

WriteCome.com Presents...

Email Blast

100 Attention Grabbing Emails That'll
Blow Your Email Competition Away.



www.WriteCome.com

Congratulations

Inside this document you'll find 100 of my most popular emails which you can use as is, or edit them to suit the type of products and services you're promoting.

You will also find, at the end of some emails, an affiliate link to some of my own products. These are all sold through the WarriorPlus platform.

You don't have to promote these, but if you'd like to sign up, simply click on the link which will take you to the sign up page.

Once you request approval, please be patient. - There may be a time delay, and all links have to be manually approved,

While you might look at these emails as just emails, most of the content can easily be reused as blog or social media posts. - This way you can earn more money from them.

But that's enough from me. :)

Again, thanks for your purchase and have a great day.

Barry J McDonald.

www.WriteCome.com

PS - Oh, and if you'd like to know how to write your own money making emails? I'd [go here...](#)

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How Much Do You Want It?

Hi [firstname],

Let me ask you a question...how much would you like to achieve your goal?

..You want it lots, right?

Anyone asks what you'd like to happen, and you roll out the same old story on cue.

You've been after this goal for a while now.

You had it in 2020, 2019, 2018...

But is this the year it's going to happen?

The best place to look is how much effort are you willing to put into achieving it?

Out of bed early, or hitting the snooze button?

Sitting on the couch, or going for a run?

Writing once a week, or writing every day?

How do I know? I promised myself I'd get fitter this year.

I didn't like what I saw in the mirror, and how easily I was getting out of breath.

Now, my health was far from being a car crash, but always being in reasonable shape, I didn't like the way I was going.

If I looked like this now?

What would I look like in 5, 10, 15 years?

I'll start tomorrow. I'll start on Monday. I'll start next month.

How much did I want it?

I wanted it so much I was willing to do nothing about it.

And because of that, my waistline didn't change.

The only way it has, is doing what I do almost every day. - Getting up at 6.30 am to walk my dog,, and then going for a run on the treadmill in the evening.

And what do you know happened?

The scale started going in the right direction.

Now it's become such a habit I don't even think about it anymore.

So, back to you...HOW MUCH DO YOU WANT IT?

Lot's right?

Prove it to yourself and the world with your actions.

Affiliate link here.

[Your name]

PS - What you do next is evidence of how much you want to achieve your goal.

What If It All Went Right?

Hi [firstname],

Ever notice that we're surrounded by negativity from all sides?

Negative TV, social media, and criticism from family and friends?

And because of that we look at our goals through that lens?

What if I screw up?

What if this goes wrong?

What if I embarrass myself?

What if it fails like everything else I do?

...

How's that energy level working out for you?

Feel excited?

Feel inspired to take action...or just half-arse it?

Feel like giving it your all?

Then maybe it's time to look at the positive side instead?

What if it all worked out?

What if people liked your book, podcast, blog, or whatever you're doing.

What if people shared what you do with others?

What if you made money from it?

....

Now how does that energy level feel?

Feel more inspired?

Feel like giving it your best?

Feel more inclined to finish what you've started?

Then maybe it's time you started looking at what can go right, rather than what can go wrong.

Now go do it. :)

Affiliate link here

[Your name]

PS - Just because the world around you is negative, doesn't mean you can't achieve great things.

How Good Are You At What You Do?

Hi [firstname],

Can I ask, does anyone know how good you are?

Or do you even tell anyone about what you do?

Take, for example, the other day when we got the carpet on the stairs cleaned.

The guy came in, did his work, and was gone.

And looking at the stairs after he left, it looked as good as new.

Thing is, never at any time did he ask my wife if he could record her thoughts on his work.

He came and went like Santa's elves.

But had he paused for even five minutes, to do a before and after pic and gather a testimonial, he could have gone on social media or any platform and informed the world of how good his work is.

And he's not the only one.

How many times has a restaurant, business, or service asked you for 5 minutes of your time for a testimonial?

I'd be surprised if it was even a handful.

You're probably making that mistake right now.

You're good at what you do, but you're not telling people.

Maybe you don't like to brag. - You don't like tooting your own horn.

If you don't, why not use someone else's words to brag about how good you are?

How good have I gotten at this email writing lark?

I could tell you, or I could just leave you with these words...

"I wish I could really express to you how much I appreciate your daily emails. They have encouraged, scolded and pushed me a bit further along everyday.. Keep up the great work."

Affiliate link here - Email Ace - <https://warriorplus.com/aff-offer/o/kjg1f6>

[Your name]

Imagine This Scenario

Hi [firstname],

Pick this for a moment,

... you're a business owner.

You're at a meeting, filled with all your ideal clients.

Not wanting any of them to get away, you scurry around and try to grab as many business cards as you can.

Proud of yourself, you head home, your pockets filled with new potential business.

Getting up the next day, you spread the cards across the kitchen table, excited to get in touch with them.

Then your heart sinks....what are you going to say to them?

How do you let them know that you're not like everyone else?

How do you promote your business to them without sounding like a used car salesman?

How do you build rapport?

You push your chair back and leave the cards on the table feeling deflated and frustrated.

You know you could help those people, but you just don't know where to begin.

....

While that's an imaginary scenario, I'm sure you've found yourself in a similar situation.

You've been collecting email addresses, or know the importance of doing it, but you don't know where to start.

What do you write?

Where do you start?

How do you do it without sounding sleazy?

Here's how...

Affiliate link here - Email Ace - <https://warriorplus.com/aff-offer/o/kjg1f6>

[Your name]

PS - Now imagine your PayPal account increasing in size with every email?

Discomfort Is Where The Gold Is

Hi [firstname], most of us don't like getting uncomfortable.

Comfort is where it's at.

It's the remote control for the TV, so we don't have to walk across the room to change the channel.

It's an audiobook, so we don't even have to read the words.

It's the next day delivery when waiting for 5-7 days isn't quick enough.

It's McDonald's brought to your door, so you don't even have to sit in the drive-thru.

We want the world to make everything easier, more convenient, and be brought to us, but on our end, we don't want to put out the effort.

'Haven't got the time.'

'That'll take too long to do.'

'That's too far to travel.'

And on and on the excuses go.

But we want the results.

Boy, do we want the results!

We want the business, but it's got to be a push-button business.

We want the abs, as long as we can lie on the couch with an electronic muscle stimulator strapped to us.

But as Kevin Hart said,.....'Discomfort Is The Dragon That Guards The Gold'....it's only on the other side of discomfort that you'll get the gold.

It's the long hours, the rejection slips, the failures, the making a fool out of yourself, that you've got to go through.

If you want the gold, you better be prepared for the dragon that's in your way.

Affiliate link here

[Your name]

PS - The only free cheese is in the mouse trap, and you know how that one ends.

Should You Be Doing What You're Doing?

Hi [firstname],

What if you were faced with doing what you're doing for the next five years?

That there was no trying anything new.

That you had to turn up every day and do the same actions over and over again.

Could you do it?

Does it seem like the worst job ever?

If it does, chances are good you shouldn't be doing what you are right now.

To be successful at anything means showing up consistently, probably doing the same actions over and over again, and probably showing up to the sound of crickets.

If the road ahead doesn't seem like one you'll get joy from, have a feeling of achievement from, then my advice would be to drop out now.

Save yourself those years of misery, and find something that fires you up.

The people that we admire in this world are those that not only love what they do, but share what's great about what they do with the world. - You can't help but feel magnetized to them.

So how do the next five years look to you?

If they don't look great, maybe you should have a look at this...

Affiliate link here

[Your name]

PS - Life's too short too short to be doing things you detest. Don't you agree?

What's Better Than A 9 -5?

Hi [firstname],

What's better than a nine to five?

It's having content that's on sale 24/7.

It's making something once, and getting paid for it over and over again.

It's doing an hour's work, and getting paid hundreds if not thousands for that time.

There's very few businesses that have that ability.

A mechanic only gets paid for the time he's working on a car.

A builder only gets paid for the bricks he lays, and if there's nothing to build, he's out of work.

A cab driver only gets paid when the meter's running, and he's got to work long hours to make a living.

You, on the other hand, can fire up a laptop, put some words on a page, and get paid for it over and over again.

I'm, right now, getting paid for books I wrote years ago....and if I said that they brought in thousands of dollars I wouldn't be lying....yeah, even I find that hard to believe.

So if you're still in that group that thinks you need to work an hour, to get an hour's pay, you're sadly mistaken.

Affiliate link here

[Your name]

PS - And the more income streams you create, the more income comes your way. Nice, right?

I Know One Of Your Biggest Problems

Hi [firstname],

How do I know your biggest problem?

Because it used to be mine.

Imagine your car mechanic becoming a baker.

Your window cleaner becoming a plumber.

Your gym instructor becoming a carpenter.

And changing their occupation every other day.

Not a good way to build a business, right?

Yet, online, no one blinks if you're a Facebook ad expert today, and a blogger tomorrow.

Or an Instagram influencer today, and a fiction writer tomorrow.

And they also never question when the local 'guru' is selling them all of those options each week. - And hasn't spent more than five minutes becoming an expert on any of them themselves.

Your biggest mistake is probably trying to be everything at once.

Starting today, your best option is to dedicate 12 months (from today) working on only one.

That could be blogging, fiction/non fiction writing, creating low content books, etc.

But focus on only one for 12 months.

Do that and you'll be way ahead of where you are right now.

"The Path To Everywhere Leads To Nowhere." - Dexter Abraham

Affiliate link here

[Your name]

PS - You'd never hunt two rabbits at the same time, would you?

What Would 'Future You' Say?

Hi [firstname],

The great Dan Meredith dropped a pearl of wisdom in a recent webinar I watched...

'Do Stuff Now The Future You Will Thank You For'

The 'future you' is going to come no matter what you do.

But what version are you going to meet?

One that's going to thank you, pat you on the back, and tell you that you can rest now, that all the previous work is going to pay off in the weeks, months, and years ahead.

Or is it going to be something else?

Opportunities missed?

If only's?

Or a feeling of dread that you've left it all too late?

The last one is probably the worst.

That you've pissed away a life that could have been so much better than it was.

We're all grown-ups here, and you're free to do whatever you want to do, but what's 'future you' going to be like?

What you do each day is going to snowball...one way or the other.

Let's hope it's something you'll be happy with.

Affiliate link here

[Your name]

PS - Not taking action today means you've one less day to enjoy the fruits of your work.

People Are Depending On You Right Now

Hi [firstname],

When asked why we're here on this planet, Albert Einstein said that in his eyes, we were here to serve one another.

'Serve one another.'

Or to put it another way, your wealth and fame are going to come from other people.

Other people.

Sitting on your ass, or playing a smaller version of you, means you're going to help less people.

And if you help less people, you get less rewards.

The more people you help, the more wealth and fame you receive.

People are depending on you right now.

They want you to entertain them, educate them, and support them.

Are you going to show up and serve them?

Affiliate link here

[Your name]

Thomas Edison Was A Dummy

Hi [firstname],

In a recent podcast I was listening to, the topic of Thomas Edison came up and how he was a dummy at school.

Receiving a letter from his school, his mother was informed that her son wasn't cut out for school, and it was probably best if he was kept at home.

Knowing that would crush her son, she told him that she was taking him out of school and homeschooling him instead. - Because the school said that he was too clever for them.

Years later, after he became the man we know him as, he found the letter and was floored by it, realizing what his mother had done for him and how she changed his life for the better.

Sometimes not knowing the truth can be a great help.

Sometimes not knowing what's ahead can take the pressure off of you.

Sometimes just looking at the smaller picture, takes care of the bigger picture.

Take writing an email, for example.

If you listen to all the experts out there they would have you running for the hills.

"You need a great subject line, you need a great click-through rate, and you need a great call to action."

You don't need any of the above.

You just need someone that'll give you five minutes of their day...that's it.

If you can write a tweet, you can write an email.

Here's how...

Affiliate link here - Email Ace - <https://warriorplus.com/aff-offer/o/kjq1f6>

[Your name]

The One Thing That's Holding You Back

Hi [firstname],

You know, if there's one thing that's putting a limit on your income...it's you.

It's you and your fear.

Fear of putting yourself out there.

Here's an example.

Most people who get into self publishing go the low content route.

Why?

There's no risk involved on your part. You can hide behind a pen or company type name, and you don't need to put too much of you into it.

Then we've got fiction.

That's a different matter. You can still hide behind a pen name, but you've raised the stakes. - Now you can come under more criticism.

Raise that even further, by collecting email addresses of those readers, and you're at a higher level. - Now you've got to show up there and risk making a fool out of yourself.

Go even higher, and create your own video training program and now not only can you make a fool out of yourself, but you've got the pressure of teaching someone a skill.

But here's the thing.

Each level you go up...unlocks a higher income stream for you.

The people that you look up to are there because they're taking more risks than you are.

And you can take that idea anywhere, online or offline, but it's always been that way.

Those that let their fear limit them....also limit their chance of a higher income.
Your lesson for the day - Do things that people in your niche aren't doing -
because of their fear level - and you'll move beyond the results that both you and
they're getting right now.

Affiliate link here

[Your name]

Sharks And Giraffes

Hi [firstname],

The other day I saw an interesting meme when I was surfing the web...

'How can you say that there's no other life in this Universe? - A shark will never meet a giraffe, but that doesn't mean that it doesn't exist.'

And that does raise an important point...just because we see life one way, doesn't mean that it's always got to be that way.

If you see yourself as not being untalented, stupid, a loser...you'll probably live your life that way.

It's like only seeing yourself as just a giraffe and nothing else, you'll probably play out that role.

Anything that's outside your comfort zone, or way beyond that pay grade, will seem as impossible to do as you suddenly growing fins and swimming in the ocean.

But, if you step back and take a bigger look at yourself, you'll realize that you're not one animal, but the planet that they roam on.

If you want to be a writer...it's as simple as just starting to write.

If you want a podcast...it's as simple as just speaking into a microphone.

If you want to teach...it's as simple as switching on a video camera.

Will you suddenly be the greatest shark in the ocean, or the most graceful giraffe running across the Savanna, probably not.

But with time and practice, you will get better.

And if you ever want to jump ship, and try something else, there's nothing stopping you.

All of those options are out there for you.

Remember, you're the planet with all those options roaming around on it.

You don't have to play one role for the rest of your life.

Affiliate link here

[Your name]

Be More Amazon

Hi [firstname],

I don't know whether you like Jeff Bezos or loathe him, there is a lot you can learn from Amazon and the way they've been running their business...

They Moved Away From Books

It didn't take them long to realize that if you're gonna make big bucks, you can't be selling products that only make you pennies. Sure, you can make money, but you've got to sell a lot of books to keep the doors open. - Ask any closed down book store about that one.

The Take Away - If you want to make more money, you've got to sell products with a bigger return on them. The best and the easiest is still digital, and a training course is still one of the best. - You could make a dollar a pop for a coloring book, or you could make \$27, \$47, \$97, or more from each course you sell.

They Kept In Touch With Their Customers

No one gets an Amazon account without an email. - Yeah it's an easy way to log in and out, but it means you're never further than a click away come sale time, or 'You might like one of these too' emails. The Mom and Pop stores that hit the wall can rightly claim that Amazon killed off the high street, but that's because they didn't take care of their little sales patch. - Nobody asked for an email address, no one tried to get you back, and forget about good service...'Sorry, we're sold out. Come back again if you're ever back this way.'

