

A Guide to the  
Online  
Entrepreneur's  
Mindset

# Entrepreneur Mindset Secrets



# Think Right, Make It Big

## A Guide to the Online Entrepreneur's Mindset

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## Introduction

These days, who has not heard about e-commerce? It has, within the past half-decade, transformed the very way we live our lives. Now you can get just about anything from anywhere around the world, with just a few clicks and keystrokes.

Electronic commerce has not just changed the way that people buy things, but also the way that companies sell their stuff. More than just that – the virtual and scalable nature of e-commerce has made it that much easier for the individual to start a business and make money from it.

In fact, it is so easy to get into it, that there are dozens of Internet startup companies sprouting every week, if not every day. The legal requirements are few and easy to accomplish, so it really is a simple matter to get an Internet business started. However, the operative word here is “started”.

It is a matter of fact that while many Internet businesses get started on a regular basis, the ones that survive for a reasonable amount of time are few. Even fewer are those that really make it big. If we were to make an estimate of the figures, we would guess that around 70 percent of businesses don't make it past 120 days.

Of the 30 percent that make it past the first quarter, 20 percent are just breaking even, and only 10 percent are making real money. Needless to say, the ones that make the big time are an even smaller fraction of that 10 percent.

This is not intended to discourage you, the intrepid entrepreneur.



In fact, it is supposed to inspire you and encourage you to do your best, which is what this book is meant to help you with.

Those are the facts, or at least our approximation thereof. What is needed now is the knowledge to turn those facts into leverage. More than just knowledge, you need the right mindset.

It is strange how our personal, non-material assets become more important as we enter the virtual realm. A metaphysical philosopher might be able to come up with something clever or profound for that, but we can appreciate the irony. Nevertheless, one of the most important keys to succeeding in online business is to have the right mindset for it.

To understand what it is that you need to have; you also need to understand what you do not need to have. There are some myths and popularized white lies (or even gray lies) that affect the common person's perception of what e-commerce is like behind the scenes.

Yet another ironic thing is that these myths are spread by e-businessmen themselves. It is their way of roping you in. However the fact remains that these myths and lies have bases in truth, which makes them believable.

Aside from knowing what mindset one should possess when going into e-commerce as a business owner – and subsequently applying it – one also needs to realize that there is a need for a business plan and model.

Just because it is situated in a virtual realm does not mean that the requirements are virtual too. An Internet-based business is still a business, and that means the need for investments, planning, management, and more.



But we are getting a bit ahead of ourselves. For now, let us discuss what it means to be in the right mindset for an online entrepreneur.



**Not Just Attitude – You Need the Right Attitude**



When we talk about attitude here, we are not referring to the swagger or bluff that is labeled “attitude” nowadays. Attitude is the consistent and often predictable perception towards phenomena, and your displayed behavior in response to those stimuli. Basically, attitude is how you think and perceive events and facts, and also how you act when given those inputs.

Unsurprisingly, the components of an online entrepreneur’s mindset are similar, if not identical, to those in the mindset of an entrepreneur in meatspace. If anything else, an online entrepreneur picks up where the brick-and-mortar entrepreneur leaves off, adding things that may not have been required before. To begin, we have the all-time favorite, perseverance.

## Perseverance

Perseverance – a noun that refers to a steady persistence in a course of action, thought, or purpose. Simply, it is the quality of keeping on doing what you need to be doing. This is different from stubbornness, which can be seen as the extreme of this virtue.

Making money online just is not easy, but the persevering entrepreneur stands a much better chance of success than the one who gives up early on. A peculiarity of the World Wide Web is what influences the need for perseverance.

Search engines do not actively search the Internet every time someone asks something. Instead it maintains indices that point to the many websites all over the Web. Because new websites and pages are published frequently, the search engines need to be constantly updated, and it could take a while before your website is even listed.





What's more, Internet traffic volume is a criterion used to adjust a search result's position in the lists. That means that with low traffic (like at the start of a business), it is unlikely that your business will get high up in the search lists, unless people look specifically for your business via the name.

The point is that if you quit early on, there is no chance for your website to build up traffic, and thus, no chance of it becoming a success. Stick with it, even if it seems stagnant or too slow.

## Cautious Optimism

Optimism is one thing, but too much of it makes you blind to losses and vulnerable to cheats and scams. In business, it helps to be optimistic as far as day-to-day feelings are concerned, but when it comes to actually running the business, one has to temper optimism with prudence.

It is a balancing act that, when mastered, can improve not just your business but also your personality and daily attitude. They say the key to a successful career is to enjoy what you are doing, and this can certainly help you achieve that.

## Decisiveness



Opportunities might come knocking, but they won't hang around for very long. Decisiveness in business means taking quick and definite action to either seize or avoid opportunities. It takes as much discernment to tell which deals are good as is needed to tell which ones should be avoided.

Decisiveness should not be misinterpreted as haste in making decisions. You need to make your decisions quickly, but you have to think about it carefully – otherwise you could end up losing.

## Curiosity

The best entrepreneurs are curious individuals – the ones that seek out answers to their questions, or notice things in the world and think about them constantly. Curiosity works in business because it is a driving force that leads one to seek out new things, or explanations to current phenomena.

