

'Fail As Fast As Possible' And Other Contrarian Business Success Secrets

Some straight talk about success, life, failure, business, marketing systems and why you should fail as fast as possible! Includes BONUS Material: "Internet Brainstorm!"... Real Business Ideas From My IDEA Notebook!

WARNING: This short guide is about getting everything you want in life and in business including why your not making any money right now, what you need to do and *think* to make money, how to discover the most important thing in life, how to start marketing like a maniac, where most people go wrong when starting an Internet business, why your back really is against the wall and how to live like you really mean it and how to fail faster than ever and why that's a good thing.

No responsibility is assumed or implied for your success or lack of success since you are a unique individual with a unique life experience and set of skills. You are the only person responsible for your success. Live with it. You have no one else to blame, criticize or use as a scapegoat. Lesson 1, complete.

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Introduction

===== I Learned How To Succeed By Failing

Making money in a business of your own is not easy, but it is *simple* -once you know how. I'm going to give you several plans (see the Bonus section starting on Pg 35) that will help you make as much money as you want.

Why?

Because once you've completed these 8 Chapters and the Bonus Section, Internet Brainstorms!, you'll believe it *is simple* and that you *can* do it. If I can help you get what you want now you'll have lots of money to spend with me later ;-)

You probably realize -- starting a business online or offline is not easy to do! That's why I prepared this report - to help you as much as possible.

In other words, an online biz is not as easy as everyone, especially those online 'gurus', say it is.

So what can I offer you?

Well, you see, I've been making my living online since 1999...and I've learned a lot about being a failure.

I can hear you saying, "*You've learned a lot about being a failure*"??

Yep. So how does that help *you*?

You see, I think you need to learn about 'failure' and what to avoid, before you can be successful. Does that make sense? In fact, I teach a core principle of success in my other business training information products that goes something like the following. In fact, I believe it IS THE KEY to success in business:

"Fail as fast as you can, so you know FINALLY what REALLY works."

You've probably never heard anything like that before... and that's why you're not successful as you'd like to be - yet.

But here's the key that opens the door to this powerful technique:

Fail with as little money and time wasted as possible. Then when you do find something that works you have both the time and money to pursue it to make you rich.

You see this is a HUGE secret. What happens when most people fail... at anything?

They STOP. They don't go forward anymore. They just stop taking action because the failure hurts so bad.

That is why success is so rare! No one thinks about success this way... if you knew that one failure brings you just one step closer to succeeding, wouldn't you want to fail as fast as possible too? Most people will want to fail faster!!

See what I mean? It all depends on your point of view. Don't ever let a little failure stop you. Learn from it and keep going, success is just around the corner!

I'm not a 'guru' or anything, just a regular guy that failed a lot before I finally found success online. But I failed more often than I succeeded.

Hey! Even professional baseball players FAIL more than they succeed at hitting the ball... they fail 6 out of 10 times! But 4 times out of 10 they hit the ball and a batting average of .400 is considered very successful in baseball!

How much success have I had online? I don't like to tell... but just to encourage you I've made as much as \$62,000 in ONE month online and as much as \$43,000 in 3 days. That's no guarantee you will do as well or that you'll make any money at all. But I will teach you everything I know about making money online for the reason I stated above:

You'll have so much money that you won't blink when I ask you to buy my latest product because you know what I teach really works 😊

I started with nothing and still spend a lot less than most businesses on advertising and marketing. Most of my marketing is guerrilla style marketing which cost me nothing.

Dan Kennedy once said that, "if you can't make money WITHOUT money, you can't make it WITH money" - and that is 100% true. So you don't need much money to get started online, you only need the right information.

If that sounds like the kind of business you'd like to start, I can help you, BUT only if you are willing to learn.

So my question is: What do you say? Are you willing to learn?

If you'd like to hear more about the REAL secrets to success online... stay tuned.

And remember as you read this, believe it or not,

"Failure is the key to your success! So fail fast, learn what works and keep doing it!"

But also remember:

The key that opens the door to this powerful technique is to fail with as little money and time wasted as possible. Then when you do find something that works you have both the time and money to pursue it to make you rich.

I hope you stay with me to find out more about the REAL way to succeed and make money in business...

Best wishes always for your success,

A handwritten signature in dark ink, appearing to read "David Walker". The signature is fluid and cursive, with a long horizontal stroke at the end.

Founder Of You Can! Make A Living Online!

<http://www.internetcoachingprogram.com>

CHAPTER 1: It's Not Your Fault (...or is it?)

The year was 2001.

One day I woke up and decided that I was tired of being 'poor'... not having money, not having any freedom...

I was working in a job I hated.

I was coming home tired every night, stressed out and full of anger- mostly at myself for being so 'stupid'.

After all, it seemed like everyone was successful on the Internet EXCEPT me. I felt stupid.

I wasn't stupid, but I FELT that way. I was searching for the answer, but it seemed to be hidden.

I prayed ... nothing.

