to make, they are decisive.

The hesitation to take decisive action is a clear case of fearing the chance of making mistakes. Top marketers make mistakes also. However, they understand that making mistakes is a prerequisite to success.

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How else will you learn what works and what does not? Many marketers out there are severely hesitant to take decisive action. This hinders their success.

In business, those who are able to take quick & decisive action with a solid commitment are the ones who excel. In the corporate world, these people advance fast.

The fear of making a mistake causes hesitation and timid behavior. That will hurt the chances of succeeding. Make decisive decisions and take decisive action.

This is where planning comes into play again. The more you plan, think and work hard, the better decisions you make. The more homework you do, the more confident you are in your decisions.

Decisive action and decisions causes things to happen for you. People move out of the way and others come to your aid. You are perceived as an authority. You come across as a leader. Your results are successful, and things work out much better for you.

Millionaires and top marketers feel that everything they do will be successful. They feel that everything they touch turns to gold. They have no doubts. They feel they will make it successful no matter what.

DON'T BE A LOSER... TAKE ACTION!!!

If you possess this mindset or attitude, you will not fail.

Do not allow any negative thought to creep into your mind about failure. If a thought does creep into your mind, replace it immediately with a positive thought.

That attitude will help you make decisive decisions. It will help you move boldly and take decisive action. You will ensure your own success if you can do this.

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Chapter 12: It's All A State of Mind



You see, I believe heavily that my own state of mind plays a major role in my own success. If I am jacked-up and excited, then I take bold moves and massive action. On the other hand, if I am feeling down, tired or sort of wishy-washy, then I may not get much done or take any bold-confident moves.

Therefore, identifying how important your own state of mind is can allow you to make great strides in your online business.

If you think about this, you will see exactly what I am talking about and a revelation situation may occur. I mean, we all have our good days and bad days. We all have our ups and downs... right?

Well, we all realize that the more up-days we have, the more we get done... and the more results we get. Therefore, it is common sense that the more you remain in a “zone” the more you will accomplish.

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That is why I actually invest time in putting myself in a certain state of mind. For me... a “revenue generating” state of mind is what I seek.

I try to start everyday with something positive that will inspire me or shape my mood for the day.

I’ve gone to Anthony Robbins’ website and watched his short videos. I have a subscription to a membership that has tons of motivational videos. I watch them before I dive into my work.

It helps, believe me. It shapes my mindset and mood. Now, everyone is different, so you may need to find something else that gets you in that zone. You may have to find what works for you.

However, keep in mind that the key here is to do your best to remain in that “zone” as much as possible.

You can control your own state. You can change your own state. It is up to you to be conscious of it and focus on it. I have had moments when I have changed my state in one split second. You can do it too.

Some people find exercise or music can change their state.

I have one song that I jam my computer speakers to, and it always gets me in that state I desire.

I have noticed that when I am in this “zone” then I am rarely distracted. I am into what I am doing and don’t even answer the phone.

You will find that you get much more done and perform at a much higher level when you are focusing on that in which is most valuable.

You should always do your best to focus on the things that are most valuable to you. It is top-of-mind awareness. You have to continually ask yourself if you are in the zone and are you investing your time on the most valuable things.

If you need to make money, then perhaps it is best to spend your time writing a book, creating a sales letter, researching an idea, finding a niche, seeking JV’s, etc.

If you need to make money, and you find yourself spending time on things that will not help you make money, then you are not spending your time wisely. Always ask yourself if you are spending your time on the very best things, and if you are in the “zone”.

If you jump onto the computer and quickly check your emails, messages, and IM others, then you will be setting yourself up for distractions.

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Also, you would be setting yourself up for not being in the zone! You see, others can quickly send you in a different direction, distract you and eat up valuable hours of your time. Emails and others can also change your state.

I find it best to first set my state, then work on the most valuable things first. Then, I check emails, chat with others, check the forums, etc.

Speaking of forums, I have had marketers comment many times about how positive my posts and articles are. Well, that is because I arrived at the forums in a certain positive state. I had set that state earlier in the day, and then stopped by the forums. Therefore, it reflects in my posts.

If you ask any of my friends, you will find that they often complain that I don't answer my phone. Well, here's the truth. Even if the phone is set right next to me, I don't even look at it. In fact, sometimes it can be ringing off the hook, and I don't even hear it. I am so into the zone that I hardly notice it.

That is because I am focused and in the zone. However, I am not perfect, and I trip myself up sometimes. I find myself sometimes going to the forum early. Or, I jump on Skype right away. Or, I call people back or answer the phone.

