

The Money Secret

**Why You Are Currently Sabotaging
Your Own Online Success And What
To Do About It**

© Rob Cornish & Gain Higher Ground
All Rights Reserved



Rob Cornish

Congratulations and welcome - I'm so glad you made it.

In this report you'll discover a collection of practical everyday tools, techniques and tricks which can dramatically change your life and online income for the better.

There is no padding or fluff.

No "made up stuff" or ideas I've simply extracted from books and rewritten as filler content.

In fact, there isn't a single thing in this report that I haven't personally seen make significant improvements to the lifestyle and income of either myself or other people.

And it can do the same for you.

Over recent years I've sold hundreds of thousands of dollars' worth of digital products and services online.

Working from my home very close to the Atlantic coast here in north Cornwall, England, a typical day for me involves checking my online sales and commission stats, building new projects, maintaining my existing website and list assets, walking by the beach and looking after my baby daughter.



Up on the cliffs in near Bude in Cornwall, England

But my life **doesn't** involve lying by the pool with a laptop and nor is it one of laziness. I work hard and you must too in order to achieve what you want.

The money is great but like most people the thing I value more than anything is the flexible lifestyle.

Here are a few examples of that:

- I've set my alarm clock probably 5 times in the last 12 months.
- If my daughter doesn't sleep well at night then we usually lie in for a bit and I start work later.
- I never have to ask permission to take days off or simply down tools for a few hours in order to head to the beach or go shopping.
- We spent 5 weeks driving a road trip from Atlanta to San Francisco while I worked from motels and hotels along the way ([pics on Facebook Page here](#)).

I could go on, but you get the idea - it's great and I love it.

But why am I telling you all this?

Perhaps to show off?

No.

You'll find thousands of people who earn more, have flashier cars, bigger houses, wear designer clothes or anything else you may wish to look for.

I shared a little about my own lifestyle above to explain the kind benefits you can expect when you use the techniques and tools that are in this report.

I'm serious; they're that powerful and empowering.

Now of course, any kind of online success is always a lot to do with the business strategies and tactics that you use.

Traffic, conversion, sales funnels, product creation, copywriting and so on.

That's all good stuff and you need it.

But alone it's not enough.

Think about your own situation. Wherever you are right now do you honestly think it's because you haven't discovered the right knowledge or system?

That's possible of course, but for most people it's not a lack of knowledge that is holding them back.

It's actually mindset.



Now, I'm well aware that for many people, mentioning the very word "mindset" will send them running for the hills.

Or, at least for the "close" button on their computer!

In fact a lot of people, put off by the topic itself, won't even have bothered to download this report.

And you know what? In 2010 I would have been one of them.

Back then, when I was just starting out with my online business, I considered "mindset stuff" to be a waste of time.

"New age, hippy, airy-fairy nonsense," I would have told you.

But now, with the benefit of hindsight, one of my regrets is that I shunned mindset improvement for so long.

There is absolutely no doubt I would have achieved my goals quicker and easier if I had known then what I am going to share with you in this report.

That's why the opening word in this report was "congratulations" - I truly am glad you made it because this stuff is fundamental to success.

So please don't reach for that "close" button - hit the "print" icon instead 😊

A Warning...



Before we get stuck in proper, I have some good news and bad news for you.

As is tradition, let's take the **bad news** first:

There are things in this report that you will probably find difficult to accept.

Specifically, there are "home truths" - things that you'll learn about yourself that you might not like.

Keeping this in mind you should remember two things:

Firstly, despite how it may seem at times, I'm not writing this to simply stir up trouble or to annoy you. Honestly!

Secondly, if you do feel uneasy or defensive at any point please don't take it personally.

As you'll see from the examples and stories I'm going to share with you, I've suffered a lot from these things myself, just as most of the wider population do too.

It's not your fault or mine. We are just human with human brains.

Just like computers, all of our brains experience glitches, bugs and viruses.



The aim of this report is to scan your brain for common types of "malware" that might be holding you back.

In some cases you might even find it will take a certain amount of courage to look honestly inside yourself.

Introspection is not always an easy thing. This is especially the case if it turns out you've been suffering (or even in denial) for years.

But we do need to identify the problems and face up to them if we're going to solve them. And of course, that means having an open mind.

Now, did I mention there was some **good news**?

Oh yes!

The good news is that you don't need to spend any money whatsoever to get massive results from the material in this report.

You don't need to buy courses, go to seminars or invest money in software or fancy tools.

In fact you don't even need to leave your chair!

All you need to do is **think**.



Just a few minutes each day will make a huge difference.

A lot of people will forget this of course and return to bad habits. I've tried to circumvent this by telling you what to expect in this introduction but of course some people will reject the material and carry on as they have been.

That's the path of least resistance: The easy way.

If you're willing to look inside yourself, be honest, face up to habits and ways of thinking that you might have been doing

for years and work at changing them, then this report could be a real turning point in your life and online business career.

The Layout....

The report is broken into the following sections or modules:

MODULE 1: Mindset Shift - From Employee To Entrepreneur

Think of this as a prerequisite for success and the rest of the report. Once you have this done and dusted you have a firm foundation to build upon.

MODULE 2: Solving The Trilogy Of Internet Marketing Doom

Here we delve into the 3 biggest problems that hold people back from earning money online.

