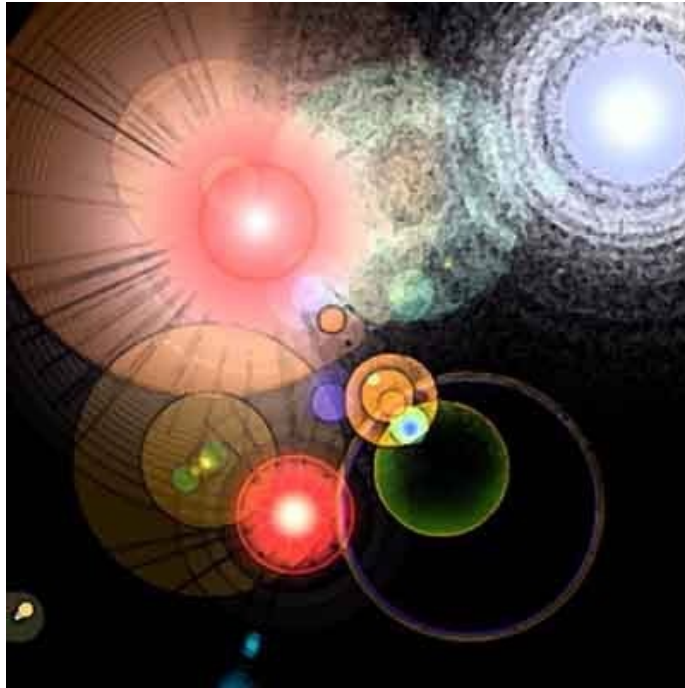


Fast Niche Profits **MINDSET**



***How To Think Your Way To
Massive Niche Riches - FAST!***
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Lesson #1

A Secret Every Successful Online Business Owner and Infopreneur Knows - But Others Don't!

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Note: Download links for previous lessons will be at the close of this PDF file in case you missed or misplaced an earlier edition.

I'd like to tell you a story...

You may find this story vaguely familiar - and it may make you a little uncomfortable too. Don't be alarmed.

Once upon a time, there was a man who wanted to start a business on the Internet.

He had heard a lot about how this was easy, quick and effortless. Plus, he didn't have a lot of cash to spare.

He also badly needed the extra \$5,000 he was sure he could make in the next 2 months.

Like any smart entrepreneur, he set out to do his research. And like most people who work on the Web, his first stop was GOOGLE.

He typed *"make money online"* into the search box at Google.com - and was stunned when he found **313 MILLION pages** showing how to do it.

Eager to get started right away, he found a website that described how to get paid by filling in surveys.

"Sounds good - and easy," he smirked to his wife that night, after registering at 3 different survey sites.

And for the next 2 weeks, he answered questions on a range of subjects. All the time, he wondered: *"Why in the world would people pay me to do this?"*

But he didn't care. He was 'doing business' on the Web.

Soon, his account statement showed he had earned \$17.45 - and he was looking forward to getting paid. But when he sent an email asking for details, he discovered he wouldn't get a check until his account balance reached...

TWO HUNDRED DOLLARS!

At this rate, it would take him over a year to get paid. *"That's no good,"* he grumbled... and went back to Google for a second look.

This time, a different message caught his eye.

***"Business In A Box
You Can Make \$3000 A Day With
This Home Based Business"***

The sales letter for this program was captivating. It showed glossy photos of one of the owners of this home business in front of his beachfront mansion, in his new sportscar, on a vacation in the Bahamas and out partying with the rich and beautiful.

"Ah, that's the life I want," he thought, as he looked for the price he'd pay. OUCH! At \$497, it sure wasn't cheap. But he also knew that...

If You Don't Speculate, You Can't Accumulate

So he ordered the 'business in a box' and waited for the big box to be delivered to his doorstep. But 2 weeks later, nothing. Angry, he now returned to the website to ask about his order - only to discover the site no longer existed. Nor was the business phone number working.

In a rage, he called his credit card company to begin the painful process of cancelling his order and getting a refund - or doing a charge-back.

What hurt more than the financial loss, though, was his wife's statement when she heard about what happened.

"Darling, you're so gullible - a child could fool you!" You know how guys are - when testosterone's flowing and their ego is bruised, they want to pick a fight.

So that was how our hero arrived at a discussion forum where he found a huge crowd of people selling 'make money online' information to others like him.

Ah, so this is where the villains hang out!

Jumping right in to a conversation, he lashed out at random, hurling abuse at 'unethical sellers' who were 'desperate to scam others' and do anything including 'steal from helpless newbies' by promising the earth and the moon, then sucking their wallets dry.

Not surprisingly, he caught a lot of flack. He was advised to be more careful before buying, and called an idiot for believing he could make \$3k in a day.

And worse.

Fortunately for him, among the vitriolic responses from equally hormone-driven entrepreneurs, he got some sane advice from many experienced business owners.