I asked for people's advice... nothing.

Most people were as stuck or worse off than I was.

So what did I do? You will see... you will see :-)

But let me ask you this:

Have you gotten to that point yet? Have you made the money you thought you would or are you still 'spinning your wheels' trying "this", trying "that"?

How many e-books have you read about 'Internet Business and Success'?

How many times have you told yourself, "This time I'm REALLY going to take action!" ?

Maybe you've even started your online business and you've had some success... but not as much as you thought you should have had.

If that's YOU, then you need to hear this:

It's probably NOT your fault.

But wait...

Do you really believe “it’s NOT your fault?”

You see, if you believe it’s not your fault then you’re always looking for someone to blame for your current circumstances and failures.

Think about this for a moment:

“Hey, how did ‘gurus’ become gurus in the first place?”

Think about it...

Don’t worry... I’ll reveal the answer in a minute...

Let me say, first, that you are missing ONE THING. You are missing something that no one is telling you about.

This ONE THING is keeping you from success and without it you're doomed.

What is it?

It's ... are you ready?

You're not succeeding because you are THINKING too much about what you should do instead of doing it!

Frankly, you have no one else to blame except yourself. It is your fault. Just like it was MY fault for being poor and working a job I hated. I CHOSE it. I chose my life. Everyday you choose what you do with your time... no one forces you to work a job you hate or be poor. It’s hard to take, but it’s the truth.

I'm not saying you shouldn't take your time and PLAN what you're going to do, but once you've decided what you really, really want to make more money, and you're really, really tired of being poor.... then make that plan and take action on it!

Basically the world is divided between 2 kinds of people:

1) Doers

and...

2) Talkers

The question is: Which are you?

A DOER or a TALKER?

Be a doer... success comes to those who TAKE what they want by DOING something that gets them closer to their goals each day. Even if you're wrong, doing something is better than doing nothing.

You'll never hear anyone else say this in the same way I will, but it's 100% true:

NOTHING, and I mean NOTHING beats PERSISTENCE.

You can be stupid, poor and ugly, but if you're persistent enough about working toward what YOU WANT (which means that you are FOCUSED) you will SUCCEED!

Period. You WILL succeed. If you do NOTHING else the rest of this year, just implement this ONE simple piece of personal advice I'm giving you today and you will see your success skyrocket.

That day in 2001? The day I decided I was tired of being poor?

I made \$4,870 in 24 hours. I took action on an idea I had and BAM! Money started flowing in like water over a bursting dam. That's how powerful taking *action* is.

Chapter 2: A Real Secret About Making Money...

Did you enjoy the last chapter?

Isn't it great to finally understand that nothing is holding you back from succeeding except taking *action*? You are truly FREE!

Bottom line: If you're *persistent and take action on a daily basis* you can have success in your life.

Not convinced yet?

Ok, let's plod on because you will be.

All you have to do is be persistent about working toward what you want and BANGO! You'll get there!

Being super-smart has nothing to do with success. The average guy or gal has the same chance of success as anyone, as long as they work a little every day towards their goal.

Isn't that great news! You don't have to be special, or rich or have an advanced degree - you just need to be persistent!

OK... Time for some more no BS, straight shootin' :)

There is one thing you need to do to keep yourself motivated toward success. At least it helps me and I know it works.

"Real students of success love to read about successful people in their chosen field."

Why?

Because you can 'learn' from them... see what other successful people are doing - how they overcame obstacles, setbacks and disappointments. You can overcome anything once you know how by using role models.

For example, great students of marketing love to read 'sales letters' and offers they get in the mail and in their email.

A great sales pitch gets me excited because I KNOW that if it works I can use that idea in my business too (without copying word-for-word of course – by the way - "ideas" cannot be copyrighted, only the exact WORDING of the idea can be copyrighted :)

If the idea of getting another sales pitch in the mail or online turns you off, then think of it as a learning experience.

If you still hate it... then you probably should consider a field other than 'marketing and sales'. There's no shame in saying your just not cit out for it. Move on and do what you really love.

You have a choice to make like find another business to be in. I love marketing and sales - whether it's online or offline. It's the most exciting business I can ever hope to be involved in.

I give myself a raise anytime I want, I love creating products and sales letters and watch as the responses from my efforts come in.

But If I ever stop learning, I'm dead... you have to be a student of marketing if you're going to succeed online or offline.

Like I said, if you don't like getting sales pitches then you're probably not cut out for the marketing business, but that is ok.

If you're still with me, let's move on.

You see, I've discovered a real secret about making BIG money.

Not a 'made up' secret... not a secret that everyone knows about already.

A REAL secret.

At least I have NEVER heard anyone talk about this before... nope.

And, I'm going to fully reveal, without cost, what this real secret is in the next Chapter... free.

But before I close today, I want to leave you with an important point.

This lesson is pretty simple but very, very important:

Look at and read the offers that come in your email and in your mail box.

Study them.

What is it about them that you don't like?