1. How To Stop Information Overload In 7 Easy Steps
2. Banishing Shiny Object Syndrome (SOS) Once And For All
3. 4 Signs You Are Self-Sabotaging Your Success And What To Do About It

MODULE 3:

Staying Motivated

Success requires tenacity. In this section we look at how to ensure you stay motivated and on track to achieve your goals.

MODULE 4:

The Most Empowering Decision

This is the last of the main sections (don't jump ahead!). As you'll discover this is something I learned from another online entrepreneur and it has provided me with so much fuel.

Appendix:

Mindset Cheat Sheet

This will help you remember the techniques and mindset tricks on a daily basis. It condenses down the core principles into a handy reference guide or "cheat sheet". Print it out and stick it on your wall next to your computer!

(This is included as a separate PDF in your product package)

One final thing; please **resist** any temptations to jump ahead. Go through the report methodically, in order, module by module. You'll get more from the material, enjoy it more and it will make a lot more sense.

Right let's get to it...!

MODULE 1:

Mindset Shift - From Employee To Entrepreneur

If you want to build an online business which provides you with a consistent and regular income then making the transition from an "employee mindset" to an "entrepreneurial mindset" is essential.

Let's see why...

Firstly, the employee mindset is what we are all indoctrinated with at school: Work hard, get a job, hold it down and get paid.

There's nothing wrong with that at all. After all, it keeps the marketplace supplied with a compliant workforce, an essential requirement for a strong economy.

But on a personal level the employee mindset conditions us to expect a **fixed reward for a given amount of hours spent working**.

Now contrast this with life of an entrepreneur.

Here there is no direct link between hours worked and pay.

Instead the entrepreneur has to accept an **uncertain reward delivered at an unspecified time in the future.**

Not only that, but as with any business there is a chance, however small, that the entrepreneur might receive **no pay off at all or even lose money!**

(If this sounds lousy of course the upside in terms of lifestyle and money when things do work out can far exceed that of an employee).

Now this difference, between the employee's certain payoff and the entrepreneur's uncertain one is a huge reason why so many people fail to get their online businesses off the ground.

Put simply they are stuck in the employee mindset and are either put off business ideas at an early stage ("Oh, it probably won't work anyway"), or give up on them later on when challenges arise...

In particular, it can be a real culture shock having to work for hours on end with no inkling of whether you'll ever get rewarded.

After being employed for 15+ years I remember feeling this quite intensely when I began my web business.

So remember, you aren't alone, everyone goes through it.



Now, for most people the employee mindset is so deeply ingrained into their psyche that they aren't even aware of it.

So the **first step** in making the shift towards an entrepreneurial mindset is to simply have an awareness and understanding of how it differs from the employee mindset.

Hopefully, after reading the paragraphs above, you now have the essence of this already (if not, spend a moment to recap).

Here are some more important differences...

Employee Mindset	Entrepreneurial Mindset
Work hard	Work Hard
Play safe	Happy with (calculated) risks
Not happy to undertake upfront work which could	Comfortable with front loaded work for uncertain rewards

result in no reward	
Take failures personally (they must be avoided)	Failures are a learning opportunity and inevitable in any business
Take challenges as a reason that the entire project probably won't work	Challenges "part of the course" and solutions are usually available

The **next step forward** is to understand that your experience and your ability to make the transition will improve with every single project you do and every single challenge you overcome.

In fact, after a while you will become very comfortable with the uncertainty in rewards and even with the prospect of failure. It's wonderful when this happens; it's a very empowering feeling!

But to reiterate, that **only** comes with experience and of course that's why, if you are starting out right now, **it's so crucial to just get one project done and dusted.**

If you follow a proven plan and see it through then you have a very high probability of success. And of course with the extremely low entry costs into most online businesses you will never have much financial downside.

But look, even if you take the worst case scenario (i.e., if it fails miserably) you'll still have taken that leap of faith and made a huge shift in the employee and entrepreneur mentality.

That alone is worth the effort and you will be able to congratulate yourself on it.

Especially because the vast majority of aspiring entrepreneurs will never get themselves out of the employee mindset rut.

MODULE 2:

Solving The Trilogy Of Internet Marketing Doom

As you know from the introduction this module is split into 3 parts.

Let's begin with...

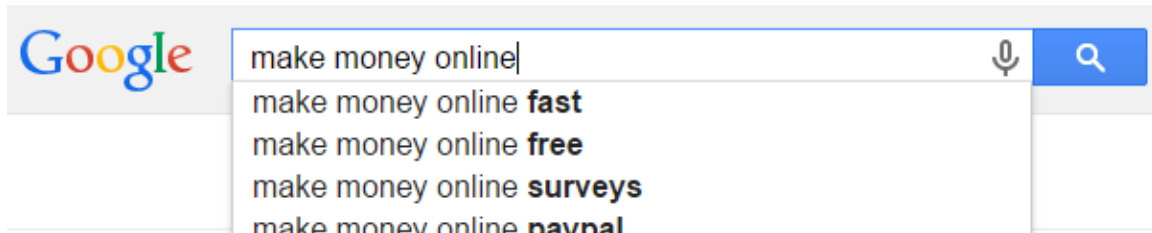
How To Stop Information Overload In 7 Easy Steps



Information overload is the number one complaint from internet marketers, especially from those starting out.