Anyone who has caught me when I first wake up knows I'm not so chipper. However, later in the day, I'm on fire!

All of the books I've read, and all of the people I've met, who are super successful, are enthusiastic and energized to accomplish big things.

Putting yourself in a consistent and enthusiastic state of mind, will allow you to accomplish big things fast!

Chapter 13: Innovation, Brainstorming & Masterminding



All successful people find ideas & opportunities to be abundant. They find that they are everywhere, and that there are too many to choose from.

Unsuccessful people lack ideas and find it hard to come up with new ones. These people do not look to innovate existing products or spend enough time brainstorming with others.

I distinctly remember being on the phone with another marketer where we were brainstorming ideas. He took a slice of my idea, a slice of his idea and instantly came up with a brilliant concept right there on the spot.

I then expressed what a great idea it was, and he replied by telling me he is full of ideas.

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This is the case often with people who are in that zone and who are successful.

These high-achieving people can find ideas and opportunities everywhere.

Their minds are used to identifying ideas that fit with what their goals are. The more time you spend in a creative state of mind, the easier it is to access those creative ideas. It becomes second nature. You are able to identify opportunities and ideas when you speak with others, when taking a shower, when driving, when you see a commercial on TV, etc.

If I need an idea, I can easily read the forums, or re-read one of the many eBooks on my hard drive. In just a matter of minutes, I have a new idea with its own spin to it.

It is a mindset. It takes seeing the big picture in order to think like this.

For example,... I may read an old eBook and see that it is a book on list building.

While reading through it, it explains that one of the ways to build a list is through JV's.

Next, I think, "Everyone wants to know how to build a larger list. How can I make this unique to me"?

There you go, now I have an idea and can begin planning it out.

I guess the real point to get here is that there are ideas everywhere. People will continue to buy the same things that have sold in the past. People bought "how to generate traffic" eBooks 5 years ago. They will continue to buy them 5 years from now.

Therefore, ideas are everywhere. You just need to focus on your own USP (unique selling proposition).

You just need your own spin.

You just need your own brand.

You just need your own angle.

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Grab one of your old eBooks and scan it for ideas you can use for your own products.

Take an idea and spin it into your own product, with its own brand, its own take, its own opinions, and in your own words.

I have also found many ideas by brainstorming with others.

I find that when two or more people start tossing things out there, ideas come to life rapidly.

You will find also, that you can find great ideas by looking at current products and services.

Look at products and services with the mindset that your job is to make it better.

In fact, I have a project working right now that is faster, better, stronger and more user friendly than an existing popular service.

I took this service and thought to myself, “how can I be better?”. I look to find more innovative ways of providing products or services others are already paying for.

If you look on elance.com you will find projects that say something like...

I need a clone of _____

All these people are doing are cloning some other successful product or service so that they can compete. Now, of course there is “first to market” etc. However, you can take a slice of an existing product or service, then take a slice somewhere else, and mold all those slices into your own unique idea.

What is important to understand here is that unsuccessful people struggle to find ideas. They think in terms of lack. They think others will not be interested, or that things are too saturated.

They think others will not buy it, because someone else has already sold something similar. Here’s the kicker... you need your own spin. You need to sit down and THINK.

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Think up your own unique spin to it. Find something that stands out where people WILL buy it.

Ask yourself questions.

- What would make me buy this?
- Why would my customers buy this?
- What emotions are they feeling?
- What problems do they have?
- How do they feel about those problems they have?

Find your USP, and brand that new idea with hot emotional and promotional spins.

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Chapter 13: Start By Focusing On The Customer



When planning your ideas, focus on the customer first. Think in terms of what the customer wants. In writing this book, I am constantly thinking what my customers (you) need to know, want to know and what I can share with them (you) that will light them (you) up!

The better you know your customers, the better of a product or service you can provide.

When I write eBooks or reports, I almost always write a first draft to my sales letter.

I recommend you do the same thing.

Even if you are not a copywriter, write out a sales letter selling your product.

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This will show you what you need to add to your product to make it sell. When you proofread your sales letter, you will see areas or ideas you can add to your product.

The same goes for proofreading your eBook/report.

When you reread it, you will come up with new ideas that your customers will want to know of.

You want to always focus on your customer.

Later, we will get into psychological persuasion and tactics to sell tons of customers.

We will get into why people buy and buy over and over again.

This gets heavily into what it is extremely important to put yourself in your customer's shoes. You see, you have to tap into what they want, need, and desire.