The Take Away - Selling to a customer once means they're easier to sell to again and again. The biggest mistake most people make is running after more and more new people and not trying to sell to the ones that bought off them. - And almost as bad, not asking them to spend more money with them. Your next customer was your last one. Worry more about making them happy, than chasing the next one.

They Built Their Own Platform

Amazon is now as synonymous as Google and Facebook is, and no one thinks of it as just a store. Sure, it's that, but now it's also an entertainment hub like Netflix is. And if you wanted to, you could get everything you needed off it, without even doing a Google search. Then add to that, that they also sell paid advertising on it, and it's sure you can see that they don't need anyone else right now.

The Take Away - While we might never reach the dizzy heights of Amazon, having a platform that you're in control of, sure does take a lot of pressure off you when someone pulls the rug out from under you. Too many Instagram influencers, Facebook groups, and Twitter heroes learned the hard way that they were only one click of a mouse away from having it all taken from them. - So build something you can control, and back it up regularly.

They Made Their Own Holiday

And finally, why wait for Black Friday, or any other sales day when you're competing with everyone else? Why not just go out and create a day of your own and get it out there before the other big pre-Christmas sales? - That way everyone's already got what they wanted, and you can still hover up some sales at the times when everyone else is competing for customers.

The Take Away - I've mentioned this many times before, doubt anyone's put it into action, but there's no reason why you can't set up your own day too. Once you do, you separate yourself from the crowd, and anyone seen copying you, well, they'll always look like a second-place copycat loser that they are.

So go out there and be more Amazon.....but with more hair...and less of that messy divorce stuff. :)

And if you're fed up making pennies per sale, why not try this idea out...

Affiliate link here

[Your name]

My Crazy Dog Chasing Dream

Hi [firstname],

The other night was a weird one for me.

I spent what felt like four hours chasing after a dog I didn't even own in a dream.

In reality, it was probably five minutes.

But, here I was hunting down a boxer dog after he'd broken off his lead.

Why a boxer dog, I don't know?

Maybe some dream analyst will tell me it's a sign that I'm going off in the wrong direction and going after a goal that's not right for me...who knows?

Anyway, welcome to my crazy dreams.

So...what about yours?

What have you been trying to achieve?

What would you like to look back on, and say to yourself... 'Yeah, the year was crap, but I still got this thing done.'

What's that thing?

What I've found out is that if you don't have something to sell...you'll never make any money.

You can tweet, like, post, and share stuff from now until doomsday, but if you don't have something to sell, it's all a waste of your time.

If you're distracted, stop everything and create something that's got your name on it.

You can build it using this simple system...

[Affiliate link here](#)

[Your name]

Pain-Ment Means Payments To You

Hi [firstname], here's a little sales tip for ya.

Imagine you're trying to sell steel toe cap boots to folks.

Not the easiest sale you'll make is to someone that's already dropped something heavy on their foot, or they've seen the aftermath of someone else doing it.

Everyone else....they'll walk by your sales letter or product page and not give it much thought.

But, if I mention to those folks, the financial cost of dropping a concrete block on their toe, like expensive hospital bills, time off work.....and maybe also being permanently disabled, or having a foot that looks like a horror show when you pull off your sock,

I'm sure you can see how that pain, or potential pain, seems a lot more than the few bucks I'm charging for my boots.

Showing pain on purpose, 'pain-ment' can add more money to your bank account.

How do you do it?

Go find people that are in pain, either physically or emotionally, and show them how to relieve that pain.

Problem is, most people go down the lowest earning routes, a blog post, or a Kindle book, and dismiss the most profitable one. - A digital course.

And it's understandable, it's complicated and hard work creating a digital course.

Or is it?

What if you could springboard off something that others have already made?

Here's how...

Affiliate link here - Hard Drive Profits -
<https://warriorplus.com/aff-offer/o/k39xsn>

[Your name]

The Money Bag Tale

Hi [firstname], do you like stories?

Here's a good one for you.

Once upon a time, there was a guru that was known for helping people to make money.

Working with a small group of followers, he showed them how to create income streams and little businesses of their own.

This worked for all, but one person.

Everything he tried, he came away unsuccessful and nothing to show for all the great advice he got.

Feeling a little guilty for their success, the group got together and walked up to the guru with a suggestion.

'Guru, we feel that we'd like to help him out. - Something he can't fail at. Do you have anything?'

The guru pulled out a bag of coins and handed it to them.

'There's a handsome amount in there, that I'm sure would help him out.'

Wondering how they could give it to him, without making him feel like he was receiving some kind of charity, they talked amongst themselves as to how they could hand it over.

Finally, they worked out a simple plan.

They'd place the bag in the middle of the small bridge they crossed each day to enter the guru's village.

Sitting in plain view, there was no way he could miss it, and with no one around to claim it, he'd be sure to keep the money for himself.

The following morning, they placed the bag on the bridge and hid, waiting for their comrade to find his fortune.

Watching him reach the bridge and start to cross it, they whispered among

themselves, waiting for the moment when he'd spy the bag.

Walking right by it, they watched in dismay as he left the bridge and entered the village empty-handed.

'What? How could he not see it?' - one asked. 'He walked right by it. It was inches from his feet.'

Running to the bridge, they grabbed the bag and raced after the man to find out why he hadn't seen the bag of coins.

'Didn't you see the bag?' they asked, when they'd finally caught up with him.

'What bag?' he asked.

'This bag, it was sitting right in the middle of the bridge!' they asked.

'No. - This morning I thought I'd cross the bridge with my eyes closed, just to see if I could cross it without bumping into anything.'

Coming upon the group, all standing around with open mouths, the guru walked to the one with the bag and took it back.

Giving them all a knowing nod, he walked toward his house, knowing that they'd all learned a valuable lesson that day.

Sometimes you can give someone the best of advice and point out great opportunities, but if they can't see it, or aren't willing to work, it doesn't matter what you give them.

Affiliate link here

[Your name]

PS - I'd like to give the great Ken McCarthy full credit for today's email.

What's The Cost Of Not Buying Your Stuff

Hi [firstname],

Ever look at your business from the outside? - Not many people do.

You've probably never asked a question like, 'Why should anyone buy anything I make?' - Or 'What's in it for my customer?'

That's something I picked up from the great Jim Edwards.

If you imagine your customer is on one side of a small canyon, and you're on the other side. - There's a gap between both of you.

To get them to come over to your side, you've got to build a mental bridge that lifts them from where they are, over to where you and your product is.

That's where your book description, sales letter, or whatever sales piece needs to do...it needs to do the mental lifting.

You've got to make them feel great holding it in their hands.

You've got to make them feel like that stress they're feeling right now - that might turn into a fight with a partner or child - could be diffused with your coloring book.

You could describe that your positive affirmation images in your journal, will be the friend they've always wanted in their corner - rooting for their success - even if no one else in their life is.

Kinda makes a book feel a lot different, right?

Kinda makes you want to buy a copy, right?

Build the mental bridge between your customer, what they want, and how your product will get them there.

This sales letter is a good example of it...

Affiliate link here

[Your name]

Once Upon A Time...

Hi [firstname],

Here's a tale for your coffee break.

Once upon a time there was a girl whose time had arrived to collect a gift her father had promised her from when she was small.

'It's in the barn,' he told her, and led her to it.

Pulling the dust cover off the large rectangular shape, he stood back and showed the car that was under it.

'A car?'

'It's yours. Take it and sell it for the best price you can get for it.'

So, taking the make and model of the car, she went to the local car dealer and asked how much he'd pay for it?

£1000.

Not happy with the figure, she returned to her father and told him.

'Try the pawnbroker,' he told her. 'See how much he'll offer you.'

She returned later, still looking disappointed.

'Only £200'

'How about the car show that's on at the weekend? You can ask around and see what the collectors would be willing to pay for it.'

Come the weekend, the old man watched his daughter come running up the path with a grin on her face.

'Well?'

'£60,000' she squealed. 'And they'll pay me today for it.'

'Have you learned something from all this?'

'What?' she asked.

'Not everyone will value you and what you have to give. Some people will see very little value in you and what you do, while others will see you as priceless.
- Those are the people you should look for in life and business.'

The End.

If you're having problems making money online, it could be that you're targeting the wrong topics.

One way of taking the guesswork out of product creation is by selling a Private Label Product that someone else has made.

Unfortunately most people go about it wrong, selling it as it is.

This here is so much different..

Affiliate link here - PLR Profits - <https://warriorplus.com/aff-offer/o/mdcg2x>

[Your name]

A Trunk Full Of Trucks

Hi [firstname],

Back when I was small, my father would take home a toy truck on a regular occasion.

Being on the road driving his truck, and not home that often, it was probably something he did to make up for the guilt of not seeing me.

Or maybe he just wanted some peace and quiet as soon as he got in the door. - Who knows? :)

Anyway, that toy collection grew, and grew so much that it filled a large suitcase.

You name it, I had it in that case. - Cars, trucks, tractors, it was all there.

And boy did I love nothing more than playing with them. Every day there were loads to be loaded, deliveries to be delivered, and baddies to be chased down by the cops.

Thing is, many years later, my mother and father would remark that I would have made a fortune if I'd kept them in mint condition and still in their boxes.

To me, what's the fun in that?

Toys are meant to be played with, right?

And all those dents, scratches, and chipped paint was a reminder of the fun time I had with them.

Some people are like that.

They think that life is something that needs to be kept in the box. Something that should be given back, still in pristine condition. - That's when it's still valuable.

Funny thing is, it's more valuable and fun, when you've got the scars, the failures and you've spent hours taking your talent out of the box and having fun with it.

Some of the best times in my life were spent playing out of that trunk of trucks.

So..

..if you've been keeping your life in the box, because you think you're going to get extra brownie points, maybe it's time to rip the box wide open and have fun with the talent and dreams you have.

Affiliate link here

[Your name]

PS - It's time to rip the wrapper off your life.

Still Throwing Mud At The Wall?

Hi [firstname],

Let me ask you, who's buying your books?

What's their age?

What's their hobbies?

What else do they read and buy?

Ever given it any thought?

Or are you aiming at every nameless faceless person on the web with a pulse?

Truth be told, most of us never think of our ideal reader or customer.

We just throw stuff against the wall and hope some of it sticks.

'Does it really matter?' you're wondering.

Well, let's take this email as an example.

If I was writing this to a teenager, my subject line would've been a lot different, the content would probably have pop culture references in it, and I'd probably sign off with a 'lol' or something to be hip with the kids.

Written to someone in their sixties, and everything would change to fit that persona.

And outside emails, having an idea of your perfect customer will give you ideas for what they would and wouldn't buy.

So, your homework today is to get a pen and paper and write out the description of your ideal reader and buyer. Then grab a picture of what that ideal reader looks like and stick it on the page.

So when you're wondering what to do next, look at your page and ask yourself, would my Joe or Josephine want this?

Would they read this email and take action on it?

Would they buy this planner, or what planner would they buy?

Would they read this fiction book?

When you look at your business through your ideal customer's eyes and go in that direction, you'll be surprised when you start to attract those types of people to you.

So, who's your ideal customer?

Affiliate link here

[Your name]

Be More Unicorn

Hi [firstname],

The other day I saw a piece of software that was released on how to quickly create journals and planners..

And for a millisecond I thought about asking to be an affiliate, but then wised up.

Now, not that the product wasn't any good, it did look like it was up to the job, but there wasn't anything unique about the content created.

And in a world of folks just churning out the same stuff, no one has an advantage.

And if no one has an advantage, or stands out from everyone else, the only place you can stand out in is your price.

And people love nothing more than selling all their stuff for pennies as a way to stand out from the crowd.

And then they wonder why they can't make money from their books, and are working harder than a kid in a Chinese sweatshop.

The folks that take home the majority of the money are the category Kings and Queens.

Go into any niche or genre and you'll see that's the case.

Fiction, non-fiction, blogs, Youtube, it doesn't matter.

All the money goes to the few, the rest are left fighting over the breadcrumbs that fall off their table.

So you can create any number of journals and planners as you want, but if you're not doing anything to be the unicorn in your market you're just another face in the crowd.

How can you be a unicorn?

Rare, sought out, and hard to forget?

If you can't, or won't work that out, no piece of software will ever help you. No matter how good it is.

#BeMoreUnicorn

BTW, if you'd like to add your own line of unique products, some created in mere seconds, I'd skip over here pronto...

Affiliate link here - PLR Product Profits -
<https://warriorplus.com/aff-offer/o/mdcg2x>

[Your name]

Making Cash From The Trash

Hi [firstname],

I knew that subject line would get your attention. :)

Once upon a time, there was a coffee shop that came up with a money-making idea.

You see, said coffee shop, like most coffee shops, had to get rid of the sacks that the coffee beans came in.

Most folks just tossed them in the trash, but these folks decided to sell them.

And that's what they did. One man's trash suddenly became an income stream that no one had thought of before.

Now, who was buying the sacks, I don't know...probably hipsters for furniture or wall art.

But that's what I want you to think about today?

What are you tossing away after one use that you could reuse, repackage, and make money from?

Social media quotes can be put on a coffee cup.

Because if it's inspiring on one, it can be just as inspiring when someone is drinking their morning brew.

Heck, even a coloring book image can brighten up a white t-shirt, and put some money in your pocket.

Moral of the story...there's cash in your trash.

You've just gotta put that noodle of yours to work on it.

Affiliate link here

[Your name]

He Ate, He Slept, He Survived

Hi [firstname],

If there's one thing that makes me chuckle about genealogy, it's the people that scan through their family tree looking for someone famous.

When they do, you can see them smirk to themselves.

'Oh, my great, great, great, uncle, discovered the cure to leg rot,' they exclaim to the world.

Don't know if that's a thing, but humour me for a second.

Finally, they've got something to brag about. They had no hand in that person's success, but it makes them feel like they've achieved something.

Suddenly, they're not an average Joe or Josephine.

Their own life, well, it'll probably be summed up on their gravestone with a 'He ate...he slept...he survived.'

That's it.

A blip that no one notices.

Not because they didn't have anything to give, but that they didn't get off their arse and do something.

The time was never right.

They didn't have enough money, talent, or whatever excuse they threw in the way.

What's your future generation going to find when they look you up?

A blip?

Or someone that did something, because they realized that they've only got one shot at this thing called life.

What's it going to be?

Affiliate link here

[Your name]

How Much Is An Hour Of Your Life Worth?

Hi [firstname],

Imagine for a second, that a ransom note was sent to your home for the release of someone you love.

How much would you pay to get them back?

What actions would you take to gather up that money?

I'd imagine a lot...and you'd go out of your way to get the money together.

Sadly, you probably don't look at your own life in the same way.

Most people don't.

If they did, they wouldn't look at themselves as only worth ten bucks an hour. wouldn't spend as much time watching TV, and do something productive with their lives.

So...

...how much would you pay to get back an hour of your life?

A lot I'd imagine.

Think maybe it would be working on things that could repay that hour's work over and over again?

Me too.

Affiliate link here

[Your name]

The Day Folks Give Up

Hi [firstname],

How long do you think most people stick with a new challenge before giving up?

Day 7?

Day 14?

Day 21?

Or Day 28?

I'll let you ponder that for a second.

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. .
. .
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If you said 7 days, you were being generous.

