

CHAPTER 1

Quantum Leap Thinking



NUMBER ONE MISTAKE TO AVOID

If there were a simple answer, would you take it? We are asked this question most of our lives this, and yet we still underestimate the power of knowing what we want. The difference between those who are really successful on the Internet and those who are struggling is the action of **goal setting**. There are people out there who have made it big by some act of nature or fluke, but in most cases when you hear about the overnight success story, there was a lot of planning to make it to that one night.

Another key difference is to think that goal setting is a passive activity. You just don't write goals down—you *expect* them to happen. You do what it takes to manifest them. There is a fundamental difference between expecting and hoping, because if you write them down and aren't wholeheartedly determined to do what it takes to make it happen, it won't.

During my Internet start-up phase in 1995 I didn't really think of it as anything more than a way to let people know about me, and serve as verification that the company exists. If I had planned for it to be more—to set a goal—today would look differently. Now I am an avid goalsetter for multiple disciplines and this was a big part of how I moved forward so fast—it has become part of my Quantum Leap Thinking approach to getting results.

During the course of my goal-setting journey in search of “The One,” I did a lot of stuff backward, upside down, and in the

wrong order. There are millions of pages of information out there, and tons of products, affiliate programs, and mentors. Had I seen the guidelines that we are about to go through in one place, my trip would have been even shorter. Before we can begin, you need to know where you want to go.

Begin with the End in Mind

For the past few years I have started from the end and worked my way back to how that would happen. Having goal setting as a regular part of every day, week, and year is what will make your venture a long-term success. Write down your goals and post them where you look often such as your iPhone, Android, iPad, laptop, or good old-fashioned paper stuck on your wall or fridge.

If you go rushing into the Internet like a crazy-eyed kid without a plan, you'll end up spending \$5,000 before you realize that you have no idea what you bought or why. You may even be so disillusioned with the whole industry that you back off and figure it's not for you. When you begin with the end in mind you create the vision that will carry you through the hard work of getting to your goal.

When you know where you're going, it's easier to run to.

LIFE IS A BALANCING ACT

When you start a new venture you have a tendency to forget about the rest of the world and get single-minded. This isn't a good idea if you have friends and family, or want to have someone to possibly sell to in the future. When you consider all your goals it helps to make sure that you are heading toward your dreams in a way that will benefit everyone.

Life is going to involve many different things requiring your attention all at once, but if you remain aware of your goals and desires, you will continue to progress toward them.

For each element that is important to you, be sure to set a goal for it so that you always know where you are going.



Set your business goal and add items that help move you toward that. Watch for items that aren't optimizing your time and resources.

PERSONAL GOAL: (SAMPLE)

To have the financial freedom to enjoy life with my spouse and children and live the way I want.

Because work and life are so interconnected, when you make decisions in one place, it affects the other. Do activities that are relevant to your achieving your goals both personally and professionally.

MISSION STATEMENT: (SAMPLE)

To create an Internet strategy where the automation of my business, and funds created automatically allows me to donate time and money to bigger causes than myself.

A mission statement is the big-picture vision around which all your decisions revolve. This big picture prevents you from getting too caught up in the details of life, and allows you to keep some perspective as to why you are really doing something. It is easy to start for one reason, and keep going for another. When you achieve and start to experience and live your life of vision, remember to incorporate the real purpose of your life.

Have your purpose become part of a long-term strategy, and move yourself farther from the *me, me, me* box. If your market subjects detect that you are in that box, they may not be motivated to work with you, buy from you, or help you because they will question whether you will reciprocate.

BUSINESS GOAL: (SAMPLE)

To be able to get my message out in a way that is automated and doesn't require constant monitoring and that helps others reach their goals, too.

Start to work some balance into your life. Are you an accountant who could donate three hours to a senior center before tax time? Little things like that go a long way and you'll feel fantastic. It won't feel like a chore when you see how other people feel when you donate your time or knowledge. Make sure that your kids or spouse or significant other is getting some quality "you" time, too.

