

## Work at Home Truths

***Before You Give Your Boss a Pink Slip, Consider Every Angle of Whether or Not You Have What It Takes to Be a Self-Employed, Work-at-Home Entrepreneur***

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## Welcome to the Gold Rush of Modern Society

Thousands of people go online each day in search of their first Internet business opportunity. The so-called “Internet gold rush” that began at the turn of the century is showing no signs of slowing down.

In fact, most web analytics companies would agree that even more people are trying to make a fortune in cyberspace today than in 2001. For both the optimistic and the skeptical, it is now common knowledge that people from all walks of life are trying their hand at some form of Internet marketing.

You've heard the wild success stories – like the 17-year-old girl named **Ashley Qualls** of Detroit, Michigan who liked MySpace so much she built a website sharing free MySpace templates (and is now a millionaire several times over thanks to her \$70,000 a month ad income).



Go ahead, Google her name and see for yourself.

Maybe you've even read a few convincing testimonials from people named Bob and Helen on a business opportunity sales page, talking about how they started working “the plan” for just 8 minutes a month and now they make millions an hour while kicking back on the new beach they bought last year.

But is any of this stuff real? More importantly, can you get in on any of this action?

The short answer to both of these questions is yes, people really do make big money online and you can be one of them! But the real question you should be asking yourself is:

“Do I really *want* to be a professional Internet marketer?”

There's a lot more to making a living with an Internet business than the hyped-up ads tell you. And the truth is, some people find out too late that it's not as glamorous as they were led to believe.

You're about to discover whether or not working from home full-time is really right for you. This will either get you pumped up and ready to take

your first steps, or it will save you a lot of heartache and stress by helping you dodge the proverbial bullet and pick a career that's better suited to your wants and needs.

Maybe working from home *isn't* right for you! There's no shame in saying, "I don't have what it takes." One thing I want to clear up right now – I love working from home. I wouldn't change it for the WORLD.

Do I get stressed out? Sure! But I much prefer the stress of launching my own product to that of having to go beg my boss for a raise or tell him I can't come to work because my kid has a cold and I know he's about to scold me.

I feel like a kid who turned 18 and got the freedoms adulthood has to offer. Nobody can tell me what to do anymore, and in the famous words of McDonalds, *I'm loving it!*

## Before You Clock Out of the 9-5 Grind for Good

The first thing you need to understand is the word **business**. Please don't confuse this with the word *lottery*. Many new online marketers make this mistake – they expect to log on, stick a website up and ka-ching! Instant cash machine.

Internet marketing is definitely *not* a get rich quick industry. If you treat it like one, you'll end up frustrated, broke, and possibly even embarrassed. Building a profitable, sustainable business online takes time.

It's really hard to accept this mindset when so many sales pages have marketing memos telling you how much money *they* make and how easy it is, using words like "*guaranteed*."

Every guru I've ever worked for or spoken to admitted they had a learning curve and some got going, went back to zilch, and had to start over. Others started out slow, saw money trickling in, and built upon it (like me).

An Internet business requires considerably less time and money to start and manage than even a small offline venture, and you'll probably see results a lot faster online. But getting into profit with your digital enterprise is probably not going to be an overnight event.

Don't get caught unprepared!



Because of the fact that there are no guarantees, **you'll want a safety net to fall back on.** I highly recommend you either keep your day job until you begin seeing profits, or have some funds set up to sustain you while you learn to eke out a living on the World Wide Web.

There's no reason to find this discouraging. If it was really just a matter of plugging in and getting instantly rich, everyone would be

doing it and there would be nobody left to bag your groceries or punch your ticket at the movie theatre.

You simply need to understand that you might not see any returns on your efforts right away. So you either need to have plenty of money saved before firing your boss, or you need to accept the fact that you'll be working TWO jobs in the beginning - your regular j-o-b *and* your start-up business.

Many successful online entrepreneurs worked their business part-time when they were starting out because they still had their day job. And most people recommend having at least three full months of income saved before making the leap from employee to full-time home business owner.

One of my readers who already bought this eBook reminded me that you also have to consider that when you give up a corporate salary, you may also be giving up benefits like health, dental, etc.

If you're married to a spouse who has insurance coverage, this may be a non-issue – but if not, work out your benefit plan ahead of time.

I want you to think ahead and set it up right from the beginning. What's that saying? *If you fail to plan, plan to fail!* That fits in well with the Internet marketing industry.

## The Pros and Cons of Working at Home

Before making the transition to the home business lifestyle, you need to thoroughly examine the pros and cons of being your own boss. I want to start with the negative things – get it all out in the open so you see it exposed for what it really is, and then I'll tell you the truth about the perks involved.

How many times have you seen pictures or videos on websites with people lying on a beach with their laptop, sipping a 'Rita with Jimmy Buffet playing in the background while they check to see how money they made between lunch and their afternoon siesta?

