

The Mindset Of The Successful Marketer

By

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Introduction

This is not a how to book. There are enough of them out there. I have personally written many of them myself. There's enough "how to" information already available to give anybody the education they need to run a successful business...provided they have the proper mindset.

See, all the "how-to" books in the world are worthless unless you truly understand what it takes to be successful. It took me a long time to understand what I'm going to share with you in this very brief report. But I assure you that this information may just be the most important bit of information you've received since you first attempted to make your first dollar on the Internet.

So instead of boring you to tears with a painfully long intro, let me get into the meat of this report and share with you the things that have personally contributed to my success...just as much, if not more than the knowledge I have of marketing principals in general.

Eliminating The Negative...Completely

I love my in-laws, but they think I'm worthless. The reason they think I am worthless is because I don't work a 9 to 5 job. I don't conform to their idea of what is "normal" for a working man. They only put up with me because they love their daughter and their granddaughter. I could fall off the face of the planet for all they care.

My friends? They laugh at me when I tell them what I do. They don't get it. They all have their great corporate jobs making nice livings, but they have no lives. They work around the clock and pray for their two weeks of vacation every year.

The people I know from church and other social gatherings...I don't even bother talking about what I do. What would be the point? They wouldn't get it either. They all live in that corporate world with the worker mindset.

All of this is negative energy. If you focus on it, it will kill you. I used to do just that. I used to have days where I would give up because somebody would say something negative about my business. Today, I don't even listen. I have too much fun running a home business to let any negativity get in my way.

Oh, did I mention that in 2007 I made \$122,139.91? Yeah, it was a good year. Nobody but my wife even knows what I earned. Well, the IRS does too, but they really don't care. Just as long as I pay my taxes.

Here's the point of this chapter. I live in a whole new world now. The word negative isn't even in my vocabulary. If a person wants to infest me with their venom they're going to have to wait until hell freezes over. It won't happen.

If you want to be successful online, this is the **FIRST** thing you **MUST** do. You have to be **TOTALLY** convinced that what you are doing is the right thing and the hell with everybody else. Because it's going to be hard enough running a successful business even **WITH** a positive attitude.

Onward and upward...Making a plan.

Make A Plan

Don't go into this half cocked. Too many people wake up one day and decide that they're going to make money online.

Doing what?

And then they sit their in front of their PC screens with this blank stare on their faces. They don't have a clue what they're going to do and how they're going to do it.

And then the rest goes something like this...

1. Go to Google and look up "Home Business" or "Work From Home". And then they see some listing for this great work at home opportunity.
2. They sign up with this "opportunity". Doesn't matter what it is. Most of them require you to basically get other people into the business. So they become a recruiter of sorts. Problem is, they don't know beans about recruiting. Oh well, they'll learn.
3. They give the business about 3 months (AFF stats for average length of time somebody works a business) and then they give up because they haven't made any money.
4. Repeat steps 1 to 3.

That's basically it. This is why 95% of the people who try to run an online business fail. They have no plan and they have no idea what they're doing.

You need to sit down and decide exactly what it is that you want to do.

Don't know where to start?

Start with your hobbies and interests. Think about what you really enjoy doing. Certainly your life isn't so empty that there is absolutely nothing that you enjoy.

And if you're wondering why I say to start with something that you enjoy, it's because this is something that you are hopefully going to be doing the rest of your life. If you don't enjoy doing it, what's different between doing this or going to a job? It's really not much better.

Once you have found something that you really want to do, go look and see if there is any demand for it that would require people to spend money. If your hobby is something people can do for free, you probably won't make money at it. But if you're a great writer and have a flair for writing sales copy, you could offer your services to many people who can't write their way out of a paper bag.

I'm not going to sit here and try to give you a list of things to try. Remember, this isn't a how to book. I'm trying to get you to think like a business person...a successful one. Take your interests and try to tap into a way to monetize those interests. If you yourself had to spend money in some way on this interest, then most likely, others will too.

After you have come up with what you want to do, make a detailed business plan. This involves figuring out a budget, how many hours a day you will work, what you will do yourself, what you will outsource and so on.

You'll have to do a lot of research into how your business works. Others probably sell what you're selling, so information is available. If not, then you really need to sit down and think about if this is something that even has a hungry market. What's a hungry market? It's a bunch of people who want what you're selling. There are a variety of ways to find out if there is a demand for your product.

Go to forums specializing in that area. See what people are talking about there. See if they have problems that need to be solved.

Head over to Google and see if there are other sites that are selling what it is you want to sell.

There are other things you can do, but this is the start.

Next...running your business

Running Your Business

I couldn't give step by step instructions on how to run your business if I wanted to because each business is different. A service based business, like an autoresponder service, is going to run much different from a product based business, like selling informational products.

However, there is one thing that successful businessmen have in common regardless of what kind of business they're in. They all make a schedule. Their days are not run haphazardly. They know what they are going to do from the minute they wake up to the minute they go to sleep at night. Sure, things happen and sometimes you have to be flexible, but for the most part, successful people know what they are going to do each day.

