WINNING THE INTERNET GAME

10 CRITICAL STEPS TO GAINING BETTER RESULTS ONLINE

www.gainbetterresultsonline.com

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I want to finish off by sharing something said by another two great teachers – Joe Vitale (who featured on "The Secret" and who is the author of the best selling book "The Attractor Factor") and Stephen R. Covey (Author of best selling book The 7 Habits of Highly Effective People).....31

Testimonials

"My experience is that the very best teachers were at one time the very best students of that which they teach. It has been very obvious to me as I have worked with and watched Chris Whitelaw over the past few years that he is an intensely diligent student. "Winning The Internet Game" demonstrates the depth of that diligence and his persistent desire to succeed. It is especially noteworthy that he has chosen to write this from the perspective of someone who has himself battled in the trenches and understands first hand and from direct experience what it takes to succeed. It makes it extremely easy to relate to the information while infusing the reader with belief, hope and encouragement."

Vic Johnson
Founder, AsAManThinketh.net
www.asamanthinketh.net

"Chris Whitelaw skilfully brings together Internet Strategies, Mindset Mastery Strategies, Business Management Strategies and Cash flow Strategies in the one place in his Manifesto for Internet Success - "Winning the Internet Game – the 10 Critical Steps for Gaining Better Results Online." Grab this Free Report, read it carefully and then take immediate action by signing up for Chris's "Online Results Accelerator Program" - 26 weeks of FREE priceless tips and distinctions that will guide you to implement the 10 Critical Steps to your own Internet business. Go do it now!"

Loral Langemeier
CEO/Founder of Live Out Loud and best-selling author of The Millionaire Maker 3-book series and Put More Cash In Your Pocket.
www.liveoutloud.com

"Chris was a Diamond Member the most elite level in our Internet Mastery Program in 2008/09. As such he has demonstrated a focus on detail and execution that is unparalleled. Chris is expanding his Exponential Potential in a progressive manner that is focused on creating value for his clients. He is committed to continuous and never-ending improvement demonstrating the highest level of integrity and authenticity. I regard him highly as a valued colleague and a friend."

Marc Dussault,
Executive Chairman, Empowernet International Limited (business partner)
www.marcdussault.com.au

"In my role of recommending high quality products for those looking to make major changes in all areas of their life, I personally review hundreds of products per month. Christopher Whitelaw's product "The Internet Game: 10 Critical Steps to Gaining Better Results Online" is one that I reviewed recently and I have to say that not only is it well written and easy for anyone to follow, the content is some of the best I have seen anywhere. In fact, Christopher shares insights that most people are unwilling to divulge and the readers of the report will benefit greatly.

Out of the many products I reviewed this month, I would rate Christopher's' in the top five percent of all of them and if you factor in that you can download the report for free, it is in a class by itself. To say that Christopher has over delivered with this report would be a major understatement. Download it today and start yourself on the way to better results. I will be recommending this product to everyone I know.

Christopher Whitelaw's name is one that you will be hearing for years to come. Make sure that you learn everything you can from him."

Chuck Abbott
www.followmysuccess.com

"Chris Whitelaw spent over $60,000 and hundreds of hours of his time over several years to learn the information in this Report. What particularly impresses me is his common sense and systematic approach to putting in place the mindset and habits required in order to create a high income online. This is the bedrock of internet success that 99% of the "gurus" leave out - highly recommended."

Will Swayne ,
Internet Lead Generation Expert
www.Marketing-Results.com.au

"This e-book is a must to read before you ever attempt to start internet marketing. It will save you time, money and disapointment as it totally prepares you for what lies ahead.

You'll understand the mindset that you need to have and you'll have a blueprint of what you need to do to be successful. It's simple to follow, logical and totally realistic.

There's no hype, just down to earth common sense. Well done, Chris for putting this honest information together to help others succeed. I know you have implemented the strategies in the book yourself which is why you are so successful."

Jenny Cartwright ,
CEO Sales and Telesales Solutions
www.telesalestraining.com.au

LIFE IS A GAME

Yes, that's right – a game that can be fun to play every single day you get out of bed in the morning; A game that you look forward to playing each day because you regularly feel like you are 'in the zone' and that your work is your play; A game in which you are a Player in control of your life and your destiny and not just a mere Spectator; a game that you are continually working on and improving (just like the game of golf) because you know quite well that if you stop setting yourself new goals to keep expanding your natural potential you will soon start to plateau and eventually start sliding backwards.

Where are you presently in this game of life? Do you have a burning desire to lift your game and improve your results? Do you have a clear vision of where you are going and what you want to achieve and experience in your lifetime? Do you have clearly written goals for the year ahead, for the next 3 years, 10 years and beyond? Are you passionate about those goals? Are you willing to do what it takes to achieve them?

Are you willing to move outside your usual comfort zone, your usual boundaries and to start thinking differently and doing differently "outside the box" to achieve better results and more success?

Do you want to live an extraordinary life that you are the designer of rather than be a victim of circumstances and live a life by default, simply reacting to what life dishes up to you?

If so, you have arrived at the right place. The Internet is part of the game of life and it also can be fun if you play the Internet game the right way. Play it the wrong way and it can be hell and pure drudgery.

As soon as you are focused on your results (and not just your process) and how to regularly and consistently improve them to benefit those you seek to serve in your chosen market, to benefit your family and friends, to benefit your chosen causes and charities and of course to benefit yourself in realizing your true potential then you are most certainly a Player in the Game of Life.

Welcome aboard!