Everyone has suffered from it at some point or another and it's likely that you are right now.

For me, it started after I typed this into Google back in March 2010:



The volume of emails I began receiving skyrocketed within days!

Since you've suffered from it too I won't waste your time by elaborating on why it's such a problem.

Instead, let's break it down. There are 2 specific challenges we need to solve in order to stop information overload.

We need to ensure that:

- 1) The **quantity** of information is manageable
- 2) The **quality** of information is high

The secret here is not trying to learn to consume more information, but instead **reducing** that information down to a

manageable amount that is coherent with the path you are following.

The great news is that this is not really so difficult. If that is, you are willing to apply a little discipline...

Here are 7 practical steps you can implement immediately which will make a huge difference:

1) Subscribe to an absolute maximum of 5 marketers' email lists.

Even with 5 subscriptions you can get overloaded but this is the biggest single step you can take to reduce information overload.

It will also force you to think carefully about who you really value which in turn helps with the quality of information you consume.

2) Stop feeling you need to watch, read and click on everything

It's easy to think, "I might miss something!" But in reality there are few opportunities that you really absolutely need.

Chill out and be more relaxed, consuming a small bit of information each day in the IM space will give you a good feel for what is going on and make that information more digestible too.

3) Avoid marketers who only promote

We've all been on lists like this. 1, 2 or even 3 emails per day promoting different affiliate products each time.

You'll never benefit from being on lists like this and no wonder. The marketers who run them - often under pseudonym names in the trashy end of the "biz-op" space - never offer valuable content and have a "churn and burn" approach to list building and marketing.

4) Stay away from blind copy products

You know those sales pages where it's all about the lifestyle and money but nothing about what the product actually is?

That's "blind copy", a copywriting technique which is extremely effective in certain segments of particular markets (again often, but not always in, biz-op related).

Although there are exceptions, the general rule of thumb is to remember blind copy is associated with poor quality products.

When you see it on a regular basis, reach for the unsubscribe button.

5) Are the marketers who you follow implementing what they are teaching?

In my early days I signed up for an expensive mentoring program and despite working my tail end off I made no real progress at all.

Although I didn't realize it at the time, I now understand why: My mentor was teaching me an outdated and unworkable SEO affiliate marketing system whilst making his own money in a completely different way using list building and joint ventures!

Unfortunately a lot of marketers do this.

They teach what they think they can sell (i.e., stuff that looks appealing and easy) even if those strategies aren't ones they use themselves.

In some cases the systems they teach don't even work.

Now of course, it's not always easy to tell if this is going on. But just being aware of it will enable you to more closely scrutinize the information so over time you can zone in and follow just those people who are teaching the strategies and tactics which they themselves make money from.

6) Are the marketers you follow suggesting a consistent business strategy?

If you're going to be successful online then you definitely need a road map and battle plan.

How can you possibly succeed if you don't have one?

But if you're getting thrown from pillar to post by marketers who are just promoting the latest hot offers in completely unrelated areas then your information overload is going to go through the roof!

Kindle on Monday, offline local businesses on Tuesday, WordPress plugins on Wednesday, membership sites on Thursday and a "done for you" solution webinar on Friday.

Agggghhhh!!!!!!

Unsubscribe.

7) Do you like them?

It's amazing how many people I've met who told me they follow a certain person, but actually don't really like or trust them!

As we said earlier, people are often reluctant to unsubscribe because of the "I might miss something" concern.

I've certainly felt that myself in the past.

But you have to have faith in your gut instinct. So ask yourself, "Do I actually like and gel with the personality of this marketer?"

If not... you know what to do!

Go on, be ruthless :-)

Banishing Shiny Object Syndrome (SOS) Once And For All



Shiny Object Syndrome (SOS) is the habit of continually jumping from idea to idea through purchasing products.

It completely destroys focus, wastes an awful lot of time and money and reduces your chances of being successful online to a big fat zero.

You'll know instantly whether you are suffering from SOS or not, and if you are, then deep down you'll also realize that if you are to have any chance of reaching your online goals, it's got to stop.

But as with any problem we first need to gain an insight into why it is happening before we can fix it.

At the core of SOS is an addiction to **instant gratification** gained from purchasing products.

Close your eyes and imagine the warm feeling you get leading up to clicking that "Add To Cart" button...

- 1) You receive an email and click on a link
- 2) You watch a sales video which somehow captures your imagination.
- 3) You feel that excitement from within

But instant gratification fades fast and you know that feeling too, right?

A few days later things just somehow don't feel the same.

The "magic" is gone and you might even have a hard time thinking of precisely why you got so excited in the first place!



Of course, it wasn't really magic anyway and this phenomenon is not limited to internet marketing purchases by any means.

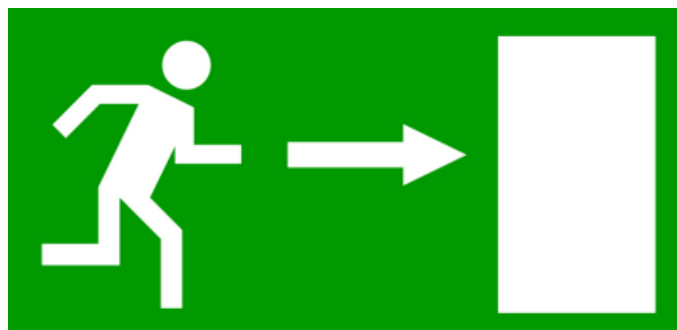
Academic research has shown evidence of a "Shopper's High" - a physiological release of dopamine in the brains of consumers.