Aside from making a schedule, you need to make a budget for yourself. If you think you're going to run a successful business with no expenses, think again. It's NOT going to happen. I am very cheap by successful standards and I still spend about \$7,500 a year on my business. Trust me, that is dirt cheap.

One thing you will need to do is decide how much time and money you're going to spend. This is something that has to be planned before you do anything. Otherwise, you're going to drift from day to day without a solid foundation. You'll spend your time surfing the net and what money you do spend will probably not be spent on the things you really need.

I'd give you my schedule but like I said, everybody is going to be different and my schedule may not fit with your plans. I get up at 6:30 every morning, start work at 7 and don't call it a day until 10:30 PM. And everything I do during those 15 ½ hours is completely documented and planned out. Every dime I spend is accounted for and planned in advance. I even have what I call an emergency cash fund in case something unforeseen happens. And trust me...it will. That's why I also allow for time during my day to take care of emergencies because they too will happen.

If you're expecting your business to run smoothly from day one, forget it. I once had two computers crash in three days. Talk about rotten luck.

Things happen...deal with them.

Studying

I can't stress this enough. If you don't keep up with what's going on out there, you're dead. The Internet changes at the speed of light. What takes 10 years in the offline world to change, takes about 2 years online. It's almost impossible to keep up with it all. You can't keep up with it all.

That's why you have to allocate part of your day to study. The successful marketer will look to see what the hot topics are. These can be easily found at Google trends. There you will discover what's going on in the outside world.

What I do is take one subject that I am interested in and study it until I have it down cold and can incorporate it somehow into my business. What you DON'T want to do is learn something half-baked and try to incorporate it into your business. If you don't really know what you're doing with it, you'll end up either not getting any results at all or worse, making a mess of things.

If you are studying something and you don't understand parts of it, swallow your pride, go to a forum or discussion group and ask questions. I see successful marketers everyday at the Warrior Forum asking questions about things they don't know. They do this because they know how important it is to running a successful business. They realize that they can't know it all and depend on others to give them a hand when they're stuck on something. There is no sin and nothing to be ashamed of by admitting you don't know everything. So get over yourself. You won't die of embarrassment by asking a stupid question. And besides, there are no stupid questions...just a lot of stupid answers.

One thing I will suggest in this area, that has been very helpful to me, is to make a list of the things that you do want to learn. Then make a folder for whatever material you get for each topic and put the material in that folder. That way, it's a lot easier to find things.

Relax...That's An Order!

You have to have some fun. Even I do. I spend at least 1 hour a day practicing my guitar. I also take about a half hour to play "Out Of The Park Baseball" each day. I also go to church on Sunday and sing in the choir, for which I have to practice on Thursday night.

Yes, I DO have a life.

You can't work around the clock. I don't care how dedicated you are. You will eventually burn out. I know. I used to be a workaholic for my 9 to 5 job and it almost killed me. Never again.

So find some time to do things that are relaxing. Work them into your schedule if you have to, but find the time.

But even more important than that, you MUST, and I can't stress this enough, you MUST find a way to not work under stress.

What kind of stress am I talking about?

I'm talking about the kind of stress that says, "If I don't make money today, I'll be out on the street."

Let me tell you something, when I first started marketing online, it was because I was out of work for 6 years and finally decided that I had to do something. Nobody was obviously going to hire me anymore at my age. I was under terrible stress. But I couldn't let it get to me or affect how I ran my business. I couldn't let it make me be afraid to spend money on my business. I had to pretend that everything was fine and that making money wasn't a matter of life and death.

Was it easy? No, it wasn't. But by doing it, I was able to work with a clear and focused mind.

If you get nothing else out of this book, please get the following statement.

"You cannot run a successful business if you don't have a clear head."

Conclusion

Believe it or not, these 10 pages are all you need to do, psychologically and emotionally, to run a successful business online. It's not rocket science. The how to bits are really not hard. Yes, you do need to have solid writing skills to make it in this business because 99% of what you do all comes down to communication, whether it's in writing sales copy or articles or even just responding to somebody's email for help. If you can't communicate with your prospects, then you either better learn how or find somebody who can do the job for you. If you don't do either, you will have an extremely hard time succeeding online.

In an attempt to help you with your writing, if you need the help...(yes, this is the sales pitch that you knew was coming) I am including the link to my latest creation, [*Basic Copywriting In Plain English*](#) which I have packaged with my [*Complete Article Writing And Marketing Guide*](#). It has been said that these are the two best books that I have ever written. Some have said they are the two best books that they have ever read. These books WILL make a writer out of you if you already aren't. They will also help prepare you for dealing with people in your business.

I have other products, but I don't know if you're ready for them or not so I'm going to leave them out of this report.

For now, get your head on straight. Go through the steps of this report and make sure that you've honestly done all these things in preparing to actually run an online business. I am telling you from the bottom of my heart, leaving out even one item can cause disaster. Once you're organized, and once you have your head together, the how to part becomes a simple matter of just plugging in a few systems.

I suggest you keep this book with you at all times and go through it until the information in it is second nature. Then please pass it along to somebody who needs it.

To YOUR Success,

Steven Wagenheim

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