What is it about them that is attractive and interesting?

How would YOU do it differently?

Study, ask questions and learn. There is money being made online with email marketing and offline with direct mail... lots of money.

You can't see the money change hands, but it's there.

Believe me when I tell you a small fortune can be made doing one simple thing: Sending simply written emails and letters or postcards to people all over the world.

Millions of dollars change hands DAILY. It all starts with a simple email or letter or postcard. It's called Direct Marketing and it's the best, and easiest business in the world. And you can do it from home.

At least I think so...

Chapter 3: A Real Hidden Secret To Success

In the last chapter I sent I told you I would reveal a 'real' secret to success - at least it has helped me.

There are a few other things I really attribute to my personal success.

Let me share with you a few of them before I give you the 'secret' I told you about.

First, when I have some success it is always because I was totally 'focused' on a specific goal.

Whether it was finishing my book that I wrote or completing a video or whatever... I was focused on achieving one thing at a time -- so focused I thought of nothing else until it was done.

I would drive my wife nuts because even at dinner or while at one of my son's games she would look at me and see that glaze over my eyes - I was focused on the task I committed to finishing and not on dinner or the game.

She'd ask me something and I'd say, "Uh... what Honey?"

I had no idea what she said to me. Thank God she's a patient woman ;-)

Second, I had written down what it was I wanted to accomplish before I started it - whether it was finishing up a project or developing a new product.

I just took a simple yellow pad and wrote what my idea was, what I thought it would look like and what the real benefit would be to my buyers.

That's it...

“I got it out of my head and wrote my idea on a sheet of paper.”

I saved all of these sheets of paper over the years and to my utter amazement EVERYTHING I had written on them have come into reality!

Every idea I wrote down and sketched out has become REALITY.

It blows my mind.

I learned that **ideas are REAL**... if you bring them out into the real world by writing them down... on a simple piece of paper. It BECOMES REAL when you SEE it in WRITING. Things start to happen. Weird, but true.

I'm still a bit shocked...

Third, I let nothing stop me. Not computer viruses, not the weather, not interruptions, not bad moods, not colds, not anything.

If I didn't feel like working on my projects I just say to myself, "Do it anyway".

If I had a cold or a sore back from yard work or painting and didn't want to work on it I'd say to myself, "Do it anyway".

And I did it.

Lastly, and this is the BIG secret I learned:

You and I have dual personalities :)

One side of yourself loves to BUY stuff. This side of you wants to be fulfilled and buying things helps to fulfill your wants and needs.

Nothing wrong with that.

The other side of you, the side that wants to make money is DIFFERENT.

You see, I've found that there is a side to yourself that can be 'switched' on... and can automatically make you money if you understand that it is there.

It's uncomfortable at first, but later you'll see that without this side of your personality you'll never make any money in business.

I first discovered this side of myself when my back was to the wall... and I needed to make some money or I'd end up losing my house.

That's what it took for me to find it.

Don't wait too long for you to find it.

I call it a 'sales personality'. I have a side that loves to buy ('fulfilled') and I have a side (now that I found it) that loves to sell.

But I also discovered that selling is NOT about money.

Let me repeat that, "**Selling is NOT about money**".

Well, it is sort of... but it's more about finding the products and services that people WANT and the triggers that make them BUY now.

Once you meet your sales personality, and accept this 'side' of yourself you'll understand, finally what has been missing in your business.

Most business owners love the business they are in-but HATE prospecting and hate selling.

I don't blame them. I hated selling too, until I understood that selling is not about money – nope - **it's about helping other people getting fulfilled and helping them get what they want.**

Money is simply the benchmark you use to measure how well you're doing helping other people get what they want.

Let me repeat that, *"Money is simply the benchmark you use to measure how well you're doing helping other people get what they want."*

Your lack of money is only an indication you have not found out how to help other people get what they want.

The question is how do you switch to this side of your personality?

It's a tough switch.... I won't sugar coat it.

It means THINKING about what other people want for a change, instead of thinking about what YOU want all the time. (Thinking about what YOU want all the time is your BUYER personality, not your SELLING personality!)

It's thinking about how you can HELP other people and get paid to help them (you're not a non-profit after all :)

It's about thinking, at times, about how to reach your income goals (one measurement of your success) and what you have to do (legally and ethically) to make your goals.

It's about thinking about 'value'... how to create value, how to build a value proposition and how to make your offers completely irresistible because you KNOW that your product will HELP someone with a problem they are having...

That's also worth repeating, *"Your products should help people solve a problem they are having"*.

Helping others, or giving them what they want, as part of a 'value' exchange is what business is all about.

More in the next chapter...

Chapter 4: Are You The Cynical Type? (Me Too)

In the last chapter I told you about my 'real' secret to success.

It was finding my 'sales personality' - the side that loves to help other people get what they want.

That's what selling REALLY is... the problem is most people do not see it this way.