The reality of that is – yes, you can go anywhere and take your business with you, but do you want to? Every year that I go on vacation, my laptop comes too – not because I am checking my money (that would be here when I got back), but because there's no one else to manage my business while I'm gone, so they're all semi-working vacations from here on out.

### The Dark Side of Working from Home

Everyone immediately thinks about how great it will be to never worry about rush hour traffic again, and how much fun it is to work wherever you want via laptop. These are some pretty fabulous benefits, but it's not all perks and profits.

Before I get real with you, don't let this description of disadvantages scare you into shutting out your dreams before you can weigh the plus side of this equation, too. Make sure you keep reading to the end so that you can make a fair comparison of the ups and downs for yourself.

So here we go – reasons why working at home as an entrepreneur may not be a part of your ideal lifestyle:

#### There's No "Guaranteed" Paycheck

When you take matters into your own hands and become a home business professional, it's up to you to create your weekly cash flow. It might feel like you're free-falling without a safety net. With your job, you

probably get a check even on slow weeks, but when you're the boss, you only get paid when the company makes sales.

This is one reason I'm creating this whole work at home Internet marketing series is because it's all about building a business, not "how can I make \$100 a day." You might have some set number you hope to take in, but business income fluctuates.

Do you really want to struggle every day to hit your quotas – or do you want to see a rise in your income that soars steadily over time on average and provides you with financial security?

Many new entrepreneurs look at their success one sale at a time, and when that one's spent, they have to figure out how to make more – it can be mentally (and physically) exhausting. You need a cash flow you can count on and there is a way to do that with Internet marketing – but it takes time.

#### There Are No Paid Vacation Days

I mentioned this earlier - when you take time off from your home business, you won't be able to log a real vacation day. When you're off, unless your business is automated, your income will stall until you get back on the ball.

If possible, once your business grows, you can hire an assistant to cater to the needs of your customers while you're away, but if you're like most hands-on entrepreneurs, you'll feel like this business is your baby – and entrusting it to someone else won't be too relaxing for you.

#### You Have to Take Total Responsibility for Your Own Results



**chose** to implement.

There's nobody to blame when business gets slow or when problems arise within your online operation. You can't point your finger at the CEO, at the marketing department, or anyone else.

Your success and your failure rely completely on your efforts and on the value of whatever strategy **you**

Did your server crash? Customers won't care if your "tech guy" had a misstep – the site has *your* name on it, so *you're* responsible. The buck stops with you!

### There's No Management Team to Motivate You

It sounds like a dream come true – no gossipy co-workers, no boss looking over your shoulder, and no department head to answer to when your work is late. But it can be more of a curse than a blessing.

In a home business, nobody will be making sure you're at your desk early every morning, and there will be no manager pushing you to work overtime when deadlines are looming. You'll have to rely completely on self-discipline, and if you don't have any, you'll either develop some fast or find your business in big trouble.

If you label yourself a procrastinator, you'd better learn how to push through it and become productive, instead. I am the world's worst procrastinator, but when I have to buckle down and get things done, I do!

## **Now for the Perks of Working from Home**

Even with the drawbacks you read above, there are many reasons why this particular career choice is one of the most rewarding ones on the planet. I can't even imagine going back to a job with a boss – it sends shivers up my spine.

### You're the Boss

Didn't I just have something similar in the cons list? Yes, this fact carries a certain level of pressure with it, but on the upside, you literally answer to nobody but yourself! In a j-o-b, you might have to follow the "customer is always right" rule.

Well guess what? In Internet marketing, you don't have to put up with rude customers – you can fire *them* if you don't feel you're being treated fairly. Now this may sound like bad business practices, and if you're a jerk, it certainly will be.

But every once in a blue moon, you'll run across one of those people you can't please no matter what – the kind who complain and lash out and because they're online and not face-to-face, they're blatantly rude to you.



You don't have to take that. Unsubscribe them from your list. Blacklist them from being able to buy from you again. Some of these naysayers are serial refunders and marketers talk – we know who steals from us and who's an honest buyer.

As your own boss, you make the rules - and that includes setting your own schedule. You even decide where to work - maybe you'll stay in your home office, or maybe you'll take the laptop to your favorite coffee shop.

I took mine to Panama City Beach, Florida and had a weeklong vacation with my kids last year. Whenever we'd pop in from the beach to our condo, I'd quickly check emails to make sure my customers were all taken care of and then I'd leave 10 minutes later to swim some more. I checked in 3 times a day – morning, afternoon, and before bed – worked a total of 30 minutes a day in 10 minute increments. That's worth it!

### You Have No Salary Cap

Nobody is going to pay you as generously as you'll pay yourself. With your own home business, you don't have to worry about “making the grade” for your next raise or getting promoted to a new position.

Your level of income and success is totally up to you – there's no glass ceiling. Your income can rise as fast as you want it - depending on how much work you want to put into your entrepreneurial venture.