In another light, curiosity can become a tool that enables you to observe and draw your own conclusions. You can more easily learn things on your own and thus avoid the influence of others in your business.

## “Anything can be made into a business.”

If you want to make it big, then you either have to be the best or be the first. Being first to offer some sort of product or service depends on your ability to spot the needs or wants for these goods or services. That means that one should never give up on thinking that anything can be made into a business.



However, a word of caution. Just because something can be made into a business does not mean you should. Be aware of the laws that hold true over your location of business, as there may be some less-known rules that preclude your business opportunity of interest, as far as legality goes.

You also have to avoid starting businesses on things that you cannot see any possible growth for. A bad idea is a bad idea that won't get any customers, no matter how long you wait.

## Fearlessness

This is related to the qualities of decisiveness and cautious optimism. Fearlessness allows you to act with no doubt, and thus you can act quickly and efficiently. On the other hand, fearlessness must be balanced with caution, since rash actions can have negative effects.

If you decide to do something, after considering it well, then move forward with no fear in your heart, while retaining caution in your actions.



## Unrealistic Expectations

Every day, more and more people look for a way out of the daily grind and find a better source of income. Working at home and setting up an online business definitely fits the bill. That is why a lot of people have made the switch with hopes of making it big someday.

On the other hand, there is a ninety percent chance of failure in online businesses. Unrealistic expectations play a huge part for this figure. A lot of people start out with little to no preparation at all. Most of them seem to concentrate only on the rewards without thinking about the responsibilities that go with it.

## Myths and Misconceptions about the Internet

The internet is seen by many as a wonderful thing that brings instant gratification. This kind of thinking is perhaps one of the worst that an online entrepreneur can have. In fact, this explains why so many people fail with the first few months of operation. Below are some of the most common misconceptions on online businesses:

### Work Anytime

A lot of people fail because they think that setting-up and maintaining an online business is easy. They are often caught off-guard when problems start to come up. More often than not, they do not know what to do and how to cope with these and other challenges. Inevitably, the business fails.



Success in online business is not just setting it up and waiting for something good to happen. This only brings disastrous results. As with their offline counterparts, online entrepreneurs need to be disciplined and dedicated.

Working at your own pace is one of the most marketed advantages of this business. However, this could not be farther from the truth. You cannot expect to make a decent living with only a couple of hours work and partying and staying up all night. An online business is more like a child, you need to take and nurture them until it fully develops.

You might argue that the most successful online entrepreneurs do not put in long hours anymore. Some even run their businesses on auto-pilot with minimal input. You have to remember that these guys started out small just like everyone else. They may not work as much anymore but you can bet that they went through long and tedious hours as well.

In truth, your first few months will look more like the day job that you just quit. There really is no substitute for hard work and the rewards that come after. No work means no pay and that is a fact that you will have to live with.

With this in mind, you will need to put a lot more effort into your business. You cannot expect to rake in huge amounts of profit without lifting a finger. A fair amount of time should be spent on researching market trends and coming up with a plan on how to go about your business.

A happy-go-lucky attitude will not get you far in this field. Remember that the big boys have earned the right to live the life they do.



### Get Rich Quick

Since they have become popular, opportunities for online businesses have multiplied over the past years. This translates to a wide range of options for you to choose from. Unfortunately, this also means that there are plenty of chances of stumbling upon a scam.

If you are not careful, you might be setting yourself up as the next target for these lawless elements. These kinds of schemes can be quite difficult to distinguish from the real ones. It may be difficult but there are tell tale signs to look out for.

Scam artists will try to lure in as many people as possible. In their bid to do this, they will say just about anything you want to hear. One of the most common gimmicks you will hear is how their product can help you get rich quick and easy. This is easily a trick that used a lot and if you did not know any better, you would have fallen for it.

The promise of getting rich without much effort is indeed a difficult thing to resist. It can easily put your guard down and open yourself into all sorts of devious schemes. It is no coincidence that scam artists use this to fool their prey.

Some scam artists even have an elaborate operation which involves giving proof and drumming up their claims. Keep in mind that anyone can create a website and fabricate so called proofs almost overnight. It is much better to look for opportunities elsewhere. Surely, there are legitimate sources of online income and this is where you should put your money on.

To avoid being scammed, keep a level head and remember to think first before making a decision. The features may look enticing but you will have to go out of your way and evaluate the product



carefully. If something does not check out or seems suspicious, do not hesitate to walk away.

### No Business Plan Needed

Another mistake that people make is the lack of a business plan or any kind of framework on how to go about their business. Most people just dive in and hope for the best without really knowing what they should do. It is this kind of recklessness that makes people fail and puts their business out of order.

A sound business plan is needed as a guide on how to conduct your business. It should help you set up your business based on a number of factors. This includes the scale of operation, the marketing strategy and identifies any risks that might come up along the way.

As you can see, the business plan gives you a heads up on what to expect. This allows you to draw a plan on how to manage any challenge. More importantly, it prepares you for the worst. Once you foresee a problem, you are in a much better position to deal with it in the future.