It's 1 day.

Most people give up on Day 2.

Day 2.

And you're worried about new bloggers robbing your readers, new fiction writers stealing all your money, and the new wave of IMer's flooding the market.

Ain't gonna happen.

As Tommy Baker explains in his book the '1% Rule,' people have high expectations, but low commitments. - Everyone wants the 'Instagram' lifestyle, but no one wants to show up every day.

I know you're not one of those people and that's why I want you to have a look at this...

Affiliate link here

[Your name]

Tears And Tissues, Problems And Profits

Hi [firstname],

I remember listening to an old crackling recording of Napoleon Hill explaining that for every bad situation, there's a seed of an equivalent benefit in it.

I'd heard that many times, but it had always flown by me.

Because if you're in the doo-doo, you're in the doo-doo, there's nothing good about being there.

Never mind looking for something good in it.

But as Ben Settle said recently...'If someone's crying, someone out there is making money selling tissues to them.'

In the middle of the Corona pandemic, people made big bucks.

Take, for example, the girl I went to today to get a back massage.

'How was business during the pandemic?' I asked, expecting to be met with a 'It was tough.'

'We'd never been busier,' she smiled. 'Everyone's looking for massages to help with stress relief.'

Tears...and...tissues.

Stress....and....massages.

Problems....and.....profits.

Even in the darkest moments, there's money to be made.

Affiliate link here

[Your name]

'Humans' Predicted The Future

Hi [firstname],

A few weeks back, I finished up watching the TV show 'Humans' on Netflix.

If you haven't seen it, it predicts the new future when the world is also populated with robots.

As you'd predict, human-style robots have become a major part of the workforce.

They clean floors, walk dogs, and do all the manual jobs we hate doing.

Leaving the humans wondering what's going to become of them?

If a factory owner can hire a bus-load of robots to work his warehouse 24/7, and they never have to take a day off, what's the point in hiring expensive humans?

If a housewife can hire a robot that can cook, clean, and teach her kids, why hire a cleaner...or even send them to school? - There's no need to.

Now, while that may be some years off, and I might be an old fart by then, it does make you wonder what we'll do at that point.

Will we all be sitting around, Roman-style being fed with grapes...or will the future be a tougher one to live in?

Who knows...but every day things are being automated, either making things easier for you, or taking you out of the equation altogether.

You could wait around for that point, or you could have your own little team churning out cash for you using this...

How?

Affiliate link here

[Your name]

PS - Who knows, you might have a robot 'Arnie' looking for your boots, your clothes, your motorcycle, and...also your job...in the future?

Your Habits Can Make Or Break You

Hi [firstname],

What's your plans for this week?

What do you want to achieve by next weekend?

So, what's your routine like?

Is it all planned out...as in do this, then this, and this?

Or it all up in the air?

Here's something to keep in mind, 'Your habits and routines can lift you out of where you are or keep you there.'

Got bad habits?

Do less of them.

Haven't got good habits?

Start making some and keep repeating them.

Sound too simple?

Nothing is.

But here's a simple process to follow daily for content creation...

Affiliate link here - Clever Content Creation -
<https://warriorplus.com/aff-offer/o/fns2ff>

[Your name]

A Lot Cleverer Than Spitting On A Birthday Cake

Hi [firstname],

In a world of 'Monkey See, Monkey Do' there are very few people that stop for a moment and wonder...is this really a good thing?

Take, for example, the simple thing of blowing out candles on a birthday cake.

We've all done it.

We've been to parties where complete strangers have done it.

And we all smile happily to ourselves as we scoff down a piece of sugary goodness.

Never once thinking...! You know, somebody just spat their germs over this thing five minutes ago.'

In fact, just to put you off the birthday cake once and for all, the bacteria on a blown-out cake is 1400% higher than before it happened.

Can't unsee those germs now?

Now, unlike those spit and bogey slices you've been tucking into this past, this here is a lot better for your financial health.

Affiliate link here

[Your name]

Make More By Creating Less

Hi [firstname],

Now, you'd be wrong in thinking that you need to make more to make more.

So what do I mean by making more from less?

Well, Dan Kennedy once counselled a client, (whose business was helping store owners reduce thefts in their business), by pointing out that the most profitable part of his business was the talks he gave, and not the hands-on service he provided.

Ditching the staff he had, and cutting it back to just speaking, he went on to make five million the following year.

Now...cutting back, or 'diluting' your business, could be something you might want to consider doing.

A lesson in your training course could be diluted down to create a lead magnet.

A colouring book could be diluted down into single pages, which could be sold separately, or sent to every corner of the Internet to raise your profile.

A fiction book could be diluted down, where you take a character from your book and write a short story solely focused on them and no one else.

When you look at your work that way, you can break content down over and over again, and find more and more uses from it...instead of putting more together and making less from it.

While you're pondering on that thought, have a look at this...

Affiliate link here

[Your name]

What Do You Want To Be Remembered For?

Hi [firstname],

Straight away, I know this is going to be the lowest open rate of any email I've ever sent.

Because no one wants to tackle those 'big questions.'

You're 'just you' and 'I'm just me', and we're never going to leave some big charity trust behind us, some multimillion-dollar business, or the cure to cancer.

But is that really true?

Because whether you like it or not you're going to be remembered for something.

You're going to leave something behind you.

Right now it mightn't be much, or maybe it's things you're not proud of.

But it doesn't always have to be that way.

Yeah, we're all busy running from one thing to the next. - Getting the kids to school, taking the cat to the vet, going to your job, or whatever. But that doesn't mean you can't take moments to put a little effort into something that's going to outlive you.

Yeah, I know it's a big question to tackle.

But when you look at what you're doing right now through that lens, I'm sure it's going to make you think twice about what you've been doing.

Are there better things you could be doing?

Are you putting your heart into what you're doing right now?

With all of us having the ability to affect people all over the world with our content - thanks to the Internet. It's never been easier to help, guide, inspire, and entertain people in places you've never heard of.

So today I want you to take that 'it's just me' tag off you. - There's a lot more to you than you give yourself credit for.

What would you like to be remembered for?

Now out there and start working on it...

Affiliate link here -

[Your name]

Wise Words For The Piano Pretender

Hi [firstname],

Earl Nightingale tells a story of a woman that walked up to a pianist after a recital and proclaimed...'I'd give anything to be like you.'

Lowering her cup of tea, the pianist looked her in the eye.

'You wouldn't.'

An uncomfortable silence filled the room.

'I would...'I'd give anything to be as good as you are.'

Again, the pianist smiled.

'No...you wouldn't.'

'But...'

'I'm not criticising you, but for the last twenty years I've been practising day after day to get to where I am.'

The piano pretender fell silent.

Every day I see people that want to work from home, want to write a book, or want to be the next YouTube celebrity.

None of them ever will.

Because as the novice had pointed out to them...they'll never put the hours in...or even expend the slightest amount of effort to get to that goal.

Heck, most folk won't even get off their butt to change the channel on the TV...anything else would be too much work for them.

How much do you want it?

Talk's cheap.

Actions are where it's at.

If you walk the walk, here's something you'll want to take a look at...

Affiliate link here -

[Your name]

Why 95% Of People Never Get Anywhere

Hi [firstname],

If there's one thing that separates the 95% of people who never get anywhere, it's the direction they look in.

Backwards.

Going into a new venture, or a business opportunity, they'll trawl back through their past for all the times things went wrong. All the snide comments from family and friends made about their talents, And all the negative comments they got from 'supportive' teachers.

This they'll then plop in front of them, and look at that opportunity through that lens.

The 5%, on the other hand, look the opposite way...they look forward.

They look at how their life could be better than it is now. They know that yes, they might suck right now, but that's no reflection on what they'll be like in six months time. And they get out of bed with an end goal in mind, and don't wander aimlessly through their day.

Backwards or forwards.

It's a small thing, but also a big thing.

Almost like this link below.

It doesn't look much, but there's a huge amount of money-making knowledge on the other side of it.

Affiliate link here -

[Your name]

The Easiest And The Hardest Thing You'll Ever Do

Hi [firstname],

Want to know what the easiest thing you could do to be profitable in your business is?

It's being consistent.

Want to know what the hardest thing to do in your business is?

It's being consistent.

It's not showing up for the 'Likes' and 'Shares'.

And it's not telling the world what you're going to do for a pat on the back before you've even done anything.

It's doing the work when no one's watching.

It's doing the same thing over and over again, working the basics and dismissing the tactics that don't work longer than five minutes.

Jim Rohn summed it all up with this simple piece..."The things that are easy to do, are also easy not to do."

It's easy to write one page of fiction a day. - It's also easy not to write one.

It's easy to send an email a day. - It's also easy not to do it.

A lot of the people that are hurting right now, those with pretend online businesses that is, are that way because of their lack of consistency.

If they stayed on topic for longer than a week, it would be a miracle.

But instead, every week they're wearing a new business hat.

They were a blogger last week, a fiction writer this week, and next week they're a social media expert for hairdressers.

Imagine typing in a different destination in your Sat Nav every five minutes.

Think you'd get anywhere?

The easiest thing those people could do, is tap the link below and focus on one thing until they got really good at it.

How about writing a daily email? - A thing most experts run away from.

Affiliate link here -

[Your name]

When's The Day When It All Works Out?

Hi [firstname],

What's the day when everything falls into place?

July 10th?

Or how about Sept 19th?

Or maybe it'll kick in just before Christmas?

So...when is it?

Not sure?

Then you're the same as everyone else on the planet....you don't know.

There'll be no parting of the clouds.

No burning bush...or some other sign from the Almighty.

It'll be the realization that that thing you've been repeating over and over again has finally broken the dam.

It's like the stonecutter hammering with his chisel, looking to split a boulder.

It could open on the fiftieth, the hundredth, or the thousand strike of his hammer.

He doesn't know.

But each blow brings him closer to his goal. - All he has to do is keep showing up.

There's never going to be a day when it all works out.

You'll never know.

But this might shorten the distance to getting there...

Affiliate link here -

[Your name]

This Is What China Would Do

Hi [firstname],

According to the new TV series on Netflix....'History 101'..China did something that the rest of the world didn't do during the economic crisis.

They didn't look outward for help, but turned their factories into ones that supported their county only.

That investment not only kept their people working, but that investment has paid off many times over since then.

Now, you could argue that having one and half billion people on tap is handy to have when you want to get something done, but there is a lesson in that action.

They worked on being self-sufficient.

They worked on getting stronger.

And they worked on themselves.

If China were you right now...

They'd be studying courses.

They'd be improving their skills.

And they wouldn't be watching or listening to the sob stories of their competitors.

They'd be making sure that when all of this was over, they'd be in a better position than they are right now.

Those that are twiddling their thumbs right now, waiting for things to get better, are going to be back in the same position when the wheels come off the cart again.

If China was into self-publishing, it would be devouring everything in here right now.

Affiliate link here -

[Your name]

A Business Lesson From Boy George

Hi [firstname],

"The difference between a hit and a non-hit is repetition" - Boy George

Ever find when a new music single comes out every radio station seems to be playing it?

It might be the worst song you've ever heard, but yet it's everywhere.

Chances are good, in the first few listens you don't even like it, but hammered over the head because it's playing on every station, the tune becomes an earworm.

And before you know it, you find yourself humming it too.

Now, there were probably a ton of records released that week, but you never hear of them beyond the first listen.

And as Boy George said up there, the difference between a hit and a non-hit is repetition. - And that's something you need to be aware of in your business too.

Show up once, and you're easily forgotten.

But show up again, and again, and again, and over time you're the only one that your customer thinks about. - Because you're the only one they hear constantly.

So let me ask you...how many times are you showing up in your readers and customers lives?

If it's not many, you can't expect your customers to be humming your tune.

And if you're not humming yours, then you can rest assured they're humming someone else's.

Now if you want to become an earworm in your readers and customer's ear...

...'Karma' right this way and learn a little skill called email writing.

Affiliate link here - Email Ace - <https://warriorplus.com/aff-offer/o/kjq1f6>

[Your name]

What Do You Want Right Now?

Hi [firstname],

If I asked you what you want right now, what would it be?

Sell more books?

Get better at writing?

Have more money coming in?

What would it be?

There are no right or wrong answers, it's what you want.

OK.

Now, what have you done to get there?

If it's little or nothing, then you've got to wonder when it's going to happen.

Or what's holding you back?

Be honest with yourself.

Where do you want to be?

And why aren't you getting there?

Now you can get angry at me, and that's fine.

You've got this problem, and that problem, and that may be true.

But what if that circumstance doesn't change between now and when you pop your clogs.

Will that reason be valid?

Maybe it is, and maybe I don't know what I'm talking about, maybe your life is out of your control.

But if you've got the ability to do one small thing to move the needle in the right direction each day,
Why aren't you doing it?

Where do you want to be?

And what are you doing to get there?

Affiliate link here

[Your name]

“We Solve Problems, That's What We Do”

[Your name]

That line came from an episode of 'The Last Ship.'

Caught in a standoff, as one of the crew threatens to unleash a virus aboard the ship, one of the Navy members tries to calm him down with that great line.

Now, any other time that line would probably sound corny, or passed me by and I wouldn't have given it any notice, but right now it's so true.

Your success is going to come from solving problems.

Solve a problem that people are willing to pay a solution for, and you make money.

The more people who can help with that problem, the more money you make.

You see, a lot of people want to be millionaires, they want to be wealthy and have cash flowing in on autopilot, but the only place that cash is ever going to come from...is from other people.

And that's something you need to keep in mind.

Rather than thinking about the money, think about the service you can provide instead.

What problem can you solve that people will pay you for a solution?

Now, your mind might jump to creating something as big as Facebook or Amazon, coming up with some great invention, or creating the next most popular app on the iTunes Store.

But how many of us are really going to do that?

One thing people will pay you for is knowledge.

How can you make their lives better?

How can you protect their health?

How can they gain an advantage over the competition?

Although you might find it hard to believe, your browser history could be one of the best places to make money from.

And I'm not talking about the stuff you look up in incognito mode. :)

No, I'm talking about the places you've bookmarked in your browser.

Places that not many people know of.

But...be willing to 'pay' for knowing.

And that's the latest video course I've put together.

Called 'Bookmark Bucks'...I show you how you could be using your Internet search history as an income stream.

Want to get paid for solving a problem? Go here...

Affiliate link here - Bookmark Bucks - <https://warriorplus.com/aff-offer/o/sdl6s4>

[Your name]

Focused On The Beach, Or On Struggling With The Bags?

[Your name]

Ever see someone with a holiday brochure?

They're grinning to themselves, as they picture themselves walking along the beach. Or possibly running their fingertips in a pool, as they floated lazily on an inflatable. Or maybe it's their screams as they plummeted to the ground on a ride at a theme park.

On the run up to those few days of freedom, everything was planned to the smallest detail.

- They knew the clothes they'd wear.
- They knew the route they'd drive.
- They knew where they'd eat.

And they kept that image at the forefront of their mind.

Replaying it over and over again.

- They never wondered if they wouldn't get there.
- They never wondered if the pilot didn't know his way.
- And they never wondered if they'd be able to lug their heavy bags around.

Because they knew they'd get there. - One way or another, they'd get there.

The flight might get delayed.

A bag might get lost.

Or the car might get a puncture.

But that's not where their focus was.

It was the end result.