### You Have a Wide Variety of Options

There are many different home business models to choose from. You can even create one of your own. A home business allows you to explore the ideas you like and build a business doing what you love every day.

You have virtually unlimited options when deciding on what type of business to create.



I know I've been at corporations where all the employees were scratching their heads wondering why management made the decisions they did – that won't be an issue here because *you're* at the helm steering the boat.

When you come to a crossroads in your business and you see three different opportunities that appeal to you, you get to choose which direction you take and enjoy every step of the way.

## **Making an Informed Decision**

What do you think so far? Is an Internet marketing business something you'd honestly like to try, or would you prefer to look into a simple corporate gig? It's kind of like those online dating profiles you have to fill out – they have “deal-breakers” in there for a reason – so people won't waste time.

Did you find a deal-breaker in what I just exposed as drawbacks to working for yourself? Or did the perks far outweigh any obstacle you might encounter?

**There's no shame in deciding a home business isn't for you.** At the same time, if you believe you can succeed online, you shouldn't listen to anyone who tries to tell you otherwise – even yourself.

Take this decision seriously. Remember, you're considering a business venture, not a new hobby. In the end, it's up to you to follow your heart and do what's right in your unique situation.

## How to Tell Others of Your Plans

If you decide a career in Internet marketing is where you're headed, one of your most difficult challenges will probably be in explaining your decision to the people in your life.

To this day, no one understands what I do – they all connect the words “Internet marketing” to spammer – you can't blame them for their ignorance. But while you may not care once you're successful, it can be intimidating answering the questions, “What do you do?” when you're first getting started and have nothing to show for it yet.

Sadly, friends and family are not always as supportive as you'd like when they learn you're starting a home-based business. This is partially due to basic brainwashing.

Mainstream society doesn't believe in anything that isn't taught in grade school, endorsed by the evening news, and understood at the water cooler as status quo behavior.

Another reason people might have negative things to say when you tell them you're starting a home business is the simple fact that misery loves company. If your friends and family are all stuck in jobs they don't particularly like, and if they aren't making the kind of money *they* would prefer to have, they might resent your efforts to better yourself.

Of course, no one would ever say that, but think about dieters. You can be dieting to lose weight and you go out to lunch with your best friends and what do they do? They start talking you into those cheese fries and death by chocolate dessert.

And there's another reason why you might get a less than enthusiastic response – your loved ones genuinely care about you (and your family). They may be afraid for you to walk away from the security of your job – or maybe they're just scared you'll get into multi-level marketing and hound them to join your downline at all the family events (*I kid, I kid*).

Seriously - this is something you'll need to be prepared for. If you have a very supportive family and group of friends like I did, be grateful. Otherwise, use the information below to minimize drama when telling the people in your life about your pending career change.

## Telling Your Significant Other

If you have a spouse, girlfriend or boyfriend, you should discuss your decision with them ahead of time. Tell them with confidence you've decided to better yourself and create a brighter future for both of you.



Sit down with them and go over the specific material that had an impact on your decision to choose an Internet business over other possible ventures. Let them see why this is the right choice, and help them become excited about it along with you.

Other family members may question your partner about your decision, and it's important that you help them prepare for the interrogation. Agree on a few basic terms, benefits, and positive statements to use in conversation with other family members when referring to your new business.

Be prepared before you blurt out, "I'm quitting my job to work from home!" They're going to want to feel secure in this plan, too – so make sure you explain how much research you've done, what your odds of success are, and how the two of you will revisit the situation and milestones you reach over time.

Also, your significant other needs to join you in the business frame of mind. It might take awhile (as in several months) for your enterprise to start making money - and they should be well aware of this fact.

I was lucky – my husband agreed about me not returning to work and we were both thrilled when my income skyrocketed and I was able to stay home, raise our son (who's now healthy, thanks for asking) and I even got to work from home while pregnant with my daughter and raise her with no daycare or sitters.

If you have kids, this is a real perk you can mention to those who ask – you're working at home to be able to raise your kids yourself! Who can argue with *that*?

## **Telling Parents and Family**

Parents and elderly relatives sometimes don't understand why a person would leave a paying job to start their own home business. They view such efforts as foolish, and may even believe you've been "taken" by some sort of scam.

Try to tell yourself they mean well when they pressure you to give up and get a "real job." The bottom line is, you're an adult and you've made a decision. They can either support you, or you'll need to limit discussions about this topic whenever you're around them.

Internet marketers don't need seeds of self-doubt planted in their minds. They have enough pressure on themselves as it is. Protect yourself from criticism.

## **Telling Friends and Other Associates**

Your true friends will tell you that they believe in you (even when they don't) because they want to share in your enthusiasm. A legitimate friend won't call you a "spammer" (many people think this about everyone who works online) or otherwise give you a hard time.