People actually chase Shoppers High too, hence the phrase "retail therapy"!

When the effects wear off it's time for another "hit".

It's also worth mentioning that we are **most vulnerable** to SOS when we are in the middle of taking action and particularly if that action taking has thrown up a few challenges.

If you've had a difficult day, and are struggling with something, your mind will sub-consciously start to look for a **way out** of the discomfort.



This emotional response eventually gives birth to a logical justification for why purchasing a new product is a good idea.

Have you ever felt yourself trying to think of reasons why you should buy a product?

"Oh, actually I think this would really help by giving me another angle on what I'm trying to do."

Or maybe, "This isn't working and I don't want to waste any more time, let's try this new thing because it seems a much better system."

Hopefully this gives you an idea of tricks your mind can play on you and why SOS is just so prevalent!

But what can we do about it?

Here are 3 very simple steps to go through each and every time you feel the urge to purchase a product.

- 1) Is this right for my business right now?
- 2) Does it fit in with the plan I'm following?
- 3) Is my mind just trying to give me an excuse to stop focusing on my plan?

Now these tests are great because they are quick, easy and effective: You are giving the rational part of your brain permission to shortcut the emotional part which is searching for that dopamine fix.

But there's also an incredibly powerful mindset shift which you can carry out that will deliver a monstrous blow to SOS, right where it hurts...

I call it "moving up the food chain".

As the name suggests it's about moving away from a "consumer mindset" and towards a "producer mindset."

Let's explain it with an example.

When you receive a promotional email ask yourself what your impulse reaction is.

Are you:

A) Immediately engrossed in the content and thinking whether the opportunity in the email is something that could work for you and if so should you buy it?

...Or...

B) Looking at how the marketer constructed the email:

- What caught your eye about the subject line that caused you to open it?
- Have they used a story to introduce a problem and then provide a solution in the form of a product?
- Are they using social proof (e.g., testimonials, industry statistics)?
- How about the length of the email and how have they linked to web pages?
- Do they have a JV page so you can study the product sales funnel?

Can you see the difference?

It's huge.

Most successful online marketers will follow (B) and most newbies will follow (A).

Which are you?

Which do you want to be?

Again this doesn't require leaving your seat or spending any money. It's just about being aware of how your mind works and choosing to think in a slightly different way.

4 Signs You Are Self-Sabotaging Your Success And What To Do About It



What is exactly is self-sabotage?

It's a **defense mechanism** intrinsically hard wired into our brains.

Our subconscious mind restricts our actions in order to reduce the risk of us getting hurt.

Specifically, it will try to prevent us from doing anything that could result in emotions such as feeling embarrassed, stressed, lonely, depressed, angry or upset.

EXAMPLE 1: Imagine someone running a 100m race.

Prior to the start they feel competitive and have a strong desire to win. But after 50 meters they are running in second to last place and it becomes clear they have underestimated their opponents! At this point they suddenly feel an urge to abort and stop competing altogether.

Obviously this will result in losing the race, but because they didn't compete fully they will feel like less of a failure than if they gave it everything.

So self-sabotage can stop you trying.

EXAMPLE 2: This is from [Wikipedia](#), "...faced with a pressing scholastic assessment, someone may choose to sabotage their work rather than cope with the stress. This would make submission of (or passing) the assessment impossible, but remove the worry associated with it."

Same phenomenon, just a different situation.

Self-sabotage is RIFE in the internet marketing community and especially among those who are starting out or have been trying and failing to earn an income for lengthy periods.

Self-sabotage is troublesome for two main reasons:

- 1) It can creep up on you without you even knowing. Sometimes you only realize you've suffered from it in hindsight when it's too late.
- 2) Like an evil parasite, it can manifest itself in many different **subtle** forms. Almost like it's trying to evolve and keep deliberately under the radar.

Nasty stuff indeed.

For the general public you could argue self-sabotage is not such a big deal. You can still function pretty normally.

But if you aspire to do something really special, which most people never attempt (such as build a profitable online business for instance) then it's often the difference between getting what you desire and falling short.

That's why it's important.

That's why I'm writing about it in this report.

And that's also why we're going to look at some symptoms that may indicate you are suffering from right now!

By The Way...

On rare occasions I've tried to assist people identify these problems by "helpfully" pointing them out. But I don't anymore and that's because the response generally has been very defensive indeed. People just don't want to hear it even though they've asked for advice. "With all due respect Rob, you don't know me!" is a typical reply. That's true I don't. However, your doctor probably doesn't know you either but he or she is still able to recognize the symptoms of your condition. Not that I'm a doctor - this is all just from my own experience studying myself and many other people I know who have continued to fail and become successful.

So here we go, some common signs of self-sabotage:

(1) You're At The "Business Planning" Stage

I've seen this countless times so I suspect it affects quite a few people.

Here are some specific real life instances I've come across personally:

- Someone who was consumed by choosing the exact wording of a Non-Disclosure Agreement (NDA) so a

programmer they hadn't yet hired to create Wordpress plugin they hadn't yet designed wouldn't steal their idea.