That is the most important thing. Find what people are already buying and sell it to them.

People buy on emotions. Therefore, it is imperative to know what emotions your customers are feeling.

Again, the better you know your customers, the more successful your product or service will be.

Tons of businesses, and Internet marketers spend way too much time thinking of what they (themselves) want to sell, what they want to do, what they are interested in, how much they want to make, etc.

None of that is important.

What is important is your customer. What are they (customers) interested in?

What do they want to do?

What problems do they have?

What desires do they have?

How do they feel?

Why do they buy?

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Why do they not buy?
What makes them tick?
It goes on and on...

You have to know your customer first. This is another area ton of marketers fail. They think-up something they are interested in and create a product that is all about them (the creator).

That is wrong, wrong, WRONG!

Earlier, we talked about generating tons of ideas that will work.

Now, you know how to produce the product so that it is a winner. You focus on the customer.

That customer must be laser targeted. You have to find a specific group of people, who have a very specific need, and fill it.

Find a starving group of people and sell them food. Always think customer and value.

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Chapter 14: Keeping Your Customers



Too many marketers do not focus on keeping their customers. They sell them once and move on. You have to focus on the customers and provide them the very best quality you can. That will get them coming back.

Customers are smart. Many marketers think they are dumb. That is not true. They know quality.

Even if they do not say anything about your product, they feel your product is either high quality or not.

If it is not, then they may never buy another thing again from you again. And, behind the scenes, they may complain about how terrible your product is. Your customers hang out with each other, because they are like-minded individuals and groups.

If it is high quality, they will buy over and over again.

Plus, they will tell others about you and your product.

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One of the very best ways to keep customers is to create fans out of them.

Give them much more value than what they are paying for.

Add bonuses and offer them the world. Give them everything you can.

This will ensure that they remain loyal. Plus, they will spread the word for you...

which is the most powerful form of advertising around.

Many marketers ignore the backend sales.

If a customer buys from you and feels your product is quality, they may spend much more of their money for a higher-end backend product now that they know you have quality products.

Customers are fickle. They are unsure of you. They do not know what type of quality you provide. Once they buy, and see that the quality is high, then there is no telling how much they would pay for your backend products.

Here is a quick example. I sold a report for very cheap less than a year ago. I got a response from a customer who said she would pay me to coach her on using my strategies to make money.

Perhaps a backend coaching opportunity is not a bad idea. I mean, I read a report recently that seemed like a good idea. It seems to be a good method to generate income online.

I read the report and decided not to follow through with the method for one simple reason; I don't have time to set all of that stuff up. The author of the book could have easily added-on another service that sets this stuff up for people, and I would have bought it right then and there.

That brings me back to thinking long-term and planning. If you pick your own stuff apart and analyze your entire business processes, you will be able to identify where you can expand and grow your business.

To create raving fans out of your customers, you have to be them. You have to be the same mind as them and buy some of the same products they do.

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By doing that, you will be able to feel what they feel. You will experience what they experience. You will be them.

Then, you will know how to better serve them. You will know you can be faster, stronger, better, more innovative, produce higher quality, etc.

You will be able to satisfy your customers much better if you are a customer yourself. In our industry (Internet Marketing) we find marketers going for the quick buck. We find them simply trying to make a sell. They do not care if you ever come back again or not.

We see cheap reports; poorly put together programs, and terrible products. These marketers throw stuff together in an hour or so and hope to sell as many products as they can... only to turnaround and do it again and again. They have no desire to thrill their customers. They want to sell them something and run.

All the while, they are hurting themselves by turning off customers.

I purchased a terrible report from a marketer I thought was quite successful. The report was terrible and turned me off to ever buying another thing from him again.

This may shock you, but I sometimes buy dozens of products each week – Hundreds a year, and do you know how many are good – around 10% . . . When I make repeat purchases, it is from the ones in the 10% category not the 90%

Why Your Customers BUY And Buy Over and Over Again!

In understanding your customers, it is best to become them. If you know your market well, then you can better provide. This is why it is often important to stick to the markets you are passionate about.

When researching your customers, you have to focus on their emotions and hot buttons. People buy on emotions. Therefore, you have to tap into them.

You have to push their buttons and capture them.

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Chapter 15: 7 Figure Strategies & Methods



To keep up with the opportunity seekers, I decided to add in a section on Internet Marketing methods. You see many people who read this book, will scan it in search of some quick strategy they can pursue in hopes of making a quick buck.