If you're thinking "What has this got to do with Internet marketing?" the answer is nothing and everything. Making it in this industry is a team sport. It will take time, effort, money, and a desire to help others first. If you don't emerge from your *me* box, when you have your own product ready to ship you will have an uneventful launch. Giving along the way makes the journey easier, faster, and more enjoyable. When you incorporate goals and balance into your life, you will find that when you need help, it will be there for you.

HOW TO GET A CLEAN START IN INTERNET MARKETING

Did you ever know people who run from project to project, product to product, and never finish, implement, or make a decision about what they want to do with them? This creates clutter in your mind that drowns your creativity and ability to function effectively.

Most entrepreneurs get a thousand ideas every hour—they all sound good. You can see what you could do with the latest product, but without a core focus you are confused and overwhelmed. It's called an *idea avalanche syndrome*.

Internet marketing can be one of the most overwhelming fields anyone could choose, because it is so vast and it's like

getting a Harvard education every week with the content and value of information we receive every day, especially if you are a newbie.

I have found that many Internet marketing newcomers buy programs, buy products, gather information like squirrels, but forget to lay the plans in place to actually do them. Or, they lay the plan in place, but get stuck at something they can't do, or don't understand, put it back on the shelf for another day, jump on the next exciting tidbit of technology, and continue the cycle.

From this moment forward I want you to start with an organized slate. This means getting some strategies in place to help you stay on top—not under—this market.

The top two strategies I use:

1. For each Internet marketer you are following, open up an e-mail folder for that name and start to put each of the marketer's e-mails in there. This is for two reasons: one, it is easier to follow what the marketer is talking about and do any lessons you have missed; and, two, it can serve as a swipe file to get good ideas for the future.
2. Organize what you already have so that when new stuff comes in the door you will know what to do with it. You can do this in a few ways. You can have files on your hard drive for PDF files, audios, videos, ebooks, stuff you have resell rights to, and stuff you have private label rights to. This is how I'm organized, and in addition, I add a folder for each mentor program I am involved with, and everything from that program goes in there. So spend some time cleaning up and organizing what you have (you may be amazed that you can put a blog

post together tonight and start selling), and then when the new information comes in, stay on top of it.

Then approach each project in an organized fashion.

For example, if you bought an ebook with master rights and didn't ever sell any, write down the pieces you needed to be able to sell it. Break it down into steps you can do to sell it by the end of the day:

- Read the ebook if you haven't.
- Put together a website (if it came with one, this part is done). If it didn't, and you don't know how to put together a website, then go to elance.com or guru.com and post a quote request, and in a matter of hours, you will have what you need to complete this step.
- Put together a list, get a list, find people with lists. This is a big key to being able to sell an ebook, and that is having the right target audience to sell to.
- Your website is great, but you need the oxygen—people. Search for people who have products like yours, and offer to do a joint venture with them. And if you don't know what a joint venture is, find out. This is the key to understanding—if you discover that you have hit a word, acronym, or concept you don't understand that is critical to the success of your venture, take a sidetrack and get what you need to know.
- The “put together a list” step takes more steps. My first suggestion is to make sure that you have the correct autoresponder software to drive a campaign like this. Aweber is one I use and recommend. It has a reliable delivery rate, is inexpensive to start with, and easy to use.

Select one of your products, and with your recipe start to put the specifics in place for just that item. Start with the first step, and do it. If you can repeat this for each item that is still in a backlog, or half-done, then put the steps in place for those as well. Take at least one hour of your day, and devote it to getting organized, or you will have yet another year of running and surviving, without some real wealth building.

FRIEND ASSESSMENT

In this section I don't advocate leaving your friends and family, but you do need to examine the type of people who are in your life right now. The friends you keep determines the rate you progress in life. I was taught this by one of my mentors, Matt Bacak, who actually had to tell his mom that they couldn't speak for a while until he completed what he was working on. This was done with care and love, but if someone is being negative and causing you to doubt yourself, then you have to take care of yourself first.

Some of those negative people might be obvious—they are the ones who make you cringe when the phone rings. Remember, though, you will need people more than ever, so don't be a recluse about your journey, just stay focused, and don't let negative energy enter your space for as long as possible.

Get your most positive and encouraging friends around you, and put the others on hold.