Even though I had advised that such an NDA was effectively unenforceable and programmers generally have incentives not to rip you off anyway (because they would ruin their reputations on the outsourcing sites and they rarely have the required marketing abilities).

- Another person who spent 2 months creating a multipage business plan about how they were going to dominate the fitness market with multiple web properties in different sub-niches.
- A "planner" who sent me a 50 minute screencast video on how I could partner with him in a new venture when a 100 word email would have been sufficient to gauge my initial interest.
- A series of emails from someone who was intent on deciding the best "corporate structure" (UK sole trader or a limited company) for the business they hadn't created yet.

None of these people had made a SINGLE sale!



They were all just "planning" their grand scheme.

Yes you need a roadmap and yes it's a good idea to spend a few **HOURS** noting that down.

But not weeks or months like these people did.

They should have defined their rough roadmap and then **focused solely on getting that first sale or putting the first 100 subscribers on their email list.**

Then (and only then) deal with challenges as they arise.

Prolonged planning, overthinking and worrying about future hypothetical problems are just pretenses to create a self-indulgent illusion that productive action is being taken.

As Joe Vitale put it, "Money loves speed" - the faster you get on with implementing and doing, the better it is for your wallet.

And to paraphrase the excellent book ReWork by 37 Signals, "Bad decisions can be reversed but time spent considering options can't be reclaimed."

So there is no reason to dwell: Always try and make fast decisions and move quickly.

(2) You're Entitled

A few years ago I took on a private client called Derek (not his real name).

Over the course of several weeks I helped him research, design and outsource a simple Wordpress plugin which would increase conversions on websites.

I've had a fair amount of experience and success with creating and selling software myself and I was genuinely excited about Derek's product.

In particular, I was sure we could market it to some of my lists, while we also discussed some strategies he could deploy to acquire other affiliates and get traffic from platform marketplace sites.

All was going well until Derek received the alpha version (essentially the "first draft" of the software) back from the developers.

On our weekly Skype call he seemed pretty upset saying that it was half broken and looked terrible.

I explained that this is **completely normal** for the first version of any software and we just needed to make a list of bugs and changes ready to be sent back to the developer. Then, repeat the process with the next (beta) version.

I remember the call now; it was around 2 hours, well over the usual 30 minutes. I was happy to help though and I tried my best to calm him down and explain that everything was actually fine and on track.

At the end of the call he said, "Look I've got to go now. We've been on Skype for over 2 hours now."

And that was the point at which things took a big nosedive!

We arranged the time of our next session and then hung up the call.

Afterwards, I reflected on his closing remarks and thought, "Mmmm... I was just trying to help you. I was giving you extra

time at no extra charge just to try and over deliver and move you forward."

A few days went by and then suddenly I received a **RAGING** email accusing me of promising him a successful product launch and that I had misled him into creating a completely useless piece of software that no one would ever buy.



"I want out of the consulting with you," Derek concluded.

At this point, as I'm sure you can imagine, so did I.

So I replied and made a goodwill offer to end our consulting relationship, which he accepted.

And that was that!

But what actually happened here?

Well, at the beginning I couldn't have been clearer and more explicit that:

- The project was going to be his responsibility and my role was to help and support him through the process
- I couldn't promise results only help and support based upon my experience and contacts
- It would be hard work and consistent effort would be required to overcome inevitable challenges along the way

Although still completely at odds with the points above, Derek's meltdown would perhaps have been more understandable if his product was indeed a dud.

Now although you can't ever be 100% sure, all my instincts were that this software would be very successful and all his marketplace research on what was hot and selling backed this up.

It really was a fantastic product in the making.

In short Derek had got super stressed about the first version of his product which clearly had fallen short of his expectations.

The thought of working through fixing the bugs and get to the next version was just too much for him.

Instead of just admitting that to himself, he found his "way out" through **entitlement**.

He was effectively saying, "I paid for this consulting and therefore I am **entitled** to this result."

By using this excuse and self-sabotaging his own product part-way through development he was able to:

- 1) Avoid the stress of continuing to work on the project
- 2) Externalize the blame. That is, blame me and his software developer instead of himself.

Although his prospects of making any online sales had vanished, for Derek this was a small price to pay compared to the stress of continuing.

Another student, Peter, who started consulting with me at the same time as Derek, ended up with a 5 figure product launch. This was from scratch with no previous experience online. His product wasn't better than Derek's and the challenges he experienced weren't greater or more frequent.

Same process. Two different people. Two completely different sets of results.

So as you can see, this has **nothing** to do with problems, challenges, products or any previous experience.

It has **everything** to do with mindset.

Now Derek's story is a rather extreme example and I'm happy to say that this is the only time I've experienced such an event.

But entitlement in more subtle and less extreme forms is much more widespread and a major form of self-sabotage.

When some people buy information products they choose to set their expectations on the results of the author's optimistic case study rather than the bit that says, "This is not for people who don't take action."

Sub-consciously they want to believe what appeals to them and conveniently they ignore the bit that is not so attractive.

They want to "buy" their way to success.

Then they get the product, don't take action, then blame the product.

Sometimes fairly of course, but often not.

Investing in training is very important and a great way to move forward. But when we do so we must **take responsibility for using that information wisely.**

Buying a product is simply the start of the process. It gives us no entitlement to get results whatsoever.