If you're a buyer and you see a 'sales pitch' your first reaction is, "He's just trying to sell me something to make money so the product must not be any good."

I'm cynical too. With all the marketing messages we are bombarded with everyday, skepticism is normal ;-)

And, for most offers, you're *probably right to be skeptical*...

But then there are some offers that seem really genuine... there's something about the offer that lowers your natural defenses and gets you excited... or at least 'interested' in the offer.

What makes the difference?

Sincerity, honesty, truth... well, yes.

But there is also a 'realness' about the person who wrote the offer you're reading.

They are **believable**, or **real**.

You get to know the person - they tell you about themselves and make you feel like you 'know' them and you feel like they are writing to you, personally.

The writer says things in a certain way that make you believe what he is telling you - he's credible and convincing.

THAT is selling. If you're writing sales letters here's the secret you need to keep in front of you:

Selling is all about creating a relationship with your reader.

You reveal something personal... you reveal that you're not 'perfect', that you have faults too.

You're 'real'.

You empathize with your reader. You then reveal something about them to let them know you really KNOW them too.

How can you reveal something about *them*?

You don't KNOW who they are? You're writing to 1,000 people - HOW can you reveal something about them??

Well, if you can't, you don't know your market.

Your market shares common problems and pains and you need to REMIND them what they are before you can sell them anything.

You need to KNOW your market... before writing anything.

Why?

Because your product or service is going to SOLVE that problem or HEAL that pain they have.

And if you don't know what your market wants, what problems they are having and what gives them pain then you have no market or you're in the wrong market.

Your market is a specific group of people who share a problem, pain or deep desire.

In most cases your best market is the one you are also in. Let me explain.

- What was the last problem you've solved?
- What was the last urgent difficulty you conquered?
- Are you having a problem right now that you're seeking a solution for?

THESE are your markets. You've been through the pain, and found a solution. I bet thousands of other people have had the same problem, and they would love to hear about your solution.

Or if you haven't found a solution yet, what 'resources' have you found that you can share with others who are still struggling with that problem?

The problems you've overcome or are going through right now is the best market in the world, because you are in that market!

Then you find a product or service that solves the problem, heals the pain or satisfies the deep desire they all share in common just as it has for you.

The sales come when you convince others with the same problem you've had, beyond a reasonable doubt, that the product you've discovered will solve, heal or satisfy them in some way.

And to tell the truth... you don't even have to be *that* good to make sales and make lots of money.

Even if your marketing and sales messages stink, and you don't convince anyone to buy your product or one that you recommend as an 'affiliate' ... you can still make a ton of money if you do just ONE thing... ONE thing that 99% of all business owners NEVER do, or if they do it, they do NOT do it correctly.

The 'secret' to THAT statement will be revealed in the NEXT chapter ;-)

A real cliffhanger, huh?

Chapter 5: If You Don't Succeed At First, Don't Worry!...

In the last few chapters I sent I told you about my 'real' secrets to success.

My last one ended with:

"And to tell the truth... you don't even have to be that good to make sales and make lots of money..."

And...

"Even if your marketing and sales messages stink, you can still make a ton of money if you do just ONE thing... ONE thing that 99% of all business owners NEVER do, or if they do it, they do NOT do it correctly."

Let me give you a bit of background here because I think you may not understand the full implications of what I will reveal to you without it.

First, when I was getting started in business I tried just about anything (legal) to make money.

Several years ago I tried selling some audio tapes from a famous audio program publisher. The programs were great! I loved them. I was able to get them wholesale if I purchased them in lots of 3 or more.

I put together a catalog and sent them to 500 business professionals in my area.

What happened?

Nothing.

Not a single call. Not a single sale.

Ok... "no problem", I said, "I'll try something else".

I was traveling near New York City and stopped in a little crafts store.

The store had these really cute wooden rabbit toys that had wheels and were on the end of a stick that you could use to 'walk' your rabbit. When you walked your rabbit, the wheels moved the hind legs up and down just like a real rabbit!

I thought that was a really cute toy and it was really fun 'walking' your rabbit around the store.

I bought one.

I took it home and thought about it for a while and decided to copy the 'idea' ... but instead of an rabbit I made 'ducks'... they had little 'flaps' on the wheels where the feet should be and when you 'walked' them they waddled just like a real duck!

I took them to a little crafts and gift store in my area and showed them to the owner.

He loved them!

He placed an order for 50 that same day and he said, if they did well, he would order more. I told him that I appreciated his order and that I would be back in one week with his ducks.

I didn't even get a deposit! I was too excited I guess and forgot... I was thrilled!

Wow... an order for 50, my first day!

I was so excited I went straight home and, after the excitement had dissipated, I thought about it for a minute and realized how long it would take me to make 50 of these 'walking' ducks!

How would I EVER fill this order for 50 ducks in only a week!

It took me the better part of a day just to make ONE!

Now I was only 18 or 19 at the time and quickly went to the only person I knew who was the least bit mechanical or handy - my father.