Most people do all the above on autopilot.

Things however, are a lot different when it's swapped out for something like writing a book. Creating a blog and a following. Or owning a money-making product.

The end result is hardly ever kept in mind.

It's focused on a lack of progress.

Lack of talent.

Or everything that's going wrong.

And when that happens most folks give up.

'It's too hard.'

'I'll never get there.'

'What was I thinking?'

All because they haven't got that picture leading them forward.

Keeping them going.

And knowing that even if there's a road block, there's another route they can take.

You'll never change your destination by only focusing on where you are right now.

You do it for a holiday.

Think maybe it might be wise to use it in other areas of your life too?

If you don't have a goal pulling you forward, or know why you're doing what you're doing, it's very easy to throw in the towel.

Instead picture the good times ahead for you.

Affiliate link here -

[Your name]

Stop Listening To The Little Voice

[Your name]

Ever have a tune come into your head and you don't know where it came from?

It wasn't on the radio.

It wasn't a soundtrack on a TV ad.

But for whatever reason, you become a human karaoke machine of a long lost memory.

For me, that one was Milli Vanilli. - (Yeah, I'm old. You'll probably have to Google them.)

I hadn't heard them in the longest time, hadn't thought of them. wasn't even a big fan, and yet their song came back to me as fresh as the day I heard it.

And that's like a lot of things that go on between our ears.

There's a comment from a teacher.

A remark from a bully.

Or that stupid moment when you put a football through the Church's stain glass window. - (Guilty on that one.)

Listen to it, and it'll tell you all the reasons why you can't write, how you're a huge Dumbo, and why it's not going to work.

Most people listen to those things as if they're the word of God, or etched into some stone tablet.

They ain't.

They're a random memory just like Milli Vanilli.

And if you give them the chance, they'll shut you down faster than you know it.

But there is a way around that.

It's talking to yourself. And being your own cheerleader.

It's telling yourself that, yes you'll probably suck, but you can't get any worse than you are right now.

It's telling yourself that a book written badly is a lot better than one that's never been written.

It's telling yourself that talent is a myth. And that the majority of people who are great at something put in the hours when no one was paying them any attention.

It's telling yourself that even a step a day, in the direction of your goal, brings it a little closer to you.

Listening to that voice will make you start. Make you try. And make you do things you didn't think you could do.

Unfortunately, too many listen to the other stuff playing on a loop in their head.

Maybe you're doing this right now.

If you are, I'm here to tell you that it's time to start talking to yourself, rather than listening to yourself.

One's going to get you ahead.

The other, it's going to keep you right where you are.

Affiliate link here -

[Your name]

Even Being Crap Is A Good Place To Start

[Your name]

On the journey to becoming great, you have to trudge through a few levels.

We've got the 'Crap' level.

Then we've got the 'OK' level.

Then there's the 'Good' level.

Followed, finally by, the 'Great' one.

Oh, and before all of those, we've got the 'Try' one.

For those that actually try anything, the number gets less and less as we go through the levels.

Most people don't try anything.

Even less will stick with being bad, because who wants to be bad, right?

It sucks.

People make fun of you.

And it's embarrassing.

Better to look good in front of people than do anything, right?

But the people we look up to, those that hung on our bedroom walls as a kid, passed through all of those levels to get to where they are..

Some started at the very bottom, the crap level and probably heard the 'Don't give up the day job, kid' line.

But when you're at the bottom, the only way is up, right?

So why should you be any different?

If you're crap, embrace it. - It's not like you can get any worse. :)

The only way is up, baby!

Affiliate link here

[Your name]

Don't Believe It's Going To Work Out?

[Your name]

Here's a quote from the great Jim Edwards you should keep in mind..

"Nobody Trusts That What They're Doing Is Going To Work Out."

According to Jim, there's a reason why people throw money away on bright shiny objects, and things that look like they'll give you an instant win.

It's low self-esteem.

A part of you might think you'll eventually make good, but the larger part of you doesn't.

And when it doesn't, it looks for any instant results it can achieve.

Even if that involves riding on someone else's coattail...or going in the wrong direction to achieve it.

And when you see those results fast enough, it covers that self-doubt that creeps you had.

I know when I look back on my earlier life online, I used to think like that.

I was a weight loss blogger one minute.

An 'expert' on breathing techniques the next.

And an owner of more Squidoo sites than I can remember.

And although I went to bed each night feeling like I'd achieved something, it was all busy work to make me feel good about myself.

The fact was, none of it excited me.

And when it doesn't, you lose interest.

You skip a few days.

You neglect to pay your hosting fees.

And you never back anything up. - Because hey, "I can start all over again."

But then one day...you do something for you.

It mightn't light up the world, but you go to sleep with a feeling of accomplishment. - You've achieved something.

It mightn't be huge, but you're proud that it's got your name on it.

And so you keep working on that thing.

You show up every day, and after a while people start to notice you.

You get a few fans, and as you get more popular...you get the haters.

And once you reach that point, you know you're doing something good.
- Because haters never go for the low hanging fruit.

And so you carry on, plodding along, happy with what you're doing.

Adding an article here.

Maybe a product there.

And maybe a training course over there.

Of course, it takes time, longer than expected it would, but you go to bed happier than you've ever been.

And you look forward to working on it the next day to do it all over again.

Nice thought, right?

Not where you are right now?

I may have a solution for you.

Affiliate link here -

[Your name]

The People That Need This, Won't Read This

[Your name],

I remember watching an old seminar of Bob Proctor's when his co-host John Canary mentioned something profound...

'The People That Need This Seminar The Least Are The Ones That Are Here.'

For some people, that quote will pass them by like a speeding truck and they won't notice the wisdom in it.

The people that need to exercise the most, are the people that do it the least.

The people that need money the most, are the ones that take the least action.

The people that could do with more wisdom, are the ones that never study.

The ones that need it the least, are exercising, working on lines of income, and reading more than they ever did.

I've noticed even in my own business.

The people that send me an email looking for help, are always the ones already taking action.

The ones that need it the most, never cross my path.

You'll always find more people in the valley, than you will at the mountain top.

And the people that need a course like this....will never buy it.

Affiliate link here -

[Your name]

Who's Going To Save You?

[Your name],

Back when I used to stack shelves for a living, I used to dread some of the managers I used to have.

Some, just let you just get on with the job. Others used to act as if they owned the store. And if you messed up in any way, it was almost as if the money came out of their pocket than the store's.

The best bit, some used to complain and look for sympathy from us when the store treated them for what they were, a small cog in a big machine.

Of course, we loved that. :)

At break time, most conversations revolved around how the company wasn't paying us enough, that we weren't getting treated fairly for the job we did (we were nightshift after all), and that the manager sucked and didn't know what they were doing.

Funny thing is, each of those things were out of our control.

They paid us what they wanted to pay us.

The company treated us the way they wanted, because hey, anyone can put coffee jars on a shelf. - So you're replaceable.

And the managers they hired, well that was also out of our control.

But none of us looked at it that way.

None of us looked at ourselves as the way out of that problem.

We could have left at any time.

We could have studied and learned a skill.

We could have created another income stream that would replace that job. (I wasted a few years until I woke up to that one.)

Heck, we could have pushed for a promotion to get further up the pyramid of misery.

But no, we took a back seat and grumbled that the driver wasn't taking us to the right destination.

Right now, the news feeds are filled with people in that situation.

People looking for a government to save them, a business to save them, and eager to put their health on the line for a job that was sucking the life out of them.

All putting the control in the hands of others instead of taking control of their own lives.

Now, I know not all of us got the best hand of cards for this game called life, but the rest of us...we have a choice.

You can look at others to save you, look for your best interest, or you can put yourself in the driving seat.

The people I left in that last job probably still grumble about the new job they're in now.

Me, I'll be forever grateful that I started, albeit a little on the late side, to turn my life in the direction I wanted it to go.

So...who's going to save you?

If it's not the one you see in the mirror each morning, then you're putting someone else in the driver's seat of your life.

Affiliate link here -

[Your name]

What Would Your Hero Do?

[Your name]

Ever notice how you change the moment you put on your best clothes?

You walk straighter, you feel more confident and how you think and talk differs.

Then compare that to walking around in a pair of shorts and a t-shirt.

Your body relaxes, you take a leisurely stride, and you think a lot differently.

Same person...different outcomes, all just from changing your clothes.

Same goes for people in uniform.

The moment they put on the clothes, they're in that role. Already playing the part of being a cop, nurse, or fireman, even before they've left the house.

Growing up, my hero was Batman. - Still is as a matter of fact.

Watching the best version of him, the animated series, I sometimes used to look at the world through Batman's eyes.

What would he do in my situation?

If I asked him that question, how would he reply?

Would he chicken out or take action?

Most times, looking through Batman's eyes, I did things differently. Or at least thought of my problem differently.

Same me...different results.

And all by using someone who I thought was better than me to lift my thinking and my actions beyond what little ole me could see and do.

I don't use it as much with Batman, but I do use it with more grounded heroes of mine in my business and life.

What would they do next in this situation?

Would they take this action, or would they sit and wait it out?

And would they take action, even if they didn't know all the steps before they began?

Every time I do I see things I didn't see, and take action I wouldn't have taken.

Same goes for you too.

You can look at life through your lens, or you can swap it out for a hero of yours instead.

Even dressing like them as you work can make a big difference to your mental and physical state.

Don't feel that you can do it? Step into your hero's shoes today.

Affiliate link here -

[Your name]

Stop Writing Yourself Off

[Your name],

It's human nature for all of us to look outside ourselves for something that'll make us better than we are.

Something that'll make us more money.

Something that'll make us a better writer.

Something that'll give us more confidence.

And sometimes we find that course, that book, or that coach, that magically transforms our lives.

But did they do that?

Or did they just give us permission to use that part of us?

Back when I was a shelf-stacker, I already had the ability to write.

I already had the ability to record and sell a video course.

And I already had the ability to write a daily email.

I didn't know I had those talents back then. But they were there...looking to have the dust blown off them.

How did I find them?

Confidence...and...practice.

The books and courses gave me confidence to do it. The practice just made me better at doing it.

Same goes for you.

There's no writing fairy going to touch your head with her magic wand and bestow a writing talent on you.

It's already there.

It's all inside, rather than outside.

If it wasn't there, you wouldn't have the longing to do it.

It's just up to you to develop the confidence and practice to bring it out.

Affiliate link here -

[Your name]

You Can't Save The Universe, Kid

[Your name],

"Look, Kid, I'm All For Saving The Galaxy, But We're One Ship, And They're Lots... And Lots... And Lots Of Ships." - Three - Dark Matter TV Show.

It's easy to fall into the trap that everyone should be your customer and everyone should be on your email list.

I used to be like that in the early days.

But the more you work on your business, the more you'll discover that the opposite is true.

Not everyone is going to 'get' you.

And you're not gonna want to work with everyone.

When it came to fiction, I've had more than my fair share of haters that came down hard on me with their book reviews.

All people who weren't my audience.

I could have written the best piece ever, and I wouldn't have got my foot in the door with them.

When it came to email, I used to cringe at an unsubscribe. - What happened? Did I offend them? What if they all leave?

Again, not my audience.

Like Three said up there, there's a huge audience out there, but you're one little ship.

You can't save everyone.

Not everyone's going to like you, listen to you, or learn from you.

And truth be told, life's too short to spend it with jackasses that drive you up the wall.

Please the fans, and ditch the rest.

How do you do that?

Using this.

Affiliate link here - Email Ace - <https://warriorplus.com/aff-offer/o/kjg1f6>

[Your name]

It's Better To Fart In An Empty Room

[Your name],

Well it is, and here's why...

When you're starting out, it's easy to fall into the trap that the slow progress you're making is holding you back, and if only you could make yourself known to thousands of people, then things would be better.

Be grateful that you're not.

I didn't realise that until recently.

When I started out self-publishing I wanted nothing more than to get in front of a huge crowd from day one.

Thank God it didn't happen.

Why? Because honestly...the stuff I made in those early days was..well...crap.

Some people would say I'm still at that level. :)

But honestly, when no one knows you exist you can make your mistakes when no one is watching.

Unlike farting in a crowded roomand especially if there's no open windows ...that kinda thing draws a lot of attention to you and never the good kind.

An empty room, much better.

Being unknown also allows you to try out a lot of things. Today you could try out poetry, tomorrow fiction writing, the next maybe blogging.

When you've got an audience, and a big one, there's not many who will stick with you as you flit around like a housefly.

You've also boxed yourself into your role.

'Make another fiction book,' they'll say. 'Write a prequel, a sequel. - We don't want poetry.'

It's easy to brush off one or two frustrated followers. Five hundred angry people messaging you is a different story.

And you may even end up like the guy in Misery...watching a super fan with a hammer hobbling you while you're tied to a bed.

Maybe that's why JK Rowling went back to the Harry Potter world with her prequel series.

Moral of the story...you're probably the equivalent of that teen band in the garage that sounds like they're killing cats.

In other words, you're not ready.

Not everyone knows about me, or the courses I make, and that's probably a good thing too.

When that audience does come, the version they meet will be a better one. And I'll probably be better able to help them, and prove that I know my stuff.

So be grateful that you're an unknown.

Same goes with emails.

It's easy to think that you've got to wait until you've got ten thousand on your list.

You don't. Even two subscribers are enough to get started. When the others come you'll be ready for them.

Affiliate link here - Email Ace - <https://warriorplus.com/aff-offer/o/kjg1f6>

[Your name]

The Best Ideas Come When Your Back Is To The Wall

[Your name],

I remember Bob Proctor once saying that staying in your comfort can seem like a good idea, but it's a bad place to be in.

When things are going great, it's human nature to do what everyone else is doing. To do the same things you've always done. And to never put on your thinking cap.

Earl Nightingale tells a story in one of his audiobooks about a rancher that wasn't able to work anymore.

Faced with the fact that he was going to lose everything, he knew he had to do something. And so he looked at his ranch in a different way.

He mightn't be able to work it, but he sure could sell the meat the animals provided.

And that's what he did. He changed a dying ranch into a thriving meat business.

Had he always been in good health, that business idea would have never come about. But with his back to the wall, he called on the one power we all have. - That space between your ears.

Take the Coronavirus as a prime example, while it was tough for most folks some businesses will never operate the way they used to because of this pandemic.

Those that sit in the corner, sucking their thumb, expecting someone to save them, will never see those new opportunities.

A broken bone always comes back stronger.

A diamond is only created from extreme pressure.

Things may be tough right now, but for every problem, there are solutions.

There's always an answer to a question you've got.

Affiliate link here

[Your name]

What's The One Thing These 3 Companies Have In Common?

[Your name],

Uber, AirBnB, and Facebook?

Now you'll probably jump to the fact that they're worth a lot of money, and are used by a lot of people, but there's something else.

What is it?

They don't own anything.

Uber doesn't own any cars.

AirBnB doesn't own any homes.

And Facebook, well everyone creates content for their site.

Mind blown?

Yep, some of the biggest sites and they rely on other people to build their businesses for them.

Now, I think we'd all love to be in that situation.

But there is a second-best option, and that's using content that's already out there.

There aren't many original ideas anymore. Look around you now and you'll find your TV has an Internet browser on it. Your alarm clock has a night light attached, and back in the '80s, when I had a calculator on my digital watch, I thought I was the bee's knees.