You should feel free to be open with your friends and associates about what you're doing. To be honest, who cares if they have a problem with it? If there are people in your life who offer negative insight about your new profession, you should ask yourself a simple question:

Does what this person thinks really matter? If they actively try to harm my enthusiasm, do I really need to have them in my life?

As you walk the entrepreneur path, you'll discover that you're best served by associating with other motivated, positive individuals. You'll find yourself increasingly impatient with negative people, and will have little or no desire to be around them.

## Have Some Seed Money to Invest Where It's Needed

This is contrary to what many people want to hear, but it's a great idea to have some seed money to invest into your new venture. You're starting a *business* remember? Everyone will be trying to sell you the story, "You don't have to have money to make money," but in reality, it's best if you do.

Too many people expect to be able to start a thriving business without spending a dime. While you *can* start working online with no out-of-pocket expenses, you won't be able to start the kind of business that allows you to quit your job right away if you're determined to do everything for free.

Paying attention to this step in the process will make the previous steps much easier. If you have some cash to invest in the tools you need to succeed, it makes much more sense to quit your job and focus fulltime on your Internet marketing strategy.

And your spouse or family will take you far more seriously (in most cases) if you have some working capital to play with.

Even a small amount of start-up money is far better than making the leap with empty pockets. How seriously would you take a person who tells you they're starting a business, and then tells you they don't have two nickels to rub together?

Be honest - you'd probably think they were being ridiculous.

A few examples of basic tools and resources you might need are domain names, a web hosting account, money for site building software or a web design service, and a keyword research tool.

For as little as \$100 you can cover the basics and have a reasonable foundation for your first foray into e-commerce.



If nothing else, spending a little money on some great training information (such as reputable eBooks) is a very wise move. After all, you're new to the Internet marketing game. Spending a few bucks on some expert advice can make a big difference in your results.

Ideally you can use your start-up funds to create a monthly operating budget for your first 90 days. Having this kind of security net in the beginning can lift a lot of stress off of you and help you focus on the best possible marketing plan in the shortest amount of time.

Do anything you can to come up with some initial cash. Beg, borrow, scrape - even have a yard sale! Get creative and generate even a small amount of funding and you'll be in much better shape than somebody who tries to slide by on the freebie program.

## The Truth About Scams and Successes

I'm not going to lie – there are some dishonest marketers who will try to take all of your money and provide nothing in return. Fortunately, there are also a lot of trustworthy people who will support you and lend a hand in educating you – some for a fee and some for free.

The fact is, most people you do business with online will be honest, ethical, and helpful. The idea most people have of the Internet as a dark and dangerous place that's crawling with scam artists is inaccurate.

At the same time, you need to play it safe and use good judgment. Regarding business opportunities, if something seems too good to be true, it probably is.

One of the smartest things you can do is find a good network of people to help you. You can join a reputable marketing forum or hire a business coach. There are many people online who are willing to help you get started. Some will give you free advice - others will charge a consultation fee.

The main thing is to take your time and evaluate things properly. Don't rush into anything trendy - be wary of people who try to push you into any sort of impulsive buying decision.

You can't even trust those "scam alert" sites because some are just people with a vendetta against a product owner and others are using this odd tactic where you actually sell products as an affiliate by writing a review and starting it with, "Product X Is a Scam!"

They use this approach because it makes people think they're being honest, and then in their actual review, they build the product back up in your eyes. Find true customer comments and learn the difference between seeing a Photoshopped "proof of income check" and a real detailed case study that shows how someone achieved success in a step-by-step manner.

How do you know what's a good investment and what's not? When you're evaluating an eBook, you honestly can't trust the testimonials. I hate to say it, but it's true.

That's because there are three kinds of testimonials:



- 1.) **Phony feedback** – this is the kind of testimonial where the product owner simply made up every word you're reading. They go to istockphoto.com, grab an image of a friendly face to use as the "customer," and make up a name to go with it.
- 2.) **You scratch my back, I'll scratch yours** – It's no secret that the Internet marketing industry is sort of incestuous. Marketers get in bed with other marketers (figuratively, not literally), and they make deals where they'll each promote one another's products without even bothering to evaluate it on its own merits.
- 3.) **Real customer feedback** – This is the real kind of testimonial – the kind where a product owner sells a product, hears back from a customer who likes it, and asks permission to post his or her comments right on their sales page.

The problem is, you won't know what's what as an average consumer. I've seen many photos of the same person with 12 different names posted to sales pitch pages (obviously scraped from a site like istockphoto and completely made up).

I also happen to know who's in whose good old boy (or girl) network, so when I see marketer A promoting marketer B's product, I don't know if it's because he really believes in it or because he *himself* has a product launch coming up soon and needs to generate return favors that he can call in when the time comes.