With these things in mind, a business plan may be seen as your guide to success. There is nothing new about this kind of plan. Offline businesses have been operating with a similar document. In fact, they are one in the same except for a few minor changes to reflect the online nature of conducting a business.

In the rush to make thousands of dollars online, many people simply forget or even neglect to come up with a business plan. Most people go in without even having the slightest idea on what to do.



Having a college degree in business or finance is not required but is definitely welcome. Anything advanced can be picked up along the way but the basics should be there from the get-go.

The truth is that some people are not cut out to manage their own business. It is surely more complicated than working your day job. If you cannot balance your own checkbook, you will have a more difficult time keeping your business afloat.

### No Boss

It is no secret that a lot of employees do not like their boss. No one wants to be told what to do and yelled at if something is not right. It is for this reason that many online entrepreneurs make the switch. In fact, one of online business' main selling points is the fact that you will not have to work for anyone anymore.

The boss is often cited as one the main reasons why employees are not satisfied with their jobs. Some are seen as authority figures who give all their subordinates a hard time. Whether it is assigning huge workloads or tight deadlines, the boss is always behind some of the nastiest things in the office.

But is there really no boss in an online business? Most people would be quick to the draw and answer yes. A closer look though would reveal that the boss is actually your own self. But how is this possible?

Apart from a few outsourced works, online businesses are essentially one-man operations. This means the owner, you, has to look after everything and see to it that it goes according to plan. Schedules must be set-up and goals must be fulfilled. This is all part of the boss' workload.





In other words, you have to do everything by yourself. Being the boss means handling responsibilities that determine if the business fails or succeeds. Big decisions have to be made and problems need to be solved as soon as they come up. As you can imagine, not everyone can assume this title.

Having a slacker for a boss is certainly not a good thing. No work will ever be done which is just bad for business. Failure becomes the only option soon enough and nothing will ever come out of your investment.

If you do not think that you can handle the responsibilities, you are much better off at keeping your day job and working for your boss.



## Setting the Bar... Lower

### Nothing Seems To Be Happening

People often get into something with expectations and pre-conceived notions in tow. It seems part of human nature for these to be unrealistic and often becomes the basis of success. It cannot be helped to strive for perfection especially for things that seem to have so much promise.

This kind of thinking carries on with just about anything and online businesses is surely one of these. These kinds of goals are quite difficult and even impossible to reach. Even then, people will still try their best to achieve them with much gusto.

#### A Sample Scenario

You are setting-up an online business hoping to earn a big pay check within the first few months. You do this with little knowledge and no plan to guide you along the way. Over time, you start to realize that these promises are not being fulfilled. You then start to think that nothing is happening and start to panic or become disappointed.

### Unrealistic Expectations

More often than not, people head into online business bringing with them a list of expectations. Earning a huge sum of money, working anytime they want and spending more time on vacations are just some of the most common items. No matter what is included in this list though, they all point to one thing.



Most people actually have expectations that are unrealistic and cannot be achieved. Unless you are a magician, there really is no way for these things to come true. For instance, earning an unlimited income is simply way too out of this world. Not even billionaires can dream of a pay check this big.

It is quite common for newcomers to online business to have these kinds of expectations. It does not help that advertisers continue to drum up their claims either. Without taking a moment to think more carefully, people jump into their bandwagon with these far out expectations only to be disappointed in the near future.

When a person expects something, he tends to lean on it so much that it becomes somewhat of an obsession. This particular thing is the only outcome anticipated for and nothing else. While it may not seem like a good idea, expecting less is much better especially during the earlier stages.

## Lowered Expectations

Setting the bar too high only leads to disappointment and frustration. The best thing to do here is to get your head out of the clouds and start seeing things the way they are. There is nothing wrong with pursuing a realistic set of goals after all. This will also help you define the criteria for evaluating your success.

Your expectations should be grounded on reality but still be idealistic enough to view success. Getting rich quickly from online businesses is one the first things that motivate people to join in. Do yourself a favor and do not fall for this trap. Remember that to get to the top, you have to expect trials and even failure once in a while.



Chances are this is a new field for you. With this in mind, it is best to get the lay of the land and see how things go. In other words, spend time learning more about online business before even attempting to get started.

Above all, having a plan on how to conduct business eliminates any unrealistic expectations you may have. Keep track of your progress and appreciate the small victories along the way. Still, keep your eyes on the prize.

### Small but Several Victories

Still along the lines of making a profit, many entrepreneurs dream of landing a huge pay check all at once. It is thought of so much that it becomes a major driving force behind the business. While there is nothing wrong with this idea, it does become an obsession especially when left unchecked.

The grand prize, as seen by many, is the only acceptable outcome. However, this kind of thinking is wrong. It ignores the small victories that come along more frequently but are equally important for success. These often go under the radar and unnoticed since a bigger prize is anticipated.

Small victories may be small profits or finding a product or strategy that works. No matter what this may be, it still counts towards the bigger picture. Appreciating the small things also helps in your motivation towards success and your bid in joining the big league someday.