Sobering down a bit, our friend now listened carefully.

He discovered **others had been fooled too**, early on in their ventures on the Web.

He learned that it was indeed **possible to make money online** - and a lot of it.

He realized it **could be done in many different ways** - and all of them were effective.

But his next problem was which one to pick. After thinking hard about it for the next day or two, he finally decided he'd try them ALL.

So he signed up for a bunch of affiliate programs, dreaming he would make some quick cash selling other people's products.

He also registered for a course about being an infopreneur - so he could quickly create an 'authority' site on his topic.

And he bought a pack of products that came with resale rights, so he could sell them and start building a real business.

With renewed energy and vigor, he fell to his task. Every spare moment he could find was devoted to reading articles, free ebooks, and hanging out around forums.

He worked on his many 'web businesses' till late at night.

He would not stop until his eyes turned bleary, his back and fingers hurt and got numb, and his wife threatened physical harm unless he turned off that blasted computer and came back to bed!

"In a minute, honey," he'd call out, convinced that he would soon be an Internet millionaire. All he had to do was put up this one more web page, submit to this one site, try this one technique, read this one ebook, buy this one software...

A few months later, he was burned out.

Frustrated. Angry. Tired.

Ready to **give up**.

Nothing he tried out had worked. All he had to show for it was a maxed-out credit card - and severe backache. No money.

Though he had made many other people rich!

Late at night, he sat staring in the dark at the flickering screen of his computer, wondering what came next...

THE END

OK, I'm back.

Now, wasn't that a sweet story?

Heart warming, huh?

I know, I should stick with what I do well, and not try writing romantic fiction...

Now, let's talk about that story.

That story is basically a MYTH.

And I'm not talking about FICTION here.

I'm talking about a story that rings true for a great majority of online entrepreneurs. A story that is timeless. A story that resonates at a deep level because you can IDENTIFY with it.

And why does this particular story resonate for most Web business owners?

Because we've all been there in one way or another... at one time or another... and many of us have been there OFTEN in our lives.

Another thing that gives this particular story a lot of power is the powerful negative emotions that it stirs... as a result of the powerful negative experiences that it reminds us of...

Stories and situations like this one really FASCINATE me.

They fascinate me because I see them as an opportunity to UNDERSTAND and SOLVE the puzzles that they represent.

In this particular situation I think there is a solution.

And it lies in understanding a secret that every successful web business owner and infopreneur knows... but OTHERS DON'T.

And that secret comes down to the reality that if a business owner isn't FOCUSED in all actions, and follows a PLAN that is backed by PASSION, all the while deciding to be PERSISTENT until success ultimately is reached...

All other efforts to make money online and build a sustainable business will BACKFIRE.

They not only DON'T WORK, they actually **make things WORSE**.

In other words, the very things an unfocused entrepreneur wannabe does to try and build an online business make it more likely to FAIL.

All that hard work, hours of intense effort, and money spent on buying tools and guides are wasted - like a car spinning wheels in slushy mud, churning up the muck but getting nowhere.

It SUCKS!

And I hope that by explaining the process of how this happens to you, I'll help you avoid this painful situation in your own future...

Which brings us to another important crossroad, a critical decision-making point in this message.

Have YOU ever taken a wrong turn on a long trip, and then been forced to turn around and drive all the way back... just to get to where you made the mistake?

That was not fun, was it?

Your journey to online business success is like that, too.

It helps if you have a **map to guide you** along the correct path.

It helps if you're carrying a compass that **shows the right direction**.

It helps if you have a tour guide to point out the exact turns, and junctions to cross, and **get there faster**.

When you have all of this, the trip isn't really hard, or scary or risky at all.

In fact, it can be FUN. Also profitable.

That's the dream that got most people interested in running an online business in the first place.

So what went wrong?

Why didn't that dream come true?

Most often, it is due to a lack of KNOWLEDGE.

Without that, everything else is a WASTE.

It's only a question of time before your business runs out of steam. In short, you won't take off and be wildly successful unless you know what to do.

So how can you avoid this fate?

By getting **KNOWLEDGE**.

Where from?

That's the difficult question. There are so many 'experts' (most of them self-professed) - and it's difficult to separate the wheat from the chaff, especially online.

But now that you've started pursuing a path and trying to get someone who knows the ropes to guide you, you've reached a deciding point.

You have to PICK YOUR guru. Or model. Or system.

It's NOT easy.

Picking the wrong one HURTS you. It backfires. It can put a spoke in your business wheel.

Entrepreneurs make this mistake over and over again because they are going by APPEARANCES. And those are often deceptive.

I mean, if you find the 'right' expert, and they are just what you need to take your business to the next level, you'll benefit from the association.

On the other hand...