WHY WRITE THIS REPORT?

I will be posing certain pertinent questions throughout this report – and the most logical first such question is "Why write this report?" What useful purpose will it achieve? What value will it offer?

There are a plethora of reports, webinars, seminars, workshops and home-study courses out there already, available from hundreds of other web pages, and from all the "internet gurus" providing a huge range of advice, guidance and assistance on how to make money online and become a successful Internet entrepreneur.

In fact the amount of advice and guidance out there – both free and for sale – is staggering. For many Internet novices it can even be overwhelming and an obstacle to their success. This Report is designed to help you avoid the overwhelm syndrome by providing you with a set of key markers to help guide you through the challenging shoals and reefs of building a successful online marketing business without running aground until you reach the open water and the unlimited blue sky beyond. If you follow these markers and combine this with true grit and determination you will sooner or later hit pay dirt. All you will need is the attitude of being unstoppable until your success (as you define it) is achieved.

This Report will address one of the biggest problems that get in the way of peoples' success – failing to take action or failing to take the correct action.

The sheer volume of information and competing information urging people to do this or do that or go in this direction or another direction or in multiple directions at the same time quickly leads to overwhelm and if not overcome can stop you dead in your tracks before you get to first base – producing your internet success blueprint for success.

Many have to learn the hard lesson that simply working hard and being busy will not guarantee success, financial freedom and freedom of your personal time to live each day as you truly desire and choose. While 'working hard' is an element in the success formula, working hard and simply hoping for success to come your way is, in most cases, a recipe for disappointment, frustration and failure. "Failure" means

failing to achieve your true potential in life. On the other hand, working hard on implementing a well thought out business plan backed by a winner's mindset and clear and precise written goals is a clear recipe for success

Another allied problem is that newcomers quickly fall into the trap of trying to do everything themselves instead of only doing what they do best and are most suited to doing by dint of their personality, skill set and so on and outsourcing the rest. This is called "working to your strengths and hiring your weaknesses". The bottom-line being that failure stems from not having a proper game plan or blueprint for success coupled with winning strategies. This Report directly addresses these problems and shows how to overcome these obstacles.

By the way, I have deliberately NOT used the word "secret" or "secrets" in my advertising or promotional material or in the report itself. There has been enough use of the word "secret" in recent times because research shows that people just cannot help themselves – they just must find out what the secret is even if they have to pay to find out.

The truth is that most "secrets", including the now famous secret in "The Secret" (the Rhonda Byrne book, CD and DVD documentary about the law of attraction) are not secrets at all. They are always there for anyone to find and discover and put to use if something, somebody or some event triggers enough desire in us to go looking for it. The same applies here. There is no secret in what I am going to tell you in this report. There is NO SECRET to creating wealth. There is NO SECRET to creating wealth out of the Internet.

It is more apt to talk about "the truth" and "fact". The truth is that the knowledge and the know how is all out there ready and waiting for you to find it, learn it, apply it and leverage it BUT ONLY A VERY SMALL PERCENTAGE OF "YOU" (the public) are in fact doing this. This explains the statistics and the statistical probabilities about success. This explains why over 60% of the world's total wealth is controlled by less than 10% of the world's population. This fact determines who gets to make it into the top 10% club and then the top 5% club and reap the massive rewards.

Do you recall that now famous line of Jack Nicholson in the movie "A Few Good Men" when Tom Cruise was grilling him in the witness box during a navy court

martial? “YOU CAN’T HANDLE THE TRUTH!” he yelled out when being probed by Cruise for the truth. Well, for many of us, that is in fact the truth.

The so-called “secrets” are there, easy to discover if you are searching for them, but only being opened, examined, studied and applied by a few. Why? Because they are not always easy TO APPLY and GET THE RESULTS WE WANT; Because they require us to CHANGE AND GROW; Because they require us to ACQUIRE NEW LEARNING AND SKILLS; Because they require us to be DISCIPLINED AND FOCUSED; Because they require us to MAKE SACRIFICES; Because they require us to PAY A PRICE WE ARE NOT YET WILLING TO PAY FOR SUCCESS.

That is the Truth. So lets face it and acknowledge it. Lets be honest with ourselves.

Before I outline and explain the 10 critical steps to gaining better results online I want to set the scene by re-printing here what you might have read on the Gain Better Results Online landing page before you clicked through to gain access to this free report. Before we can move forward and create a new future we need to understand where we are now.

Here it is again-

Had ENOUGH YET…?

ENOUGH attending FREE introductory internet mastery workshops and seminars with high hopes and signing up for yet another expensive home study course or mentoring program and ending up with nothing much to show for it a year later other than being more in debt…

ENOUGH reading of course materials, workbooks, listening to countless CDs and watching DVDs prepared for you by different “Internet Gurus” handing you all their secrets for internet success but still finding yourself stuck and confused and with more money going out than coming in months later….

ENOUGH receiving those emails from all those lists you have somehow gotten yourself onto that pour into your inbox every single day with blazing headlines and emotional hooks to get you yet again to pull out your credit card and buy something else that you absolutely must buy to ensure your success before that incredible offer expires any time soon and of course IT WILL NEVER EVER BE REPEATED … and

6 months later you still haven't manifested any new cash flow and your still not able to pay off your credit card balance at the end of the month?

ENOUGH invitations to join a MUST ATTEND webinar or tele-seminar so that you don't miss out on some more gems that will ensure your online success… and afterwards you are still unsure how to take effective action and get real tangible results?