You are more likely to earn smaller profits more frequently. It is possible to earn a fat pay check but this does not happen within the first few months let alone overnight. There is nothing wrong with going for perfection but this often slows you down and gets you distracted from achieving your goals.

## Pursuing Perfection Slows You Down

Going into business, a lot of people want to do things right the first time. They think a lot about what should go on in their websites and spend a lot of time drawing a plan. Things such as search engine optimization, posting content and keyword research are quickly looked into as well.

The problem with this approach is that it preoccupies you to make plans. This eats up a lot of your time and keeps you from taking action. Eventually, your plan is all that you have. Nothing ever leaves the drawing board and you are stuck at the starting line without moving at all.

Looking around the web, you must have seen a few half-baked websites from other entrepreneurs. They may be far from perfect but the fact that you are able to see them is an important lesson you need to learn. Someone took action and the result is that website you just visited.

Striving for perfection is a good thing but it does slow you down sometimes. When something comes up and you are certain it is feasible, do not look back and go for it. Whether you succeed or fail does not really matter. The important thing here is that you tried and you put yourself in action.



## Continuous Growth

One part of success in business is growth, ideally of the continuous kind. If you want to make big money, then you have to have a big business. Continuous growth is one of the greatest goals in business, and is a challenge to achieve.

The start of a business is the perfect time to begin considering the scalability of your business. Scalability affects the maximum potential for size and growth of any business, and the intrinsic nature of the Internet makes this a very relevant matter.

The Internet basically allows your business to reach any number of people all over the world. The question is whether or not you will cater to everyone who comes your way, or only for the ones you select. This will dramatically affect the approach you take in terms of promotion, aesthetic design, and more.

If you want to appeal to a wider range of potential customers, it becomes difficult to cater to them all. Aside from language difficulties, there are cultural idiosyncrasies and quirks that could be offensive to certain groups of people.

However, the potential for reward is massively increased if you are able and willing to cater to the any and all orders.

Another aspect to this is how quickly you need to increase your workforce (if you need to) in order to meet customer demands, but that is a different matter.



## Scalability

Once a business is up and running, there is only one way for things to go. Businesses must grow and expand to reflect the changing nature of the modern world. This is especially true with online businesses whose main audience is people. Failing to adapt to a changing world will surely lead to disastrous results.

In this sense, it is important for your business to expand and grow. However, this should be done in a controlled manner. Too slow means you will lag behind your competition. Too fast on the other hand could stretch the limits of your abilities as well as your business itself.

It is perfectly fine to start with a single idea but this should not carry on very long. Entrepreneurs must learn to expand at the soonest possible moment to diversify the business. Expanding the company's knowledge base is one of the first and best things to go for. This allows for more opportunities to be taken advantage of as they come along.

## Considering Opportunities

The right kinds of opportunities can help a business expand faster and in a more sustainable way. In other words, opportunities take you one step closer towards success and all you have to do is grab and work on one. The good news is that there are plenty of opportunities out there just waiting to be discovered.

The bad news however is that it can be difficult to find a sound opportunity. There are plenty out there but not all of them may be used for your business. Even when you find one, it may not be as



legitimate as you think it is. Still, taking risks is but a part of finding opportunities and conducting business.

## Care against Scams

As in the real world, there are plenty of scam artists on the internet who will make a quick buck out of any unwitting person. These people set-up websites and sell products marketed with so much promise of quick and easy results culminating with a big pay day. If it sounds too good to be true, do yourself a favor and walk out right away.

## The Right Connections

Conducting an online business means building your network of social relationships. Connecting with people should be one of your top priorities for expansion. Specifically, seeking out contacts with similar interests or compatible with your own is the goal of this aspect of the business.

Participating in online and offline seminars is a great way to meet people for your business. You will never know if you will meet someone who can help with your business until you do. Someone might even be willing to serve as your mentor and guide you to success.

## Mentoring

Online businesses have been thriving for quite some time now. This means there are people that “have been there and done that.” They are now experts in this field and seeking out their advice would





definitely help your business. The advice you get from the experts is valuable for avoiding pitfalls and making better decisions.

Experts would be more than willing to mentor an up and coming newbie. On the other hand, they will not waste their time on someone without potential. If you want their advice, you have to demonstrate that you have the proper mindset and are coming into the field with a plan.

## Invest In Yourself

The good thing about online businesses is that there are not much things to worry about. These frees up most of your money to invest on the most important things. Specifically, investing in yourself is very important since you form the core of your business. In a sense, your knowledge and abilities are the backbone of the company.

### Study after Work

With the fast-paced nature of technology, you need to make every effort to stay on top. You can do this by keeping yourself up-to-date and in touch with the latest trends on the internet and the world around you. Attending seminars related to your niche is a good idea. There are plenty of materials such as eBooks that you can download as well.

### Use Idle Time

Time is gold especially if you run a business. Once you get into the daily grind of running one, you will soon realize that 24 hours in a day is not enough. Avoid wasting precious time by putting it to good use.



Your daily commute may be used to come up with ideas for your business.

### Improve Personal Virtues

Your mindset has a huge impact on the success of your business. It may not guarantee success but negative thinking does have a tendency towards self-fulfillment. Having the right mindset means having the willingness to work hard until goals are achieved. This line of thinking is grounded in reality and avoids irrational thinking. In other words, effort is needed for success.