(3) You're Nearly Finished...

In the summer of 2011, after 3 months of content creation, my membership site Gain Higher Ground Membership was nearly finished.

But not quite.

After taking stock of my efforts, I decided some of the modules had some content gaps and so added another 20 or so items to my to-do list.

These took another 2 months to create.

I lived in London at the time and I remember it well. I sat in my home office recording Camtasia videos for hours on end.

In the interests of audio quality the windows were closed and I sweated profusely in the summer heat (houses rarely have air-con in the UK).



My old home office in London

My only glimpse of the outside world was looking down on the London Underground trains zipping past my window.

It was only after I finished recording, editing and uploading the extra content that I began to prepare for an October launch (internally to the small list I had built through guest posting and syndicating free content).

In hindsight the extra material I created was completely unnecessary. In fact, even to this day, only a small number of members ever view what remains of it.

I would have been much better focusing on a much smaller amount of core content, launching and then soliciting feedback from customers via survey forms and the support desk on what they liked and disliked.

But no, I was intent on being a perfectionist.

I overthought everything and as a consequence lost out on 2 months of revenue and also introduced a lot of legacy issues which took a while (and more effort) to unwind.

But hey, **at least** I got the thing finished and launched!

It certainly could have been worse...

I've met several people who have been working on their products for huge amounts of time.

One lady I met had spent over 18 months and told me her product was that cutting edge she could reveal neither the name nor details about it!

I never heard of her again.

Another person had created a squeeze page, lead magnet, a complete product site with accompanying sales page in a very

profitable niche. I was very impressed as he had taken some serious action.

I said he should launch in the next week or two, get feedback and build from there with mini-relaunches based upon incremental enhancements going forward.

But he was hesitant, saying that the content needed "padding out" and another level of membership had to be added.

I heard a few months later from him via email. He had got tired of the project and had moved on.

So as you can see I've been guilty and many others have too.

Have you?

The thing with being a perfectionist is that you can never reach perfection anyway and usually it's just an excuse to procrastinate.

It's your mind sabotaging your success by protecting you from the fear of launching and the possibility that things might not go as well as you hoped.

If it doesn't work out that's fine - welcome to the entrepreneurial club, we've all been there!

Just move on, learn and get started on the next project.

But **you must** launch.

You must "pull the trigger".

Again it's worth remembering the "money loves speed" quote we alluded to earlier. Indeed, it is quite true: Get the idea, create the Minimum Viable Product*, get it out there and take the feedback to improve it.

**"The minimum viable product is that version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort." -*

[Wikipedia](#)

(4) You Underestimate Yourself

We all have self-doubts from time to time and it's probably quite a healthy thing: It keeps us "in check" ensuring we don't get arrogant or too self-assured.

But when self-doubts persist and become ingrained you end up underestimating your own abilities which can be a killer.

Here are some common ways newcomers to IM underestimate their ability to succeed:

- I'm too old
- I'm not technical
- I have no product ideas
- I don't have enough time in the day
- My voice is terrible on video
- I'm no good at writing

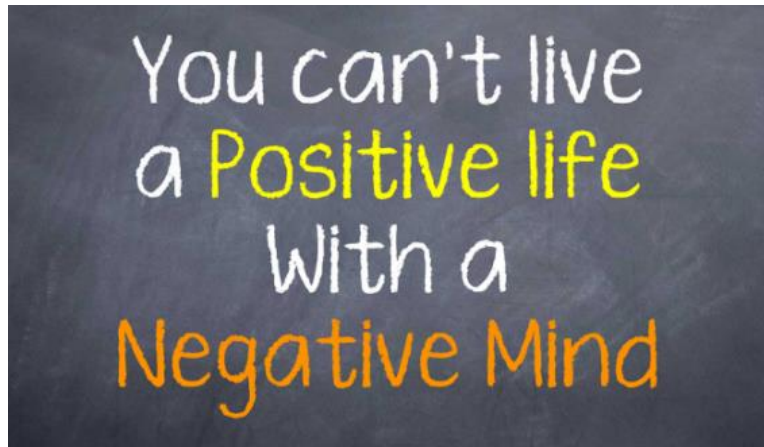
Notice how each one of these is a **statement** about you?

Think like this on a regular basis and repeat any one of these statements enough and **you will become it.**

It will define you and become your reality: You **will** be too old; you **won't** ever think of any good ideas; you will **always** think your voice sounds terrible.

And you will, of course, have sabotaged your own success from within because you'll stay away from anything that is incompatible with these ill born self-beliefs.

(By the way, I can think of a person making good money online for each one of bullets above! So again the issue here is one of mindset.)



Cheesy Stock Art (But Completely True)

Another important aspect to this is to explain other people's success along the following lines:

- She got lucky
- He was in the right place at the right time
- She's got a huge email list already
- Family connections made him rich (I even once heard this about Bill Gates!)
- He went to private school
- Her dad was successful in business already

Basically, **anything but**, "That person got successful because they worked hard, overcame challenges and had tremendous tenacity!" Something usually true regardless of the start people have in life.

This happens because the mind tries to find ways to rationalize why you aren't as successful as others by **externalizing the blame**.

It's hugely self-destructive. It leads you to underestimate your ability to succeed, and in the extreme your self-esteem will get so low you won't even try.

