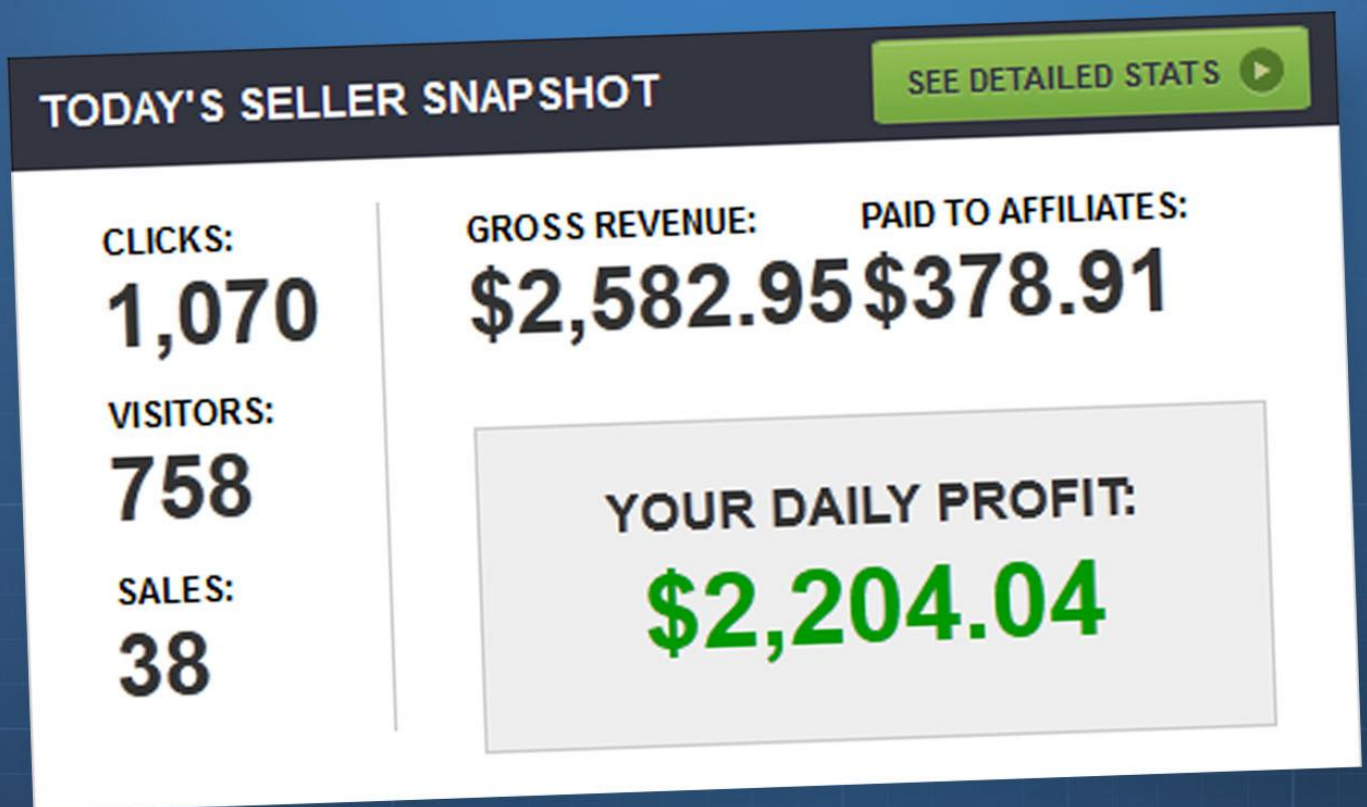


# WEALTH BLUEPRINT

THE ONLINE CODE CRACKED



Module 1  
Get Started Online

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# Getting Started

Do you have business challenges? Are you trying to grow your business or want to be your own boss, but haven't yet found practical information?

It is my goal throughout this guide to help you to overcome your obstacles and reach your dreams.



One of the first things you need to remember before we get started is that there is no magic pill out there for you to swallow and become an instant millionaire.

No matter what you do in life or what methods you choose in accomplishing your goals and visions it is going to take some serious work on your part.

It is going to require you to take action!