ENOUGH telling your spouse that all the thousands of dollars you have spent on your education and all those hours you have spent on weekends attending seminars and workshops and being glued to your computer screen till late at night rather than being focused on your family is worth it because you are *just about to* break through to your success and turn your dream into reality…

YOU KNOW WHAT I MEAN, RIGHT?

I KNOW – BECAUSE I HAVE BEEN THERE AND I SYMPATHIZE AND EMPATHIZE WITH ANYONE WHO IS STILL STUCK THERE.

Where and when does it end? How long can you keep up the false hope and pretence that success is just around the corner? How soon before your spouse gets jack of it and puts her or his foot down?

How long before your ego is so worn down and that you are ready to throw the towel in, give up on your dream of financial freedom and resign yourself to being shackled to a W2 job until you either retire (if you can afford to) or are cast off by your boss when you are no longer needed?

Here is the hard truth – and let it sink in …

The Internet is the easiest thing that is hard to do and only about 5% of those who try their hand at internet marketing truly succeed in creating a 6-figure annual income out of it and less than 1% achieve a 7-figure annual income.

Why?

If you are consistently earning over $50,000 a year of *passive income* from an internet marketing business that more or less operates on auto-pilot requiring only 1-

2 hours a week of your time and focus to maintain it, sustain it and grow it you are already in the **top 10% of Internet marketers.**

This means that 90% of people engaged in Internet marketing are failing to achieve this goal.

Why and what can they do to get into the top 10%?

Do you want to find out?

Do you finally want to bring your frustration and despair to an end and receive an easy to understand and clear cut blueprint for succeeding online and at least have a chance to join the ranks of those in the 10% club – the top 10% of internet marketers in the world?

I have recently joined the ranks of the top 10% and I am ready, willing and able to show you precisely how I did this and how you can do the same. There is a very precise formula to achieve this kind of success and I will reveal it to you.

Why spend your valuable time reading this report?

You should read this report because –

- It is unique in the perspective it offers to those seeking a high level of success in internet marketing;
- It clearly reveals the critical steps taken by every single Internet marketer to join the ranks of the top 10% and then stay there;
- It warns you of the major mistakes to avoid which if not avoided will forever keep you out of the top 10% club;
- It tells you who I am and my own specific journey over the last 3 years that recently gained me entry to the top 10% club and which steps can be replicated by anyone to join the top 10% club in a much shorter time;
- It explains in clear detail what all top Internet Marketers know and confirm – there is one “success factor” in the “success formula” for internet marketing success which if not truly understood and mastered by those seeking entry to the top 10% club will ensure your failure as an Internet Entrepreneur –

guaranteed. This is, without a doubt, the MAIN CAUSE of most aspirants' failure to succeed. Ignore this WARNING at your peril. Most people do ignore it and this is the dominant reason why 1 out of 5 Internet Entrepreneur aspirants fail. This single most important 'success factor' is the first of the 10 critical steps covered in this report.

There is special added value in my writing this report for you, instead of one of one of the "gurus" in the top 1% club, or even in the top 5% club. Please don't skip over each of the key points listed below because they are in this report for a good reason. They show that *I am in the trenches, just like you, and whilst in the trenches seeking my own success in Internet marketing (just like you) I have found out some important truths that when understood, assimilated and applied by me has substantially improved my results*. The whole aim of this report is to pass on what I learned so that you will reap the benefits in your own business.

Each of the points I list below are to underscore WHY this report can be of immense value to you.

Here they are –

- I AM NOT writing to you as one of the established internet gurus who is raking in a 6 figure income *every month* from multiple sources of internet revenue and who represent less than 1% of all those seeking to learn the art of the online entrepreneur and create a nice passive or residual income out of it;

- I AM NOT yet in the top 5% club of top internet entrepreneurs with a subscriber database of over 100,000 people who enjoy the highly lucrative privilege of always being invited and approached by others in the top 5% club to promote the release of one of their new products and enjoy 50% affiliate commissions for doing so;

- I am not yet in the ranks of the top performers and top earners who are constantly able to joint venture with other top performers and top earners so that whenever any of them in the top 5% club want to release anything new to the public they are never restricted to offering it for sale just to their own personal database of pre-qualified prospects. Via multiple joint ventures they

immediately gain access to the databases of all those in the top 5% club and hence are able, in a matter of hours or days, to get their new product brought to the attention of literally hundreds of thousands of pre-qualified buyers and hence are able to report back to their students and admirers that they made a cool $70,000 new earnings in just a matter of days. You have seen this many times haven't you? They even publish screen shots form their paypal and clickbank accounts to prove it.

When they participate in many such joint ventures for new product releases (you scratch my back and I'll scratch yours) and where they each offer their joint venture partners 50% super affiliate commissions to recommend the product to their subscriber list it makes perfect sense that they stand to earn over a million dollars a year each – year in and year out.

- I AM just recently arrived into the ranks of the top 10% and consistently earn over $10,000 a month. My personal goal is to join the top 5% that regularly earn over $50,000 a month;

- I AM acutely aware of the issues and challenges that must be addressed and overcome by the aspirant seeking to create an alternative income out of the internet and consolidate that into a steady stream of passive income so that they ultimately win the bonanza which is financial freedom AND freedom of personal time and choice.

Learning how to make money online per se does not equal financial freedom and personal freedom. If you are still having to work 30 plus hours a week to keep the money coming in that is not the holy grail that most of us are aiming for by dint of the investment of our time, money and effort to become an internet success.