If you type in, "[Product name] review," all you're going to come up with in most cases is a review *by an affiliate!* Now granted, many affiliates *only* push products they truly believe in – but unless you know this person's intentions, how will you know whether or not you can trust him or her?

One good place to look is in forums for that niche. For example, you can go to the Warrior Forum and look in the section titled, "[Internet Marketing Product Reviews & Ratings.](#)"

Here you can search for reviews or post to ask for reviews of certain products. You want to hear what the people are saying. If it's a product on Amazon, look for the customer reviews provided by previous customers.

Many marketers have their products on Amazon, and here's what looks like an unbiased review of one – it's well balanced and has pros and cons in the review:

★★★★☆ **A book for people who are new in the internet business**, February 27, 2006

By **Paolo M. Reyes** "[www.everything-on-wine.com](http://www.everything-on-wine.com)" (Philippines) - [See all my reviews](#)  
REAL NAME™

This book contains very basic information about affiliate marketing. If you are new to affiliate marketing or new to the idea of making money online, this book is definitely for you. The author explains everything, from the concept of affiliate marketing to the hardware that you will need to set up your online business. The book is also great because it contains a lot of resources to help you get started, it contains a lot of links (Most of them are affiliate links, so the author earns money every time you click on them and buy something from her referral) to websites that you will need for your affiliate marketing business. This is the perfect book to get started in the affiliate marketing business. For seasoned affiliate marketers, I do not recommend this book. The reason?? You probably know most of the information in this book.

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This is honestly what networking is for. You don't want to be an island in this industry. You have to learn how to befriend other people in your niche and talk about what works and what doesn't, about who to trust and who *not* to.

Sometimes you even have to ante up and buy a product if no one knows anything about it and rely on that refund option if it truly doesn't measure up to what the sales letter claimed.

This is the *truth* about deciphering work at home successes from scams and I'm sure it's not going to win me any JV partners – because people don't want you to know about Photoshopped images and made up testimonials or product review tactics.

*They'd* rather you stay in the dark.

*I* don't want you to.

Now I want to talk to you about getting everything in order before you venture into cyberspace as an online entrepreneur. There are three areas we're going to organize – your mind, your home, and your life in general.

## Get Your Mind in Order

Few people really understand the entrepreneurial mindset. While most people on the planet want to blame others and be victims of circumstance, professional entrepreneurs are all about taking full responsibility for their lives and making the right things happen for themselves.

If you plan to be a success, you'll need to study the habits and thinking of people who are already living the life that you dream of. Read books, listen to audio programs, and sign up for a few newsletters created by successful online marketers.

This will give you better insight into how these people think, and how you need to start thinking. Creating a successful online venture isn't a matter of closing your eyes, taking a swing, and hoping for the best.

It takes research, planning, testing, determination, and lots of hard work. Consider the fairly common fantasy of writing a book. Many people talk about "writing a book someday."

In fact, you might know someone who says this on a regular basis (it could even be you). But how many of these people are willing to actually research the project, and then sit down to write it for a couple of hours every day until they're done?

The overwhelming majority of book ideas never get written. In the same way, most people who say they want to be entrepreneurs, even those who go as far as starting their first business, don't really have their heads in the game.

The problem is, if you move forward half-hearted, you're totally going to waste your time. You have to be ready to put 100% of your awareness and energy into making your dream of a successful business into a concrete reality.

Here are a few of the qualities you should develop or improve:

### **Confidence**

First of all, you have to believe in yourself. It's a cliché to say so at this point, but it's the truth. If you can't honestly see yourself as a success, you need to spend some time developing a strong self-image before moving forward.

I sure didn't believe in myself when I first got started. I had that awful six year gap where I kept worrying about not being able to make it as a marketer and not wanting to leave my comfort zone as a ghostwriter.

## **Momentum**

You have to get moving and *stay* in motion. This is the hardest part for many people.

Without a boss checking in on you every half hour, it's up to you to get to your desk every day and stay focused until your task list is finished. You need the inner strength to make yourself meet deadlines and keep pushing to the next milestone.

I'll admit there are days when I just have to take off. But I know I've put enough time into my business to be able to afford a lazy day if I want one. The key is to make sure *all* of your days aren't lazy ones.

You also have to create your own sense of *emotional* momentum. Even when things seem slow on the outside, it's crucial that you remain enthusiastic and always moving toward the big picture.

Look at this picture below:



That's the kind of bridge you have to build toward your own success. Only there won't be three other people helping you along. You'll be your

team. You'll be the one who has to rally the troop (you) and inspire yourself to pick up the pace and work toward your goal.

Sorry, you can't clone yourself for productivity.

## **Motivation**

Why have you chosen to leave a paying job and take matters into your own hands? If you don't have a compelling list of reasons, you should make one right away.

When challenges arise and the road gets bumpy you'll need a tangible sense of motivation. It's important to remain mindful at all times of what drives you to succeed with your new home business.