### Physical Appearance

Most online entrepreneurs will try to connect with their audience as part of their business plan. This is usually done through videos posted on websites or newsletters. In this context, investing in yourself means making yourself look presentable to your audience. With this in mind, make it a point to observe proper grooming before recording that video.

## Getting Out Of the Comfort Zone

Sticking inside your personal comfort zone is part of human nature. It keeps you feeling safe and secure. However, this often prevents you from expanding your horizons and learning new things which are bad for business. It is tempting to stay with the old ways and do things as before to be on the safe side.

New ideas come up almost every day and it would be a shame if pass out on them. Investing in yourself means getting out of your comfort zone and taking risks every once and a while.



Trying new things can lead to a better and more efficient way of conducting business. The thing is that you have to try them for yourself.

Being receptive to new ideas and taking risks is the key to both success and life.



## Words of Advice

### Avoiding downgrading comments

As already given emphasis over and over again, the number of people who succeed in internet marketing are slim. To recap, only 10% of all those who venture in online business are able to earn good and keep their business going.

Because of many failure stories, people have the concept that online business is just a waste of time. You will hear comments like: “I know this friend of mine who tried but only lost money”. Such comments can be derogative and even destroy your enthusiasm.

And because you need the right mindset to succeed in this venture, you must at all cost avoid hearing such derogative comments. How can you do this? The best way is not to talk about your online business during its early stages.

Besides, there is not really a need to share it right? Unless the person is also into online business or has base knowledge about the niche you are taking, there is no need to tell them. Wait until you succeed and have them witness it.

### Finding 15 minutes you can utilize

Another useful tip is to always search out free and idle 15 minutes throughout your day. You might be surprised but you will find a lot of idle 15 minutes throughout the 24 hour day.



For example, you are not really doing anything while waiting for the train in the subway right? Also, you might find extra time between dinner time and sleeping time. Such free times can be used to improve your online business.

In 15 minutes, you might be able to find new clients and potential customers. In 15 minutes, you will learn new ideas by reading eBooks and watching video clips. In 15 minutes, you will be able to spot errors in your website. There are so many things you can do with an idle 15 minutes.

### Delegate tasks to others

Here is one tip which will literally cut off up to 90% of your working time. Yes that is right. By simply delegating some tasks to other people, you will have more time for other things.

For example, you can leave tasks such as web design, article writing, graphic design, keyword generation, and traffic generation to freelancers. You can find them in websites like [www.odesk.com](http://www.odesk.com) and [www.craigslist.com](http://www.craigslist.com).

### Always be open to change and new ideas

Finding a good niche and good marketing idea should not cause you to become idle and content. The internet is fast changing and the fads are always going up and down. What is 'in' today is ancient history before you know it.



So always be open to new ideas. Of course, not all new ideas that you will find will be profitable so when you find one, take care in evaluating the information.





## Work Smart, Not Hard

There is a big difference between working hard and working smart. Try to look at some examples seen in the real world. Do you not think that fry cooks and dishwashers are also working hard? Do you not also think the same of construction workers, bulldozer operators, and delivery boys?

Yes, the work they do is physical and can be really tiring. But ask yourself again, *how many of them actually live a luxurious life in return for their hard work?* Well yes, they are managing ends meet and are paying their utility bills just fine, but do they compare to executives, managers, and CEOs?

Now this brings you to these next classes of workers. When observing them, you cannot help but think that the big guns of international conglomerates and big companies are living a life of ease right? They just seem to have everything from the latest gadgets to the most luxurious car models.

So why is there such a huge gap in the financial standing of these two groups of people? The answer is how they work. This spells the difference between working hard and working smart.

Going back to the construction workers, bus drivers, delivery boys, fry cooks, they are simply doing a pre-set series of tasks. They are not really making decisions. But they are simply working hard.



After all, no matter what the weather is, whether the economy goes up or down, the procedure of mopping, cooking, digging, or delivering will have little changes. It is a physically tiring job that requires little decision-making or smart thinking.

On the other hand, CEOs, managers, and executives are always making complex decisions, doing deals, finding new ideas for profit, and the like. Simply put, their work involves working smart, not hard.

In internet marketing, this is the most ideal way of working. In fact, it should be the only way you should do things. Working hard in internet marketing will not yield you cash or income. What will make you earn is working smart.

For example, it will not matter how many long hours you stay on your computer working hard to put up your site, adding contents, or any other task. Even if you tire yourself down in doing this, you will not earn cash.

Instead, you have to do things in a smart way. This is the only way that your internet business will boom.

Now to better illustrate how working hard will not yield you cash in internet marketing unless you do it in a smart way, you should learn more about the misconceptions in the relationship between work and pay.

### **Pay is not the result of work**

Alright, before you close down this book thinking just how redundant and unrealistic this statement is, give it some time and you will learn





just how truthful it is. In the real world, work equates to pay, but in internet marketing, it is quite the reverse.

It may be hard to digest for now but you will soon understand the concept. The idea is that in internet marketing, doing work will keep you from getting profit opportunities and stop you from earning cash.