I said, "Dad, the good news is I sold 50 of these! The bad news is - how am I going to make 50 in a week? It took me all day just to make one!"

He thought about it for a while and said, "Well, the first thing you need to do is make 'templates' for all the components that make up one 'duck'. Then, instead of cutting one part at a time, cut 50 of each part at one time."

Made sense to me... I made the templates, cut out 50 pieces of each part at one time instead of one at a time, and I got the entire order completed on time!

I delivered the ducks to the store and when the store owner saw them he was very happy! As I was unloading them (out of my car) he had sold 2 of them to people in his shop before I finished setting them up!

He came over to talk to me and said, "Listen, I have a store in Cape Cod too. I'd like to place an order for 100. How soon can you get them to me?"

Now that I had a 'system' in place for making them I said, "One week". He paid me for the 50 ducks I delivered that day and gave me a 50% 'deposit' on the 100 to be delivered in one week.

Man! I made some real money in business! This was great!

I went home excited again... but then it occurred to me, "If it took me a week to do 50, even with my system, how will I possibly make 100?"

Again, I went to my father for advice. He thought about it for a while and said, "I was at this workshop the other day where they employ handicapped people. This shop had wood-working tools and maybe they could cut the pieces you need in their shop, then all you would have to do is assemble and finish them."

Wow...what a great idea!

I went to the shop and asked if they did any outside 'contract' work. They did!

I showed the shop foreman my 'templates' and gave him the dimensions of the pieces and he said "no problem". He quoted me a price and it was very reasonable so I gave him the order.

Within 2 days he delivered all the pieces I needed to assemble 100 complete ducks!

Within 7 days I delivered all 100 ducks to the store.

Again, the owner was thrilled and paid me the balance of the order on the spot.

He said he already sent 30 or so ducks he had from last weeks order down to his Cape Cod store and they sold out within 2 days!

One of the buyers was the Chief Medical Officer at Walter Reed Army Medical Center in Washington DC!

The store owner said the Doctor kept it in his office and walks his 'duck' as a way of reducing stress in his job.

Great idea I thought!

Over the course of the next year I sold thousands of ducks in my area to people who used them as gifts and 'stress reducers' in their offices.

What's my point?

Here I was a 19 year old kid and I had an entire business built in a few weeks time because I:

- 1) Took action (*there's that word again*) on an idea**
- 2) Was bold enough to start actually selling the product**
- 3) Asked other people what to do when I got stuck**

And you know what, I didn't have to write a sales letter and I didn't know a thing about 'marketing'.

But I had a 'hot' product and a market that was ready to buy it.

So what's the... "ONE thing that 99% of all business owners NEVER do, or if they do it, they do NOT do it correctly."?

They don't sell what people want.

They sell stuff that no one wants just like I did when I tried selling those audio programs.

Now you can twist and turn and change your marketing message so that your product is better positioned, but listen up:

If no one WANTS it, it isn't any good. Stop selling it and find something else to sell that's better!

That's what I did- I stopped selling the audio programs and found something better!

The only way to tell if someone wants what you're selling is to get it in front of as many people as you can WHO ARE LIKELY prospects, for as little money as possible, and see if they buy it...

If they DON'T... then move on and sell something else.

Let me repeat that,

"If enough real potential prospects see your product that you have accurately described how it will benefit them and they still DON'T buy your product... then move on and sell something else!"

There are some things that people just do not want, and you may have one of them ;-)

Life is too short to sell things no one wants...so move on and sell something they DO want.

If they DO buy it... then the next Chapter will help you make the maximum amount of money possible easily and automatically.

Stay tuned...

Chapter 6: Where the Real Profits Are In Business

In the last Chapter I shared with you the idea that:

"The only way to tell if someone wants what you're selling is to get it in front of as many people as you can WHO ARE LIKELY prospects, for as little money as possible, and see if they buy it..."

If they DON'T... then move on and sell something else.

If they DO buy it... then tomorrow's message will help you make the maximum amount of money possible." -----

OK... get ready and listen carefully...

The real profits in your business will be made by:

- 1. Getting more prospects to inquire about your products and services...**
- 2. Selling multiple products to the same buyers over a long period of time,**
- 3. Getting them to buy higher-priced products (such as coaching, seminars, etc)**

In order to do that you need to give prospects and customers an awesome experience when they do buy something from you.

If you sold them a book on "how to make money online" you better give them something they haven't read about before from 100 other people selling books on "how to make money online"! and include some unique bonuses -not the same bonuses everyone else is using.

Yes, those 'resale right' give-away ebooks could be killing your sales if you use them as bonuses because everyone already has them.

When you do give your customers more than they expect you'll dramatically increase their lifetime value as a customer and that's where the real money is.

What do I mean by 'lifetime value of a customer'?

For example, someone on your list will buy one of your lower priced products for \$29, then, if they like that and you truly delivered more value than they thought they would get, they may consider your \$400 product, and then if

they like that they will attend your seminar or join your coaching program for \$2,500+ etc, etc...

