



This eBook is proudly brought to you by:  
**Greg Di Bruno**

**This book was created and written by my mentor, Chris Farrell.**

Chris Farrell began Internet Marketing in Feb 2008.

Within 6 months Chris was having his first \$250/days.

Within 9 months Chris had his first \$1000/days (all figures verifiable).

Chris is now a full time Internet Marketer and Product Developer.

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# WHY CHRIS FARRELL?

*Because I have been where you are now.*

*I began online in Feb 2008.*

*And I came from having no previous experience.*

*Within 6 months however - I was having many \$250/days (not every day but certainly a lot...)*

*Within 9 months I had my first \$1000/day.*

*I attribute a lot of this success down to having the 'correct mindset'.  
And that inspired me to write this eBook. I hope you enjoy it.*

- Chris Farrell 2009

## Introduction

I believe that we are all capable of achieving more.

Mathematicians and Statisticians have even put a number to it:

3%.



3% of people – so they say – fulfill their potential.

3%! That's all! However - let us not forget 3% of the world's population is still 198 million people.

Are you going to be one of these 198 million?

Woody Allen said it best “...*the world is run by people who show up. When you talk to any successful person, they all say that in life, there are either results or excuses.*”

Results or excuses. I like that. Well said Mr. Allen.

Which are you going to choose?



## **It's time you succeeded**

You'll be pleased to know I am not going to bang on about the psychology of sales in this eBook, or give you any pseudo-babble about harnessing your own energy...

...however there is one thing I do want you to think about and digest.

It has been proven time after time after time after time, that the way we look at our life is essentially a barometer of our expectations. This is based on what we've

been taught we are worthy of having and capable of achieving.

These influences are mostly inspired by external influences – such as family, upbringing, and community.

Here's a thought for you.

Most people will go to the time and effort of writing a will at some stage of their life, to say what they want to happen after they die. Few people put the same effort into what they want to happen whilst they are still here.

Take a moment right now to notice how you look at the world

And how do you view the business of making money online? Be honest.

Do you believe that it will be *difficult but* it can be done? Or secretly deep down inside do you think it won't really work for you?

*"The people who get on in this world are the people who get up and look for what they want. And if they cannot find it – they make it"*

-George Bernard Shaw

If you chose the latter – firstly congratulations on being honest with yourself. But secondly - let me tell you clearly and plainly – making money online **IS** something that the average Joe CAN do. **But the FIRST step – is adopting the correct mindset.**

Are you plagued by negative thoughts? The 'yeahs' – the 'buts'? If so, it is critical that you cut those thoughts off as soon as they start. Whatever you think about constantly, you will create. If you're continually focusing on how difficult your goal is, you will never achieve it.

You need to believe that it is – at least – possible.

And that is the purpose of this eBook.



## Envisioning Success

There's a great saying 'as a man thinketh, so he is'. Generally this means we become what we think about.

What do you think of that statement? Do you believe it? Yes? No?  
Your personal belief is of course your own prerogative. For the record though – I believe that statement 100%.

So let me add credence to my belief– by telling you that EVERY successful person puts a BIG part their success down to their ability to visualize their success BEFORE it happened.

*"Procrastination is the fear of success. Winners don't live their lives in the future safely out of sight. They set goals in the specific, foreseeable future, which gives their everyday activities richness and purpose."*

- Denis Waitley

Read that again. "...they visualize their success BEFORE it happened..."

Put simply – this means dwelling on the end result. Of course you still have to

TAKE ACTION- but taking action when you are fully confident of the result- puts you in a completely different ballpark.

But how do you dwell confidently on the end result?

To create such a strong, clear vision, you need only release your abundant imagination. Make a vision so powerful that when you finally accomplish your

goal, you have a sense of déjà vu – “haven’t I experienced this before?” Yes – you have – in your imagination a thousand times.

I use this power of envisioning success in the production of everything I begin. For example, I saw myself having already completed this eBook before I began.

This ‘*thinking from the end*’ attitude will cause you to behave as if all you want to create is already here.

**Imagine yourself to be - and you shall be.**

Your inner speech is uniquely your own creation – and it’s responsible for attracting what you think about. And as it’s your own creation – you can choose whether your thoughts control you – or whether you control your thoughts.

This is commonly known as The Power of Attraction – and there are reams of books on this subject.

But if I had to boil down the message it would be this: simply change your inner speech to what you intend the new circumstances of your life to be.

**Imagine yourself to be - and you shall be.**

Of course JUST envisioning success is not enough. Just thinking of a new car on your driveway will not make one appear. You have to TAKE ACTION too.



*"What would you attempt to do if you knew you could not fail"?*

-Dr Robert Schuller

But using this simple technique of clearly picturing and visualizing what you want – and then **TAKING ACTION** - will result in huge changes to your personal situation. But you need to do **BOTH**.