### How people associated work with pay

First, you should understand why people think that work is equal to pay. Try looking back to your past. When you were a kid, have you tried doing job for a neighbor like cleaning the yard, clearing weeds, or watering the plants?

You did profit a few dollars from that did you not? With this example, it appears certain that work is what results in pay.

And when you turned high school, have you tried doing some part time jobs in shops? Maybe you worked in a fast food chain as a dining crew, or as a cashier in a mart, or as a waiter in a restaurant.

Now, did you not earn income from those endeavors? Again, it seems so certain that work is what rakes in cash.

And after you graduated from college and got a degree, perhaps you worked for some company and did auditing, filing of documents, serving coffee and organizing schedules of your boss, and other tasks.

Again, these kinds of works do yield income. And if you are lucky, the income may be good as well.



Now ask yourself, how were you ever the one who makes decisions? Well, regular crews also have to make some decisions, but the ones that make the decisions that really matters are the bosses, managers, and owners.

All you are doing is working hard. The ones doing the smart jobs are the higher ups. And they hired you so that they CAN FOCUS ON MAKING DECISIONS and FINDING PROFITABLE DEALS while leaving the hard task to you.

### Why work is a hindrance in profiting from internet business

Now recall the job that is done by your boss in your employment. He does the smart work like decision-making and dealings while you do the other tasks like receiving calls, organizing is schedule, and other things.

In internet marketing, you are your own boss. So this time around, you are the one that will be making the important decisions and actions. You will look for clients, deal with them, win their favor, and grab profit opportunities.

And in the same way that bosses, managers and executives in the real world do not want to waste their time in doing the menial jobs, it will also be true for you. If you FOCUS ON MENIAL WORKS, you will lose time on the most important things.

In this sense, WORKING is a hindrance to successful internet marketing. This WORK refers to the menial tasks.



However, this is not to say that internet marketing will be successful without the MENIAL TASKS. If anyone will not do those tasks, the business, be it internet marketing, will surely crumble and fail. Yes, it needs to be done but it will not be you who will do it.

So will do these things for you? Recall how managers, executives and bosses escape having to do the menial tasks? Yes, they hire employees. And that is exactly what you are going to do – in a sense.

## How to delegate MENIAL TASKS to others

Now that you learned how important it is to delegate the jobs that do not yield cash, it is time to find where you will delegate those tasks. In internet marketing, this could mean hiring people. It could fall under two categories namely regular employees and freelancers.

Regular employees are those that will be doing tasks for you on a regular basis. It could be a secretary managing your schedules, webinars, and/or sessions with customers. It could also be a filer who organizes your files. You could also hire a bookkeeper or accountant to deal with the finances.

Now about freelancers, these are people that you only hire whenever the need arises. This is because the tasks they need to do are not available on a regular basis. For example, you may not know when you will need to renew your web design so only hire a designer when the need arises.

But in internet business, not all work will have to be delegated to a person. You can also delegate the task to non-human resources such as autoresponders and automatic web traffic generators.



Now for a list of the tasks that you need to delegate, here are some of them:

## Web Content/Articles

Whatever is the business niche you have chosen for your internet marketing venture, you will definitely need web content for your web site. There are two main purposes for seeding your website with well-written and informative articles.

First, it will be an attraction for visitors of your website (which are potential customers, people who will pay), and it will be a tool to help you rake in continuous web traffic. For the second one, you will need to maximize SEO.

SEO or search engine optimized articles are seeded with 5% to 10% keyword concentration. These keywords should be related to your marketing niche – words or string of words that people who look for your services use when searching in google, yahoo, and other search engines.

Now, writing good, informative, and persuasive SEO articles is not easy. Even if you are a good writer, it will definitely take up some time. To allow you to focus on the more important things, delegate this task to freelance writers.

You can now find writers in many sources such as [www.odesk.com](http://www.odesk.com), [www.craigslist.com](http://www.craigslist.com), or look for related ezine articles for sale.

## Web Design/Graphics



Appearance is everything in any business. Fanatics of the ‘inner beauty’ concept might raise an eyebrow but in reality, good appearance makes business easier. For example, if a student has to choose between two tutors, he/she is likely to choose the pretty one.

In restaurants, a building with better construction, interior design, and environment will win more favor. And in internet business, the look and layout of your website will determine how customers will see it.

Therefore, any internet marketer who wants to be successful in their venture will have to invest in hiring a Web Designer and graphic artist. Even if you can do it, you should save time by delegating this task to other people.

## Web Hosting

Managing a domain is not an easy task. You will have to do maintenance, update plug ins, and other menial tasks. So instead of getting your own domain, you can simply rent one from a domain master. This way, most of the task will be done by them and you can focus more on expanding your business.

However, you should study carefully the terms and conditions of a domain provider. Some of them require you to regularly do some maintenance of your own. For example, some domains require you to always install the latest plug ins and failure to do so will result in early ending of contract.

If you find your website shut down or unavailable because you failed to meet some of the requirements, it will equate to loss of potential customers. And imagine what your regular customers will think if



they see your website down for a couple of days? You will lose credibility.