They may also buy other low-priced products from you over their lifetime which also increases their value to you.

Now, you may have heard this already- that the real money is in 'repeat' business - well here's a secret about getting 'repeat' business... the one I said will help you "make the maximum amount of money possible":

Follow-up. Follow-up. Follow-up. Follow-up. Follow-up.

A real secret huh?

Most businesses (and probably yours) work very hard to get a customer for the first time, but they have NO system in place to follow-up with them.

Why would you want to follow-up with them?

To sell them more stuff, of course ;-)

That's why I love the Internet.

It's EASY to follow-up with your prospects and customers.

All you need is an 'autoresponder' account or email software.

But most businesses, especially those 'brick and mortar' stores, shops and services have NO systems in place for following-up.

And, they are losing tons and tons of money.

If you're doing any kind of business (on or off the Internet) you need a follow-up system.

If your business is not on the Internet or you're not using the efficiency of the Internet to follow-up automatically with your prospects and customers then you're missing out on a lot of profit and extra business.

It's not about 'websites'... websites make you no money at all. They are an expense, unless you use them to capture leads, automate your follow-up and close sales.

Even if you have a 'bricks and mortar' business like a gift shop or retail clothing store, you need to keep in constant contact with your customers. If you're not using an email autoresponder or a 'system' to follow-up with your

customers and prospects like SendOutMagic.com which sends out marketing messages for you in the mail, automatically - I guarantee 100% you are losing money to a competitor.

In my next lesson I'm going to tell you something I've never told anyone before... not even to students who have paid as much as \$997 for my exclusive online training course.

There are only 2 Chapters left... and the last one's a killer!

Chapter 7: The HUGE Mistake I Made

In the last Chapter I told you that,

"I'm going to tell you something I've never told anyone before... not even to students in my online training course."

First, let me tell you a true story.

My very first successful business, was doing odd jobs for people around my community in Upstate New York.

I was 14 years old at the time.

I advertised in the local paper. If I recall correctly the classified ad said, "I'll do anything you need around the house. Clean, pick-up trash. Anything. Call 7XX-XXXX"

I got calls right away and lots of jobs. Mostly jobs no one wanted like cleaning out garbage from rental apartments or backyards full of trash. I charged by the job and made some pretty good money that summer.

When I needed help on a bigger job, I'd enlist the help of some of my friends and we'd split the money.

Then I got busy with something else and stopped doing it.

My next business was a publication my brother and I put together called "Cars".

We took pictures of cars people wanted to sell and put them in the publication with 3 lines of text under each picture.

Most of the advertisers were local car dealers.

My brother sold the ads and I designed the pages, took the pictures and 'pasted up' the publication for printing.

We got a small newspaper in a near-by community to print the 10,000 copies we distributed. Believe it or not it cost us just \$175 for 10,000 copies of our publication, with color on the front page!

The publication was a great success. The car dealers loved it - so it was an easy sell. It was another way for them to promote their cars.

My brother's daughter got really, really sick and he had to stop the business so he had time to take her to clinics and specialists so we sold the business (for peanuts).

My next 'business' was a graphics biz. I has some artistic talent and had painted a larger-than-life picture of BigBird, from the Sesame Street character, on my nieces' bedroom wall.

It looked great! And she loved it!

My brother said, "Why don't you make some money doing this?"

So I placed another classified ad in our local paper that said something like, "I paint cartoon characters on walls. Great for kid's bedrooms. Call WallGraphics 7XX-XXXX"

I got calls and lots of people wanted me to do other things besides kids bedrooms - I got jobs doing 'wall graphic' designs in kitchens, living rooms and recreation rooms.

I had a problem with one customer and decided to stop the business and moved on to something else.

The next business I started was the one I told you about a couple of emails ago- the 'walking duck' manufacturing business.

What I didn't tell you was that after a year of making 'ducks' I started focusing on other things and let the business die a slow death until there was no more business.

One of the things I learned over the years is that you can have a great idea and actually start making money in some little hobby or small business then, for whatever reason, it just dies because you give up on it or you get rejected a few times and suddenly it's not 'fun' anymore - so you quit.

Of course, the businesses I described above were all started before I was 20... so maybe it was just inexperience on my part.

But there were two very, very important reasons I never took these businesses as far as I could have and these are the two things I never shared with anyone until now ...

These two reasons may save you from a huge mistake in your own business.

#1 Reason I Quit Before I Had A Chance To Succeed:

- I never had anyone I could turn to for business advice. Except for my father, who was not a businessman, I had no one to talk to if I ran into a problem. I had no encouragement at all. In fact, when I was successful in some business my parents thought it was nice, but treated it as a hobby and as something to do until I graduated from college.

No one really sat me down to encourage me to continue it, expand it or make it successful in anyway.

My life would have been much, much different today if I had someone to turn to for real-life business advice.

