



The Warrior **MARKETER**

**BUILDING MENTAL TOUGHNESS, PHYSICAL FITNESS
AND TRULY SUCCEEDING ONLINE!**

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Introduction

*"A fine line separates a **FIGHTER** from a **WARRIOR**. One is motivated by reason, the other by purpose. One fights to live, while the other lives to fight."*

Hopefully, the quote above inspired you and made you realize that this book that you're reading now is unlike any other. It was written with internet marketers in mind because most of them face certain issues that are very unique.

While most self-help books will congratulate you on taking action and buying these books... that's not going to happen here. All too often, a quote by Lao Tzu is tossed around just to make people feel good... *"A journey of a thousand miles begins with a single step."*

People read this quote and feel very happy when they take the first step. Every New Year's Day, millions of people decide to lose weight and get fit. Their 'single step' involves them paying money and signing up for a gym membership.

This explains why most gyms make most of their money in December and January. The gyms are packed in January with people taking their single step. By March, these same gyms have become ghost towns.

Why? Why does this happen?

The answer is simple. People focus on the wrong part of the quote. They focus on the words 'single step' instead of the most important word... "*A journey of a thousand miles **begins** with a single step.*"

'Begins' is the most important word in that quote. Anybody can take that single step and most people do. What happens after that? What happens when you realize that the thousand mile journey probably requires you to take 10,000 steps?

Will you carry on? Will you take all the steps that you need to?

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The hard truth is that most people don't. The journey seems too long. The promise doesn't seem clear any more. Results aren't coming fast enough... and discouragement sets in.

They quit once the initial sparkle of the first step gets dull. They lose interest and throw in the towel and decide that it's just not worth the effort.

... Until New Year's Day comes around again the following year.

This book will put the fire in your heart to keep going when skies seem dark and the struggles are real. It will give you the strength and guidance to go from the first step to the last one where you attain your goals and dreams.

Thousands of people get on the internet to try and make money. Most quit within the first few months. Out of those who do stay, the majority quit within the first year.

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Those who do become successful often realize their goal by sacrificing their health and time with their family. Their business consumes all of their time.

The majority of online marketers are overweight or struggle with health issues. This is not a coincidence. The very nature of online marketing requires one to go through a steep learning curve and it's also very time consuming.

The initial stages of building a business is hard work before you reach a stage where you can automate your business and earn a passive income. There's just no escaping this fact.

Marketers do their best to do as much as they can at the expense of everything else. There seems to be no other way because of the nature of the internet marketing beast.

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This book will show you that being fit and being successful online are not mutually exclusive. You can build a six figure business and six pack abs at the same time.

You just need to know the right techniques and the shortcuts so that you do what matters when it matters. This book will teach you simple but highly effective techniques to shed the excess pounds.

Want to build muscle? No problem. You'll discover time saving methods that will get you there as soon as possible.

Trying to get a washboard stomach that will turn heads? That's covered too.

This book will also cover the emotional and mental issues that so many marketers go through in their online journey. You'll learn to develop mental toughness and resilience to weather the constant challenges that come your way.

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There is no fluff and untested theory here. If something can be said in two words, I didn't use three. The methods here work, if you work them.

Make a promise to yourself that you'll complete this book and apply what you learn. Knowledge is like paint. It does no good until it's applied.

"Victorious warriors win first and then go to war, while defeated warriors go to war first and then seek to win." – Sun Tzu



What Is Your Why?

Knowing your why will make all the difference. So what is this 'why' that we're talking about?

It's your reason for doing what you do and make no mistake about this - Your why will always have an emotional reason. You need to dig deep to discover why you want what you want.

If you want to get lean and fit, ask yourself why you want to do it. Be honest. Most people do not want to get in shape for health reasons... That's so boring. Oh no no no! There's always something else.

If men want to get muscular, they probably want to turn women's heads. They want to feel desirable. The same applies for women who want to shed the excess pounds. Maybe they want their spouse or partner to look at them in a whole new way.

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There's nothing wrong with a little vanity. What matters is that you know why you want what you want.

Some people do it for bragging rights. Others want to prove their naysayers wrong. Then there are people who just want to achieve something worthy in their life so that they can have the confidence to say that they did at least one thing right.

Even a person who has had a heart attack and recovers will change his eating habits and be more active for an emotional reason. They may fear dying or they want to live so that they can see their kids grow up. **This is the REAL REASON.**

They're not doing it for the sake of being healthy. You must dig deep and self-reflect until you find your underlying reason.

Why do you want to make money online? It's probably not the numbers that excite you.

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Saying that you don't have your own boss is cool. Being able to brag that nobody controls you anymore and that you live according to your own rules is really fun. Being able to buy expensive things without worrying about your finances is beyond fantastic.

These are the emotions that drive you. Your job is to find out what it is... and once you do, **WRITE IT DOWN!**

This is your Warrior Purpose.

If you want, you can even make a video where you record yourself on your mobile phone explaining why your goal is so important to you. It has to be heartfelt. You must be brutally honest with yourself.

Save the video... and keep the paper that you've written your why on. Always keep them handy.

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There will come a point when you're tempted to give up on your goals and dreams. This is inevitable. The universe is challenging you. It may seem all hokey... but you can definitely expect struggles and obstacles to pop-up.

At times like these, you **MUST** look at the why that you've written down or recorded. Rewrite it if you have to just so you remember and feel what it is you truly wanted.

This will prevent you from throwing in the towel. It will force you to choose between what you want now and what you want most. If you're tired of starting over, then stop giving up. A warrior fights to his last. That's his purpose... Your why is your purpose.

Remember it at all times... and keep refreshing your memory when the initial excitement of taking the first step starts to wane.

Fighting The Curse of Unrealistic Expectations

This curse has probably killed more dreams than any other reason... but people bring it upon themselves.

Rome wasn't built in a day. This is a very bitter pill to swallow. Success takes time. It takes time to build a business. Losing weight takes time. Building a muscular body takes time.

However, most people are impatient. We live in a world of instant text messaging and microwaves. Everybody wants results fast and they want them now. It just doesn't work that way.

Do not lose faith just because it's taking longer than you thought it would. All things come to he who waits. Keep pushing forward in faith.

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