Sooner or later we come to realize that our most valuable asset, above all else, is our personal time and personal choice. The holy grail is discovered and possessed only when the day arrives that we can truly wake up each day and 100% choose how we will spend the next 24 hours without our choices being limited, restricted or inhibited by our bank balance and outstanding debts and obligations. Isn't this the real goal that we are aiming for through our online success?

- I HAVE spent over $60,000 on my personal Internet education over the last 3 years. This includes a number of intensive Internet Mastery boot camps and studying intensively for a whole year with a leading Internet Master Teacher. On top of that I have spent over $30,000 setting up or acquiring various websites so that I could apply what I was learning and learn even more from hands on practical experience;

- I HAVE spent hundreds of hours studying online strategies and tactics and experimenting with them in order to gain insight into what works and what does not work;

- I HAVE attended a wide variety of internet seminars, workshops and boot camps in different parts of the world with different high profile teachers, attended multiple online webinars and teleseminars and received the benefit of direct coaching from a number of the internet gurus;

- I HAVE paid the price to gain entry to the top 10% club by frequently staying up late at night and often into the early hours of the morning whilst my family was asleep to review workshop notes and home-study DVDs, listen to CDs and Mp3 recordings, participate in online teleseminars and webinars in other parts of the world in different time zones AND most importantly to put the theory into practice with real live websites;

- I HAVE put in the effort to build up my own TEAM of technical experts around me so that I can "work to my strengths and hire my weaknesses" and avoid the inevitable struggle and unhappiness of trying to achieve success operating as a "lone ranger";

- I HAVE been proactive in seeking out Mentors to help me create a personal vision of where I want to get to, set clear and precise goals to get me there and an action plan to implement every day, week and month to keep me on track to manifest my goals and to steer me towards other like minded individuals that I can master-mind with or joint venture with and who will hold me accountable to my stated goals and action steps.

  Such Mentors and Master Mind groups accelerated my online success because they made it easier for me to more consistently identify the things I

should be doing each day and the common mistakes and errors to avoid and which, if not avoided would inevitably delay or forever thwart my success.

One person I approached to critique this report for me criticized me for over using the "I" word (e.g. "I have", "I am" etc.) but he may have misunderstood its context. I hope you will understand.

This report is only about ME for one purpose – to help YOU by drawing directly on my own experience, training and learning gained from some top Internet Masters over the last 3 years and bringing that directly to you so that you may benefit from it just as I did. My aim is to distil that learning and make it available to and usable by you.

I am relating my own journey to you and emphasizing that I am still in the trenches (having just recently cracked the top 10% club) for one reason only – so that you can more easily relate to me and know that what I have just achieved may be just around the corner for you if you are wiling to spend the time to read and absorb what is in this free report and then take the next step outlined at the end of the report.

What I learned by throwing myself off the deep end and getting deeply into Internet Marketing and actively seeking out top quality mentors is fresh and immediately relevant and applicable to anyone presently working on achieving their goals through Internet Marketing.

This **FREE REPORT** is just the start of what I am able to offer you to help you achieve the success you are seeking.

It is to lay the foundation for you to take a second step that is outlined at the end of this report.

The central purpose of this Report is to capitalize on and leverage this intense, highly focused experience gained over the last 3 years to your benefit and advantage by highlighting the most central and critical steps I learned to gain better results online and to accelerate my entry into the top 10% club. I truly believe that most successful Internet marketers will endorse these steps as being the main determinants of success.

A key learning I got from my teachers - the level of your success in any endeavour, at any moment of time, is a direct reflection of the results you are getting DAY BY DAY. It is an incremental process. So to be focused on your success means to be focused on the results you are getting each day, each week, each month and each year.

This means we must know our present results and aim to understand the causes of these present results and we must also know what results we are aiming for over any given timeframe and have a clear plan to achieve those results. There is a saying from Einstein that what got you to where you are today is not going to suffice to get to where you want to go. Hence the onus is on us to learn new ways of thinking and doing.

I am acutely aware, from my own direct experience, of the PROBLEM AREAS that will get in the way of your success. I believe it will be far more valuable to you for someone like me to highlight these problem areas and tell you how I personally overcame them and achieved my own breakthroughs than for you to try and relate to what a multi-millionaire internet guru's product might tell you to do to achieve similar stellar success to their own. The gap between what you know now and what the Internet Guru knows and is trying to communicate to you is just too big. That is why the Internet Guru's product will simply sit on the shelf gathering dust.

REMEMBER THE STATISTICS! They speak for themselves. Only a small handful of people are achieving this level of success online. Keeping asking yourself "Why?"

It is a bit similar to DERIVATES TRADING (like options, commodity futures, foreign currencies exchange and covered calls) – it sounds so easy and attractive as a way of making good money working from home and working your own hours – but the hard cruel fact is that about 1% of derivatives traders are making fantastic money on a consistent basis; the majority spend heaps of their money and time and just never get ahead. At best they are just managing to keep their heads above water. This is not a worthy outcome to invest so much money, time and effort into.

BUT SUCCESS IS ACHIEVABLE. MAKE NO MISTAKE ABOUT IT. But here's the thing – you must find a **blueprint for success**, and most vitally one that is right for you and then stick to that blueprint without fail until the better results you seek start to manifest. You then keep building on that success in incremental but exponential

ways until you achieve each goal you set for yourself. You become a designer of your life each step of the way.