I didn't need anyone to hold my hand, but meeting with someone once a month who knew what business was all about would have really helped me.

#2 Reason I Quit Before I Had A Chance To Succeed:

- I was totally un-focused and distracted. I found some success, took it for granted and went on to do something else before I fully realized the potential of the business I started.

Each of the businesses I started, made money... some I liked, some I didn't like (like the cleaning jobs). But I could have easily hired someone to do the jobs I didn't want and I could have grown them into substantial enterprises!

But, I was totally un-focused and it cost me a lot.

Then, life happened... I went to school, got a job, a career, got married, had kids - 4 at last count ;-)

Obligations, responsibilities put my entrepreneurial instincts on hold... until the Internet came along 20 years after my last business was started.

I knew it was an opportunity I could not ignore- so I dived in head first in 1999. I actually started selling stuff online in 1996, but didn't get serious until 1999.

For 2 1/2 years after starting my business I struggled... almost to the point of bankruptcy.

What I've written about in the last few chapters I hope will keep you from ruin... and if you're on the brink of it right now (as so many subscribers have told me they are) then take what I am about to share with you in the next letter to 'heart'.

Also, you need to read the “PS” after the end of Chapter 8 very carefully because I show you exactly how I was able to build my business.

Then, the “Bonus” section gives you specific money-making ideas you can use to create a business. I revealed a number of high-potential ideas in an interview I did with my friend, Scott Foster. That will help you finally start to take action because you'll have a specific plan to get started on!

In the next chapter, I'm going to share with you the absolute truth, like you've never heard it before, about how to ‘think’ about success based on my own personal experience.

Chapter 8: What? Fail Faster For Success?

This is your last Lesson!

I hope you have enjoyed them and profited from them!

Today's Lesson is a little different. Instead of showing you how to succeed, I'm going to show you how to fail.

I think you need to learn about 'failure' and what to avoid, before you can be successful.

Why?

Because, you'll be a lot closer to success if you learn how to fail, and fail fast... and more importantly how not to be afraid to fail. Never, ever be afraid to fail.

It took me the longest time to figure this out so please, I'm not BS'ing you here, I'm straight up... this is a matter of life and death.

Let me explain...

You have one life, one chance to do something with it.

But if you don't fail ever, or are afraid to fail, you'll be forever 'waiting' until you have the perfect product, the perfect 'system', the perfect timing, etc...

Forget 'perfect'... JUST DO IT.

Everyone fails... the only difference between you and really, really successful people is that really, really successful people try more often and fail more often than you do because in their mind 'failure' is NOT 'failure', it's a stepping stone to success... that's all.

If a pro baseball player is considered "successful" if he only hits 4 times out of 10 (.400) how can you expect to do better than that?

You take the losses and move on. You know one more thing that will help you hit better next time.

You don't have to get it 'perfect', you just have to get it going.

Imagine this for a moment:

You're at the end of a dark alley way and our back is against the wall... there are 3 guys coming at you with knives and there's no escape.

Are you going to worry about 'failing' to defend yourself?!

No, you're going to pick up the closest thing to a metal pipe within reach and start swinging!!

'Failure', although a possibility, is NOT an option... your LIFE is at stake.

"Failure" will be defined in this situation as getting cut a few times by the thugs slashing at you... but your ONLY JOB is to SAVE your LIFE-you're NOT going to worry about a few cuts (i.e. failures)!!

Right?

What will you do to SAVE YOUR LIFE? Will you even consider 'failure' as an option in this situation?

No. Total failure is not an option. So you'll do anything within your power to save yourself.

Marketing is like that 'pipe' you used to defend yourself.

Marketing can save your life... you just don't realize that your life is on the line.

Life is subtle... it's not as "stark" as the imaginary scene I've painted for you above.

But let's do another "what if"... instead of 3 thugs coming at you with knives, let's say they are "credit collection" guys... and they are coming at you ready to suck every bit of cash and life out of you, take all your possessions, ruin your marriage and leave you heaving in pain in the street- homeless.

What are you prepared to do? Is failure (homelessness) even an option???

Are you going to pick up the 'marketing' weapon you've been learning about to defend yourself and finally make some money so you can get these freakin' idiots off your back?

Are you going to sit back, relax and let them beat the crap out of you? Or are you going fight and save yourself by paying what you owe and finally being free!?

Life is subtle... there are all kinds of dangers out there... BUT... life is also great and you have ONE CHOICE to make: How you're going to live.

Here's one truth about LIFE that may change the way you live every day:

"No one, and I MEAN no one, gets out alive."

So what are you afraid of?

Yep... your back REALLY is against a wall- no more analogies... the danger is living a life 'afraid' and never taking a chance to live life to it's fullest. Death is coming... what are you going to do? Wait for it to come without making an effort to REALLY LIVE? Live life to the fullest. Do everything you can to live a great life, not just a 'get by' life. Help others, be a hero, be kinder, love with all your heart... LIVE like you mean it.