And let me quickly add that this envisioning success is not some mumbo jumbo: Fortune 500 companies train their sales people using these exact strategies.

Jack Canfield the bestselling author of 'Chicken Soup for the Soul' said that envisioning success before it happened was the one thing that helped him stay motivated to achieve it.

Here are some more famous and not-so-famous real life examples of individuals who envisioned success before they got there – and the barriers they faced on route.

- 'Nobody will watch a show about nothing...' – what Jerry Seinfeld and cocreator Larry David were first told when they began to pitch Seinfeld.
- 'There's no market for it. If there were, major airlines would already be offering it...' – conclusion given to Fred Smith, founder of FEDEX.
- 'People will rent videotapes, but they'll never buy them...' –opinion of media experts later proved wrong by Jane Fonda's exercise tapes.
- 'A global, twenty-four-hour news network will never work...' – network executives' response to Ted Turner's plans for CNN.
- 'It's a cutthroat business, you've got no chance of success...' – accountant for Estee Lauder, founder of the multibillion dollar cosmetics empire.
- 'You're foolish to try and sell sparkling water in the land of Coca-Cola drinkers...' – advice given to Gustave Leven by several consulting firms when hearing of his plans to launch Perrier in the US.



- ‘It’s a huge risk and it will never fly...’ – aeronautical engineers evaluation of Bill Lear’s design for a jet.
- ‘Personal computers are a hobbyist fad...’ - prediction of IBM, Intel, HP and Atari.

My favorite:

- ‘The feedback is the lowest we’ve ever had, lower than women’s bowling, it just won’t work...’ – the BBC’s comments to Ricky Gervais after a test screening of The Office.

Practice thinking from the end.

Just like Johnny Wilkinson did:

After the Rugby World Cup Final in 2003, Johnny Wilkinson was asked whether he was nervous when he received the ball, to execute his last second winning drop goal. His response:

*“No. I’ve been here a million times before.”*

## Become indifferent to doubt

Hit the delete button every time doubt appears.

Easier said than done though right?

Doubt can make your business drown! Of course we all suffer from it. But it’s how we **react** to doubt – not doubt itself - that makes the difference between success and failure.

**We are ALL scared! Get over it!**

Can I let you into a deep dark secret that



festers away in most people but is rarely

spoken about? Most people secretly like

doubt. Why? Because doubt is a very handy convenient excuse that we can use when we are not really doing what we want with our life.

How many times have we heard or have we said to ourselves ‘I can’t do that – I’m not good enough – I’m not talented enough - I don’t have time – It’s not for me – I’m not good looking enough- I’m too old – I’m too young...

*“Come to the edge, he said. They said: We are afraid. Come to the edge, he said. They came. He pushed them. And they flew.”*

-Guillaume A

Doubt can be a very useful tool that many use to convince themselves that NOT taking action – is indeed the correct path – because ‘somebody else could do it but not me..’ ‘I don’t know the first thing about a website..’ ‘ I can’t do that...’ ‘I don’t know where to start..’ ‘I don’t know what to do...’

*When a tough, challenging job is to be done, I look for a person who possesses an enthusiasm and optimism for life. Who pins down his buoyant spirit with hard work and says - This may be tough but it can be licked”*

-Henry J

Again – we’re back at that 97% of the population.

Naturally you will butt noses with doubt. This is a new business you are creating – you are bound to come across doubts and problems. We both know that.

But it’s NOT the doubts and problems themselves you should be concerned about – it’s how you REACT and RESPOND to these doubts and problems - that will determine if you succeed or fail.

Do you see the difference?

A lot of people don't.

A lot of people (about...er...97%) see a problem – and automatically think ‘I can't do this’ – and promptly give up.

Whereas the TRUTH is – when you see a problem - you have a choice.

When you come up against a problem – your choice is: Do I give up *because* of this problem – or do I push through *despite* this problem?

Check out what this guy did. You may have heard of him:

In 1928, when Walt Disney was only 26 years old, he was on the train from New York back to Kansas, when he drew a cartoon of a mouse on his sketchpad. Convinced that this drawing had the potential to be a success, he decided that he wanted to use it in a new form of film that had started to emerge called animation.

In 1926, silent cartoons were still the only form of cartoon being produced, but Walt had a dream that he wanted his mouse to feature in the first cartoon which featured sound. In order to achieve this, he needed to raise approximately \$15,000. In today's money, that would be about \$1 million.

Now put yourself in the shoes of a New York bank manager sitting at your desk opposite a 26 year old lad who is asking you for a \$1 million loan in order to make a new type of film - which doesn't even exist yet - and involves a mouse.