The next time you experience these thoughts, consciously let them go.

Don't fight them. Don't even resist them. Just let them pass over you. They will pass.

Relax and be that seaweed, lapping in the tide.

If you find this difficult just remember that although such thoughts might give you a little short term satisfaction, overall they are causing you great harm.

I hope you'll agree that's reason enough.

MODULE 3:

Staying Motivated

In today's society we are conditioned to follow the path of least resistance.

"Can you suggest a method that I can use to start earning around \$2,000-\$3,000 per month in the next few weeks?"

I get asked questions like this every so often and each time my heart sinks.

What the person really wants is an "easy way".

Often they have spent years looking for it, moving from one disappointment to another in a desert of mirages.



Somehow they just haven't quite been able to find what they're looking for.

Could it be that what they are looking for doesn't actually exist?

This is the problem of following the path of least resistance: Time is spent on what is fun, easy and exciting rather than what is challenging and necessary.

It boils down to motivation.

If we don't have the motivation to take the challenging road, get around roadblocks and deploy tenacity to see us through then we'll never reach our goals.

So if you're ever tempted to ask a question similar to the one written above, think about asking this one instead:

"How can I stay motivated to achieve what I want?"

And that's exactly what we are going to answer now, because if you've got enough motivation, you open the door to a world of new opportunities and results.

There are 3 essential things that you must take care of to ensure your motivation levels stay high.

As you'll see the key behind each of these is based upon the fact that **results** are what truly motivates us.

Let's dig in:

(1) Climb The Mountain

I watched a TV documentary on climbing Everest a few weeks ago. They explained that the most popular route to the summit is known as The Southeastern Ridge.

It is executed in a number of stages:

Stage 1: Trek to basecamp

Stage 2: Rest in Base Camp to acclimatize

Stage 3: Climb to Camp 1

Stage 4: Climb to Camp 2

Stage 5: Climb to Camp 3

Stage 6: Climb to Camp 4

Stage 7: Summit

Obviously this is vastly oversimplified - you can tell I'm not a mountaineer myself!

But you get the point: The end goal of summiting the highest peak in the world is broken down into broad steps.

Similarly, just like mountaineers, our first task to keep our motivation levels high is to carefully split our projects into stages.



Let's say you want to publish an information product. The stages would be along the lines of:

- (i) Market research to find hot topics
- (ii) Note the best aspects of the top selling products and also record any content gaps and other deficiencies which can be improved upon
- (iii) Assemble your research into a product plan outline, broken into modules
- (iv) Start creating the content for each module, one by one
- (v) Go back and look at the benefits displayed on the sales pages of the products you researched

(vi) Use those benefits to start constructing your own sales page (again step-by-step: headline first, then story, feature table, social proof, guarantee, etc)

(v) Set up your product on Clickbank/JVZoo/PayPal/Stripe/Whatever.

(vi) Launch

Again this is not supposed to be a guide on product launches but I hope that already you can see that this is less daunting than just thinking, "I'm going to create and launch a product."

By outlining our plan in stages like this you're able to focus better, which in turn makes the whole process more efficient and productive.

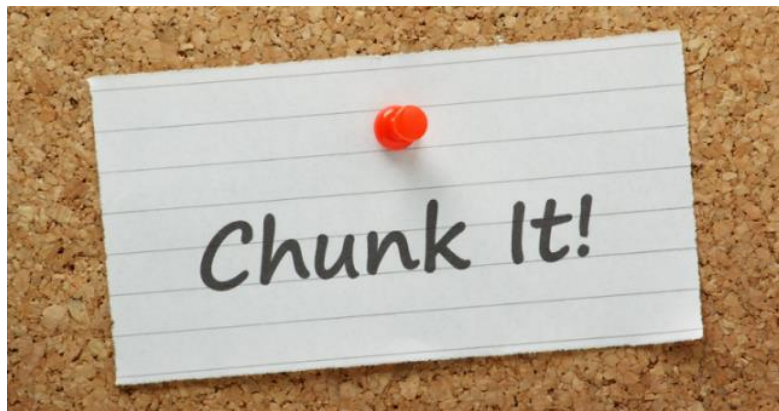
But most importantly of all you also get a better sense of progress: You can check off each stage as you complete it which is very satisfying and helps massively to keep your motivation levels high!

(2) Chunking

In the previous stage we broke the project down into broad stages.

Now we break each stage down into work sessions.

Rather appropriately this is called "chunking"!



Here's how it works:

(a) Based upon your current stage in the overall project, decide on the task in hand for the next 30-40 minutes. It's crucial that you don't exceed around 40 minutes because for most of us that's the time at which our motivation and focus naturally fades.

(b) Set a "post work related reward." For me this is often either a coffee or a walk by the beach near to where I live. But it really could be anything: A bar of chocolate, surfing YouTube, watching *Breaking Bad* or *24*. Do try this, it's so simple but such a powerful short term motivator - I use it all the time!

(b) Shut down all distractions such as Skype, IM chat, Facebook and physically log out of email (it's amazing how your mouse pointer can fire up your inbox without you even realizing it!).

(c) Focus hard and do the task at hand.

Remember, we want short bursts of focused energy here not marathon "macho" work sessions.

Also, after your 30-40 minutes is up ensure you congratulate yourself on time well spent.