This could be your last chance, maybe the last real no BS message you'll ever hear about life and death and marketing.

Whether you believe in God or not, there's one reality, one truth: **no one gets out alive.**

So start living your life like you really, really MEAN IT.

Failure is not permanent, it's a stepping-stone to real success.

Best wishes always for your success,

A handwritten signature in dark ink, appearing to read "David Malbis". The signature is fluid and cursive, with a long horizontal stroke at the end.

THE "PS" (very important!!) ... keep reading...

If there's a way to make money online without doing any work at all, I'd like to know what it is.

So far I've made my living online doing a couple of simple things: Thinking, taking action and providing real value in exchange for money.

I appreciate your staying with me... I will be revealing some methods and strategies that have made me successful online that I encourage you to STEAL and USE them for your own success.

First, I'm NOT a guru. I just learned a few things about marketing by spending \$60,000 and 3 years of my life FAILING first...

But when I figured this stuff out, I started making real money online.

What was it? What changed my life around?

One thing I learned was that managing my time was harder than I thought it would be... especially working from home.

I could take so much 'time off' --running to the store, taking a 'nap', watching a little TV... instead of working on my business!!!

So I started to treat my 'business' like a job. I worked 9AM-4PM, Monday- Friday and took 1/2 hour for lunch.

Then I "created" an imaginary "boss".

I created a 'boss' who would chide me and tell me I had to get 'to work' when I started goofing-off.

He was 'demanding', but I needed him. You might try it. Make him or her the 'perfect boss'.. always encouraging you to do better, think faster, be a better person and very, very demanding to get things done.

He's a real SOB ;-)

You may think that's a bit weird... but, I kid you not, it WORKS.

Well another thing that really helped me make money online was figuring out that the money is in "the list".

Duh...

It took me the longest time to figure out what was meant by "the money is in the list".

I heard many 'gurus' talking about it but never really understood it until I built my own list.

Now my #1 job online is to build my list.

Did you get that?

YOUR #1 job online is to build YOUR list.

YOUR #1 job online is to build YOUR list.
YOUR #1 job online is to build YOUR list.
YOUR #1 job online is to build YOUR list.

Let me state this clearly:

Building a list of qualified prospects and keeping your name in front of them is more important to your financial health than anything I can think of.

You need a constant stream of new prospects and customers or your business will die a slow death.

You should start by putting your website address on all your marketing materials, including brochures, yellow page ads, newspaper or magazine ads, letterhead, etc..

What's next?

Well, first you want to have in place a 'form' on your website that allows your visitors to subscribe to your list. You can call your list anything you want: An ezine, newsletter, 'updates', or include a free report for signing up, etc...

Once you have captured their name and email address, at a minimum, you can contact them and remind them about your business. Send them news and help them in some way.

The important thing is to be there, in their mailbox or 'inbox' when they are ready to buy!

It's about the cheapest form of advertising anywhere and if you're not using the data storage and follow-up systems the Internet has to offer you're missing a large amount of profits. If you build your list, you will make a profit.

I heard someone once say that most business don't play hard enough... the guy who said that went on to sell his company to ebay for \$300 + million.

Do you play hard enough?

Do you market hard enough?

Do you live like you mean it?

'Nough said.

Go do it.


Personal Message From Patric Chan:

I've been making money from the internet as my income stream to pay my bills, vacation and EVERYTHING else you can imagine. And now you can too, without the hassles or needless confusion. The secret to make money online is to build an internet business in a niche market.

On January 31, 2006, Vondre' Whaley took the site below and generated over \$750 in sales for one day using his secret Niche Fishing technique.

Are you an independent artist looking to sell a ton of CD's and concert tickets?

**How To Use Outside
The Box Strategies To
Sell Your Independent
Music Like Crazy!**



Now, I'm not going to give you a bunch of long copy, testimonials, and all of that stuff. Actually, this is the shortest sales letter I think I've ever written.

If you are the slightest bit interested in how you can....

- Find existing markets with thousands of people hungry for your products
- Establish access to different niche markets before even developing a product
- Get step by step concise information on how you can immediately start Niche Fishing
- Get tips and strategies to easily explode your own information empire

Basically, I'm giving you a tour throughout his crazy mind revealing his Niche Fishing strategy!

Note: I have never EVER told anyone about this before and it's definitely one of the keys to his success.

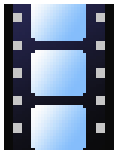
The Niche Fishing System CD Package includes...

The Niche Fishing Starter Guide



- This guide includes step by step information on how you can use the Niche Fishing technique to rake in the profits.
- It's 43 pages of step by step information and strategies.

2 Niche Fishing Camtasia Videos



- These videos takes you step by step through the process of niche fishing.
- You will see how he research and come up with solid profitable niches.



- If you see the possibilities with "Niche Fishing", it's a small price to pay for all the information you'll receive and PROFITS you'll earn!

[illegible]

<http://www.youchandoit.com/fish>