

5 Things YOU Surely **DON'T** Do In Your Business!

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INTRODUCTION

I can now say, taking my 16 years of experience, and the fact that I am now making serious money on-line, that there isn't any real secret to on-line success.

For me success is a pathless land.

You can't really say that you know exactly how to get there, and you can then transfer this knowledge to other people, so they can be successful themselves.

All you really can do, the one who wants to be successful, is just to prepare the surface for success to come to you.

If I want to use an allegory, I would say that it is like demanding that a wind will come to one's room.

One can't really demand it, but one can do everything in his power to make the house ready for the reception of the wind (opening the windows, for example).

If you truly want a successful everlasting Internet business, you must do a little thing every day to grow your business.

For me that is the real magic!

The Magic of Doing.

Doing something little every day, and then with a bit of luck you will be successful.

Yet, this simple concept, that may seem absurd, is what most people fail to grasp, and implement.

They buy the latest money making product on the market, they try it out for some time, and then when they don't see immediate results, they move to the next money making product, and so on.

I don't say that you need to stick to a product if it is no good, but I do say that you need to invest in a product for some time before you decide to abandon it.

Now, there is still the question, which of the many money making products should you stick to.

Well, I have bought literally hundreds of "money making" products on and off the Internet, and I have come to a conclusion that the best way to start seeing some results is by investing one's money in step by step mentoring.

If I am going to invest my hard earned money with a person who says that he can show me the way to success. I want him not only to talk about the money or point his finger towards the money, but actually take me by the hand, and walk with me until we reach the money.

Only logical, isn't it?

Logical, but I am afraid that most people who claim that they can help you earn money only give you some general tips or general steps that you are not sure how to implement.

You also need to have a burning desire to be successful. I see a lot of people who are trying to earn money on-line, but fail because their reason for becoming successful is not strong enough.

Reason for doing anything in life is very important, and it what makes one a success, and another a procrastinator.

Procrastination seems to be one of the major factors which cause people not to reach their full potential.

Yet, if one's reason to become successful is strong enough he will override his tendency to procrastinate.

For example, you may know that building an on-line business will really boost your life, but the reason for wanting to build a business is not so strong in you. So, you will procrastinate by doing other things.

Yet, if someone gave you a strong reason why you should build a business, like pointing a gun to your head, you would have built your business in no time.

So, reason is the fuel which must be in place for one to be a success.

YOU DON'T:

1. Outsource

If you consider yourself a business owner, and not one who is trying to make money on-line as a hobby you will simply have to outsource sooner or later.

As your business grows you will soon find out that you will get much more done if you delegate your tasks.

You need to understand how **your** business operates, and if you do, then all you need is to spend your time - **managing it**.

When you just start out you obviously need to spend a lot of time / money in building your business.

You need to build your site / drive traffic to it, etc..

Yet, once you become familiar with the process you should experience with outsourcing the tasks.

This is exactly what I did (and still do) in my flipping business.

Apart from my "flipping" websites, all the other websites I have sold online (I am a website flipper) were 99% outsourced

The only things I do are:

To pick the niche I want to target.

Register a relevant domain name.

And list the website for sale after it's completed.

The things I outsource are:

eBooks Creation.

Writing the sales pages text.

The graphic creation.

Why do I outsource these parts?

I outsource these parts for two main reasons.

1) It saves me a LOT of time (also means money).

2) Quite frankly my freelancers do it better.

Why should I / you spend a lot of time doing something that can be done much better by someone else, and in a lot less time?

I now know how to create eBooks, write sales page, and design graphics, but I am really in Kindergarten level next to the people I outsource these part to.

You see my freelancers have probably been focusing on a certain task (writing articles / designing graphics, etc.) for months or even years, so of course they will be more proficient in doing that certain task than I will ever be.

I don't know about you, but I by no means want to be the person who does everything himself – the jack of all trades.

I want to focus on what I am good at, and deliver the other tasks (that I am not so good at or take a lot of my time) to other people.

Outsourcing is quite a liberating experience, and if you never outsourced before you will probably not agree with me.

I suggest that you at least try.

Don't outsource your entire business overnight, but take a certain aspect of it, and try to outsource it.

For example, article marketing.

If you are creating articles (chapters) for your eBook or create articles to submit to article directories try to outsource this specific task.

Go to freelance websites such as [Get a Freelancer](#), and post a project.

If you need some help with posting your project, here is a video that I have created, and may help you out:

<http://www.fguild.com/June29.html>

Why NOT to outsource?

I can understand why people may feel some uneasiness to outsource parts of their business.

Some reasons are:

1. I like doing everything myself – that's actually a great reason. If you really like doing everything yourself you can dismiss outsourcing because you are actually doing what you like.

Some people actually **enjoy the process** of writing articles, creating graphics, writing sales page on a daily basis, and are fine with being limited with the amount of money they can earn.

That's great.

Yet, if you want to maximize the amount of money you can earn, the only way you can do so is by **not** doing everything yourself.

2. No one can do what I do / or no one can do what I do as good as I am able to do it

Now, this is a tricky one.

If that's the reason why you are not outsourcing, my question will be:

Is your reason based on thought or on actuality?

a. If it is only based on what you think - why not try to outsource on a small scale?

Maybe you are just slightly better in what you do, and the time you save by outsourcing makes up for it.

b. If it is based on actuality – if you have tried outsourcing before or for some reason or another know for a fact that you simply can't outsource any part of your business, I suggest that you look for a new business (if you can).

I know I may be too extreme in my approach.

Yet, I do think that a business must always strive to grow, and it can only grow up to a certain point if you are doing everything yourself.

3. My Business CAN'T be outsourced

This is of course another valid reason why one can't outsource his / her business.

Yet, again if this is your reason you need to ask yourself if it is not only an unproven conclusion.

If you have never visited freelance websites before you will simply be amazed with what can be outsourced these days.

Again, I suggest that you check [Get a Freelancer](#), and browse the various categories to get an idea of what can be outsourced – believe me it's quite a lot.

YES AMIR, I have already tried the 'freelancing' websites, but I just don't like the process of posting new projects every time that I need to get a job done, and I feel that I am paying too much for freelancers anyway. Moreover, I feel that outsourcing my tasks to people from India or Pakistan, for example, is not something I want to do.

I am stating the above statement because I hear it quite a lot.

Let's start from the end.

I actually had quite a good experience outsourcing to people from India and Pakistan, and it just happens that I have become friends with many of them.

But, I can still relate to this claim.

I do find it sometimes hard to explain to people from these countries what I want to accomplish, and I get better understanding when I outsource to people from England, America, Australia, etc..

Moreover, the quality is much better.

Yet, people from India and Pakistan do charge less for their service.

Now, with regard to the first part of the claim:

"...YES AMIR, I have already tried the 'freelancing' websites, but I just don't like the process of posting new projects every time that I need to get a job done, and I feel that I am paying too much for freelancers anyway."

You don't have to post a new project every time you need a new task done. I have a few freelancers who are working for me for over an year (most from India and Pakistan by the way).

If you are happy with someone's work keep his contact details, and contact him (directly without posting a project) every time you need to complete a new task.

The good thing about hiring the same person over and over is that the prices you get become increasingly better overtime.

It's is only logical that your freelancer will charge you less than others when you give him / her work on a continual basis.

So, this is how you can pay less – just stick with the same people that you enjoy working with.

Yet, even after saying all this, I want to show you another method of hiring.

You may don't want to use this method right from the start, but think about it when you feel ready.

Many people, including myself, are starting to hire people from the Philippines.

When you hire people from the Philippines you will suddenly see that most of the problems you have with your freelancers become solved.

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