We've come a long way from there.

Sometimes combining things is a great way to come up with something completely new.

Take my Vector Graphic Coloring Image course as an example.

Take a colored vector graphic, add a free piece of software to the mix, and voila, a never ending amount of coloring book images that can fill hundreds of low content books.

Hard to believe right?

Am I a genius?

Nope. I just saw two ideas and combined them both together.

You can see the proof of the pudding right here.

Affiliate link here - Vector Graphic Coloring Book Images -
<https://warriorplus.com/aff-offer/o/jg14tc>

[Your name]

Consuming Or Creating? Now That Is The Question

[Your name],

"Most People Spend More Time Consuming The Work Of Others Than Moving Forward With Their Own."

I'm not sure who created that quote up there, but I think it was me....(right now my head's a little fried)....but others will probably claim they did, in the weeks and months ahead.

Why so?

Well, it's just one of the quotes that I've put into the product I'm creating from a ten buck PLR product.

And when it's sold off, you'll probably see it again on someone's Pinterest, Facebook, or an Instagram wall. - It'll have a lady writing in a journal, so it's not too hard to miss.

But that quote is so true.

The largest number of people are the consumers, rather than the creators.

They're reading emails right now.

They're scrolling through Facebook right now.

They're watching Netflix right now.

They're going to the movies right now. - Depending on when you're reading this :)

...I could go on.

The ones making the money?

They're the creators.

Always has been, always will be.

And that's something you need to remember.

If you want the audience, if you want the big bucks, if you want the following, you're going to have to cross over to the other side.

Consuming will never make you rich.

It might make you cleverer, but if you do nothing with it, it's a waste of space between your ears.

Creation is where it's at.

Affiliate link here

[Your name]

It's Time To Cut The Crap

[Your name],

There once was a time you could throw anything up on the Amazon Kindle store and you could make money from it.

There once was a time you could spin an article - using software- and create hundreds of clone articles.

There once was a time you could automate your blog comments using software.

Where's all that now?

Gone, the way of the Dodo and the T-Rex, never to come back again.

Here's the thing...

Your customers have got smarter.

Your readers have got smarter.

Amazon has got smarter.

Google has got smarter.

You believing otherwise, means that 'you're the dummy!'

This week I came across two things that proved to me that we're never going back to those days.

Google is now putting podcasts in the search results.- Which shouldn't surprise you, they've been able to create captions for videos on YouTube for a long time now.

And 'A.I.' - the real stuff now, and not the stuff you see sold for seventeen bucks, well that's being used to create audiobooks from textbooks..

And when I say it's hard to tell the difference between the A.I and a human being reading it out, I honestly couldn't tell the difference.

That's where we are.

What does all this mean?

The shortcuts of throwing crap out there are gone.

And if you haven't been caught yet, the clock is counting down.

Those that tell you otherwise.....well, they're not doing it for your benefit.

The World is getting smarter, it's up to you to do the same.

That's like this PLR Product Profits training course below, it's smart, and it'll work just as good in years from now.

Have a look for yourself..

Affiliate link here - PLR Product Profits -
<https://warriorplus.com/aff-offer/o/mdcg2x>

[Your name]

Got Anything That's Going To Outlive You?

[Your name],

If there's one thing I love about the written word, video, or audio content, it's that it's out there working for me 24/7.

Not only that, but sometimes it's an asset that can outlive me, and can be handed on to my kids.

There's not many businesses that can say that.

A brick and mortar store can't make money from grandpa's hard work from fifty years ago. - It's gone, never to be replaced.

A building contractor can't create work for themselves without bricks and a customer. - You, on the other hand, can build anything with words, and do it whenever you want to.

A factory worker only gets paid from the moment they clock on, until they clock off. - It's ten hours pay, and not a penny more.

So, it always amazes me when I see people grumble about how hard things are.

'How many posts do I need to write to create a successful blog?'

'You expect me to write that many words each day?'

'A video course? That's going to take months....or even longer.'

The short-sightedness boggles my mind.

And yet, they'll never question how useful their gaming, or bingeing on Netflix, really is. - Time they'll never get back.

And they're paying for the privilege of getting nothing done. #Genius.

Some days I just want to grab people by the scruff of the neck to shake some sense into them.

But hey, ya can't save everyone.

If you'd like to leave something behind that'll outlive you go here...

Affiliate link here

[Your name]

The Two Line Wake Up Call

[Your name],

Now before I go further, I can't take credit for this idea, it's from Tommy Baker, author of the 1% Rule.

But what I want you to do is imagine a piece of lined paper.

Just like a school copybook, we've got a series of parallel lines from the top of the page to the bottom. - None of them ever cross.

In fact, you could probably continue them off the page, down the street, right outta town and they'll probably never meet.

Now...I want you to pick one of those lines closer to the bottom of the page as where you are right now.

The goal you're looking for - more money each month, better book sales, an audience that follows you like a celebrity - that's a line further up the page.

There's a gap there.

And as long as you continue to keep doing the thing you're doing, that line of yours is never going to get any closer.

Six months from now, or six years from now, that white space between you and where you want to be is always going to be there.

The only way that gap is ever going to close is for you to change. That goal up there, it ain't coming down to meet you.

That means getting uncomfortable. Doing things you'd don't like. And sometimes doing them, even when you're not ready to do them.

The 'perfect time to get started', and 'I need more knowledge' are the biggest lies you can keep telling yourself.

You're never going to be ready, and you're never going to know enough.

How do I know?

I told myself that for more years than I care to remember.

'Everyone's an expert, but me.'

'I don't know enough.'

'Who am I to do that?'

Sound familiar?

That line you're on right now, may be a comfortable one to be on.

It may be one that's free from making a fool out of you

It may also be one that doesn't ask too much of you.

But it's not the line you want to be on. And that gap is never going to close if you continue riding on it.

It's up to you to close that gap.

Affiliate link here

[Your name]

Work On The One Thing You Can Control ...The Process

[Your name],

'Work the process.' - Bruce Arians.

Google tells me that only a third of my traffic comes from search results.

Facebook tells me how many people follow my page.

Pinterest tells me that although I get over 30K impressions per month, I've got low click-through rate.

All of that doesn't bother me.

Because, as Bruce Arians - the ex-coach of the Arizona Cardinals said - it's about working the process.

That's the one thing I'm in control of.

My daily process...

- Write an email.
- Post that to the blog.
- Post it to the Facebook page.
- Pull some content from it for social media images.
- Spend an hour getting my domain name, and me, out there with my daily dentist chair appointment.

Everything else is under someone else's control.

- The Google search traffic could disappear faster than a fart in a hurricane.
- Facebook would prefer that I become a dancing monkey for them, and build out their site with my content...and then take it away at a moment's notice.
- Pinterest, well, they've got a convenient buy an ad button beside those low performing posts. - *Which makes me wonder about their stat reports.*

Looking at those facts up there, you're probably wondering why bother?

I'll tell you why...I'm using them to my advantage.

Because I know other folks are looking at those same stats and giving up, because 'what's the point?'

Everyone that does, it's one less face at the finish line. One less person that I've got to compete with. And another poster boy or girl for the 'This online stuff doesn't work' that's going to cause less to even try.

When Hal Elrod came out with his book 'The Miracle Morning,' his aim was to get it into the hands of a million people.

18 months later, after doing hundreds of podcast interviews, plus fifty of his own, appearing on TV shows, and writing tons of articles, his sales finally matched the initial level they were at when the book first came out. - And then everything exploded from there.

You can look at what everyone else is doing.

You can look at the photoshopped highlight reel on social media.

And you can look at the stats that tell you you're wasting your time.

None of that is going to help you.

What will help you...is working the process.

That, you are in control of.

It's something that can't be taken from you in a heartbeat.

It's a reputation that'll travel far ahead of you.

And it's the person you'll become by showing up every day and doing the work.

Create your process...and work it. Everything else doesn't matter.

Affiliate link here

[Your name]

No One Builds A Business On 5 Minute Solutions

[First name],

A prime example of why you should always use principals over tactics, was shown to me on Instagram today.

Logging in to do my latest post, the message box showed that someone had been in touch.

I'll paraphrase it, but imagine this spoken in a hypey car salesman way.

'Hey, I love what you're doing here. Did you know that you could reach out to a huge audience? This is something we're great at doing. Get in touch and let's get you started!'

I scrolled down and saw that Instagram had closed the guy's account down.

#Genius.

He was so good at his job, he got his own account closed down.

I don't know about you. But if you can't keep your own account open, I'd be wary of giving you the keys to my account.

Chances are he, like most folks that brag with screenshots, had a five-minute tactic that worked for exactly that...5 minutes.

And once that window closed, he and others were back to square one.

That's why principals, although boring and hardly ever shiny, will always win over tactics.

They're tried and tested.

They work today, and they'll work tomorrow.

That's like this course on writing emails

It's something that'll always work for you.

Not just today, but in the weeks and months ahead. And it won't put your business at risk.

The only risk you'll face is missing out on this great price.

Affiliate link here - Email Ace - <https://warriorplus.com/aff-offer/o/kjg1f6>

[Your name]

"We're All Just A Bunch Of Guys, Joe."

[First name],

In an episode of the TV show 'Ballers', Spencer Strasmore (The Rock) retells a story about his father to his partner, Joe.

Stating that his father was a hard worker, who always did his best, he came to a huge realization the day he stood across from his boss. - A man he hardly ever came in contact with.

He was just a guy behind a desk.

Nothing special.

No superpowers.

Just a guy behind a desk.

'He realized it too late. We're all just a bunch of guys, Joe'

It's easy to put someone on a pedestal.

To think that what they do, is something you can't.

And because of that, you let yourself off the hook.

We'll never be that good. You haven't got the talent. They're gifted and you're not.

Truth is, they've got the same 24 hours you have. They probably have as many doubts about themselves as you have, and they also wipe their own butts.

There's a quote from the Predator film that's always stayed with me. Fearing that they didn't stand a chance against the killer alien, one of the characters came out with this classic line.

'If it bleeds, we can kill it.'

I've put a spin on that line.

'If it bleeds, you can be it.'

We're all human.

Just blood and bone.

We're all just a bunch of guys...and gals.

Some of us have just put the work in.

Affiliate link here

[Your name]

The Ikea Instagrammer

[First name],

I remember reading a story about an Instagrammer that pulled the wool over her followers' eyes.

That trip to Bali she was on, well, it was the local IKEA store down the road.

Bringing a collection of clothes with her, including a bathrobe for the bathtub shot, she posed with the furniture in the store and passed it off as her exotic location.

Which to me, is pretty sad.

If you can't be yourself, for fear of being rejected, it doesn't say much about the folks you're trying to impress.

Because as soon as the air goes out of your balloon, they're off to the next one to get their bling fix.

And that's the problem with having a business that's an illusion, both for you and your audience.

It only takes one person to look behind the curtain and it all falls apart.

Thankfully, we don't do any of that around here.

If I haven't tested it, or used it myself, I rarely recommend it.

The things I do, I stand fully behind.

Like this course here...

Affiliate link here

[Your name]

Walking Through The Valley Of Disappointment

[First name],

If there's one thing that no Guru, or anyone else that sells stuff mentions, it's the valley of disappointment.

If you've ever watched Rango - one of my favorite kids (ahem!) movies - you'll know the little trek our hero has to make through the unforgiving desert to the town of Dirt.

Parched with thirst, and with a falcon on his tail, the town seems like it's a fantasy, it's so far away.

And that's where most of us are.

Plodding through the valley of disappointment, with nothing to show for our work.

And sometimes, like what happened to Rango, you start hallucinating, listening to that little voice in your head.

'You haven't got what it takes.'

'What were you thinking?'

'Let's just go back, nothing's worth this.'

That's where most people drop out.

Sometimes that trek is longer than you expect. And sometimes others get to town before you do..it happens.

But we're all walking through our own valleys of disappointment.

When you'll get to where you're going, I can't tell. But each step you take, is one step closer to where you are now.

Rango did make it to Dirt, and his life was never the same again. In fact, he became a hero along the way.

You might think you're the only one there, but it's a lot busier place than you think it is.

This is something worth having in your saddlebag...

Affiliate link here

[Your name]

The Dog Ate My Homework

[First name],

Crazy and all as that excuse is, I do remember a girl in school blurted that out one day.

But I know 'you'd' never say something like that.

Instead it's the...

'I'm just not in the mood to write today.'

'I just need a little more knowledge before I can get started.'

'I don't have time for that.'

'Nobody I know makes money online.'

All excuses that let you off the hook.

To you, they're as concrete as your name and date of birth.

To everyone else, on the outside, it's just an excuse. And one as lame as the dog eating homework one.

Thing is, we all do it.

We build that excuse up to make it as valid as we can.

We're too tired.

We don't have the equipment.

Ah, shucks, the laptop battery is flat.

It's getting a little late.

I'm too old for this.

All of those, a little brick, that surrounds what we should be doing.

Build enough of those, and build them high enough, and we box in our actions, our goals, our dreams.

Thing is, writers can't sell valid reasons.

Buyers don't buy valid reasons.

And an increasing monthly income is never built on a list of valid reasons.

They may be valid to you, but the world prefers action.

And last I heard, my bank manager won't accept them for my mortgage payment.

Why not put that excuse building machine to better use? - Put it in reverse.

What valid reasons do you have to do what you need to do today?

Make a list of those, and you'll find taking action will be a lot easier.

One of those excuses you've probably been telling yourself is that you don't have any product ideas.

Here's an answer to that excuse...

Affiliate link here - Hard Drive Profits <https://warriorplus.com/aff-offer/o/k39xsn>

Advertise My Business On Your Chest

[First name],

If there's one thing that makes me laugh, it's the folks that pay big money to be a billboard for a clothing company.

Where did that come from?

Teens racing out to buy clothing, at huge prices, that display GAP, Diesel, or some idiotic brand name on their chest or back.

The kids that aren't wearing those billboards...they're seen as somehow lesser?

Same goes for the folks that jump on a brand because it's seen as cool.

Take the Apple folk...it's Apple or nothing.

But they never consider how they're being played to continue buying products they don't need to.

Like upgrading their phone every 5 minutes.

'Your old phone is too slow,' they say.

They left out the bit where they purposely slowed your phone down to make it that way.

And the EU made them cough up for that fact with a £21 million fine.

For the die hard fans that won't even register with them...and they'll be back at the feeding trough as soon as the next item comes out.

Personally, I think that's a scummy thing and one thing you'll never see around here.

If anything, I want your life and business to be easier, faster, and more profitable.

Heck, maybe I should put that on a t-shirt. - Until then, I'll leave you with little beauty...

Affiliate link here

[Your name]

It's Time To Stop Being An Ass

[First name],

There's an old fable that a lot of Internet folk would be wise to pay attention to and that's Buridan's ass.

The story goes that a donkey stood between two buckets.

One filled with water, the other with food.

Not knowing which to go for, it spent all it's time looking left and right.

It did it for so long, it fell over and died from hunger and dehydration.

A lot of people coming online are like that.

They wanna be a blogger this week, a social media consultant the next, and an expert on Tic Tok the week after.

All three never get their full attention and their results show for it. Then it's off to find the next seven day distraction.

The best option....

...stick with one thing until you've got it nailed down. Then, and only then, do you move on to something else.

That's if you want to.