**Let's Begin to Make Things Clear...**  
**There is NO Magic Pill!**



# 12 Questions to Ask Yourself Before Starting Your Internet Business

1. **Why do I want my own Internet Marketing Business?**

Before deciding to start a business, think about the qualities you possess, what makes you tick, and how that might help you be a more successful business owner.

2. **What interests, talents, skills and strengths do I have** that will assist me in running my new business? Inventory the abilities you already possess. Then think about all the ways you can use them to grow your business and help others grow their business, and also working with partners that lack your abilities.

3. **What are my strengths and weaknesses?** The ability to recognize your own strengths and weaknesses is invaluable for the business owner. Recognizing what you're good at and what you're not will help you decide how to use your time and when to outsource to the experts or outside professionals for help.

4. **What skills do I need to learn or brush up on** to run my business effectively? Recognize which skills you need to develop in order to run your business most effectively. Identify the ones that are worth investing time into learning, and which ones you might be better off finding outside sources to perform.

5. **Do I enjoy challenges?** Businesses provide constant challenges. If you enjoy a good challenge, it will energize you. If you don't, you may end up feeling as though you're engaged in a constant uphill battle.
6. **Will I be doing work that is meaningful** and really interests and excites me? When you're engaged in doing something rewarding it helps to motivate you to keep going even when things get tough. Start by getting back in touch with your values and see if there is a synergy between them and the things you will be doing in your business. If not, see how you can spin things so that there is.
7. **Do I really have a money-making idea?** Not all great ideas make money. A good business idea addresses a problem, need or pain that a particular group of people or companies face. The problem must be significant enough to warrant spending money to solve or alleviate. Before bringing a new product or service to market, test your ideas and make sure they're profitable.
8. **Who are my ideal target customers?** Every business needs customers. Successful businesses know exactly how to describe who their best customers are, what "pain" they're feeling and what they need, want, desire and are willing to pay for.
9. **Who is my competition?** Learn everything you can about the others in your field who provide similar products or services to the same ideal customer – direct and indirect competition.

10. **What do I offer that the competition doesn't?** What makes my services or product unique above my competitors? This is your USP (Unique Selling Proposition) – what you'll use to make to your prospective customers buy your product or service instead of buying from your competition. Why should your customer make you their Marketer of Choice?
  
11. **Have I established business goals?** Setting goals is an important part of any business plan. But setting a goal is only part of the picture. Achieving goals is even more important. Learn how to identify which goals are important enough to commit to, and systematically work towards them by breaking them down into steps, establishing timelines, identifying resources needed, and benchmarks for success
  
12. **Am I a self-starter?** When you have your own business, there's no boss or manager to tell you what to do and when to do it. To get your business off and running you'll have to motivate yourself to get things started



# Thinking like a Marketer

Thinking like a marketer is crucial to your success. I have covered this slightly before but want to re-visit this subject again as it is crucial to your success as a marketer.

You will find that everywhere you look that everyone teaches you the systems, or the how to “make money online”, but very seldom will you find anyone that teaches you that you also need to know how to think like a marketer. This is the missing piece.

Do you honestly want to be a successful internet marketer? If so then you need to be a marketer.

How can you possibly go about trying to build an internet marketing business without BEING a marketer? It is like trying to build a house with no foundation. What happens to the house not built upon a good solid foundation? No wonder so many people fail!

But being a marketer would mean you have to sell something and who wants to be a “sales person”? It doesn’t sound very exciting does it? Our minds think of the car salesman and who wants to be seen as the person following you around constantly pitching to you. I have to tell you though that selling is part of the game and is very essential if you are going to be a marketer "NOBODY" makes money until they sell something.

I can teach people my systems of how I make money online and that very same information that means tens of thousands of dollars for me may be nothing more than confusion and frustration for you. Why do we see the same information in a different way? The reason that it does is something that I had to

find out for myself before I could make the how to make money systems work for me... It was going through my “marketing filter” in my mind without being processed the same as it would for those that were thinking like marketers.

I had a problem with selling to people. I had problems of seeing things as opportunities instead I looked at the things I was doing as something everyone else would criticize me for.

A true marketer will see opportunities to make money all around him or her. Do you see opportunities to make money all around you?

What about all of the email messages that come into your inbox on a daily basis. Do you look at them and try and see the marketer’s side of the messages that was just sent to you? Do you try and see the methods he is using so that you can possibly use them as an opportunity for you to get results as well? It is quite probable that you see them as an ordinary consumer would see them. You see them as clutter. You see them as ways to take your money. Maybe you see them as nothing more than a bunch of scammers out to get you.