QUANTUM LEAP THINKING EXPANDED

Quantum leap thinking is another differentiator between those who climb that ladder successfully and the missing link for many

others, and that is the way you think or look at things. I have been around many millionaires, and around even more “not millionaires,” and I tell you, the conversations are very different.

Millionaires are actively producing and creating and enjoying life. They are excited about what you say. They are making things happen, and attracting what they need to get the job done. Hint: They did this *long before* they hit their first million.

Do you believe you can be a millionaire, or if you already are, how about a multimillionaire or a billionaire?

There are 1,011 billionaires according to *Forbes* magazine, with the youngest being 24 years old. Remember when that seemed like a number nobody would ever reach? It's like the four-minute mile—once someone proves it can be done, there are many who start to follow.

Keep moving your expectations out farther, keep running toward them, and keep excited about the journey and adventure of it, while celebrating the small steps.

Life is a game, so treat it that way in a sense of play and fun. Over the course of my journey, when things started to move quickly, I noticed a set of patterns that emerged—steps that I was taking over and over. They would have been what I heard or learned, but because they were consistent, I put them in a step-by-step format and called them *Quantum Leap Thinking*, which really is a fancy way of saying “really easy steps in life that get you farther, faster if you do them.”

The following steps were inspired by people I watched, and I saw the characteristics they portrayed in order to accomplish as much as they did. By combining the successful traits of each person, the steps became powerful tools.



Twelve Practical Steps of Quantum Leap Thinking

1. **Ask yourself honestly: What are you willing to do to get your goal and ultimately your dreams?**

Think about your goal, your dream, and then determine how much you are willing to put into making it happen. My example is that I got up at 5 A.M. many days, went to bed at 1 A.M., and got rid of habits that stole my dreams and ate my time. I had no intention of making my schedule permanent, but to get the rocket off the ground, I needed the booster power. I moved from Canada to the United States, because that is where I felt I needed to be to easily travel from

show to show, and that was as an attendee—it's even more important now that I am a speaker.

2. **Listen to the whisper, then run.**

I think it was Oprah who first called a gut feeling or instinct a *whisper*. Listening to myself is something I do really well. If it sounds right, you'll know it, and then do it. Don't look back or let doubt, fear, or anything else derail your focus.

Plowing through doubt and fear creates the courage you need to do the right thing for you and your life.

3. **Say yes to opportunity or say no.**

Most people refer to this as *being decisive*. Often we are taught to say yes, but if the opportunity doesn't fit within your plans or focus, then you'll be wasting your time. So it's okay to say no, as long as you aren't saying it out of fear or lack of confidence. You won't be successful if you're drowning in indecision because you will be unable to move forward for fear of taking a wrong step or making a mistake.

4. **Always ask yourself *big* questions.**

When you're sitting at a decision point about what to do next, ask yourself *big* questions. This will cause you to shift from where you are and will attract the right answers.

An example of a big question for me was, "What do I need to do to appear as a speaker on the big stages such as the World Internet Summit?" The answer: "I need credible recognition fast by those who determine who gets to speak on those stages." The solution

to doing that was to become a recognized *expert* fast. That is what writing a best seller was going to provide me. Within weeks of becoming an author, I was announced at a Matt Bacak show, I appeared the following week on Mike Litman's stage in New York City, and then three weeks later I was flown to Singapore to appear on stage with Mark Joyner, Stephen Pierce, Brett McFall, Armand Morin, Jay Abraham, Mike Filsaime, and John Childers, to name a few. Then I was a featured speaker at BritPack and the World Internet Summit Malaysia, UK, and Australia, with tons more through the year. Then during the last four months of 2010, I traveled around the world every month, appearing on my own stage.

5. **Be the general, not the army.**

I first heard this sentence from Brett McFall, and thought it was a great image. The number one way to get overwhelmed is to be everything and control everything that needs to get done. Learn to practice smart sourcing methods where you identify your strengths/weaknesses. Spend 80 percent of your time on your strengths and outsource the rest.