Walt's bank manager laughed him out of the bank.

Undeterred Walt popped along to another bank to present his plan. He received a similar reaction. The same happened at another. And another. And another...

How many banks would you have visited, receiving a mixture of negative and hostile reactions, before giving up? One? Two? Ten? Twenty?

Walt Disney visited 305 banks before he found one prepared to take a chance with him.

It has been proven that successful people have the ability to hit delete to doubt – as

they have a clear and defined vision of what the end result is.

## **Write An Action Plan (very important this!)**

Here's a quick story for you:

In the 1950's, there was a study carried out at Harvard University where the students were questioned about who had goals. Not surprisingly, virtually everyone said they did. They were then asked how many had actually put these goals into writing. The answer was only 3% of the group.

(there's that 3% again...)

This study was followed up 30 years later – and the 3% that had written down their goals were worth more than the other 97% combined.

Amazing or just a coincidence?

That's up to you to decide. But as long as your goals remain inside your head you run the risk of them only ever being dreams.

Please now be HONEST with yourself. Have you put your goals into writing?

Most people have not. Most people of course want to do well, but when asked 'what is your goal' they more often than not have a vague '*I-just-want-to-makesome-money*' sort of answer.

*"If you fail to plan, you plan to fail"*

-Anonymous

You need to change this. You need to have a laser-focused pin-pointed immediate answer of EXACTLY what you want to achieve.

This is important – because when you 'think from the end' (as discussed earlier)

you have to know exactly what you should be thinking about. Most people do not

have an actual answer to the question ‘what is your goal?’ Writing down your goal will achieve this answer for you. And let me tell you - seeing what you want written down - is very empowering! Try it! It suddenly makes everything ‘real’!

Then when you are in the car – in the shower – on the school run – making dinner – running around with the kids - you will have a laser-focused-pin-point goal that you can really think about and aim for.

I tend to break my goals into monthly targets. This works for me. And if you are starting out in this business – why don’t you give it a go too?

*“He who has begun his task has half done it”*

-Horace

For example: want to learn how to create an opt in form for your web page? Write it down – and keep that as your goal for the month. Want to learn how to design a simple web page? Write it down and keep that as your goal for the month.

It’s very easy to get stuck in the ‘paralysis of analysis’ and do nothing, feeling there is SO much to do. However writing down a monthly goal will help you overcome this.

Your intention to experience prosperity depends on you adopting this mindset.

**That is what this eBook is all about!** Those that are successful will tell you they use these very methods.

One of the secrets of attracting bountiful abundance into your life is as follows:  
***change the way you look at things, and the things you look at change.***

Therefore - change the way you look at things. Just try it! Write down your goal for the next month now – and then slap it on your computer so you see it every day.

**Don’t become yet another (yawn  
yawn) opportunity seeker**

The majority of people new to this business are **opportunity seekers**.

Most people are sold on the idea of making a quick buck rather than building a real business.

We've all seen the headlines:



- **\$5000 a week from your own automated business**
- **Guaranteed! Your personal blueprint to \$100,000 a year**
- **Make \$1000 a day by clicking a button!**
- **Make money 30 minutes from now!**

These headline appeal to the 97% I was talking about earlier – the **opportunity seekers**. The only criteria an opportunity seeker has is ‘Can I make money from this?’

This **HUGE** group of people will hop skip and stumble from one online opportunity to another. They are doomed from the start.

Now – please - don't berate yourself if you have fallen into this category. Most people do when they start in this business. I certainly did.

But if you really are serious about making money online, you will have to quickly change your thinking. The web no longer works for quick cash opportunity seekers (5 years ago maybe – but not now.)

The principles of an internet based business are the same as any other business. You will need to establish and nurture a client base – that will buy from you and support you over time.

The web is not some magic wand that you can wave to make cash. It is however a powerful tool that if used correctly can greatly speed up the process to generate a

handsome income.

**STOP** behaving like an **opportunity seeker**.

And **START** behaving like a **strategic thinker**.

*"The difference between a successful man and a failure, is not one's better abilities or ideas, but the courage one has to act on them"*

-Maxwell Maltz

An **opportunity seeker** will buy lots of products – download eBooks galore – and continue forever and a day to be tempted by the next ‘big thing’.

A **strategic thinker** has a clear vision that he has to take his time to build a solid business. This means spending time, remaining focused, and having discipline.

Not everyone has these qualities. In fact guess how many do?

**You got it...3%**

## A FEW MYTHS

There are a few myths that circulate every now and again that I would like to dispel.



### **MYTH NO 1:**

It's impossible for the average Joe to make money online

This simply is not true. Sure it will take a bit of time and persistence and patience – but it can be done. I began in February 2008 knowing nothing about this business other than I wanted to get involved. 5 months later I was having many \$250/days.