Identifying the Internet success blueprint that is right for you is not a simple exercise. It can be quite a frustrating exercise for many of us. But making a correct choice is fundamental to your success. There is little to be gained from being “highly focused” on your success if you are not being highly focused on the right blueprint that is designed and tailored to suit the person you are with your particular make up, skill set, abilities and interests. When you are hard at work on your chosen project or projects you want to feel that you working “in the zone” and not ‘against the tide’. It makes a whole lot of difference.

Two chief causes of failure are that people select a blueprint that is wrong for them (i.e. a mismatch) OR they find the right one but fail to execute it properly or fully. A third major cause of failure, and maybe the biggest one, is that many internet newbies, once they open the door to it are overwhelmed by the amount of choice and information concerning the internet and how to make money online and never decide on a blueprint for success at all; they just succumb to the overwhelm and allow the dream to fizzle out. So the *process* of getting started on a pathway to success is of vital importance.

You may hear stories of people earning huge amounts of money online in a short space of time – they kick off as a newbie and a year later they are earning a large 6-figure income. By all means allow yourself to be impressed and inspired by such stories but do not make the huge mistake of allowing such stories to cloud your good judgment and cause you keep looking for the short cuts to success. Don’t confuse ‘short cuts’ with carefully chosen strategies that produce exponential results.

The better way is to look for a proven process or methodology that resonates with you, and then learn and model that process or methodology and implement it until similar results are achieved. This is where finding a good mentor can pay big dividends.

What we want to aim for is incremental day-by-day, week-by-week, month-by-month ACTIONS that lead to incremental day-by-day, week-by-week and month-by-month **BETTER RESULTS**, where all along the way we are constantly looking at ways to **LEVERAGE o**ff those better results in order to keep gaining even better and better

results. This is called **EXPONENTIAL THINKING** using EXPONENTIAL STRATEGIES. [1]

It is the gradual but consistent improvements that ultimately lead to ever increasing results until one day it happens – you have made it into the top 10% club. There is no fanfare of trumpets and pageantry to greet you when you arrive here. It is just a quiet but exhilarating moment when you check your monthly paypal account and realize that for the last 6 months you have consistently achieved benchmark gross revenue.

You all know the story of the race between the turtle and the hare. To achieve online success in the shortest possible time and with the least amount of effort it will pay off handsomely to model your approach on the turtle and not the hare.

The best model for success is the incremental step by step, improved result followed by another improved result, all the time building more and more value in what you are delivering to your target market and then seeking to leverage that value to produce ever increasing net wealth for your business and for you.

The key question to be asking yourself is "What can I do TODAY to improve what I have already done by 1%? To be able to do this you will need to have a good list of DAILY ACTION ITEMS so that all you need to do is to select one of them each day to be IMPLEMENTED.

This is a far more powerful strategy for success that taking a whole lot of action to launch a web site and then not implementing any improvements for months at a time.

It is not rocket science. It is simply the methodical, disciplined approach of leveraging the daily 1 percent improvement strategy to achieve a massive compounding effect over a year that will see you outperform your peers by a very large margin.

Another key learning to get from this Report is that – *You don't need to know how to do everything yourself to succeed. You just need to know which buttons to push to*

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[1] I acknowledge and give attribution to Dr. Marc Dussualt for introducing me to the concept of the exponential mindset, exponential thinking and exponential mindset strategies.

get the desired result. This is achieved by building up your own team and then learning how to effectively use that team.

This is sometimes referred to as the “Henry Ford principle”. As you know Henry Ford was one of the most successful businessmen of all time, but he attributed his vast success not to his own intellect and his personal ability to learn and do everything himself but to his ability to put together the right team of people who could do everything that his creative and entrepreneurial mind asked them to do (i.e. He was the master strategist and they were the “buttons” he knew he could push to get the results he wanted).

A third underlying theme is that there is a regular “flow” in Internet marketing that starts with the right Mindset (The Psychology of Success) and then moves to Success Planning (creating your definitive Blueprint), then moves to Team Building and acquiring all the core technical competencies at your fingertips (just like Henry Ford) and then finally moves to the exciting and exhilarating (and frustrating too of course!) end-game – the right Marketing Strategies that lead you to pay dirt and your just rewards for all your careful planning, due diligence and hard work.

As there is a flow in nature there is a flow in everything else. If you study the animal kingdom and the plant kingdom you will quickly discover how they all operate in flow with nature and with natural laws. A plant’s or a tree’s internal programming, its DNA, will never permit it grow in any other way than the best and most efficient way to grow in order to survive and thrive in all environmental conditions it might have to contend with. Humans are different because they are both blessed and cursed with free of thought and freedom of choice, but they too can learn to be in flow and when they do things really take off for them.

Finally, it is necessary to gain a good understanding of the correct balance between Risk and Reward. If you subscribe to the philosophy of always playing it safe and have a low tolerance to taking on any kind of risk then you may find it hard to really become a real player in the game of life. The game of life demands that we learn to become educated risk takers. We must learn to take risks to be able to play the game at higher and higher levels and by doing so open up opportunities to higher and higher reward.

There is inherent risk in going for success. Often our pay off for risk we agree to take is preceded by lack of success and the outward appearance of failure and set back. This is entirely natural and so don't be fooled by it and give up just before your success happens. Unfortunately many fall into this trap and this tragic human dilemma is beautifully revealed in the little gem of a book called *Acres of Diamonds* by Dr. Russel H. Conwell in 1913.

There is almost always a dip before the exponential rise in the S-curve. Life demands a price to be paid and a sacrifice to be endured and weathered during the necessary gestation period whilst you are laying the essential groundwork for your success before the compounding effect of your powerful thoughts, emotions and actions kicks in and starts to manifest in your outward results. Suddenly you are on the back of a rocket doing all that you can to hold on and maintain control.