But if you're getting good results, why would you?

Offline folk don't.

You'll rarely find a hairdresser who becomes a mechanic. Or a baker, open a shoe store.

The online folk, they're everything and nothing.

And that's the results they'll always have.

Nothing.

Have a look at what you spent this year, and you'll probably find it's random stuff with no direction.

Your mission, should you choose to accept it, is to pick one thing and get good at it.

This is a good place to start...

Affiliate link here

[Your name]

Throw A Few Sticks On That Fire Of Yours

[First name],

Earl Nightingale compared what most folks do as sitting in front of an empty fireplace and giving out that it's not heating them.

'Give me heat and then I'll throw on the sticks,' they say.

Make me a bestselling author and I'll then write all the books.

Give me a huge mailing list and then I'll start writing the emails.

Give me a blog with thousands of readers and then I'll put the work into promoting it.

Kinda looks daft when you see it written down, doesn't it?

But daft and all as it is, how many times have said things like that to yourself, or still do.

You want the money.

You want the audience.

You want a thriving home based business.

But you're focused on that, and not what you should be focusing on, building the fire instead.

Gather enough readers and you'll sell more books.

Tell enough people about your site and you'll have more people come to it.

Collect email addresses, and that email income will start to slowly climb. - If you email them, starting now.

Build a big enough pile of sticks, and then throw a match on it, and you'll have more than enough heat to keep you warm.

Here's a good stick to throw on that fire of yours...

Affiliate link here

[Your name]

You Say Morbid, I Say Deluded

[First name],

If you've been following me for long, you'll know I'm a big dog lover, and walker for that matter.

Now, while there are plenty of fields, our local forest gets more than its fair share of visits.

And if you go around said forest, you can't avoid the church and graveyard that the path cuts through.

In the early days, it made me a little uncomfortable. Now, it's just a landmark to tell me I've done half a lap.

Going through it, you can't help looking at the odd gravestone and wondering what the folk six feet down were like.

Did they have a good life?

Did they do all the things they wanted to?

Or is there still regret at actions not taken?

Things put on hold until 'someday' came?

Staying small for fear of standing out?

Or following family traditions, because 'that's the way we've always done things around here'?

I'd imagine there's a lot of baggage in those boxes.

Now, you can call me morbid for looking death in the eye, and admitting that even yours truly won't be around forever.

But if you're not, I'd call you deluded.

Times a ticking.

And not to act on your dreams today, means you've got a day less to enjoy the fruits of that labor.

Even with all the technology that we have, all the advantages that those people didn't have, there will still be people that go to the grave that haven't even scratched the potential they've been given.

Writers who never wrote.

Speakers that never spoke.

And ideas never acted on.

Which to me is a crying shame.

You're more than a name and a date on a slab of granite. - Go do something with the time you've got.

Affiliate link here

[Your name]

I Can't Stand You, Let's Do Business

[First name],

I don't know about you, but if there's a choice between going to one of two businesses, I'll always go to the one I like.

Doesn't always have to be cheapest.

Doesn't always have to have the fastest service.

But if I feel welcome, or leave with a smile on my face, I'll probably go back there again.

Common sense, right?

But common sense isn't common.

The reality is, you just have to be likable.

It's that simple.

People buy from people. They don't buy from businesses.

They go there because Mary's behind the counter. John gave them a good deal on their last car. And Mike doesn't rip them off on their plumbing bills.

The problem with most of you, you're hiding behind your work.

You're just another fiction writer.

You're just another coloring book guy.

You're the planner gal.

Another nameless, faceless person, selling their work on a platform.

And given a choice between someone I don't know, and someone I've got even ten seconds of knowing...that ten second person will probably get the sale.

So you're going to have to step out of the shadows.

Be yourself.

Be helpful.

And be memorable.

It's that simple.

It's also easy to do.

What can you do? Well a good place to start, is to be you. - Because that's the one person you're good at being.

Still not sure how you can be you?

This is an easy way.

Affiliate link here - Email Ace - <https://warriorplus.com/aff-offer/o/kjg1f6>

[Your name]

Happy To Keep Sailing In The Back Garden?

[First name],

Earl Nightingale once told a story about a man who bought a little 13 foot sailing boat, and took it across the Atlantic Ocean.

Self-taught, and without any fanfare, he sailed his way to the UK.

On the way he got tossed overboard numerous times, had to stay awake at night to prevent larger ships crushing him, and had more than the odd moment of delusion due to lack of sleep.

Why did he do it?

He always wanted to. - And knew he'd never achieve it sitting in his back garden playing pretend.

Unfortunately, that's like a lot of folks.

They'll stockpile the books, put on the little blogger's, writer's, or publishing hat, and pretend that they're any of the above.

And like an episode of the kids cartoon 'The Rugrats,' they'll make believe that they're doing the work. That their readers are reading their content. And that they've got a home based business.

All a fantasy, played out in the safety of their back garden.

If you wanna sail, you've got to take that little ship of yours out on the open sea.

Sure, you'll get tossed around. You'll probably seem lost for the longest time. And you may fall foul of getting sunk by the Kraken.

But it's going to make a better life story for your kids and family, than the imaginary one you're telling yourself right now.

Stop pretending and go do something.

Affiliate link here

[Your name]

It's Time To Move Away From The Knowledge Trough

[First name],

How would you regard your knowledge on what you do?

Beginner?

Intermediate?

Advanced?

OK.

And your results? What are they like?

Do they match the wisdom in your noggin?

Or are they far below what you know?

Dexter Abraham once told a story of going to a series of Dan Kennedy masterminds and witnessing one of the attendees disappear each morning after listening to Dan for only a few hours.

Like most there, he grinned, assuming the man was throwing money away by not getting the full value of the mastermind.

But when it came to award time, months later, the part time attendee was called up and collected the winner's trophy.

How come?

Well, the guy's plan was simple. Take as much notes as he could on one to two pages, and then leave the room to put that knowledge into action. And do it right there that day.

That part time knowledge, when acted on, put him way beyond the others.

And that's probably what you need to do.

Feeding at the knowledge trough is all good and well, but it isn't going to put money in your pocket.

It will when it's acted on though.

So I'll ask that question again, do you consider yourself a beginner, an intermediate, or an expert at what you do?

Are your results at that level?

If not, it's time to go back to basics, and work the basics until they work for you.

The intermediate and advanced stuff can come later.

You can find some basic but profitable ideas here...

Affiliate link here

[Your name]

Let's Put The Noggin Of Yours To Work

[First name],

If you're like most people, you give your brain a free pass most of the time.

Because let's face it, it's easier to look at other people's solutions than coming up with your own one.

How do I sell more books? - *I'll look that one up on YouTube.*

What should I sell next? - *I'll just copy what my competition is selling.*

But each time you do that, you're always late to the party, or hanging out in places that everyone else is already in.

Take 'Planners' for an example. Say, you're selling a planner on better eating habits.

The easiest thing is to throw one up on Amazon because that's what everyone's doing.

But for those that buy them, there's a world of people that don't, or know how useful they can be for recording their daily eating habits.

So where are 'they' hanging out?

Three places to start are, weight loss groups, mum and parenting forums, Q&A sites like Quora.com

And what about the questions those people are asking? What are your potential buyers typing into Google?

- How can I stick to a healthy diet?
- How can I stop comfort eating?
- How can I lose stubborn weight?
- What's a healthy way to lose weight?

A series of articles, written by you and on your site, could guide that audience to buying your healthy eating planner on Amazon.

Or even a free report could highlight how good your planners could be for them.

How many of the planner folk are doing that? I'd be surprised if even a handful are.

Why?

It's something they never thought about.

It's monkey see, monkey do. - Follow the follower.

And most of the time the folk at the front aren't thinking at all and running on autopilot.

It's time to dust off that noddle of yours and put it to work.

Put yourself in a typical customer's shoes.

What are they asking?

Where are they?

How can you show the benefit of your product?

Yeah, it's homework. But if no one else is doing it, you can imagine how that's going to help your business.

Time to get that thinking cap on.

Affiliate link here

[Your name]

The Best Place You Need To Focus Your Attention

[First name],

Go to any writing or self publishing forum and you'll find people complaining about something or other.

'Amazon's ripping us off.'

'My competition ripped off my book idea.'

'I'm a better writer than the ones on the top ten list.'

'I can't believe people are buying that puzzle book....it sucks!'

And on and on it goes.

All things they have no control over.

It's like driving down the road, and expecting everyone to follow the rules of the road like you do.

Sure, you can spend all day screaming through the windscreen, at the jackass that cut you off, but wouldn't it be better to focus your time on something you are in control of? - Getting yourself home safely.

Because you really have no control of anything, but what you're doing.

Jeff Bezos isn't going to change Amazon for you.

People are always going to rob ideas.

And the cream doesn't always rise to the top of the bestsellers list.

Better to focus on doing a better job, getting in front of more new people, and staying away from the complainers.

Anything out of your control, is out of your control, and burning up a few innocent brain cells because you can't control it is a lost cause.

Keep your eyes and mind on your own driving lane this week.

Affiliate link here

[Your name]

The World Isn't As Clever Or Talented As You Think It Is

[First name],

Marcus Aurelius once said that folk were strange.

Most of us love ourselves more than other people, but care more about their opinion over our own.

I'd add to that, we also think that everyone else is a lot cleverer or talented than we are.

I told myself that lie for the longest time.

Everyone could write, but me.

Everyone could create a product, but me.

Everyone could have a membership site, but me.

Everyone was an expert on my topic, but me.

Seeing these words now on 'digital paper' you can see how ridiculous those thoughts were.

But in my head, they were as true as gravity. And just as hard to break free from.

Everyone was more talented, better, and their opinion mattered more than my own.

Who I thought I was back then, I don't know?

But I was always the one at the back of the pack. Never able to run alongside the people I admired, or envied.

Maybe you're thinking those things right now?

Maybe that's why you're not pushing yourself?

The world's more talented than you are.

Who are you to teach, preach, motivate, or inspire? You're just, well... 'you.'

But when you get past that crap you're telling yourself, and do the stuff you want to do, you realize that you have something to offer.

Yes, even you.

The world isn't as talented, or as clever as you make them out to be.

And somewhere out there, there's someone struggling with something you could be teaching them to do.

But you've got to go do it.

And as for the opinions, who cares about anyone's opinion but your own.

If you're making someone's life better, that's all you need to focus on.

Keep that in mind when you're doing your work this week. And not the mental MP3 you've been listening to in your head.

Want to make a product you can put your name on?

Affiliate link here

[Your name]

Think Of Me As Your 'Ugly Parent'

[First name],

In the sporting world, there's a term given to some of the pushy parents.

Known as 'Ugly parents,' these folk have had some success in the sport their kids are in, but they're living their dreams through their children.

These are the ones that come between the kids and coaches, and know it all.
- Their experience of winning the three-legged race at the company picnic means they know how to train an Olympic sprinter.

When it's the local track team, and the kid's a nobody, it's no big deal. But when it's someone that's a huge sporting superstar, it's kinda hard to tell their parents to shut their daft mouth.

Now, while I wouldn't admit to being the full-fat version of an ugly parent, I am here to push you.

Because you're selling yourself short.

You're listening to the crap in your head.

You're sitting back and waiting for success to drop in your lap.

And you're not speaking up for yourself, and letting the world know that you and your work exist.

How do I know?

It's easy, when you know where to look.

It's the products that sell best.

The ones with the least work and effort required (push-button businesses) and where you don't have to stand out from the crowd, that's where most people huddle.

The products that require more work. Well, there's plenty still left on the shelf.

And that's why so few make it to the top.

People look on in awe and call their heroes geniuses, talented, or from a different planet than they came from.

They're not.

They put the work in when know one was watching, when no one cared, and when no one knew them.

But they did it, day after day, week after week, month after month, year after year.
- The same actions probably repeated over and over again.

But each day adds a little more to their talent, speed, or knowledge.

There's a lot more to you than you know, but you're going to have to get off your butt and go after it.

Affiliate link here

[Your name]

Are You Using The Curve To Your Advantage?

[First name],

Ever been to an air show?

Even if you haven't, I'm sure you've seen one of those powerful fighter jets go screaming, parallel to the ground, and then go into an almost vertical climb. And if they leave a smoke trail behind, it's a long drawn out curve.

That's what success looks like. - It's never a straight line from A to B..

The longest part, the straight bit, is where nothing seems to be happening. - You're travelling parallel to the ground, but you're not seeing anything.

That's where most folk drop out.

'It's not working.'

'People aren't buying my stuff.'

'I'm not getting anywhere.'

And then they throw in the towel.

But had they stayed the course, they would have seen the sudden upward lift.

The momentum their blog posts suddenly make.

The collection of books that suddenly find readers that weren't there.

Their writing suddenly gets attention where it didn't before.

That's the upward climb.

And like that jet screaming toward vertical, your actions suddenly snowball on and on, getting you more and more results.

But this time with less effort.

You've broken gravity's hold on you.

Success isn't visible in what you do each day. But if you take those daily actions, that dam will break at some point.

You'll never know how, or when, but if you drop out now, you'll never see that vertical curve that's in store for you.

It's there if you stay in the game long enough.

Affiliate link here

[Your name]

What's Your Ambition Level At?

[First name],

If I were to ask what you wanted to achieve this year, what would it be?

Something to pay the bills?

Something more? Maybe something you can hand down to your kids?

Each of those choices has its own ambition level.

Something to pay the bills?

It's not exactly gonna set you running down the stairs in the morning, keen to get started. You might do a bit today. Maybe a bit tomorrow, but there's no rush.

Something to hand down to the kids?

That's a higher level. You're probably going to do Google searches, watch videos on YouTube, and possibly follow folk that are at a higher level than you are to find out what they're doing.

Everyone's got their own level. And where you're at, is where you're at.

Nothing wrong with whatever level you're at.

Some people have brains to burn, but never want to do anything with them.

They there's others, who aren't as talented, but never stop until they get to where they want to go to.

And that's something you need to keep in mind this year, when you're looking at buying things, or adding bits on to your business.

Is it right for you? Are you ambitious enough to reach for that ring, or are you a happy clam right where you are?

So, what's your level at?

Looking to be more, or happy where you are?

If you're looking for more, but aren't ambitious to achieve it, you're just deluding yourself because you won't do what needs to be done.

You'll look for hand holding, someone to do it all for you, and you won't do even a Google search for any answer to your problem.

Now...

If I've triggered you by saying that, I'm glad. Maybe there is a spark in there after all looking to be more.

But it's up to you to light that fire.

Affiliate link here

[Your name]

The Beach Bum And The Millionaire

[First name],

Jeff Olson tells a story in his book 'The Slight Edge' about how he went from being a beach bum to becoming a millionaire.

How did he do it?

Well, fed up with cutting grass at a golf club, he wondered what the difference was between him and the wealthy golfers.

He, like most have noticed, was that it's the actions they take each day. Not huge ones. Nothing that you'd really notice, but daily tasks....sometimes so mundane that anyone could copy them.

But most don't.

Why?

Because, as Jim Rohn said, it's easy not to do them.

It's easy to write a thousand words a day. It's also very easy not to do them.

It's easy to offer help in a Facebook group and show off your expertise. It's also easy not to do that.

It's easy to write a daily email. It's also easy not to do it.

There's a beach bum, and a millionaire inside you.