If you are a true marketer you will become impervious to economic changes. You will understand that you will always have opportunity to make money.

The same thing applies to the way you think about money. Even if you get lucky and actually make some money, I have to tell you that it is not enough to just make money. You can make money and even a lot of money and still end up right back in the same place you began. Broke!

Unless you understand it, have confidence in it and confidence in yourself, and the same ways of thinking as all successful marketers have, you will never win.

You must first understand how the Marketer thinks about the opportunities and money and how it differs from the way you may be thinking.

Regardless of how much money you make, you will end up right back where you started if you don't change your thoughts about the opportunities that face you every day and about the money you will make.

Do yourself a favor and stop and think about the last time you seen a marketing message from one of the marketers that you follow.

What were your thoughts when you read the message?

Was it the thoughts of a true Marketer or the thoughts of a consumer?

# Creating your Vision

Many people who search for success lack a couple things that are very important. I want to cover them over them over the next couple of days with you.

The first one I want to cover is your lack of vision. The Bible says that with the lack of vision the people perish!' Proverbs 29:18. This is so true. Of course we are not going to be talking about getting your glasses checked or check to see if you need glasses. Well In away maybe that is not such a bad analogy to use either. I remember when I first needed glasses I didn't even realize how bad my vision really was until after I put my new glasses on and went outside. I noticed everything in a clearer detail than I had in a long time.

I never even knew what I was missing. While driving home I noticed individual rocks in the gravel along the side of the road instead of just noticing the gravel. Instead of just noticing the trees had leaves I noticed the patterns of the leaves and even the birds that were in the trees.

I was now seeing things I didn't even notice I was missing before my new glasses.

Maybe that is part of your problem. You really have no vision or your vision is not focused or as clear as it should be. Without vision, your business won't succeed.

I think our description of the word vision shall be, "Being able to "see" a "clear picture" of your fulfilled goals in your mind. Not just seeing the gravel or the trees but able to see the finer details that make up the gravel and the trees.

I also love flying in a jet way up above the world we live in. It gives the world we live in a whole new look. When you're looking at the world from 20,000 or 30,000 feet up in the air you see a whole new vision in your mind. The higher up you go the larger the picture is you can see of the world. No longer is your focus just on your little part of the world and the problems you faced in your life. You are able to see outside of what you face every day and you can begin to imagine something bigger in your mind.

Once I get started on a puzzle with my children I tend to enjoy putting them together and having a clear vision is kind of like starting a puzzle. If all you had was a bunch of pieces and you did not ever know what the picture was supposed to look like after you completed it, how difficult would it be in putting the puzzle together? I know I would quit before I got very far due to frustration of not knowing what I was working towards and what it was supposed to look like when it was finished. Our vision is like the box cover of the puzzle. It helps us begin with the end in mind.

Almost every success in my life has come AFTER having a vision for it. For example, when I first began working towards the launch of Lay Off Your Boss I really had no clear vision in mind. I just knew I wanted money. We set a goal of just making a few thousand dollars to help me out of the troubles I was in at the moment. I did have a vision but it was targeted way to low. I could just see a few bills getting caught up at the time when I started.

A friend of mine Harris Fellman asked what I was shooting for with my launch and I told him if I could make \$10,000 I would be happy but wasn't really expecting even that. He looked at me and told me that was way too low. He asked me how much I made in a normal years salary at the job I had before. When I told him, he

told me to go back to my coach and tell him I wanted to make that much money during the launch and watch what my coaches' reaction was and then listen to what he said back to me.

Harris told me something like if I was to set my target too low, I may hit it, but that there is almost no chance that I would ever exceed what I was aiming for. I remember laughing at that point and giving him this crazy figure that was way above what I ever made and He told me to be careful, because if you set your target too high, you may fail at reaching that target. He followed that up with but at least I would be a lot further along than the "low" target I was setting for myself.

Deciding it was indeed a better picture in my mind with the higher vision I decided to tell my coach the new figures I was working towards.

When I told my coach he was like, "Are you crazy?" "Do you realize what kind of work has to be done for a launch of that size, and are you ready to do the work it takes?" Of course I told him I didn't have a clue as I didn't even know how to make a single dollar online yet. I also asked if it was possible because in my mind I was seeing bills paid off now instead of just caught up. I was seeing the life I lived a whole lot more pleasurable to live.