Go to www.easyoutsourcingnow.com or www.getafreelancer.com or www.elance.com to farm everything else out. Outsource to them while you work on the important stuff. Yanik Silver had the same advice when I interviewed him; in fact, he said he considered himself a technophobe.

Even though farming out might cost you a couple of hundred dollars to get something done, lost time will cost you far more. Time is money even if you're

not making any yet. You need to accelerate your pace to keep you motivated, and nothing kills motivation more than trudging through crappy jobs you hate.

If you want something simple done, like putting up a wordpress blog, or doing an article, you can spend \$5 and get great service at www.Fiverr.com.

6. Plan for a quantum leap.

When you want something, planning is a critical step. Most results don't happen by fluke—you need to put a plan in place to start to make things happen faster.

I plan a “big advancement/quantum leap strategy” item every three months. This means that I put in 120 percent for this item in order to complete the strategy in a faster time frame.

7. Understand your metrics.

Internet marketing works on statistics. Learn them, and understand how they affect what you do. If your statistics show that no one is opening your e-mail, fix your subject line. If no one is clicking to your offer, fix your e-mail. If no one is buying at your sales page, fix it, and if you aren't getting subscribers, fix your landing page. Metrics let you know where the problem is you need to fix. Track statistics for your e-mail sent, opened, click rates, opt-ins to your landing page, and conversions to sales.

8. Invest in yourself—get a mentor.

Invest in mentors, educational materials, training—these are critical to advancing the skills you have and ensure that you get a good grasp of the tasks you are outsourcing.

I went from total obscurity—nobody knew me in this industry—to best-selling author and Internet marketing success story. It took a lot of investing in myself, training, studying, reading, and getting coaching. Then I advanced to award-winning coach, mentor, and internationally renowned speaker. Step-by-step I invested in mentors, and to this day I still do.

9. **Become a *freedom agent*.**

I first heard this term from Mark Joyner. Mark is known as the “Godfather of Internet Marketing” and, like Timothy Ferriss of *The 4-Hour Work Week*, talks about creating your life by shaping your actions around the end result you are seeking. In the beginning this is your mission statement, but now you want to add the how, and constantly be crafting your strategies toward making more money in less time.

10. **Dare to be different.**

In the world of Internet marketing you need to follow the formulas to easily achieve desired results, but when it comes to product design, writing your story, using your unique proposition, and attaching your flair—that is what will get you noticed. This is where you shine. In our industry, some of the dare-to-be-different pioneers to watch are Dan Kennedy and Jay Abraham.

11. **Make your goal a “no matter what” moment.**

Have you really said to yourself that you are going to make that happen, and tag that with no matter what? What commitment have you given your goal, and where does your goal sit as a priority in your life? That is what I asked. It was a big step because I was

comfortable, I could have done what I did for years and survived. At 42, even though I was young, this was like starting again, and I became determined to be successful fast. So for a while that meant no vacations, long hours, and making all sorts of changes in my habits, to make “no matter what” moments.

12. **Massive action.**

Action is good, but if you want faster results, you’re going to give more than you are used to over a period of time. For the goal you set as a quantum leap goal, this is where 120 percent needs to be focused at increased intervals. Action—massive action—is a way to take control of the moment you are in, the direction you are going, and the results you want to achieve.

CELEBRATE SMALL VICTORIES

What happens when you have a big goal is that you forget to celebrate the little steps along the way and when you do that, it feels like a very long road.

Be sure to keep in mind that making money can be easy. If it has become hard, you probably have considerations (things you were told) that you started to believe and eventually they became reality and complicated the process for you.

Follow your goal, and in addition, have a chart where you celebrate the smaller steps along the way.

For example, for Internet marketing celebrate:

- First 10 subscribers in your database.
- Your first \$1 on automatic.

- \$100—Go for lunch.
- \$1,000—Go for dinner.
- \$10,000—Buy a treat or go on a vacation.
- \$100,000—Pay down or buy a house.
- \$1,000,000—Treat of your choice.
- Continue



Always Celebrate the Victories, Even When You Have Made It Big

In addition to celebrating the small steps as you move closer to your ultimate goals and dreams, remember when you hit a milestone along the way that you acknowledge this and celebrate in a way that really reminds you how far you've come. Maybe you finally published that book, or had a five-figure day, or reached that original goal you set of six figures in your business. Celebrate that accomplishment, and then set your next big goal. Then always remember to keep doing that so that you experience the joy of those moments before you keep moving forward.