*"You didn't think that when you got up this morning that this would be the day your life would change did you? But it's going to happen because the only thing that stands between you and grand success are getting started and not stopping."*

-Robert H Schuller

### **MYTH NO 2:**

I don't know anything about computers

Guess what? Nor did 99% people when they began. I certainly didn't. Do you really think that EVERYONE making money online are technical geniuses? I can tell you of COUNTLESS people who are making money online –from all walks of life of all abilities and of all ages. And all these people did - is **TOOK ACTION -despite their doubt (part of the 198 million club – remember?)**

### **MYTH NO 3:**

I haven't got the time.

This is probably the most used excuse I hear. But let's just think about it for a moment.

The one thing that we all have in common is that we all have 24 hours in our day. What sets the more successful apart from the rest – is how proactive and productive they are in this time.

Don't have the time? Work through lunch – do an hour at night. When I started in this business I got up 2 hours earlier every morning for a few months – to study and learn the basics.

*"Procrastination is the thief of time"*

-Edward Young

In fact I'd like to talk a little further about 'time'.



My pet peeve – is wasting time. Mainly because I did enough of it years ago.

If we make good use of our time – this will give us a great advantage – for scarcely one in a thousand individuals ever put his or her time to anywhere near it's potential. Doing so – is being true to ourselves – taking control and accepting responsibility.

#### **MYTH NO 4:**

### I don't know where to start

Okay – I'll give you this. By far the hardest part of this business is NOT the actual act of making money – BUT knowing how to START making money. In other words – knowing exactly what to do.

Do you know what the most common question I get asked is? - *'I'd like to do it but - how do I start?'* There is simply way too much information out there. You could spend forever 'learning' and perpetually be in a state of 'about-to-start'.

*"How much longer will you go on letting your energy sleep? How much longer are you going to stay oblivious of the immensity of yourself? Don't lose time in doubt – time can never be recovered."*

-Bhagwan Shree Rajneesh

My niche is helping newcomers and beginners START in this business. Most people fall at this first hurdle – because due to the amount of information (and misinformation) out there – they simply do not know what to do first.

The biggest myth about making money online is that it is hard to get started. It really is not.

I am amazed at how many people like to over complicate this business.

It really doesn't have to be that way.

This business starts by learning the basics of how to create your own website. Now if this thought terrifies you – fear not – you are by no means alone. Every newcomer (myself included) at one point or another was aghast at the idea of creating a website.

But did you know you can create a site within a few hours. **And a site that takes**

**a few hours to set up can make you money for years to come.**

You can find out for free how to do this by visiting the website shown on the cover page of this eBook.

*"An investment of knowledge always pays the best interest"*

-Abraham Lincoln

## **Final Words**

It's time you succeeded.

There is a lot of legitimate money to be made on the Internet.

And you clearly have a burning white passion to learn how to be a part of this.

Passion is not enough however. Many people have this passion. No – you have to back up your passion with a quality that many people fail at – and that is **TAKING ACTION**.

The aim of this eBook is to really propel you into the correct mindset to be comfortable to take action – so you can springboard from reading this to diving fearlessly into the exciting world of making money online.

*"Stop sitting there with your hands folded looking on doing nothing.  
Get into action and live this full and glorious life now"*

-Eileen Caddy

Adopting the correct mindset will make all the difference to your success in the business of making money online.

Let's recap:

You need to:

- Envision Your Success
- Become Indifferent To Doubt
- Write An Action Plan.

**Most people are great starters but poor finishers.** Look at how many people start a book never to finish it, the number of gym registrations at the start of the year, the high numbers of people who throw in the towel on a project after **JUST A FEW DAYS.**

This is the 97% of people we have been talking about. But the fact that you have requested this eBook – despite the fears that I’m sure you have – speaks volumes about your character and says (even if you don’t feel it all the time) that YOU could be one of the 3%.

So don’t stop now! Most people do not even get this far! Most people are ‘sayers’ - you have proved yourself to be a ‘do-er’.

Now it’s time for you to TAKE ACTION with your new mindset. And you can start RIGHT NOW – for free!

How? **You can find out EXACTLY what to do next - a STEP-BY-STEP nuts and bolts essential guide to actually starting making money online** - by visiting

the website shown on the cover page of this eBook

I hope that this eBook has fired up the beast inside you, and started you thinking ‘YES - I am going to do something to improve my financial situation’.

The very fact that you requested this information says that you have the capacity to

**create your own wealth.**

All you have to do now is be one of the 3% that does something about it.

It’s a funny thing about life, if you refuse to accept anything but the best - the best is very often what you get.

Here's To Your Success,

Kindest,  
Chris Farrell