There's someone that tells the world that they'll write a book one day, and there's the writer that's doing it.

Whatever you're looking to be...they're both inside you right now.

Which one will win?

Well, that's up to you.

Which are you going to give the most attention to?

Affiliate link here

[Your name]

Scooping Up 'The Poop' And The Cash

[First name],

Dan Kennedy once told of a woman who came up to him after a talk, and spoke about her son's business and how they were using Dan's courses to get more customers.

'What's he in?'

'Carpet cleaning. - But before that he started off picking up dog poop for money.'

And yes, armed with only his trusty pooper scooper, her son built a small business picking up dog poop in the local areas.

And worked his way up to a staff of eight, which is nothing to be sneezed at, before turning to the world of carpet cleaning instead.

I don't know how that business went for him, but I'd imagine pretty well.

Because, well, let's face it, anyone that's determined to make money picking up dog poop ain't gonna give up that easy.

So the next time you're complaining that things are tough, that everyone's in your niche, that there's no money to be made, or I'm just too tired today, I want you to picture a guy making money with just a pooper scooper.

There's worse ways to make money.

Affiliate link here

[Your name]

What Would The 3 Ghosts Say To You?

[First name],

Watching 'Scrooge,' from the comfort of your sofa, as he's put through the wringer sure is entertaining.

'Yeah you show him!' you remark, as the first ghost shows him his past life and how he's changed from what he was before he became mean and twisted.

We revel in his pain, as the second, and third ghost, show him what the world really thinks of him and the lonely and empty future that lays ahead.

Thankfully, for Scrooge, he got his warning in time..a little late...but better than never, and he put things back on track.

But what if you had your own visit from Jacob Marley and friends at Christmas time?

What past, present, and future would they point out to you?

Of businesses past, when you gave up before they got successful, and you jumped onto the next opportunity?

Of lack of action now, because you were waiting for that magical Disney moment to finally get started.

Or a future where customers and readers are deprived of your talent, and never get a chance to read your words or learn from your courses. - Or worse, watch someone else as they get all the glory for that great idea you never acted on.

'Please ghost, take me away from these horrors,' you remark, not wanting to be reminded of what you did, and didn't do.

'Change your ways.....change your ways,' the ghost moans, as it disappears, leaving you back at home.

'Thank God, that was just a dream,' you smile, wiping a bead of sweat away.

Or...was it?

[Affiliate link here](#)

[Your name]

Never A Truer Word Was Said

[First name],

As it happens from time to time, even though I closed up the laptop last night, my mind was still in work mode.

Still coming up with content ideas, things I should've done, things I need to add to my new course....and a hundred other things all running around my head.

Kinda like a classroom full of preschool kids, all high on caffeine, looking for my attention and wanting it now.

In those moments. I know I need a Netflix cleanse if I want to get a good night's sleep.

Two episodes through Kevin Hart's fly on the documentary series, and a slogan on his gym wall woke my calming mind.

'Everyone wants to be famous, but no one wants to put in the work.'

Now I don't know who said it, and I think I heard it before somewhere, but it's so true.

Everyone wants to be a writer.

Everyone wants to have an online business.

Everyone wants passive income.

Everyone wants an audience that buys everything they make.

But...

Nobody wants to put the work in.

Maybe you've been kidding yourself that way too.

You want to sell the books, you want the audience on Facebook, you want the huge email list of followers, but you don't have them.

Why?

Because you don't want to do the work.

You're looking for someone else to give it to you. Do it for you. Tie it up in a pretty bow for you.

If that's the case...I'd be prepared to write a hefty cheque to get all that done for you.

But if you don't have the cash right now... well, it looks like it's all on you this time.

Thankfully, this is a good place to start and won't clear out your bank account...

Affiliate link here

[Your name]

What's 'The End' For You?

[First name],

Back when I used to write fiction, there was nothing that excited me more than starting to write a new story.

I'd have a scene I couldn't wait to write.

A character I longed to see go from 'zero to hero.'

A world I wanted to explore and see what went on there.

Once into the story however...the shine sometimes lost its sheen.

I'd have a character in a bind that I couldn't see a way out of.

A gap in my story line that I couldn't quite knit together.

And once that exciting scene was done, the rest of the book seemed like a damp squib.

Maybe this year has been the same for you.

The beginning looked like it was full of potential.

There was so much promise ahead.

There were projects you couldn't wait to start...things you wanted to do.

But once over the honeymoon period, things got tougher.

It started to feel like a chore.

You didn't want to fire up the laptop, and that new thing that everyone was talking about, seemed a lot more exciting than what you were doing.

So you jumped ship.

Thing is...and something I've found...is that there's nothing better than following through on something and getting to put 'The End' on the final page of your work.

It mightn't be your best thing you've ever done, but you finished it.

You did it on the day's when you didn't want to.

You kept going when it seemed like it was bigger than you.

And you can always look back on a job you set out to do, and accomplished it.

Inside, you've just told your subconscious something important...'I'm the type of person that finishes things I start.'

All over the world there are hard drives filled with partly written stories, half built websites, products started and never finished, all waiting for the moment when 'The End' will be added to them.

Most never see it.

'Once upon a time' starts right now.

But if you want it to be your best year, you've got to finish what you start.

Affiliate link here

[Your name]

Meet The Universe Halfway

[First name],

Back when I used to sell weight loss kits, (yeah, I was one of those MLM people) I noticed a funny coincidence. The more I worked on my business, the more things started to happen...but not in the way I expected.

A prime example, posting flyers on car windscreens and in letter boxes.

Hardly a day ever went by, when I didn't get some business from a day spent doing that. - But not always from the leaflets.

I'd get a call from a friend of someone that had wanted to lose weight.

I'd get a call from an advertisement I posted in the local paper weeks before.

I'd get a call from someone looking for another month's supply.

The day's when I wasn't working on the business, those leads dried up until I got back in the saddle again.

And that's the way it goes sometimes, show the Universe, God, or whatever, that you're willing to put in the work and you'll find the craziest of things happen.

Someone will offer you a guest post on a blog that you would have never had a chance to get on.

Someone, out of the blue, will promote your book to their audience and make you sales.

Someone you respect will reach out to you.

Why, or how it happens, who knows?

But if you're not showing up everyday, trying to be a better version of you, you'll never see them.

Now I don't know what level of activity you're at at the moment.

Maybe you're going all out?

Maybe you're half assing it?

But are you giving the Universe a chance to meet you halfway?

Affiliate link here

[Your name]

You Can Sell Anything Online Nowadays

[First name],

When you come from a generation that existed pre-internet, it can be limiting on the ole noggin when it comes to making money online.

You think you need to sell a product.

You think you need to educate folk.

You think you need....this and that.

The younger folk though, don't have those limits on their money making mind.

They make a twenty minute video of themselves playing Minecraft....and go sell merchandise to their audience.

They make a video of them opening toys ... and get free toys from companies.

Heck, there's even a Cosplay girl that's selling bottles of her used bath water for cash. - The rules for making money online are that there are none.

Right to get started?

Then you might like this here...

Affiliate link here

[Your name]

There Be Lurkers Out There

[First name],

A man, who I like to call the most dangerous man with Photoshop, Chris McCluckie, brought the topic of lurkers up on a recent episode of his podcast.

Calling them the 'People that live in the cracks,' you never know that they're there.

They never leave book reviews.

They never comment on blog posts.

And they never respond to questions asked of them.

But they're there.

Watching what you do...and following you in silent mode.

When you don't know that they're there, it can feel like you're shouting into the abyss.

That no one is reading your social media content.

And that no one likes your books.

But they're there.

Heck, I've got more than my fair share of folk that never get in touch, but read my daily emails. - Web stats, open rates, and link clicking software confirm that for me.

The moral of the story...just because no one is reacting to your content doesn't mean no one is paying attention to it.

There's probably a silent audience following you right now and you don't even know it.

Maybe you're one of mine? :)

Affiliate link here

[Your name]

Jerry Seinfeld's Success Secret

[First name],

If there's one thing that helped me with my business, it's been my daily email.

Not for the money they bring in....but that I'm forced to do them.

Now, there are days when I've got too much to say, but then there's others when I don't want to write.

I'm too tired.

I've done enough today.

What's missing a day going to matter?

But it does.

When Jerry Seinfeld was beginning his comedy career, he used to write old jokes out by hand to get better at his comedy.

And every day, he used to write a big red X on the calendar to mark his work as being done.

One day became two....then three....then four, and before he knew it he had a chain of X's on the page.

And once you've got a chain of X's going, the last thing you want to do is break that chain.

Breaking that chain means you've got to start again, building your next one.

You're back at square one...and you don't want to go back to square one.

So whatever you're finding tough today, maybe you're being pulled mentally in ten different directions, what's one thing you can focus on doing each day?

One thing that you can look back and say that even if the rest of the day went badly you got it done.

In a world that's losing itself in distraction, those that are focused will leave the others in their dust.

One task.

One X.

Don't break the chain.

Affiliate link here

[Your name]

Keep Your Distance

[First name],

"You're not your creation, and your creation isn't you."

Now, while that makes sense to most of us. - The reality is a lot different.

You write a book and it bombs - *You're an idiot.*

You write a blog post that no one comes over and reads - *Why are you even trying this thing anymore?*

You sell a handful of copies of your new course - *What did you expect, it was a crap idea?*

In those moments, you take on that result as something that defines you.

You're an idiot.

You're the one that hasn't got what it takes.

You're the one that hasn't got a clue.

The reality.

The book was poor, or didn't hit the market at the right time.

The blog post mightn't have been good enough, or on a topic that no one wanted to read.

The product mightn't have been what your audience wanted, or the marketing and price were all wrong.

Now, while all of those creations came from you, they aren't you....or should their value be linked to yours.

If you can't step away from your book, you'll constantly take exception to bad reviews and allow them to bring you down.

If you can't take a bad blog post on the chin, you'll probably pack up your little wagon and never come back.

If you allow 'poor sales' to affect you, you'll probably never create another one.

"You're not your creation, and your creation isn't you."

If I let my bad ideas get me down, heck, neither of us would be here on this email right now.

Affiliate link here

[Your name]

The Downside Of Being A Nosey Neighbor

[First name],

To quote the great Mark Benardin...

'Comparison Is The Thief To Joy.'

In other words, looking over your neighbour's fence isn't always a great idea.

Once you do, you open yourself up to a world of potential comparison.

Their car's better, they've got a better looking lawn, and whatever you do, don't look at the pool.

Moment's earlier, that car, lawn, and paddling pool of your's had kept you pretty happy.

Now, all you can see are their faults.

The writing and publishing game can be a lot like that.

Some folks are making more money than you.

Some folks are writing more than you are.

And some folks have bigger audiences than you have.

It's tough to ignore.

Especially when you're fed a Photoshopped version of it on social media.

But as Mark said, the surest way to take the shine off your accomplishments is to compare your's to someone else's.

Thing is...

....some people will always be a better writer than you are. Look better on camera than you ever will. And will stoop to limits you'll never go to to make a quick buck.

That's all out of your hands.

What is in your hands, is to be a better version of yourself than you were yesterday.

To do things you haven't done before.

And to work in your backyard with the tools you've got.

That's where you should keep your attention.

And who knows?

Maybe your neighbour is secretly looking over someone else's fencing wishing their life was his?

Now...

...If you're looking to do something you haven't done before, like create your own digital product, I'd go here...

Affiliate link here - Hard Drive Profits <https://warriorplus.com/aff-offer/o/k39xsn>

[Your Name]

Let's Face It, You're Your Own Worst Enemy

[First name],

Firstly, you doubt yourself.

You put others on pedestals, and then gladly dig a hole for yourself.

You'll throw hurdles in the way where there were none before.

And you'll put that thing off until that 'ideal' right time that never comes around.

I did that for the longest time.

I didn't write books.

I didn't have a podcast.

I didn't have a digital product.

Heck, I didn't even do a Facebook live until recently.

I could have done any one of those things a long time ago.

The person that held me back was me.

I wanted to have all of those things...and yet it was 'me' that held me back.

Me.

I was my own worst enemy.

And you're doing the same too.

You could be a fiction writer, a podcaster, blogger, or own your own high ticket digital product....but you're stopping yourself.

You.

You may have a list of reasons as long as your arm...but it's you pulling those puppet strings in the background. - Ones that are tying you up.

It's time to show how good you really are...

Affiliate link here

[Your name]

Price Tag Versus Skill

[First name],

When it comes to a sales letter, one of the most popular places people's eyes go to - after the headline, and the P.S - is the price.

How much is it going to cost me?

In other words, how much am I going to be outta pocket for this thing I'm about to buy.

It's never how much money, time, or skills, am I going to make, save, or learn....it's the cost financially.

If I can't afford it, it's too expensive.

Which may be honestly true.

And once that decision has been made, the mental shutter comes crashing down, and it's rare that you'll go against that decision.

But I want you to think for a moment.

A thousand dollar sofa may cost the same as an hour with a millionaire coach.

But is it?

A meal at Mickey D's may cost the same as a good business book.

But is it?

Heck, even a hairdo sometimes costs as much as an expensive digital product nowadays.

But is it?

Does any of the former give you anything like the return on the latter?

Nope.

But you'll still find folk buying Starbucks for a month, and then tremble on the buy button of a twenty buck course.

Why?

It's too expensive.

I don't have the money.

Most times though, they don't see the value on the other end...or maybe deep down, know they're not going to use it.

So I want you to watch yourself over the next few days.

Study what you do.

When it comes to something that can move you forward, do you dig in your heels? - Complain about it's price?

But then have no problem buying a distraction that doesn't live longer than it's battery life.

If so, it may be time to ask yourself, 'Am I serious about all this?'

If you're not, be honest with yourself.

This isn't for everyone.

You won't lose any respect from me for making that decision.

But if you are serious you might want to take a look at this...

Affiliate link here

[Your name]

“I'd Tortoise The Hell Out Of You!”

[First name],

When asked how he'd compete with anyone in a niche, Dan Meredith dropped these words of wisdom.

"I'll tortoise the hell out of you."

Seven words that can make a big difference to your business.

Doesn't matter who you're up against.

Or what talent they have.

When you show up relentlessly, day after day, week after week, month after month...you're always going to catch up on your competition.

They're gonna take days off.

They're gonna rest on their laurels.

And they're going to rely on talent to keep them ahead of the pack.

But like that hare and tortoise race, there will come a time when that slow and steady pace will have you head to head with your competition...if not leaving them in your dust.

Nobody wants the slow and steady path though.

It's not sexy, and requires a lot of showing up, *something most people never want to do.*

'Give me the American Idol audience now,' they say.

And not the slow build that happened, playing in bars and clubs to a handful of people at a time.

We all know how fickle an instant audience can be.

Here today, and gone tomorrow.

The lifelong fans though...they're always around.

"I'd tortoise the hell out of you."

Words worth thinking about.

Affiliate link here

[Your name]

Back When I Had A Phone Phobia...

[First name],

*'That great writer is already inside you. It's up to you to keep writing until you free it.' -
- Quote by yours truly.*

Back when I had a teenage phone phobia, the noise of a ringing phone would put me on edge. Especially if there was no one in the house but me to answer it.

Standing looking at it, I used to have the same thoughts run through my head.

What do they want?

What if it's someone I don't know?

What'll I say to them?