This is what the 10 Critical Steps to Gaining Better Results Online is all about.

WHO IS THIS REPORT MAINLY WRITTEN FOR?

I want to pose and respond to this question because I want to make it easy for you to decide whether you should be spending time reading this report or not.

The answer is short and to the point – it is written for anyone, newbie or non-newbie, who is trying to succeed online by selling INFORMATION of some kind to the public and who has not yet cracked the top 10% club.

That's it – short and sweet. If this describes you then unequivocally this report is written for you. If it does not describe you then read on if you like out of curiosity (you just never know what you might find that might prove to be of some use to you) or pass it on to someone else you know who fits the target audience.

If you are already in the top 10% of Internet marketers selling information to the public then most likely you already know what I am going to reveal in this report, as this has been part of your own recipe for success.

WHAT ARE THE 10 CRITICAL STEPS?

1. ACQUIRE THE RIGHT MINDSET.

First and foremost - understand how your mind works and how to harness it to aid and guarantee your success. This means learning about your conscious mind, your sub-conscious mind and your unconscious mind and how they operate and work together and how you can harness the power of your subconscious mind to fully back up every committed decision you make with your conscious mind. Actions are always preceded by Thoughts. Successful actions are always preceded by successful thoughts.

The message is clear then – Master your Thinking Processes and the Emotions you generally attach to your predominant thoughts BEFORE you start taking actions. It saves time, energy and expense! [2] We have all been hearing a lot about this in recent times but still too few are actually getting it and transforming their results and lives as a direct result of getting it.

2. CREATE A VIABLE BUSINESS PLAN.

Decide what your outcome is to be in the Internet Game before you get busy doing stuff and buying stuff and define it with as much precision and clarity as you can. Leaving a safe harbour for new shores without knowing where you are aiming to arrive is a recipe for disaster! Sounds obvious but this is a critical step missed by many and not executed adequately by most. [3] Once you are clear about your desired outcome construct a comprehensive plan to get you there.

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[2] For this section of the free report I want to directly acknowledge the input of my own chief "mindset mentors" who are Vic Johnson, Jim Rohn, Bob Proctor, Maxwell Maltz and John Kehoe.

[3] In my discussion of this critical step I wish to acknowledge these teachers and mentors – Tony Robbins, Brian Tracy and Dr. Marc Dussault.

This becomes your road map. Without a clear road map that incorporates your sequencing of short term, medium term and long term goals how would you ever be able to test, measure and evaluate what you are doing and the results you are getting against any defined benchmarks? You must be able to test and measure in order to assess what strategies you are using are working and achieving the benchmark results and which are not. To ignore this critical step will to turn your venture into the proverbial "headless chicken" – expending heaps of energy but essential aimless and doomed.

3. IDENTIFY A VIABLE NICHE OR NICHES.

Carefully research and choose your target market and niche. Don't end up building your carefully constructed success ladder against the wrong wall! Make sure that you dig where there is gold to be found. This is why the big corporations often spend millions on feasibility studies and research before committing to a new venture. Don't waste a first class business plan by applying it to a commercially unviable niche. These days there are a plethora of incredible software tools you can use to help you manage this critical step and many of them are free.

4. ENSURE THAT YOU OFFER AND DELIVER EXCEPTIONAL VALUE TO YOUR NICHE.

The marketplace demands exceptional value to get excited about anything and anyone. So don't make the huge mistake of going to market without being able to satisfy this critical step. Keep reminding yourself – success never comes from just one off sales, it comes from building long-term relationships with people who become your valued clients.

Create and/or acquire high value products both to give away free and to sell and create an army of dedicated affiliates to do most of the selling for you. Viral Marketing is an exponential marketing strategy and if done properly will have a massive impact on your monthly net profit. It is easier than you

think! [4]Define how you will deliver exceptional value to your chosen niche and create a powerful unique selling proposition around that value. Differentiate yourself in your market or perish!

Understand this truth that applies to every market - *Value + Leverage = Wealth.* Having a valuable product or products but no strategy to leverage that value in the chosen market will not lead to wealth. Similarly it is not possible to get wealthy trying to leverage a product that lacks real genuine value. Map out precisely how you will leverage your value to create your wealth. Otherwise watching your success happen will be like watching grass grow – it will be slow, patchy and painful![5]

This Step requires Value to be delivered in your OFFER and in your DELIVERY. Your target audience must see the Offer as being inherently valuable by the benefits it claims it will deliver your prospect. But that is not enough – you must ensure that YOU CAN DELIVER those benefits. If you fail to do so then you will quickly lose credibility and your business will not succeed.

5. APPLY THE RIGHT TRAFFIC STRATEGIES TO BRING THE RIGHT PROSPECTS TO YOUR WEBSITE

Without traffic (visitors to your website) there is no opportunity presented to build a business. So a website's traffic supply is equivalent to a body's blood supply. Without it your business will quickly shrivel up and die. But there is an extension to this analogy. Every body has a blood type that helps it survive and thrive. Not just any blood will do. It must be the right sort of blood.

The same applies to websites and traffic – just any sort of traffic will not help your website survive and thrive. You need the right sort of traffic. The right

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[4] For what I have written about this critical step I wish to acknowledge Mike Filsaime. Sean Rasmussen and Sean Stenning.