When he said of course it is possible I told him that is what I wanted to work towards and we did. We ended up with a launch of over \$100,000 like I shared with you before. Of course it took a lot of work to make it happen but the work seemed worthwhile because I had a clear picture in my mind of what life was going to be like when I made that happen.

Any successful business owners that I've known ALL have vision.

Many people have had a vision that they could focus on and then lost sight of that vision. If you lose sight of your vision, you begin to lose hope that you once had. I have lost hope before and let me tell you from experience that when you lose the hope that you once had it is game over.

I look around at the lives of others I see and it sure is not a pretty picture. Seems like everyone I see is setting around thinking poor, poor me. I remember those thoughts as well so I know how easy it is to get to that place in life. One of the biggest problems I see that is holding people back in life is a, "victim mentality".

As Marketers we have really helped you out as a market in general to remain in this state and even help you get to this place.

We used to tell you that 95% of you were going to fail trying to achieve the steps we were laying out before you. The reason for this was because you would not take the required action need to make them work. We put the blame right on you. If a person is not going to take action of any kind and just set around and complain that they can't figure things out then I guess they get what they get. Wish I could help but it is not going to happen unless I do it for them.

Ahhh, isn't that what we have sort of done now?

We decided if you were not going to do it yourself we would promote ready-made systems that we would set up for you so that all you needed to do was click the buy now and start making money.

This is all very cool except for one part. It was not promoted very clear in my book that you still needed to follow the systems we were teaching before to make what was being set up for you

work. You still had to do the work to make the system work. But because it was not really promoted in a clear manner it has allowed you to say poor me you sold me something that is supposed to solve all my problems by allowing me to make money without any work involved. What a scammer.

You may think this is crazy and even foolish of me to say, but I can send you support ticket after support ticket of people that say what I just said almost word for word.

We have helped many people make it easy to blame us for their lack of success.

But more often than not it really has to do with just the lost or lack of vision for your own life.

We have let any vision of success just seem to fade away and now all we have left is this crazy victim mentality of poor lost me. Look what the world has done to me. We do have a choice to make at this point. Sure it may not have been our fault that we are in the position we are in right now but it is our choice to remain there.

Here is what needs to happen. We need to work on getting our visions back. Formulate and brand indelibly on your mind a mental picture of yourself succeeding in life. What does this picture look like? Go ahead and dare to dream again. Once you get that picture in your mind you keep it there and do not under any circumstance permit it to fade. Your mind will seek ways to begin to develop this picture.

Your mind always tries to complete what it pictures so never think of yourself as failing; never doubt the reality of that mental image you can see. You need to be always picturing 'success' no matter



how badly things seem to be going on in your current state of your life.

Remember when I told you I first decided that I wanted to make just enough money to catch a few bills up from my launch? What kind of mentality is this? It is the same mentality that many others seem to take on and perhaps so have you. Many of us have taken on a “just get by” mentality.

If your vision is small the outcome will be small. The size of your vision will have a tremendous effect on the size of the result.

I want to leave you with this one more Question. Do you realize your potential or value? Many of the students I have worked with come to me thinking they have no value to offer at all. Can I just tell you that indeed "YOU" are valuable. Don't sell yourself short. Many times you will see me sign my emails with the line, "Continue to stand in your greatness!"

It does not take very long to realize the value that others have to give when I begin to talk to them. But it is one thing for me to see it and another thing for you to see and realize your Greatness.

Begin right now at this very moment to formulate that vision in your mind. With everything going on in your life it may be a little cloudy at first but do your very best to see the life you want to live and then make it happen.

# Your Business Plan

After you have a clear vision in your mind it is time to make that vision come to life. You need to know how you are going to get things started while having a long term goal as well in place.

You need to have step one in place and how and who will be responsible for accomplishing this goal, then step 2 and so forth.

Each one of these steps needs to be leading to the final goal or destination of your business voyage.

So how do you do this? First let's see what a business goal really is.

## What is a Business Goal?

- **Clearly describes actions** to be taken or tasks to be accomplished.
- **Describes a desired future condition** toward which efforts are directed.
- **Without a goal** you will find yourself accomplishing very little.
- **They are your goals** and you need to design them to fit you and your business.