Knowing I'd have to answer it...I'd usually take my time hoping it would ring out before I'd get to it.

Where did that phobia ever come from I don't know?

But I always put it down to the fact that I wasn't in control. That I didn't know what would happen next. And there was a good chance I'd make a fool out of myself.

So a number of years later, the thought of someone like me getting a job in a call centre probably seems like the last place I should be.

And for the first couple of days, the urge to race for the door and never come back, was, let's say, pretty strong.

Again, each call had the...*I'm not in control of this...what if they ask something I can't know...*conversation going on before I'd even said Hello.

Then a funny thing happened.

That voice decided to shut up.

Why?

Because the majority of people were decent.....*except for the few that wanted to pull my head off, probably because they just had it in for people in call centres....* but I found I could help most people on the calls.

And after a year working there, I'd talked to almost ten thousand people.

I don't know about you, but ten thousand is a lot of people to chat to on the phone.

That voice....well, it was well and truly ground out of existence.

The person I am now, is nothing like the one that started work that day.

But like the quote up there says, that person was already inside of me.

I just didn't know it back then.

Same goes for you.

There's something you want to do, write, record, or create, but that's not you right now.

And so you doubt yourself that you'll ever be able to do it.

But it's already inside of you.

Your part is to get off your butt and do the thing you're afraid of. The more you do that thing, the closer you'll get to what you want to be.

Affiliate link here

[Your name]

Standing On The Throat Of Your Success

[First name],

Bit of an image, right?

You looking down on the thing you want, and it's you that's stopping it from living?

Why would you do that?

Because you've been programmed that way,

We've got that conversation you had with that school teacher.

Words of advice from friends.

An outburst from an angry parent.

All on a never ending loop on that hard drive between your ears.

You're dumb.

You're stupid.

You always give up.

You'll never be a writer.

You...earn a thousand bucks a month...yeah right!

Heck, even your TV doesn't want you to be successful.

Ever notice that all the poor people in TV shows and movies are always the most spiritual, noblest, honest, and salt of the earth?

The rich successful folk, not so much.

They'd rob the eyeballs from their dead mother's corpse if they knew there was money in it for them.

You say you want success, you want a better life, but you're still shooting holes in the life boat that's carrying you.

You're jumping from one making money idea to another. - Never allowing any of them to get hold.

You're listening to advice from friends and family members. - People that have never built a business from home, and can't stay away from Netflix for five minutes.

You love the idea of being a struggling writer, because that's what gets people's attention and sympathy. - Because God forbid you become successful and couldn't depend on that support anymore.

You believe that everyone with talent has an unfair advantage. - Than working on the skill you need to learn and working on it every day...no matter how bad you are.

And a host of other things...each of us have our own favourites that we like to revisit on a regular basis.

To Success, you're a magnet pointing the wrong way around, constantly pushing it away from you.

Sure, some of those things up there seem daft, childish, and obvious to a blind man as being wrong, but there's still a part of you that believes it.

The one that throws hurdles in your way.

Make things difficult.

And wants you to give up, just when things look like they might improve.

But you wouldn't do that, right?

You probably won't click on the link below for the same reason...

Affiliate link here

[Your name]

“Well, Call Me An Action-Taking Idiot!”

[First name],

"An idiot walking in the right direction, will get a lot further than an genius sitting on his butt."

I'll always remember something my father said to me one day as we passed the local town's courthouse.

'You see those guys sitting on the steps there?'

I nodded, looking at the handful of young men lounging around, looking like they hadn't a care in the world.

'A few of those guys have brains to burn.'

I didn't know which ones he was talking about, but I kept my eyes on them until they vanished from sight.

Every day we went by, I'd keep my eyes open for the group, and sure enough they were always there.

While I never got an answer to why they always hung out at the local courthouse, my father's statement stayed with me.

Why would anyone, with brains like that, spend all day watching traffic go by?

Nowadays, I know there could have been a host of reasons, ranging from low self esteem to substance abuse...or anything in between.

But to my little mind back then, clever people got ahead, got things done, and had an advantage over the rest of us...not sitting around doing nothing.

Thing is, having a head filled with knowledge isn't a guarantee of success.

There are tons of people that know everything about writing.

There are tons of people that know everything about blogging.

There are tons of people that know...(fill in the blank.)

But you'll never read their words, watch their videos, or see any of their creations.

Why?

Because knowledge isn't a guarantee of success.

What is though, is taking action of the little amount you do know.

Reading ten pages of a book and taking action on those pages, will get you further than a shelf full of books never acted on.

The simple version.

Just work with what you have, with all that you've got.

Affiliate link here

[Your name],

Eagles Don't Flock

[First name],

"Eagles Don't Flock Sparrows Do"

- Bob Proctor.

For those that do, there's a majority that don't.

You've got the crowd hanging out in writing forums that talk all about writing books.

You've got the crowd hanging out on Internet marketing Facebook pages, that talk all about having an online business.

And you've got the crowd hanging around in self-improvement groups that talk all about good thoughts and balancing chakras.

The ones that 'actually' do any of the above, are too busy to be there.

They're writing, they're working on their business, and they're using life as feedback.

The majority though, they'll still be there in the weeks and months ahead.

All wondering why that book didn't write itself, why their blog still has zero readers, and why their positivity isn't putting cheques in the post.

There's a reason why I show up here on a regular basis.

Anyone could do it.

But few do.

You could write a book, if you wanted to, starting today.

You could write a blog post, if you wanted to, starting today.

You could write an email to your one and only subscriber, if you wanted to, starting today.

You could do all of that.

And then....you could do none of that.

Those that do...they get ahead.

Those that don't...well...you know what they get.

Sometimes there's safety in numbers.

And sometimes it's a safe space for people who don't do anything.

Affiliate link here

[Your name]

Hitler Liked Painting And Vegetables Too

[First name],

I don't think I've written Hitler in the subject line of anything, but there you go. :)

So why am I talking about the little square mustached dictator?

Well, as the great Tony Shepherd rightly pointed out, he had other interests than just trying to make German the first language world over.

He also liked painting and veggies.

Same goes for the folks you're creating content for.

They don't do coloring books 24/7.

They're not reading one author, or genre, exclusive to everything else.

If they like crossword puzzles, there's a good chance they like working on other brain teasing content.

So don't narrow your focus too much when trying to get in front of them, or coming up with ideas they might like to buy.

Think a little outside the niche box.

There's free traffic, groups, and content ideas out there that hardly anyone else is tapping into.

Now, go get that thinking cap on.

Affiliate link here

[Your name]

A Lesson I Learned After My Driving Lesson

[First name],

Like most people, I'll never forget the moment I passed my driving test.

Being dropped off home by my driving instructor, I watched my wife come racing out the door with a questioning look on her face.

I gave the thumbs up, and she broke out with a squeal of delight.

'Someone seems happy you've passed,' he remarked.

Beaming from ear to ear, I thanked him, and went to show her proof of my test.

'That's great, we can go anywhere now!'

Watching my driver instructor pull away from the curb, I couldn't get that thought out of my head.

Not only had he helped me pass my test, but he'd given me so much more than that.

He'd given me freedom.

Freedom to go where I wanted.

The ability to take my kids wherever they wanted to go to - places they'd been pestering me to take them to.

To never have to lug a pram onto a bus, on a wet day, that's loaded down with shopping bags.

And a million other things.

To Sean, he probably just saw himself as a driving instructor. But to me he was so much more.

Thing is, we all look at our lives through what we do, and not the effect it can have on people's lives.

Some of us make things easier for people - By making the complicated simple.

Some make people healthier, adding more years to their lives. Or life to those years.

Some restore broken relationships. Or help to lift the stress off someone's life.

And some of us give people belief in themselves where there was none before.

So don't look at your business, or what you do as that, a thing you do.

Sometimes we can have a bigger influence than you realise.

You're not just a....(fill in the blank).

You're a lot more than that.

Affiliate link here

[Your name]

Maybe It's Time To Shut Your Mouth

[First name],

So what did you do? Well nothing, really.

And that's the problem...doing nothing.

Go to any forum, Facebook page, or any social hangout, and you'll find someone announcing some big thing they're gonna do.

'I'm going to walk across the country in my bare feet for charity.'

'I'm gonna lose one hundred pounds this year.'

'I'm gonna write a book.'

'I'm gonna start an online business'

...and in runs all the back clappers, cheerleaders, and the 'go on ya' folks, and that person gets virtually carried through town on their shoulders.

But what have they actually done?

Nothing.

Not a thing.

Not a step not taken.

Not a pound not lost.

Not a page written.

Not a website built.

Nothing.

And yet they get congratulated for something they haven't done.

So why would they bother doing through all the discomfort of doing those things...just to get another pat on the back?

Wouldn't make sense to do so, would it?

Now compare that to someone that's writing the book, losing the weight, building the site, but not telling anyone.

Every day they're doing the actions they need to do. And once they've completed it, they announce their accomplishment to the world.

Enter the back clappers, and that person gets congratulated for what they've achieved.

I'll repeat that... 'for what they've achieved!'

Which one are you?

If you're the one making the statements and wondering why you're never getting them done, there's probably a good reason why.

You're looking for the parade before you start.

But wouldn't it be better to keep your mouth shut and do the things you need to do instead?

Wouldn't it be better, having your parade day, with something concrete to celebrate?

You see a lot of that nonsense in January.

People looking for praise, because they can rhyme off a New Year's resolution list they've been repeating for years and never done.

Am I being a bit hard?

Maybe so.

But if I can wake you out of that day dream you've been telling yourself, it'll be well worth it.

Work first!

Then look for your praise.

[Affiliate link here](#)

[Your name]

Building Walls With Will Smith

[First name],

Will Smith tells a story about how his father knocked down a huge wall at his workshop. Standing, looking at the 16 by 30 foot hole, his father told him that he wanted Will and his younger brother to replace it.

Although the boys didn't know much about building, their father gave them a great piece of advice....'Make every brick you put down the best brick you can.'

Over the next 18 months, Will said that he and his brother worked for an hour after school each day, mixing cement by hand, and putting a few bricks in the wall.

In that time, the huge hole that had been there became a brick wall, one he thought they'd never finish.

That's like many of us, we look at blogging and think, God I couldn't write content for a year.

We look at starting a fiction book and the thought of writing 200, 300, 400 pages seems like an ordeal we'll never be able to do.

We also think that coming up with a daily idea for an email is something that's beyond us.

It's not. Not if you take it one day at a time.

Big walls are built one brick at a time. Always has been, always will be.

You can try to do it without a foundation, throw up the bricks in a haphazard way, but you and I know that wall is gonna come down at one point.

It'll never stand up against a strong wind and you'll be left with a pile of rubble and back at square one.

So whatever you've got planned for the next week, month, year ahead, that's not where you should be looking.

That huge gap between where you are and your end goal, may seem so big it'll make you want to give up before you begin.

So forget the wall.

Do today's brick to the best of your ability and let the wall take care of itself. If you've been laying good bricks you'll know that at one point it'll be done... and done well.

Don't make the mistake of looking at the limited progress you're making...lack of web traffic...low book sales...or any other lack of results...you've still got more hole than wall at that point.

Just work on your next brick and do it to the best of your ability.

Affiliate link here

[Your name]

Running From Something, Or Running Towards It

[Your name],

To look at Dwayne Johnson, you'd say he's got it all. What with wrestling titles, movies, and that big white grin, it probably seems like he could come out of a pigsty ...smelling of roses.

But go back a few years, when he was a failed American football player, with only seven bucks in his pocket, that picture was the polar opposite of his life now.

Picked up by his father and driven home, tail between his legs, that memory has never left him.

Nor does he ever want to lose it.

It's what powers him through his workouts.

It's what motivates him to stretch himself to go further.

And it's what he says, means he'll always out work anyone he's in competition with.

To make sure he never forgets, he's called his production company '7 Bucks Productions'

For him, the pain of that moment keeps him moving, running away from it.

Compare this to others that go the opposite way....aiming for a goal and trying to reach it.

For some people, that may work.

But it's not for everyone.

Maybe it's not working for you right now.

Maybe you're running toward something you want, but you never can see yourself getting there.

- It's not motivating you.

- It's not making you stay in your seat.
- And it's not making you switch on your laptop every day.

If it's not working, it might be worth looking away from your goals and toward the pain you want to keep out of your life.

- The coworkers you can't stand to be around.
- The struggle for money each month.
- That memory when you were told you wouldn't amount to much.

If the carrot's not working right now, maybe it's time to bring out the stick, and see if you can whip that ass of yours into line today.

Affiliate link here

[Your name]

Let's Put The Spotlight On You

[First name],

Now, although I love blowing my little trumpet, what about you?

Why do you do the things you do?

What makes you sit in front of the laptop for hours at a time?

What are you trying to achieve?

Why should people go to you for help, or for entertainment?

Whose life are you trying to make better by doing what you're doing?

And going a little darker...

What are people going to say about you at your funeral?

What would you like them to say?

Thought provoking, right?

It's not something most people ever dig into to find out what's under the mental hood.

It's easier to just whizz by this email and go off to read the next bubblegum email in your inbox.

One that's filled with zero calories and no substance.

But until you stop and think about why you're doing what you're doing, you're not even a face in the crowd.

If you were, at least people could spot you in the line up. But most people online are only pretenders.

They talk about online businesses, they talk about publishing, and they talk about writing, but it's always done from the safety of forums, or Facebook groups.

One where they'll never have to face reality.

I can sell you a hundred products, but until you stop and go through questions, like the ones above, you'll always have average results.

You'll always find it easy to throw in the towel.

You'll always question why you're even bothering showing up.

And you'll easily be led off course, with the sniff of a bright shiny object.

I want you to have better results that you're getting.

Do you?

If so, why?

Affiliate link here

[Your name]

Slapped Around The Face By Jim Rohn

[First name],

There's a quote (*Confucius I think*) that if you're the smartest man in the room you're in the wrong room.

Now, while it can be comforting to be the cleverest one in the room, in that you're seen as the expert to everyone else, it doesn't do much for you.

Your business never grows. You never learn anything new. And you're always on the lookout for someone overtaking you and taking your crown.

So, in other words, you ain't really that smart.

Knowing this, and trying to up my game, I've been on a buying binge over at Audible.com.

Hence today's subject line, about Jim Rohn slapping me around the face with the harsh hand of reality.

Because let's face it, if there's anyone we know how to kid....it's ourselves.

We half arse things, hold people to a higher responsibility than we could ever match, and expect things to improve, doing what we're doing right now.

As Jim would say, if the actions you've been doing, or not doing, hasn't got us anywhere near our goals and dreams, how do we really expect things to improve?

Now you can fly by that paragraph, or you can pause for a moment to take in it.

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If you repeat what you did today, did it tomorrow, then next week, then a month from now, then a year from now, would you be anywhere near that goal of yours?

No?

Well, why wait for that time to pass, knowing that in a year from now, you'll still be where you are?

Why would you do that?

And yet you see it everywhere.

- People relying on that lottery win.
- People relying on a relative dying and leaving them a fortune to retire on.
- People doing the poorest of work and then expecting the boss to reward them with a raise.
- A writer talking about that book they'll write and never actually doing it.
- That home business that's going to be built when the time is right.

So, what about you?

Are you walking in the direction of your goals, or are you just marching on the spot you've always marched on?

Affiliate link here

[Your name]