## Automated Programs

Now that if you can get an employee which you only need to pay once, and he will do all his work from that day on without asking for any additional salary? Now that is like a dream come true. Talk about modern day slavery.

But the slave this time is not a person but a computer program. Some programs are designed to do menial tasks on autopilot. And yes, you only need to purchase them once and they are also cheap to boot.

Good examples are autoresponders and auto-publishers. There are also programs that manage and increase web traffic into your websites.

## Private Label Rights (PLR)

Private Label Rights are eBooks and other information based write ups that websites sell to multiple customers. Now the main feature of PLRs is that buyer are given distribution rights. Unlike other eBooks which you cannot sell to others after you bought it.

So what good will PLRs do to your internet business? You can use it in many ways to attract more customers into your internet business. Additionally, you can also use PLRs to make sure that your current customers stay with you. And if you want, PLRs can also be a source of additional income. Here is how:



### PLR as a source of additional income

Because buyers of PLR products are given the rights to redistribute the product, they can sell it in their website to gain more income. But because there are other people who also bought the same item, you would do well to do some minor editing and rewrites.

Particularly with the title, you should change it to make it look more unique than its copies. For example, if the original PLR is titled “Guide For That Perfect Roast”, you can change it to “Mike Tyler’s Guide For That Perfect Roast”. Thankfully though, PLRs are only sold to a limited number of customers.

### PLR as an attraction to new customers

Now imagine a restaurant that always offers free finger foods to anyone that comes in. Would it not attract a lot of new people? Think of it as a free taste, it is like giving your potential customers a taste of what you have to offer.

So if for example you are running a website about dog care and training, all you have to do is find a related PLR eBook and offer it as a freebie in your website. But of course, you should not just offer it for anyone to grab. Remember, you must benefit from this.

In the case of subscription web sites for example, include your advertisement that you offer a free eBook for first time subscribers. With a freebie like that, your offer should be more enticing.

### PLR used to keep old customers around



PLR articles are cheap and you can redistribute a single purchase as extensively as you can. So if you want to give all your customers a free stuff at least once a month, it will not be costly at all.

If you are always offering free content on a regular basis, your customers will be pleased and they will feel that they are valued. This is one of the fundamentals of marketing both online and in real world.

### Online secretary

Alright, many online marketers might consider this as a luxury. But if you focus a lot of time in doing secretarial work, it will be a waste of time which you could have used looking for new profitable deals.

So if your internet business requires a lot of secretarial work, consider hiring one. Maybe you do not need one during the early weeks and months of your business but will need one as your business grows.





## The Plan: Getting Started With Your Internet Business

The first few chapters of this book focused around teaching you how to employ the right mindset in order to increase your chances of nailing success in the world of internet commerce. But truth be told, attitude alone will not be enough. Enthusiasm is good but it will not help you earn. You will need to direct your correct mindset to the right direction.

The right direction is getting a solid business plan. You need both of these things: business plan and right mindset. But because getting the right mindset has already been discussed in great length, it is now time to focus on getting a business plan

### Coming Up With A Concept

First, you must envision a concept in which you will base your business plan. Here is a six-step method to coming up with a business concept:

#### Step One: Evaluate things that you like

In real life, those who usually succeed are the ones who love what they do. Naturally, if you love your work, giving it your best will not require a lot of effort. It will come out naturally so you will not likely feel stressed. In fact, you might just want to keep on going and even forget time.



The same goes for internet marketing. Search for niches that you love. It could be music, pet care, gadgetry, tourism, or any other.

### Step Two: Imagine if those likes can be profitable

After making a list of the things that interests you personally, evaluate each of them. Think of how you can convert them into a business idea.

So if you included gadgetry for example, imagine how this can become a business. Maybe you can offer subscription to in-depth reviews of the latest techie stuffs, or offer technical support, or offer products for sale. Just be imaginative.

### Step Three: Check if there is a demand

The next test that your chosen niche must pass is whether there is a demand for it or not. Of course, a highly demanded product/service will most likely earn profit.

To do this, you can check Google's keyword tools and see if the associated keywords to your chosen niche are always hitting a high search rate. In the case of dog care, try keywords like pet care, dog training, housebreaking, dog breed guide and others.

### Step Four: Check for possible competitors

Now if keywords are always hitting high search rates, it is likely that other internet marketers already know about it too. Therefore, the possibility for competition is high.

Before plunging in excitedly, check first if the business plan you are planning to implement has many competitors. The more the competitors, the more difficult it will be for you to succeed.



### Step Five: Make a plan about how you can be unique

Alright, so you do have competitors. And while having only a handful is ideal, it does not mean having a lot of competitors will make success impossible. In fact, you can.

So how can you do this? Think of ways in which you can be unique. Even if you offer the same thing, uniqueness will make you stand out. About how you can be unique, this brings you to the next step:



### Step Six: Check what competitors do and do not offer

Those competitors should have a website which anyone can view. As if a prospect customer, go ahead and browse through their pages and offerings. See what they have and do not have.

Now based from this, you can create your own uniqueness. Maybe your competitors does not offer this and that, and they do not have an effective this and that. From those, you will learn a lot of things.



