



The Missing Link

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If there's one thing I've learned in my 3+ years working online, it's that 90% of marketers are still waiting for the day they will finally make some **decent** money.

They constantly read everything they can get their hands on to learn how to turn a profit. They're searching for the key that will open the door for them.

They're dead sure they've overlooked just one little bit of information that will do the trick, the last piece of the puzzle - "the missing link," so to speak.

If you're in that same boat, I've got good news and bad news for you...

The good news - chances are you already know how to earn.

The bad news - you're probably keeping yourself from making the kind of money you desire.

The good news - you can break the cycle of frustration and start profiting IF you're willing to do one thing...

Take POSITIVE ACTION to get to the next level

That's it! There's the "magic pill" you've been waiting for. Would you like a glass of water to help swallow it? :-)

Seriously, most marketers make one simple mistake that holds them back - they don't quite take all the steps that lead up the ladder to success. They learn what to do, but they don't take the right kind of action to get them to the next rung.

For instance...

- You've read that writing articles will bring more traffic to your website.
- You've heard that doing Joint Ventures will rake in more profits.
- You've been told that the "money is in the list" so you must build a bigger list.
- You've learned that you should have your own products in addition to the affiliate products you sell.

These are the proven methods used by top earners and you've probably had them drilled into your head over and over again.

But have you acted upon them? Have you really put these strategies into action on a **consistent, positive** basis?

Let me explain what I mean...

Suppose you redo your home page 50 times trying to get it just right. You're taking consistent action, but it isn't positive action.

Why? Because it's getting you no closer to where you want to go. You're simply running in place like a hamster inside a wheel.

Maybe you think you'll get lucky someday and things will "just happen." Suddenly lots of money will fall into your lap. Your website will be flooded with thousands of eager visitors, credit cards in hand, all buying your products.

Wake up and smell the coffee! You have to **make** it happen!

Only YOU can take the action you need. No one can do it for you. Money will not fall into your lap. Period!

Or maybe you've already tried some of the methods you know work for others, but you're still not making the kind of money you'd like. If so, you probably need to **take action on a larger scale**.

Let me tell you a little story...

In November 2004 I had been online for 2 years and I was as frustrated as I could possibly be. I desperately wanted to quit my stressful day job and make a full-time living from home.

I made a sale or two here and there, maybe earned a couple hundred dollars a month, but if I broke it down into an hourly rate, I was only making a few cents per hour. Who can live on that?!?

I kept trying to figure out why I wasn't making much money. After all, I'd been working my butt off for the last 2 years.

Then it hit me... in order to get to the next level (more money) I needed to take action on a much larger scale. I was promoting my business, but not enough.

I suddenly realized that instead of submitting my articles to 30 article directories, I needed to submit them to 100+ to bring more visitors to my website.

And... instead of only getting a few new subscribers to my newsletter each week by running classified ads, I could get hundreds by doing joint ventures with other marketers.

Etc., etc., etc... everything I was doing to promote and build my business had to be done MORE.

So I set out to do what needed to be done - take action on a larger scale...

The first thing I did was contact a top marketer who runs a giveaway every year. It's one of those where contributors provide a gift in exchange for people signing up to their opt-in lists.

I certainly needed to build my list bigger, but this guy expected me to send traffic to his site, too. That was part of the bargain when joining his joint venture.

I must admit I was scared at first to approach him for fear that he'd turn me down. I only had a list of a little over 300 subscribers to promote the giveaway to, and I was small peanuts in the Internet marketing world - a nobody.

But I asked him anyway. After all, the worst he could do was say no... and even if he did, I wouldn't be any worse off than I already was.

So imagine my delight when he said yes!

The month during that giveaway became my most profitable month ever up to that point. I was absolutely elated, and I knew I was "onto something" that would lead to bigger and better things.

To this day, I continue all my promotional efforts on that same large scale. Why? Because that's how my business will grow. I couldn't stop with just one list-building JV unless I wanted my business to stop growing, too.

So I learned a lesson and built a bigger list at the same time. The lesson? Don't be afraid to try new things.