If you go with an 'expert' that you "like", but that person isn't the correct one to help your business grow, it won't matter how hard you work at it, it will BACKFIRE... and you will end up having to turn back - maybe even lose more than you had in the beginning.

You see, even though you're hoping it goes like this:

*Like Expert > Get Advice/Training > Business **GROWS***

... if you pick the wrong one, it might end up like this:

*Not 'Right' For You > Follow System > Business **FAILS***

So what to do?

THE ANSWER

There are really TWO answers to this problem.

The first answer is what to do if you're in a situation where you like a particular business system, or trainer/coach, or model, but you don't know if it will work for you.

DON'T GET IN TOO FAR

Don't invest all your time and money in it

Don't drop everything else to follow this new fad

Don't abandon what's working to explore new ground

And DON'T BET YOUR BUSINESS on it.

If you want to know if it will work for you,

TEST IT SMALL

As a rule of thumb, don't put more than 10% of your resources into anything you haven't tested first... and if you don't know how to test small, then LEARN.

Don't go with 'expert' advice alone. If you rely on 'asking' rather than 'testing', you will RISK your business future on someone else's judgement - and worse, you won't learn to develop your own sense of evaluating risk.

Really.

The SECOND answer is to not get into this particular situation in the FIRST PLACE. Avoid it entirely.

And how does one do that?

One does that by having a **STRATEGY** right from the beginning.

One does that by understanding the dynamics of an online business, thinking through the entire process, and understanding the components of running one.

One does that by knowing what you're doing **FROM THE BEGINNING**.

And what's the best way to learn THAT skill?

I thought you'd never ask...

The very best way to learn how to make your online business a SUCCESS is to get yourself a business plan.

That - and a detailed course on the area you pick to work in. For example, if you want to be an infopreneur, get yourself a copy of my course, [**"Think, Write & RETIRE!"**](#).

I've spent a year compiling the strategies and tactics learned over a decade as an infopreneur working on the Web... and reveal them in the form of a modular system anyone can follow to achieve similar success.

And I'll tell you... it's not magic.

You don't have to be business-savvy, or have a small fortune to spend on marketing, or even work hard.

And you don't have to be **LUCKY**.

What you **DO** have to do is **LEARN**.

It's a skill, and I honestly believe that ANY business owner can learn it if s/he wants.

But you're not likely to figure it out by "*trial and error*". Many of the keys to making an online business successful aren't "obvious" or "intuitive" at all.

In fact, many of them make no sense... and they're the **LAST** thing you'd do in a particular situation if you didn't know the **SECRETS**.

I'm telling you, a course or guide or homestudy by an expert will show you the way. I guarantee that learning this way will **INSTANTLY** change how you run your online business.

And it will start getting you results **IMMEDIATELY**.

But...

Do NOT Buy Everything

In the lessons ahead, I'm going to share some extremely powerful stuff. This is material I've had to pay **BIG** money to learn from experts. No, this is not **EVERYTHING** I got from the expensive courses, but it is foundational material.

To put it into perspective,

**With This Information, Everything Else Makes Sense
Without It, Everything Else WILL NOT**

So this is critical stuff. It covers strategy, planning, and execution.

Knowing it alone will not help you be successful in business. That requires more 'how to' technical details. But without being thoroughly trained in these core principles, I'll guarantee you will keep running around in circles the way you've been doing until now.

Here's my sincere advice and request.

STOP Buying One Thing After The Other

Do NOT run after the next hot trend

Do NOT study every other guru or expert

Do NOT browse forums or blogs or ezines

Instead,

READ these lengthy, detailed articles/lessons first
- and then THINK About Them!

After you think, **PLAN - on paper**. Write and draw things. Make them tangible and REAL... to you.

At the end of this short course, if you do not feel I have changed your paradigm and perspective, if you do not see your business future more clearly and DIFFERENTLY from the way you have until now, stop listening to me - in everything.

But I'm sure that won't happen. In fact, I'm convinced you will not only gain so much value you can use towards growing your business, you will also want me to be associated with you continuously, on an ongoing way, in helping grow your online business to a whole new level.

And that will be my pleasure and honor - but we'll discuss it AFTER you complete this course, and AFTER I have given you a lot of value.

Ok?

Now go back and **read this lesson carefully - AGAIN**. Take notes. Think about what I said.

Then read the next lesson.

There are 7 different 'parts' to developing your own '**FAST NICHE PROFITS MINDSET**'. To enable you read and learn more about each of them without investing a fortune, I'm making the complete course available at a VERY affordable steep discount.

But don't let the price fool you. It is worth 25x to 100x what you'll pay for it. Because it has to do with the most critical component of your success – your mindset!

**And with your mindset developed,
you'll succeed massively – quickly!**

That's what I want for you – and so I urge you to learn more about getting your **FAST NICHE PROFITS MINDSET... [click here right now!](#)**

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