This is important because as good as the process is some tasks are trickier than others, so sometimes you will feel like you haven't actually accomplished as much as you would like.

When this occurs, don't continue. Stop. Take a break, consume your post work related reward and then, if you wish and have time, repeat the process.

(3) Scare Yourself

As we have said, results breed motivation. But that's equally true of confidence and therefore it's crucial that you're proactive in trying to boost your own confidence and self-esteem whenever you can.

One of the best ways to do this is summed up in a fantastic quote by Eleanor Roosevelt:

"Do one thing every day that scares you."

Of course, we are not talking about getting up on your roof if you have vertigo.



Not that kind of scary!

What we mean is doing things related to your online business that are **just outside of your comfort zone**.

Things like:

- Publishing your first blog post
- Commenting on another blog
- Joining a joint venture Facebook group and introducing yourself
- Recording a screencast video

- Recording a face-to-camera video
- Create a product
- Speaking at a local meet up event

Seriously, how often do you **proactively and deliberately** do something that is outside of your comfort zone?

I'll bet it's not often and of course, most people spend their lives living within the confines of their comfort zone.

That's a **huge** difference between the average person on the street and the successful entrepreneur.

The good news is that you can do it bit by bit. Small steps each day, just as Mrs. Roosevelt recommends :-)

(4) Enjoy

If you are a regular reader of my newsletter then you'll know I am always saying that it's crucial you enjoy your work online.

If you are just interested in making money you'll fail.

Warren Buffet, Richard Branson, Rupert Murdoch, Bill Gates...

These people are **not** motivated by money (this sentence is not a typo!).

They are motivated by the **love of the game**.

They like creating things, controlling things, making things happen.

Now I'm not saying ignore the money, of course not. Just that it can't be the **only** reason you want to succeed.

If it is, you'll fail.

The trick here is to consciously enjoy the learning curve.



When challenges arise and your heart sinks, actively say to yourself:

"Great! This is an opportunity to learn something new. Many people will have experienced the exact same problem as this (and probably worse than I've got it) so I'll just find out the best course of action and do that. Like with most other problems I've experienced, it'll pass."

Literally say those words to yourself and preferably out loud.

Previously in this report we learned that you are defined by statements you make about yourself. So by saying those words you will deal with problems better.

Skeptical?

Fine. But look, you'll still meet these problems **anyway** regardless of how you react.

So what you are going to choose do? Mope around? Get depressed? Worry?

Or maybe treat it as an opportunity and enjoy the challenge?

Successful people do the latter. If you choose this route yourself it will go a long way to keeping your motivation levels high.

One final example, and personally I think it's a very important one...

Let's imagine you are worried about your first product not selling any copies.

In this case you say to yourself:

"I am doing my best and will continue to do so. I simply can't do more than that. I'll still learn a LOAD and get massive experience putting me well ahead of 90% of others out there who'll let fear put them off."

That can be a very powerful motivator: The thought of getting ahead of the pack, step by step, slowly but surely and using fear and challenges as your fuel!

Remember that every challenge you overcome however small or large is yet another point where someone else will give up.

And last of all, remind yourself regularly that you can't always affect what happens to you but you can **always** control how you react.

Empower yourself.

MODULE 4:

The Most Empowering Decision

In this section I'd like to share with you something that helped me enormously when I started my business.

It's ridiculously simple and in many ways I'm still very surprised it had so much of an effect on me.

Here it is:

"I will do whatever it takes to be successful."

Yep, that's it - just a 9 word phrase!

I heard this originally from Australian entrepreneur Caro McCourtie who adopted it when she began online.

If you're anything like me or Caro and you decide to "agree to it" too then you might well be surprised at just how powerful it can be:

(1) It Removes Prospect Of Ultimate Failure

"Can I really do this?" type worries fade because ultimately you gain the belief that everything will be alright in the end. In this respect it gives you a big healthy shot of self-confidence.

(2) Motivation

When you experience challenges, frustrations and setbacks it's a great way of picking yourself up and carrying on just when you most need the motivation to do so.

(3) It's A Positive Decision To Succeed

I don't listen or follow many personal development experts but I have heard some talk about making a "decision" to be successful. It seems to me that adopting this phrase is a good way of doing that and therefore empowering yourself.

There are probably many other reasons it works but I completely understand if you are skeptical. It really does sound stupid that just a phrase like this can make such a difference.

But it certainly has for me and therefore I heartily recommend it to you.

I will say though, the trick is of course **to fully believe it, buy into it and follow through with it.**

If you simply say it out aloud a few time and nothing more then of course, it'll have no effect at all!

And Finally...

I've never written a report about mindset before and maybe I never will again.

I have absolutely no idea how this will go down.

[Please CLICK HERE And Leave Your Feedback, Thank You In Advance :-\)](#)

Perhaps I'll receive a barrage of message telling me this is all just common sense. Maybe others will reject it outright and some will absorb it but not use it.

But I needed to write it because I know it works.

It's the central and essential building block of success. I couldn't have built my business without it (even if I did learn most of it the hard way).

So I really hope you'll take it onboard with an open mind and use it every day to accelerate towards your goals.

Good luck!

Best wishes,

A handwritten signature in blue ink, reading "Rob Cornish", with a long horizontal flourish underneath.

Rob Cornish

www.gainhigherground.com