What motivates me? Several things:

- The fact that I abhor working for bosses who take my work and ideas and present them in meetings with other executives, taking credit for my work.
- The fact that I wouldn't trade anything to have a career where I get to be a fulltime mom and raise my own kids.
- The fact that I'll never have to suffer anxiety about asking for a raise from my boss again. I decide how much I'll make this year.
- The fact that I know if I want a day off to take my kids to the park or to go to the doctor, I don't have to "use a vacation day" – it's there for me whenever I say it is.
- The fact that I get personal satisfaction every day I wake up to some wonderful email from someone telling me how I've impacted their life for the better. I got two of these emails today.

One person said I'd helped him launch his eBook. Another just praised me for what I taught him about Squidoo. I don't have to wait for an end of year review from a boss to see how I'm doing – I get personal feedback from my customers on a regular basis!

I don't know what will motivate you. It can be very personal to develop this list of reasons, but make sure you do it. You might need to rely on it if your confidence wavers or you start second-guessing yourself as an entrepreneur.

## Ability to Visualize

Visualization is one of the most important skills you'll ever learn. This is the ability to create a vivid picture in your mind of the way you want things to be. I only recently began doing this – before it was “how much hustling do I have to do to get the bills paid this month?”

You should be able to see your success in clear detail, right down to the emotions you'll be feeling. Practice this daily to keep yourself moving in the right direction. You need to be able to visualize a plan.

Small action plans and major strategies need to be seen in the mind's eye before they can be written out and executed. Part of visualization is goal setting. You need clearly defined, written goals to succeed in business.

Failure to set goals will result in chaos and ultimate failure. Don't try to go with the flow all the time - have the discipline to visualize your goals and then put them in writing. Visualization is a learned skill that you can acquire with practice. So if it doesn't come easy to you don't worry - over time you'll get better at it.

How do I visualize? I literally picture how I want my day to go. Sometimes, I'll admit I get the urge to launch some sort of service-based business. Building Hub Pages, for instance.

I had built about 50 or so for my subscribers because I needed the experience for an eBook I'm about to be launching. Then I thought on a whim, “Hey – orders poured in just this one week, so why not offer this as a fulltime service like I do for [Build My Lens?](#)”

All it takes is me referring back to my visualized goal – waking up, exercising, making breakfast for the family, leisurely writing my own products, and closing shop early enough to enjoy my evening with my family – and I quickly nix the service oriented business that would have me meeting strict deadlines and writing about things I may not have any interest in.

## Diligence

Diligence can mean a lot of things, but in this case it's a reference to your ability to complete your tasks from start to finish. One reason some

entrepreneurs fail is the fact that they get half an idea and then rush into the production phase of their business.

Before you spend significant time and money on any venture, you need to make sure it's a viable idea. Is there a market for your potential product? Are you a good fit for the third party business opportunity? Do you have a sustainable interest in the niche?

Do your homework, ask questions, and be honest with yourself.

Putting adequate time into the research phase will save you a lot of frustration in the future. You might find out you were planning to spend good money on an idea that has no legs.

It's not just the research phase, though. You're going to have a task list a mile long, and you have to follow through on it. Keyword research, for instance, is something not many people enjoy.

But it's necessary when you're selling on the Internet. Of course, with some funding, you can always outsource tasks you despise – but don't skip over anything pertinent just because you don't feel like doing it.

Shortcuts can hurt your success!

## **Persistence**

Sometimes, no matter what you do, things don't go according to plan. These are the defining moments in an online entrepreneur's career.

If you try something and fall flat on your face, will you be ready to throw in the towel and go back to your day job? The bizarre truth is that a lot of people are just waiting for that first failure so they'll have an excuse to give up.

Failure is a part of life, and this is even truer in the business world. You should decide right now that **you're not going to let failure stop you.**

If you believe you'll be a success, you probably will. If you can get excited when visualizing money and new customers flowing to you day after day, these things are likely to manifest in your life.

But if you're filled with self-doubt and plagued by fear, odds are you'll struggle and sputter until you run back to your old job. If you don't think you have what it takes to succeed, then you're absolutely right!

Everyone *dreams* about working for themselves, but some people make the move – they ACT on those dreams and start living as if they're already successful online marketers, and that's what they become.



## Get Your Home in Order

As an Internet marketer, you'll have the freedom to work from anywhere in the world using your laptop. However, it's still important to have your primary work center or home office.

Psychologically, it's important to have a special area set aside where you can work every day. If you have an entire room you can use for this purpose - that's great! Of course, sometimes it's just not possible to secure a full room for your office space.

That's perfectly fine, but you definitely need to organize whatever space you have for optimal performance. I have a desk in my living room because I can multi-task during the day, watching my daughter play with her toys while writing an eBook or responding to customer emails.

