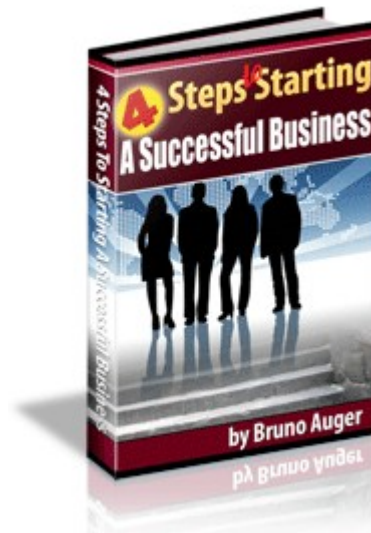


4 Steps To Starting A Successful Business



By

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Introduction

I have so struggled with trying to understand why 95% of Internet marketers can't make a dime online. I have actually sat up nights trying to understand this. Personally, I know that once I finally got enough information to put my business together, it has taken me 6 months but I am finally starting to see a profit.

So what's wrong? Why do so many people have so much trouble?

I then took a look at all the so called "guru" books out there. I bought them all. I read them all. Knowing what I already knew about Internet marketing, I wanted to see if what they were telling people to do was really going to help them or if it was just more BS. Son of a gun, the books I read, for the most part, were EXCELLENT! I kept saying to myself at each part of instruction, "I do that!" and "I do that too!"

This made me scratch my head even more. I know these books are selling. They're constantly at the top of Clickbank's best seller list. So why aren't new marketers having success with these books?

What's missing?

So what I did was sit down and make a checklist of what's in these guru books and then made my own list of the things that I do and looked to see if there was something I was doing that the gurus were NOT teaching. That had to be it.

And that's when it hit me.

It had NOTHING to do with anything I was doing or not doing. It had EVERYTHING to do with my approach to the situation.

That's what gurus don't teach. They tell you to "do this, do this and do that" but they don't really explain the why. They don't REALLY make you understand WHY you're doing the things you're doing. They don't explain it in a way where you read it and say, "Ah, okay. Now I understand why I'm supposed to do this."

If you do something like a robot, without understanding the reason why, you're going to end up missing a fine point that may make the difference between success and failure.

I'm going to give you an example right now so you understand EXACTLY what I am talking about.

Many ebooks suggest writing articles and submitting them to directories in order to get people to come to your site. Hey, great. I'll write an article, submit it to a directory like Ezine Articles and put my site link in the resource box and I'll get people to come to my site. Right?

Wrong!

And this is where we get to the parts that the books don't teach you because they expect you to use some common sense. Unfortunately, not all of us have common sense. We are creatures of following directions and we can only follow the directions that we're given.

Well, here's the bad news.

I can't teach you how to think. Honestly, I can't do much more than the gurus do. I can give you some basic instruction and hope that you understand it enough to apply it. But if you're only going to take the basic step by steps

and not put your own thought into them to improve on them, you're only going to get so far. In many cases, it won't be far enough to build an income.

In the case of the articles, if you don't write articles a certain way, if you don't write articles that people will want to read, if you don't write articles that are relevant, all the instruction in the world is not going to turn you into a successful article writer.

And therein lies the rub of having success online. It's the reason why I can take a recipe for baking a cake and turn it into a masterpiece and I can take the same recipe and turn it into a disaster.

Why?

Because when I get to the part of the instructions that say something like, "Stir until creamy", I understand what "creamy" is a lot better than others do. I have a feel for what the consistency should be.

If cooking was only a matter of following a recipe, we'd all be master chefs. But we're not. It takes an intangible skill to cook well.

That doesn't mean you can't learn how to cook or market online. You CAN develop that skill. You can learn to get that "feel" for what needs to be done.

For example, when I write an article, I know the exact spin to put on it depending on who I am trying to reach. This is something that comes over time. It won't happen overnight.

But you do need some direction.

And that direction has to start with a business plan, because that is where all marketers meet their doom right from the

start. If you don't have a solid foundation for your business, everything you build on top of it will eventually crumble. So, this brief report will be explicitly for the purpose of giving you a foundation that will give you the BEST chance of having success online.

Will it maybe require you to take everything you've done, chuck it and start all over? Possibly. I don't know. I have no idea what you've done to this point so I can't answer that. But I can tell you this; if you follow this business plan to the letter, you will have an EXCELLENT chance of building a foundation that whatever you put on top of it, stands a good chance of being there a year, or even 10 years from today.

Okay? So now that you know where we're going, let's get down to the actual building of our foundation.