With statistics like these, you can be next: 1,011 billionaires according to *Forbes*; more than 10 million millionaires—and it grows by an average of 500,000 per year and by 1,400 people per day. Do you believe you can be one of them? Good! Then we are getting closer.

FAST CASH

The question I always get asked is how can I make some fast cash. I have read many ways, but only a few produced results for me. There is no magic pill in this industry, and when you hear miraculous results, understand that there is a backstory that created that moment.

Here are my tips that may work for you in getting fast cash:

- **Leverage.** The fastest way I made money was when I took a skill/service I already had and made a sales page around it. I also posted it in my blog. Within two days of doing this I had made \$5,497—someone purchased my

skills as a copywriter and web designer and that was the fee I charged to create a landing page.

- **Sell your stuff.** The next way I made fast cash was with Craigslist (www.Craigslist.com).

My daughter took stuff we had in our garage that was driving me crazy and sold it for the price I was asking. My kids do this all the time and now when they want new stuff, they sell the old. In fact, my daughter Celeste has taken this to an art form, and can make up to \$300 per week doing this.

- **Sell on auction.** My daughter also makes cash by selling her stuff on eBay (www.ebay.com). The difference between Craigslist and eBay is that Craigslist is local and the buyers pick up. You usually have to ship with eBay.
- **Offer your services or stuff cheap.** My kids offer services, drawings, YouTube account setup, all sorts of stuff to make \$5 on www.Fiverr.com.
- **Become a freelancer.** For any of the outsourcing services (for example, www.elance.com) you can be a service provider if you have a skill you can offer up there.
- **Hold a teleseminar.** A fun way I earned money was with my first teleseminar. (A teleseminar is when you go on the phone on a conference line that others dial into and listen. I go into much detail later on how to do one.) It was someone else's product. I offered to put the whole teleseminar together, just to get familiar with the process (as I had attended enough teleseminars to see how you did them, now I wanted to actually run one).

I invited my Twitter followers to a free teleseminar (I wasn't even on Facebook yet at that time).

There the owner of the product educated on the steps of his topic, then sold his coaching package. I made \$497 per sale—it was magic. After I built my own list, I got teleseminar training from Alex Mandossian and now I hold webinars to sell when I want to buy something in cash. (These are similar in concept to a teleseminar only instead of the attendee just being able to listen, they attend online and can watch it like a show. I do webinars because my topic is complex and pictures and diagrams help to simplify it. Teleseminars are great for interview type concepts.)

So approach someone with a product, see if you can do it all for that person, and get a cut. Hit someone new, not a guru, as newbies have high expectations for attendees. I had 13 attendees on my own first teleseminar and seven bought. You can get started for free (www.FreeConferenceCalling.com).

- **Sell Clickbank products properly.** This brings us directly to www.Clickbank.com. Many people are told when they get started to just go to Clickbank, grab a product, and start selling. If you sell to social media followers directly, you will risk getting your account shut because in the Terms of Service (TOS) of most social media platforms it states you aren't allowed to sell. You will see in many cases people are selling and getting away with it, so more follow suit. However, just because it's being done, you don't want to end up being that person who gets singled out and end up with your account closed. It's like speeding down a highway and you get pulled over by the police and you say, "Everyone else was speeding too," this isn't going to get you out of your ticket.

Looking from another angle as well is “Do you like getting sold on social media?” *Yes!* If you don’t like being sold in an environment that is supposed to be about engaging and enlightening, think how your followers feel. For some people this is a complete business model (although I would *never* recommend this), because selling through social media is a form of spam, and if any provider gets a report about you, *all* of your followers and your accounts are deleted. Bye, bye business model, and I have seen this happen. So don’t do something you don’t like having done to you. Selling on social media makes for a bad start. It’s one thing to invite people to a webinar, it’s another to sell them directly.