I've done it too. Perhaps many just do not like to read, nor do not have the attention span to sit there and read through many pages. I try my best when writing to get to the point fast and skip tangents and fluff.

It is a microscopic fraction in my view. I've seen it enough times to realize that there are tons of Internet marketers who have been at this for years, and still have not "made it". Again, it's not the strategies; those are only a tiny fraction. The rest of the pie chart is YOU and the solid business principles it requires to succeed.

You may be wondering to yourself; how do you know this? You may be wondering if I have achieved my dreams or not. Am I qualified to be teaching you how to achieve your dreams?

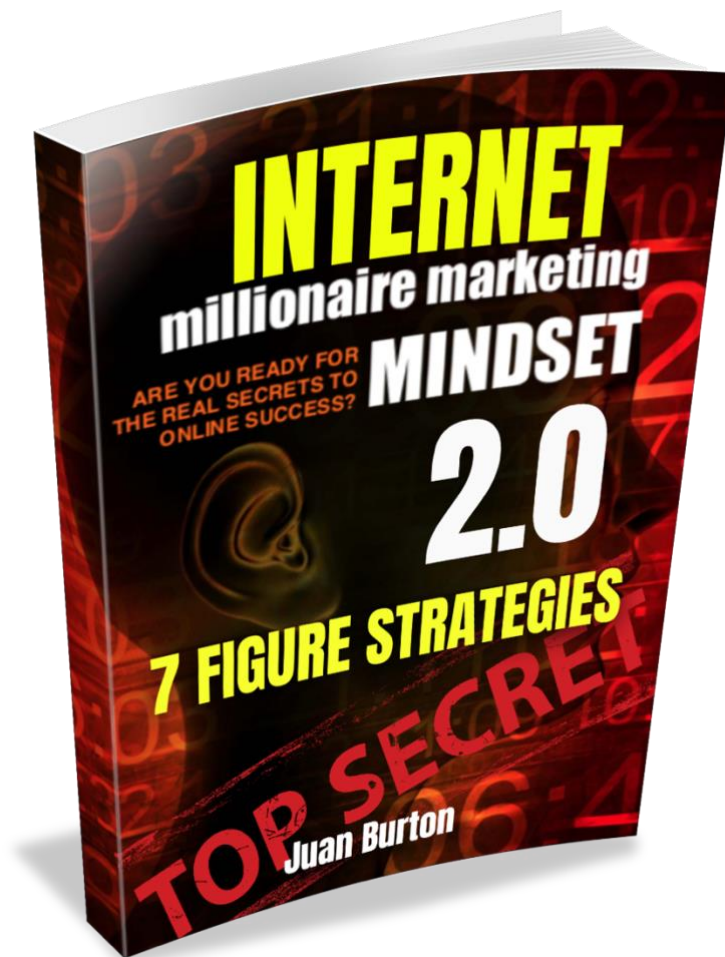
Well the answer is yes. I have achieved my dreams, but those dreams are ever changing. As I grow myself, my dreams evolve and grow as well.

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However, this book is NOT about strategies. That would defeat my entire purpose for writing this book. It defeats my message. That message is to grow yourself first... and the strategies are only a tiny fraction of what it takes to achieve your goals online. My **“7 Figure Strategies”** blueprint, can make you extremely successful and rich.

If you really want to know some in dept closely guarded six and seven figure internet marketing strategies that have always worked and still works till this day, take this opportunity to grab the Internet Millionaire Marketing Mindset’s “7 Figure Strategies”!



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Conclusion

The final word of advice successful people often give to others is to take it easy on yourself. It is all well and good to be committed and motivated to be successful, but this should not come from working yourself into the ground and making yourself miserable.

Success is something to be enjoyed. It is a life full of ups and downs so make sure you aren't too hard on yourself when mistakes happen and that you keep the big picture in mind. Part of the rewards we can reap when we embrace success and make it ours recognizes that what we choose to do day in, and day out affects who you will can become and what we can do with our lives.

Some parts of the plan to success happen quickly, others take time and patience. As we progress along our road to success, we must always be on the lookout for opportunities and remember that trade-offs will be required. We define success for ourselves, so make your own goals, follow your path to success, and grab hold of it and hang on tight!

I believe I've shared a lot with you here.

I believe you can be successful.

I believe you can make millions online...If you want to.

I believe in you.

Aim high and reach for the sky.

Now it's your turn to believe in yourself...

To your success and remember,



Sky's the limit!
Juan Burton

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