## Goal setting has two basic purposes:

1. The first purpose is to **establish a measure or a way to evaluate the success** of your business. You must be able to track it and see that it is aligned with your success.
2. The second purpose is to **set different priorities for all involved**. You need to decide who will be accountable for the accomplishments of each goal you set.

For example let's say you are setting your goals for your next project. You have partnered up to do a Joint Venture project.

You will need to decide who will be responsible for each aspect of the project. Who will write the e-book, who will do the videos, who is going to make sure the copy gets done and so forth

As the owner and manager of your business you need to set goals to help keep you focused on the success of your business. There are so many things that will keep you distracted. You need to have a system set in place to help keep you away from all of the distractive activities that will do nothing except keep you from doing the things you need to do.

Without a goal you will find yourself accomplishing very little.

## Characteristics of a Business Goal

- **Your business goal comes from your mission statement.** Your mission statement is nothing more than what you plan to accomplish. Your goals are how you plan to accomplish them.

- **Your business goals need to be challenging.** You need to set goals that will require some effort to reach. Don't make them so challenging that they are not obtainable, because that will lead to failure. You need to challenge everyone that is involved and responsible for its achievement.
- **Your business goal needs to say what is going to be done.** It needs to be Task-oriented. A business goal must state what is to be accomplished as clearly as possible. Effective goals use action-oriented words like how.
  - How we will implement this plan?
  - How will we establish our advertising is working?
  - How will we make sure that the product is the right product for our market, etc.?
- **Your business goals need to be short term.** Today business moves so much faster with the use of the internet. Things are changing at "Internet Speed" So now we need to have goals that have shorter time frames. Most of them should be a year or less now.

Never just make up one set of goals and then forget about them. You need to be constantly re-evaluating our goals. Take a look at what goals you have accomplished and then set new goals for you to strive to meet.

- **Your goal needs to be very specific.** You must state exactly what is required from each one that is involved. If the goal you set will lead you to a 6 figure business in one year then you need to clearly say that if we follow this goal we will be a six figure business in one year.

If we clearly define our goals it will be much easier for everyone or even just yourself if you are the only one involved, to understand, and achieve. You will also be able to measure the amount of success you had. It will help you to

always see if you are still on track with where you are heading.

## Examples of Goals to Set

- Create an online Internet Marketing Business that will deliver **high-quality products to my customers**. Find the products that my customers want to buy.
- Create a **website for my** product that my **customers can easily find**. Make it a pleasurable experience once they land on my site.
- Create a **good relationship with my list of subscribers** that have chosen to opt-in, so they become responsive buying customers.
- **Put in place a management structure** and work with Joint Venture Partners to accomplish my goals more efficiently and profitably.

What is missing?

Now that you know what a business goal is, you need to write out your business goal

## How to Write Business Goals

Writing your business goal should not be something that is complicated. Your business goal should be pretty straightforward. You will use some of the information from your mission statement. Your business goal is nothing more than making a list of the things that you will need to have happen, that will help you ensure your mission becoming a reality.

Remember one of the characteristic of your goal is task-oriented. Make sure you focus on these characteristics.

In just a sentence or two describe how each will be accomplished. Make sure they are very specific and make sure you add some challenge.

You may think that writing goals is a bit much too really get into because you are never really planning on expanding or even hiring any employees. Well even if you are never planning on having a partner or employees, it is essential to form a business mission statement and set your goals.

# Naming Your Business

I know it doesn't sound like it should take much too just slap a name to our Business and go with it. Well there is a lot more to this than just slapping a name on a business card and going with it.

## You're Business Name

Why should you have a business name?

If for nothing else it will give you self-gratification. Have you ever dreamed of owning your own business and thinking of what it would be called?

Now is your opportunity to make that dream come true.

## What Does My Business Name Mean?

Start by deciding what you want your name to communicate. To be most effective, your company name should reinforce the key elements of your business.

Does your name really have to be meaningful? My answer to this is yes.

You do not want to spend an unlimited amount of time explaining your business name to everyone that hears it. You want your name to communicate to your consumers what your business is all about.

Be careful not to name your business a name that will limit your niche or your geographic location.