## Learning To Like What You Do

The above mentioned business plan conceptualization is based on getting a business niche that personally interests you. But it is not at all times that you will work with something that you like.

Maybe you found a niche that has a very high rate of profitability but it happens to be a niche that is not close to your heart. But because of its high profitability status, you are still willing to go for it.

And even if you did ended up with a niche that you like, you might find some aspects of it that you will like. For example, communicating with demanding customers via chat or call might be challenging for you. In which case, you should learn how to love what you do.

You can do this by looking into the positive benefits of your work. Put your mind into the idea that if you do this properly, you will earn more. And once you have established your niche, your business will require less time and effort from you.

And think about this. Internet business is like the dream of so many people. They love the idea and they want to be part of it. Sadly, not everyone has the technical skills or the knowledge to do so. You are lucky to even have the opportunity to be a part of it.

And think of the troubles that regular employees have to face. For example, they might have to deal with an impossibly demanding and anger-stricken boss. In internet marketing, such problems and others are not present or only minimally occur.



## Learning From Others

Once you have found a profitable concept, developed a good business plan based on it, and perhaps did the first few steps into starting the business, it will be good if you can find someone who point you to the right direction.

Finding a qualified mentor who is willing to teach is like finding a treasure chest in this desert-like venture. In internet marketing, there are two ways to learn from others. They are the following:

### Observing

Now this does not have to be a direct tutor who is teaching you hands on. By simply observing what others do, you will certainly learn a lot. Visit websites that are dealing with the same niche as yours. See how they do things and what techniques and marketing efforts they are employing.

### Getting a mentor

Now this is the better deal of the two. You have to find yourself a good mentor who is willing to teach you hands on. Thankfully, most successful online marketers are more than willing to guide others to the right direction. But these guys are choosy. They will only teach those which they see as worthy. Establish the first cornerstones first to prove yourself and a webmaster will sooner or later notice you.



## 10 Quotes from Renowned Entrepreneurs to Inspire You

"If you can dream it, you can do it." -Walt Disney

"I had to make my own living and my own opportunity! But I made it! Don't sit down and wait for the opportunities to come. Get up and make them!" -**Madam C.J. Walker**

"Don't ever let anyone tell you that something is too competitive. Once you subtract the people who don't work very hard, or the people who aren't as good as you, your competition shrinks dramatically." -**Maggie Mason**

"It doesn't matter how many times you fail. It doesn't matter how many times you almost get it right. No one is going to know or care about your failures, and neither should you. All you have to do is learn from them and those around you because all that matters in business is that you get it right once. Then everyone can tell you how lucky you are." -**Mark Cuban**

"The most valuable thing you can make is a mistake - you can't learn anything from being perfect." - **Adam Osborne**

"Policies are many, Principles are few, Policies will change, Principles never do." - **John C. Maxwell**

"Business opportunities are like buses, there's always another one coming." - **Richard Branson**

"Entrepreneurs are risk takers, willing to roll the dice with their money or reputation on the line in support of an idea or enterprise.



They willingly assume responsibility for the success or failure of a venture and are answerable for all its facets." - **Victor Kiam**

"I find that when you have a real interest in life and a curious life, that sleep is not the most important thing." -**Martha Stewart**

"When you reach an obstacle, turn it into an opportunity. You have the choice. You can overcome and be a winner, or you can allow it to overcome you and be a loser. The choice is yours and yours alone.

Refuse to throw in the towel. Go that extra mile that failures refuse to travel. It is far better to be exhausted from success than to be rested from failure." -**Mary Kay Ash**



## Conclusion





The idea of working at home with only your computer, an internet connection, and only minimal time input is really enticing. This is especially true in cities wherein employees are more and more stressed with their jobs.

Success stories found on many web sites also add fuel to the fire. It all appears that online marketers are enjoying the best of life: no boss, minimum time input, and large income. However, this is only possible with the right kind of attitude and rightly directed effort.

Yes, you will also hear a lot of failure stories. And this is no surprise. Given the eye-candy status of online businesses, many are likely to try and many among them are also unprepared. As a result, the number of failures is increasing.

But this should not discourage you but you should take it as a caution. Most of those who fail did not succeed not because they did not employ the right mindset and they do not have enough necessary background.

If you want your venture to be any different from them, all you have to do is avoid the pitfalls which many wannabes fall for. By implementing all that you have learned in this eBook, you will be well-equipped to take on the challenge.

Of course, this is not to say that all problems have been addressed in this eBook. There are many difficulties that you will face out there and some are unexpected. Use what you have learned here to come up with solutions of your own.

This way, you will soon no longer need tutorial eBooks such as this one. You will gain experience and you will know instinctively how to





deal with each problem that you will face. Who knows, you might also write a book like this one in the future.

And if you manage to find a good teacher, you will surely learn a lot and increase your chances of succeeding. When the time comes, it might be your turn to teach the new generation the experiences that you have learned.

Just always remember not to rush things, to approach things prudently, keep an open mind to new ideas, and always employ the right mindset. And also, never let your guard down even when it appears that your foundation is already rock solid.