Oh, and I quit my stressful day job 7 months later, so it was a lesson well worth taking. ;-)

For me, that list-building JV was the turning point in my online career and in my life. But that doesn't mean you have to build your business the same way. I'm simply saying that whatever it is you know you need to do, just get going.

Maybe that means finally building your own website, creating a product or making some good business contacts for future joint ventures. The key thing is that you must stop spinning your wheels and take **positive action**.

The rewards, even if they're small at first, will be well worth your time and effort. Each small step, each new goal you reach, gets you one step closer to your ultimate goal - to build a business and make money online.

I got so pumped up from the list-building JV experience that in May 2005, I tried something else that was new for me - a firesale of sorts.

I'd seen the "big guys" do it, but could I do it, too? I decided to find out. I had a specific goal in mind - I wanted to raise some cash for a downpayment on a car - so I was very motivated.

It was a new challenge for me, a new horizon to conquer. Once again I went somewhere I'd never been before - this time I created a joint venture instead of joining one.

Compared to most firesales, mine was very small scale, but the point is, I didn't let anything hold me back. I tried it and I succeeded! I earned the money I needed for the downpayment on my new car.

Again, compared to most firesales, the amount I earned was small. I earned \$1,400 in one week, but I reached my goal and that was the important thing. And... it was a new milestone for me... my first \$1,000 week!

Very often, people just don't realize to what extent they need to take their promotional efforts in order to get where they want to go. Just like me, they don't understand that they need to do things in a BIGGER way.

But sometimes it's laziness, fear, lack of time or the inability to focus that holds people back. Let's talk about those things a little bit...

All of them can be real killers. But if you want to get anything accomplished and make money, instead of just spinning your wheels, you've got to break the bad habits that are keeping you from your goals.

As a mortgage loan officer I see procrastination all the time, but not on my part. My clients will take their good sweet time getting me the information I

need to get their loan done.

They'll drag their feet every step of the way... all I need is a paystub and their signature to get started on their loan. How crazy is it that they're super excited to move into their new house, yet they won't give me what I need to do the loan?

Their bad habit - procrastination - is holding up their loan, keeping them from their dreams of that new house.

But then they'll complain that it's taking a long time to close the loan. Gee, I wonder why? They did it themselves, but somehow it's my fault.

Likewise, if you suffer from laziness or procrastination with your business, you're holding yourself back from achieving your dreams.

I've seen a lot of marketers try to put the blame for their own bad habits on anyone or anything besides themselves, too...

I've heard people say article-writing doesn't work, when in reality, it does work. They probably just didn't submit enough articles to enough directories. One or two articles listed at a few sites, or published in a few ezines, didn't bring the amount of traffic they expected, so they say that method doesn't work and they give up on it.

That's just one example. I could give you more, but I think you get the point.

Fear can hold you back just like laziness can. And just like putting things off out of laziness, you'll get the same results if you put them off due to fear - nothing.

What do you think would have happened if I had let the fear of being turned down keep me from asking to join that giveaway JV? Obviously I can only speculate, but I assume I'd be in the same spot now as I was then - making a few cents per hour.

But even if I had been turned down, I would have contacted someone else. I would have kept going until someone said "yes" because that was the only way my business could grow.

I had to put all my promotional methods on steroids. Once I realized what I needed to do, it was an easy fix to get it done.

Lack of time and/or inability to focus on your work can be corrected pretty easily, too. It takes some discipline and willpower, but it can be done.

Figure out what your priorities are, then list them in order of most important to least important. Set aside a specific amount of time for each one every day or week.

Now here's the hardest part... stick to your list of tasks!

Take the time to do each one in order of priority and don't let anything short of an emergency interrupt your work.

It's easy to get distracted by life's everyday bumps in the road, but you must realize that just as if you were working at an offline job, you must finish your daily work, and preferably, in a timely manner.

Utilize your time wisely and completely focus on the tasks at hand. You'll

soon find that you're getting more done and your goals are closer than ever because you're taking **positive action**.

Don't let yourself get discouraged along the way, although it's sometimes easy to do. Persistence will reap the rewards you're looking for.

No one can take action for you. You have to do it yourself. And you must do it on a large scale, on a consistent basis, in order to get long-term results. Only YOU hold the key to your success.

Remember, knowledge is the key, but action opens the door.

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