Step 1 – Make A Decision

So many marketers dive into this business with absolutely NO direction whatsoever. They do what I call, “winging it” and it shows. They drift from one program or game plan to another and never stick with anything long enough to even see if it’s going to work.

So let me get this first rant off my chest right away.

Rant 1

No business is going to make you money on day 1

If you can’t accept this fact, then you are doomed right from the start. If you’re expecting to set up your business on January 1 and see your first sale come in on January 2, you are going to be in for a great disappointment. Offline businesses take over a year to see a profit. Why should online be any different? It is that mindset that dooms people right from the start.

So, your first step is to make a decision. What do you want to do to earn a living online? Write it down. Look at it everyday if you have to. Anything else that has nothing to do with your plan is NOT to be bothered with. So, if you decide that you want to earn a living online by becoming a copywriter then don’t start looking at the Clickbank marketplace to see what affiliate products you can sell. You’re going to be a copywriter. So the first step is to look to see where you can get good instruction on how to become a copywriter. Learn what you can and become the best copywriter you can be.

Afterwards, when you’re making gobs of money as a copywriter and you get bored and you want to earn money

doing something else, fine. Then you can write down another goal. But until you've completed your first goal, you are not to bother with anything else. And trust me, there are plenty of distractions online, so this will be harder to do than you know.

Why?

Here's why. As you are studying to become a copywriter, you are noticing one very important thing.

You're not making any money doing it yet. Therefore, you are beginning to become impatient, especially if you have bills to pay. It's taking too long. You can't wait for your first paying client. So you start working on something else in the meantime.

Guess what happens?

You never really put the time into the copywriting that you should and ultimately, it falls apart on you.

And then, to make matters worse, the thing that you dropped copywriting for also falls through because it didn't provide results immediately.

So, step 1 is very simple and it needs to be followed if you're going to have any chance of success.

Make a decision and stick to it, no matter how much it kills you to do it!

Okay, but what if you don't know enough to make that decision? Let's face it, if you're first starting out, you may not even know what's available for you to do when it comes to making a living online.

What then?

While I would love to cover every possible way there is to earn a living on the Internet, I just can't. There are so many different ways to do this that this report would be about 300 pages long and nobody would read it.

So, I'm going to do the next best thing. I am going to give you a list along with a brief explanation for each item. This list will comprise the most common and popular ways of making a living online. I will also try to give you an idea of what is involved with doing each item so you'll know if the amount of work involved is something you want to do.

This is probably the most critical part of this whole process because what you choose is going to be stuck with you for a long time, IF you follow the rules that I've laid out.

Okay, let's get to our abbreviated list.

Disclaimer: I am in no way endorsing all these options. I am simply pointing them out.

1. **Affiliate Marketing** – This is where you decide that you're going to promote other people's products. There are literally hundreds of thousands of products online in hundreds of different niches. The possibilities are virtually unlimited. To be successful in affiliate marketing, you will need to learn a variety of skills such as advertising methods, writing sales copy, how to use marketing tools like autoresponders and so on. Affiliate marketing can be very lucrative. It can also be very frustrating because of all the pieces that need to be fit together.
2. **Product Creation** – This is very loosely tied to affiliate marketing, except instead of promoting somebody else's product, you're going to promote your own. So, in addition to learning all the skills required for affiliate marketing, you're also going to

need to learn things like web design, content writing and so on. I don't personally recommend that people dive right into product creation as the first thing they do. But it is an option, albeit the most difficult of the list.

3. **Service Creation** – This is very similar to product creation except in this case you're creating an ongoing service for people. An example of this is Aweber, which is a service for people who are looking for a solid autoresponder. As you can guess, creating your own service is a massive amount of work. Aweber is not run by one person. They have a whole team over there. So this is also something I don't recommend doing as your first thing out of the gate.
4. **Freelancing** – This is where you learn a skill such as copywriting or programming and offer your skills to others. A good copywriter can make as much as \$2,500 for a sales page even if he's just starting out. Of course, to do anything like this, you need to get a solid education on whatever it is you want to do. If it's copywriting, you'll need to take courses, read books and practice a lot. You'll need to start out, when you feel you're ready, by most likely offering your services for free in exchange for testimonials if the copy converts well. If you're looking to become a programmer, you'll need to learn a language and also practice a lot with creating applications. Again, you may need to offer your services for free at the start.
5. **Work A Job** – Believe it or not, there ARE jobs you can get online, such as Medical Transcriptionist. To get these jobs, you will need to be very skilled in the area that they require and most likely have related work experience. Going through places like Monster.com and other work at home recruiters is going to be your steady job at the beginning. Getting a job online is not

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