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About Drew Innes



For the past two decades, Drew Innes has served the needs of clients, business associates and employees in the Construction, IT, Finance and Personal Development Industries. As a practitioner, literally someone who has walked the talk, Drew is a recognised leader, organisational manager, negotiator and peak performance recipient, who has been recognised for his strategic intellect and ability to inspire others by influence and through his actions.

Drew's defining moment came at around age thirteen when his parents were divorced and there was a personal realisation that; "If it is to be, it is up to me". The realisation that there was no 'safety net' or silver spoon, having grown up in very humble surroundings created the 'hunger' for what began as a young person's desire to help himself and other individuals to transform the quality of their lives. Drew has spent the past 20 years studying, practicing and applying personal development and peak performance strategies initially in a corporate role in construction and more recently private enterprise and has personally founded, funded and managed (in the field and as a corporate executive) four businesses in four different industries.

A successful entrepreneur, Drew has served as Director of seven privately held companies in industries as diverse as construction, information technology, finance, business services, and personal development, and he currently holds an interest in three businesses – two in finance and one in personal & professional development. While diverse in characterisation, all the businesses served Drew's desire for contribution and service to his clients, business associates and employees.

Leaders and achievers already at the pinnacle of success in their respective fields have acknowledged Drew as a top leader and peak performer for his consistency, commitment and service. Business Review Weekly identified Drew as; "the new savvy breed of property entrepreneur", for his role in leading the fastest growing privately owned construction company in Australia, back in 1998 and recently in 2009 and 2010 Drew was recognised as a peak performer in the Direct Sales (Home Business Industry).

Drew lives and works from home in Manly Beach, Sydney Australia with his wife Lulu and two young children, Levi 7 and Avalon 3. His commitment to creating an enduring legacy that will impact future generations is surpassed only by his passion for family as a dedicated father and husband. He currently runs a successful top tier home based business in the Direct Sales Industry and his interests are in Self Development and Wealth Development. His business leverages the untapped potential of the Internet and telecommunication technologies, which gives him the portability to operate from home or anywhere in the world he choose to travel as an International trainer and speaker on mindset and peak performance in the Home Business Industry.

Drew says; "I started my current business out of a desire to create more freedom in my family's life, after a successful background more recently in private enterprise and an earlier corporate career. I realised being around my children and spending time with my wife was more important than trading my time for money. I passionately believe in two things; The development of your Mindset and Skill-set are paramount, and can set you free, spiritually, mentally, emotionally and financially. Each and everyone of us has the potential to achieve freedom, joy, abundance and prosperity if we are prepared to master our mind, follow our purpose, strive for mastery and contribute by selflessly serving others."

Contact Drew Innes at drewinnes@me.com or call +61 414 555 966 for information on his Private and Group Coaching Bootcamps

Foreword

The true world of business may be relentless. Success is rewarded. Errors are penalized. The benefit is that it keeps you realistic. You can't settle for helplessness, laziness, and bad ideas, or your business will bomb. There's a huge chasm between an thought that sounds good and an idea that really gets carried out and succeeds under real life conditions. Anybody can muster up good ideas, but most individuals can't successfully follow through with them.

Some individuals can't handle the pressure of running their own business. They worry about the hazard of failure. They're viewing it from the improper angle though. That risk is exactly the point. Risk is what helps you grow. It makes you stronger. An entrepreneur who dreads risk is like a muscleman who's afraid of barbells.

Ironclad Psychology For Internet Marketers

The Blueprint For Building A Successful Brand Online

Chapter 1:

***The Reason Why 'Normal' People Can Never Make Money
Online***

Synopsis

Well, it's about time someone set the record straight and traversed all the hype. There are way too many web sites online promising individuals that they'll make gobs of income almost overnight and it has to cease. The cold hard truth is, there are a few individuals who will NEVER make money on the net. Why is this so? Well, this chapter is going to explain, under no uncertain terms, why a few individuals are bound to fail.



Know Why

Let's kickoff with talent, skills or whatever you prefer to call it. If you study a few of the sites out there, you'd think that all you have to do is press a button and POOF...the income comes dropping from the sky. Simply it doesn't work this way. Any business, and I don't care what sort it is, calls for work and a good part of that work calls for either some sort of skill or training or the money to hire trained workers to do the work for you.

For instance, let's say you just would like to run a simple marketing business where you compose articles to promote affiliate products. The model for this type of marketing is in reality very easy as far as the steps involved. However, there's a lot of skill and talent needed to make this model work.

For starters, you have to be able to write. Different than popular opinion, not everyone is able to write. About individuals have absolutely NO composing skill whatever? What are these individuals going to do? Sure, they may try to get the training. There's no guarantee that they can make it work, particularly if English isn't their mother tongue. Sure, they may merely outsource the writing to someone else, but that takes money. And a few individuals don't have any. That's a fact of life that isn't going to go away.

Prior to you even getting to the point of writing, there are additional skills that are required, like keyword research and niche research. For sure you want to discover a niche where individuals are spending money and a product that's been proven to sell. This isn't an inborn skill. It needs to be learned, just like everything else.

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