I will admit it drives my husband nuts that I have clutter on my desk, but it's how I am – I have notes about ideas, reminders of things to do today, and so on. Organize your home the way it makes you feel comfortable – because this is where you'll be spending a lot of your time and you want it to feel inviting to you.

### Do Not Disturb



If at all possible, try to secure an area of the house where you can work without being disturbed.

This can be a bedroom, part of the living area, or your own private office. The key here is to have your own space where people understand you are working and should not be interrupted.

Doesn't work in my house, but that's the beauty of being a work at home mom! I constantly have one of my three kids running in to ask a question, show me their artwork, or tell me a funny story.

I *like* to be disturbed by my kids, but I can't say what it's like in your house. You might need peace and quiet.

My mom's a writer and she needs a quiet zone to bring her ideas into fruition. Everyone's different. Do what works best *for you*.

## **The Right Equipment**

Obviously, you need a reliable computer - and for best results, you need a high-speed connection.

It's fine to work with whatever you have in the beginning, but if you don't have a good machine and a fast connection, you need to find the funds to upgrade as soon as possible. Your computer needs to have basic word processing applications and a sound card.

You may also find it useful to install an HTML editor, FTP software, and a few other advanced web tools as you find that you need them. What I use is Microsoft FrontPage, Excel, and Word.

You should have a printer and a phone in your work area as well. Scanners and fax machines are also nice, but don't feel pressure to go out and buy these right away if you don't already have them.

I have all of these, but the only time I've used a fax is when I join an affiliate program and need to fax my tax forms to the affiliate program manager, which is rare.

## **Stock the Proper Supplies**

Every office needs basic supplies like pens, paper, staples, paper clips, etc. There's no need to go out and spend a bunch of cash on these supplies, as most dollar stores carry quality items of this nature.

A calendar is another important tool, and you might even want an organizer. Other miscellaneous items like a calculator, index cards, sticky notes and so on might also be useful.

The idea is to have an environment that feels like work, and that holds all of the supplies you need to stay focused and productive. My favorite supplies are white legal notepads where I can jot down ideas and notes and a ton of pens!

I also have file folders where I separate my projects and print out and staple pages like sales copy I want to let sit for awhile or emails from customers where, if they ask me a question, I can have a written record to

remind me to add it into my product so the question will be answered for future customers.

## Consistent Work Times



If you can manage to be in your designated work area around the same time on most days, you'll feel more productive.

Creating a regular schedule will also make it easier to train friends and family to avoid interrupting you during work hours.

You don't have to be extremely strict about when you start and stop working, but it does help once you get going to

give yourself a carved out amount of time for you to continue before taking a break.

## A Clean Environment

It's tough to concentrate in the middle of a mess. If you have to move a pile of clutter out of the way just to get to your desk each morning, it's likely you're going to encounter some motivation problems down the road.

If at all possible, you should create a neat, well-organized environment to work in. Make sure you know where everything is, and avoid leaving piles of unfinished work on your desk before logging off for the day.

Again, think of your home office as a place of business. Maintain a professional level of order and this will show up in the quality of your daily work. I myself have *some* clutter on my desk, but it's organized clutter all the same!

You need to make sure your home environment is conducive for running a business. Trying to work with the wrong equipment, or in the midst of chaos, generally results in poor productivity and loss of motivation. Take the time to get your home in order and your business will run a lot more smoothly.

## Get Your Life in Order

Having read this far, you probably have a pretty good idea of whether or not online marketing is something you want to explore further. If you still need time to think it over, that's understandable.

But if you're ready to take those crucial first steps, you might be wondering where *exactly* you'll go from here. The possibilities are virtually endless, but the following section will give you an overview of some basic start-up measures you can take.

### Do Your Homework

Reading this report was a great first step for you. But true entrepreneurs are never finished learning and growing.

The most successful people you know about are still reading and looking for new material to absorb. Every successful marketer works hard to stay current within his or her industry.

Get used to the idea of doing research. It's crucial to the success of everything you do from this point forward – either for your own business decisions or for the market's needs that you're targeting.

In the beginning, you'll need to do considerable research just to figure out what kind of business you're going to start. What skills and interest do you have now, and how do these translate to a potential business venture?

Research begins by investing time and/or money in the learning process. Find information about the specific types of business you're interested in and devour it.

For now, if you don't know what sort of business you'd like to start, then you can begin by learning about keyword and niche market research. This type of research allows you to see what products and services are in demand at that very moment so that you can build your business on a sound premise.

What businesses are doing well right now? Is there room in the marketplace for a new competitor? Can you make a slight change to the existing model and offer customers a new twist?

Take all the time you need to decide what your business will be about. This is an important decision that shouldn't be rushed. I always tell people who email me desperate to pay their bills, get a job – this industry is to be tackled either in your spare time or when you have the nest egg to fund you through your learning curve until your business becomes profitable.