Your name needs to allow growth. If you have any desire to grow or expand your business as you go. You do not want your name to be specific niche orientated. If you were to start up a gardening business any you wanted to grow into landscaping in the future, you would not want to have a business name like Lorraine's Petunias. Without a lot of thought you might come up with Lorraine's Outdoor Garden center.

Now I know you can be a little more creative than what I just did there but can you see where the one limits your business to selling petunias, or maybe expanding into annual flowers. But would you expect a name like that to have vegetable plants or even landscape products?

Make sure your name does not limit you to a specific niche unless you know for sure you will never go any further.

Make sure it does not limit you to a specific geographical location. We wouldn't want to add Michigan into Lorraine's Outdoor garden center because that would limit it to whom would actually pay your site a visit. This would be especially true if you are online.

If you want to only sell to a specific location then by all means use your town or state or even your country in your business name. Would you click on my links if it took you to Michigan Internet Marketing services? Well you might if you were in Michigan. But my business reaches worldwide, and I just put a limit on who I might reach with my online business.

1. Make your name **easy for people to pronounce**.
2. Make it **easy to spell** especially for people doing searches online for your business. You don't want them to end up on someone else's sight.



3. Make sure your **name fits your objectives**.
4. Make sure your **name describes your company** that you have in mind.
5. Make sure **you like your business name**.
6. Make sure that your name is your name and that it is **not already in use**.

## Secure your Domain Name

Once you come up with a name you may go through the disappointment of discovering that someone else has already beat you to it.

This is especially true in the .com market today. There are over 50 million .com names registered and it is getting hard to get that special name you desire. But don't let it get you down. Keep going and you will find that special name.

To find out if your name is available you can use places like [Hostgator](#).

This can help you find out if there are other businesses using your chosen name already or similar names that are close to the name you have chosen that could be associated with your name.

Sites like these can also help you narrow down your choices. They will also give you alternative names to the name you have chosen if it is taken. If you can't have your top choice of a business name as a .com domain, you might want to consider alternative spellings, choices or other top domains (i.e., ".net" or ".us").

# Willingness to Invest Time and Effort

If you are already reaching a point of frustration let me tell you right now that one quality one must possess or develop is the willingness to invest time and effort even if direct results do not seem at all apparent.

What if the next promotion I do doesn't do any better? I guess it must be time to quit then, right? No, although several months may pass without good news; it is important for one, who wants success to hold on and continue to move forward.

You must have this quality for success. It is this quality which will save you from giving up after investing a lot of yourself in the business. I have to be willing to invest the same quality time into the next promotion or project that I did the one that didn't do well for me.

If something didn't work like you thought it should then invest some time trying to figuring it out. And before you say, "I can't" let me say yes you can. You have a whole internet full of information at your disposal right now. If you have not been given the information you need yet what is keeping you from going to that search bar and typing in your problem and looking for self-help videos on places like YouTube.

Whatever it takes is what needs to be done to get the answers you need.

**Don't dwell on the failures to long.** Yes it is good if we can figure out why something failed so that we can correct things. But you may not ever really know what it was. You might even do the exact same thing again and it will work.

I think that at this point before we go any farther it is a good time to check your mindset and make sure we have no problems as we continue.

Now you may be saying to me right now that your mindset is perfectly fine. Your excited, motivated, energized, and ready to get going.

Well that may be the case and feel free to skip this chapter in the book if you feel you are not experiencing any problems whatsoever with your mindset.

Just know that you can come back to this chapter at any time. After all if something is not positioned in the mind at a proper time it will make no sense and it will be of no value to you.

We will talk about positioning in a different chapter.

I remember feeling that I had nothing to learn or change about my mindset. Every time my coach would say anything about it I would just look at him like he was all crazy.

What was all of this mindset stuff any ways. I was someone that never really backed down from a challenge and had everything under control. I could do anything I set my mind to doing. So I thought.

It grew very apparent that as my coach and I furthered into my training that I had some problems that were coming from things that I had been taught, and that were so deeply engrained inside of me that I had no idea I had problems that were holding me back for several years.

It was time for a change.

I wish I could say the changes were easy and that they came all at once. But that was not the case at all. It was a process that took place over time and I honestly can say that I am not finished yet.

Maybe it is time to make some changes in your life and mindset as well. If you are willing to keep going on like I am sure you are, then let's take a little and see just what we discover about ourselves.