[5] In writing this part of the report I wish to acknowledge the profound influence on me of the following teachers and mentors – Roger Hamilton, Dr. Marc Dussault and Loral Langemeier.

sort of traffic are the people that are part of your targeted niche and who you already know, from your research, will buy the kind of products you are offering provided that you communicate effectively to them and offer them a total value that meets their expectations. APPLY THE RIGHT TRAFFIC STRATEGIES TO BRING THE RIGHT PROSPECTS TO YOUR WEBSITE

6. *APPLY THE RIGHT MARKETING AND COMMUNICATION STRATEGIES TO CONVERT PROSPECTS TO CLIENTS.*

So if you are getting the right sort of traffic to your website then all that remains for you to do to bring yourself one step closer to success is to CONVERT that traffic into paying clients and then try to retain them as loyal repeat purchasing clients for as long as you can.

This all comes down to being an effective communicator to your niche prospect and applying the correct marketing strategies to suit that prospect. Your first marketing challenge is to get that prospective buyer to trust and respect you enough that he or she will buy something from you for the first time.

Your second marketing challenge is to get that same prospect to buy from you again, and then again, again and again. In the case of each prospect you want to extract the maximum lifetime value of that person as your valued client. With each such prospect you want to build a long term RELATIONSHIP that will be to your mutual benefit.

Study and analyse your Competition – identify what they are doing well and model it, identify what they are doing poorly and move quickly to fill that gap. Take the time to do what most people in business never think they have time to do - and you will quickly become the master of all you survey! [6]

[6] For this section I acknowledge the influence on me of my master business coaches Jay Abraham and Dr. Marc Dussault.

7. BUILD YOU'RE 'A-TEAM' TO EXECUTE YOUR BUSINESS PLAN

At the same time you are constructing your comprehensive *Business Plan (which is in effect your Success Plan)* you should be building the right *Team* to execute it. Don't fall into the trap of becoming a lone ranger and trying to do everything yourself! Learn how to "work to your strengths and hire your weaknesses." Outsource and build a team around you of the right people with the right skills you need to execute your success plan. Your personal power, freedom and success will grow exponentially with your ability to establish and then fully leverage the skills and talents of the members of your team.

Remember – it is Value PLUS Leverage that leads to Wealth. Building your A-Team is critical to this formula so that you can harness and leverage the combined skills and expertise of the team to accelerate your wealth. In this area your ultimate skill to be mastered is how to lead and guide your team. If you don't learn how to build and lead a team your dream of one day having a large passive income delivered to you on *autopilot* will never be more than a naïve pipe dream. [7]

8. BUILD A LOYAL FOLLOWING AND FORGE MULTIPLE JOINT VENTURES AND HOST BENEFICIARY RELATIONSHIPS.

A central message of mine in this report is that the best and most effective pathway to wealth using internet marketing is to build a dedicated following of people in your selected niches who trust and respect you, look up to you as a leader In your field and who will give serious thought to buying any product that you offer or recommend to them. This will include products you create yourself and products created by others but recommended by you and where

[7] For this part of the report I wish to acknowledge the direct influence of my personal success and wealth coach Loral Langemeier.

they know that if they choose to buy it you will receive an affiliate commission on that sale.

They will do this because you have gained their trust and respect by continually doing the right thing by them – by ensuring that whatever you offer them is of real value and by showing them that you sincerely care about them and their own goals and desires. Usually this means that you will have developed the habit of over-delivering on value and exceeding their expectations. In return for this they will become your loyal client and buy from you over and over again as long as you maintain their trust and respect.

9. LEARN OR ACQUIRE THE RIGHT BUSINESS AND ENTREPRENEURIAL SKILLS.

Execute your Plan using exponential thinking and employing exponential strategies. Measure your actions and your results daily. Don't just measure your progress quarterly, half yearly or annually. Just aim to achieve a 1% improvement each day on what you did the previous day and al the rest will follow. Watch the compounding effect of this discipline and enjoy your rewards! [8]

10. FIND YOUR RIGHT MENTOR OR MENTORS

Last, but definitely not least, find a good Mentor that you can trust. You will never regret it! A good mentor is worth his or her weight in gold and will accelerate your success at any stage of your personal, business or financial progress by helping you avoid or minimize the pitfalls and mistakes that can continually frustrate success. Take this advice - Never finalize your "Success Plan" to achieve some clearly defined goal until you have found

[8] For this section I wish to acknowledge the profound influence of my master business coach Dr. Marc Dussualt.

suitable mentor to scrutinize it and provide feedback and guidance. Skip this critical step at your peril! [9]

And there you have it. Surprised? Were you expecting to see something different? Make sense? If not yet, I am sure it will all make good sense to you by the time you finish reading this report. It goes to the heart of my central message, which is the whole reason I am making the time and putting in the effort to write this report. It has the power to totally transform your whole attitude and approach to the Internet and how you choose to relate to it as a businessperson and potential Internet entrepreneur.

So, the remainder of this report will examine each of these 10 Steps in more detail.

Dear Reader - This is just the first 3 chapters of my 88 page eBook. If you liked it and would like to get the entire book you can get the entire book for FREE if you CLICK HERE and JOIN ONLINE RESULTS ACCELERATOR, a 26 week program that we have designed to take you deeply into the 10 critical steps that pave the way for internet marketing success and your eventual entry into the top 10% where your work will become your play and for the first time ever you will have a realistic chance of generating a consistent annual 6-figure passive income.