I recommend selling Clickbank products by picking one you like, checking it out for real, writing a review on your blog about it, writing articles about it and submitting those, putting a permanent link on your blog, and creating a YouTube video about it. If you can, find a membership site product versus ebook for monthly recurring income potential. You will need to switch up keywords and do multiple articles and postings, but it can lead to some activity and sales.

I made about \$50 to \$450 a month in my early start on Clickbank. It was *not* my focus; anything I sold there was usually a specific promotion of something I bought and liked, so I would release an e-mail about it in my autoresponder system, and when people hit it, it would generate sales. Once you have a big list, this can be a lucrative field—again, though, your goal is

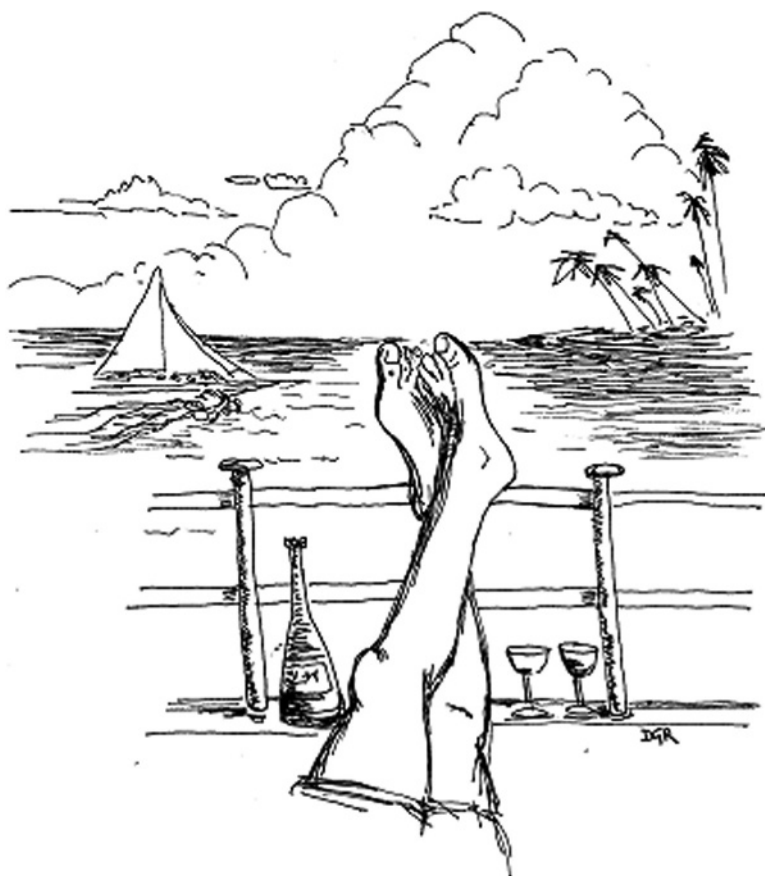
your own product that is a business. *Before* you do any of this though, make sure you get a landing page in place, send *all* traffic to that, then send them to the Clickbank offer. That way you build your list, and you can even create an autoresponder series to take the time to sell visitors if they do not buy right away. You will have one landing page and an autoresponder series per product.

- **Sell your report.** The hardest money to make on the Internet is your first dollar. If you want, when you create your landing page, make the report or freebie gift a good one, and sell it for \$1 versus free for name and e-mail.

Once you break the seal, you will have some faith in the process, and a hunger to make more. You can then change it back to free, or keep this one and create another landing page for list-building volume.

None of these is pure Internet marketing, but it is hard to make money when you don't know what you're doing yet. The key sometimes is to get some cash so you can get a mentor. I spent every cent I made in the beginning on mentors for the steps I needed. If you have no list, who do you sell to?

There are probably many more fast cash tips out there—some are real, some are not when you are starting from scratch. The key is to focus on what is real—and that is to select something you are passionate about, build a landing page, product, sales page, and start selling.



Create a Freedom Lifestyle

CHAPTER 1 ACTION PLAN

- Set 3 goals.
 - Get organized on your computer. Create files and e-mail folders.
 - Create your victory chart.
 - Select a fast cash method and give it a try.
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