## **Your Game Plan**

Once you have an idea of what your niche and business will be, you need a definite plan of action. Some things to consider are:

1. When will you launch your new operation?
2. How much time weekly/daily will you spend working the business?
3. What work schedule will you follow? (Will you work 9 to 5 or just weekends?)
4. What are the exact tasks that need to be completed to set your venture up?
5. What tasks need to be covered during your first month of operation?

The above list will lead you to other, more specific questions concerning your unique venture. The point is - you need to plan every detail up front.

If you'll be keeping your regular job until your business generates enough money for you to fire your boss, it's a great idea to set a target freedom date. Since you're new to all of this, it might be difficult for you to predict your monthly earnings.

You may have to just pick a somewhat arbitrary freedom date. Any goal you set now can be modified later as circumstances dictate - the crucial factor is not the specific goal, but simply the fact that you state it.

## **Recheck Your Frame of Mind**

Have a final look at your entrepreneurial mindset. You should be totally motivated about where you're headed, but remember to leave room for practical thinking. What if it takes you three months to make your first sale?

Can you deal with that emotionally and financially? It might work out that your sales start flowing in three days, but always prepare for the worst that

could happen. What if your first business plan falls apart right out of the gates? Do you have the discipline to pick up the pieces and either keep moving or return to the planning phase?

You might want to visualize the worst-case scenario for just a minute, and then tell yourself you can handle it. Don't spend time dwelling on the negative possibilities, of course. Just use this quick exercise to convince yourself you're ready for anything that happens on your road to great success.

### **Revalidate With the Important People in Your Life**

Make sure your significant other is on board with the lifestyle changes you're about to make. Let them know you're serious about moving forward, and that you'll need extra support from them in the months ahead.

Any other family members and friends you're close with should also be reminded that you need their support. And those who aren't capable of backing you up should be politely told to keep their negative feelings to themselves.

Once you've done all the research, planning, double-checking, and affirming, there's only one thing left to do:

Take the plunge.

## Go for What You Want

It's clear that you have a genuine interest in starting your own Internet-based home business. Congratulations on having the character and desire to go for what you want in life!

**Internet marketing is a great career choice.** It provides you with lots of personal freedom and allows you to give your family a level of financial security that a j-o-b simply doesn't offer.

But it's not for everybody, and that's what this guide was meant to do – weed out the dreamers from the doers.

Now it's time to take real action. When you close this eBook, don't just sit there and daydream about how great it might be to own a profitable home business! Get out there and make good things happen for you starting right now.

**Here is a basic checklist that you can convert into your own, personalized action plan:**

1. Talk with your significant other about your intentions. Be understanding about their fears and concerns, but ultimately tell them that you need their support.
2. Evaluate your current financial health. Do you have enough savings to live for a few months if your business doesn't make any sales initially due to the fact that you're being thorough in your launch process?
3. Decide how to proceed based on your savings evaluation. You can choose to quit your job now if you have sufficient funds, or you may need to keep your job and work your business part-time until it begins to produce a substantial income.
4. Set up your home office or designated working space. Create a special area that you can keep neat and as private as possible and get into the habit of spending time in this area during the rest of your preparation steps.
5. Invest in your education. Find additional learning material to increase your knowledge of business, marketing, e-commerce, and more. You can do this by visiting the Marketing Maze library as it builds, and join forums where marketers exchange ideas and share valuable tips.

6. Start your research campaign. Find out what business models are doing well, what products/services are in high demand, and how your current skills and interests can be turned into profit centers. Don't skip this step unless you're ready to learn some lessons the hard way!
7. Write out a simple plan of action. What kind of business will you start? What products will you offer and how will you provide these products? Focus on answering the basic questions.
8. Define your start-up budget. You can get started for free, but it's a good idea to find at least some cash to get you rolling. Get creative if you have to - for instance, you could list a few items on eBay (your *first* foray into one form of Internet Marketing) and use the proceeds to fund your new home business.
9. Find a support network or a mentor. You should join a good marketing forum or hire a success coach to help you stay focused and make the right choices. I personally recommend you get everything you can for free *first* and *then* if you exhaust your education options, go for the paid coach.
10. **Take action based on informed decisions!** Planning and mindset are both totally crucial to your success, but they're nothing without action, so make sure you follow through on your well-laid plans by doing something to build your business.

Gauge your feelings right now. Do you feel nervous and scared? Overwhelmed and disappointed that all those "overnight millionaire" dreams might not materialize for you?

Get this – I'm a real person with a real email address!

Imagine that! When you bought this product, you will have gotten an email from me asking if you want to hear more from me. If you said yes, and confirmed your email address, then any time you get an email from me, you can hit that reply button and ask me questions you might have or just sound off about what's worrying you.

Not many marketers do this. Their customer service skills suffer. But I learned from people who *are* concerned about helping others, so those are the role models I've chosen to emulate.

I'm here for you. All you have to do is reach out when you need help.





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