CLICK HERE and find out about ONLINE RESULTS ACCELERATOR. This membership program has been specifically designed to identify what you must do and what you must avoid if you want to beat the odds in the internet Marketing Game that are hugely stacked against you ever making a big

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[9] I am indebted here to my personal coaches Loral Langemeier and Chuck Abbott and also Tony Robbins and Brian Tracy in helping me understand the power of personal mentors and of always remembering that "success leaves tracks" and that the ingredients and steps taken by one person to achieve success can always be learned, modelled and replicated to achieve similar results.

success out of it. Our whole objective is to help you achieve the first critical step on the way to success – and that is entry to the top 10%.

What is so important about getting into the top 10%?

Everything!

Top marketers like Mike Filsaime and Rich Schefren have openly stated in 2010 that the majority of Internet Marketers are failing and failing badly. According them only 5% of Internet Marketers are making a great living from the trade - The top 5%.

Are you listening? I hope so.

This is after a solid 10 years or more of multiple so-called "gurus" making a literal fortune selling Internet Marketing education, programs, software products and masses of tactics and tricks to help you achieve success and wealth online. After all that 90-95% of Internet Marketers are failing to realise their dreams.

Are you listening? Is this sinking in?

The odds are stacked against you – big time!!

Online Results Accelerator has been specifically designed to help you beat those odds and make it into the top 10% where at least you will have a fighting chance to win at this game.

How do we do this?

By teaching you how to become a STRATEGIC INTERNET ENTREPRENEUR.

When you become a strategic entrepreneur you –

- **Know what works and what doesn't work**
- **Know how to stay ahead of the curve**
- **Have a clear destination and a plan to get there**
- **Always know what your next best step is and how to execute it**
- **Know what you still need to know and how to get it**
- **Know what you need to do next and how to find out the best way to do it**

- **Know what you need to get next and the best way to get it.**

When you become a strategic Internet Entrepreneur you will have learned how to actually build and grow an Internet business strategically and exponentially. From that point on everything you do will be in alignment with your strategic plan and you will have cut yourself free from the "shiny object syndrome" where you spend all your time, energy and money waiting for one of those "gurus" to sling out the next shiny tactic or piece of software that will put you on the expressway to success and wealth.

According to Brian Tracy there is only one real way to get into the top 10% the fast way –

1. **Find out who are the leaders in the industry**
2. **Find out what they did to become part of the top 10%**
3. **Copy and emulate what they did; follow their tracks**
4. **Learn from their mistakes so that you don't have to repeat them.**

Online Results Accelerator adopts this approach.

We do this by –

1. **Identifying the top players and bringing them to you via special case studies, interviews and online interactions.**
2. **Identifying what they do to be in the top 10%, top 5% and top 1%.**
3. **Identifying the converse – what they don't do and avoid doing (but what most of the other 95% of Internet Marketers tend to do).**
4. **Helping you create a map for your success by following the guideposts offered by the top players.**
5. **Giving you introductions to the top players and some of their programs and products that we believe will deliver real value to you.**
6. **Allowing you to dialogue with some of the top players through our blogs and forums, and by joining our teleseminars and webinars.**
7. **Constantly dialoguing and interacting with you to find out where you are at and what you need most to keep advancing and maintaining forward momentum, and based on that information offering you the best help**

and assistance we can to support you and the achievement of your goals.

Once you complete Online Results Accelerator you will –

- **Have built a strong foundation for Internet Marketing Success**
- **Know where you are heading (your destination)**
- **Know why you want to get there**
- **Know who you need to get on to your Team to get there**
- **Know the precise role that you will play on that Team to make the best and highest use of your own time and skills**
- **Know the timeline within which you arrive at your destination**
- **Have a strong inner confidence and faith that you will make it into the top 10% and beyond**
- **Have a vision, a strategic plan and strong supporting goals in place**

Once you arrive at this place, having BECOME a Strategic Internet Entrepreneur, you will have become decisive, intentional and able to take the right actions at the right times. You will have become unstoppable.

ARE YOU READY?

If so – CLICK HERE. We are ready to welcome you aboard. Our job is to support you in every way we can to help you become a Strategic Internet Entrepreneur by the end of the 26 weeks.

I want to finish off by sharing something said by another two great teachers – Joe Vitale (who featured on "The Secret" and who is the author of the best selling book "The Attractor Factor") and Stephen R. Covey (Author of best selling book The 7 Habits of Highly Effective People).

Joe Vitale is another rags to riches story and he is now a widely recognised and acclaimed master teacher and master communicator. He recently wrote a short article for a magazine "Think Big" (www.thinkbigmagazine.com) called "What's the #1 thing People do wrong?" Basically he was expressing his frustration at people making excuses for their lack of success (i.e. not achieving the results they really want in life).

His message can be summarized like this –

- Ask for help when you need it. Ask for help, advice, input, suggestions and direction;
- If you make it a habit to ask for help MOST OF THE TIME you will end up getting it as generally speaking successful people WANT TO HELP OTHERS ACHIEVE SUCCESS;
- Once you are on the road to success DO THE SAME FOR OTHERS – start helping them achieve more success by passing on to them what you have been learning to aid your own success;
- Build Relationships and develop your own Network that includes those who helped you and those who you have helped;
- Reach out to people and nurture your relationships and build bonds of mutual trust and respect;

- This Network will become one of your most valuable assets over time and it will be your greatest ally to help you achieve any new goal that you set for yourself;
- Get over your Excuses and "Get out there and just do it. Leave your excuses behind and your prosperity will begin to come to you. Leave your excuses behind and you can achieve whatever success you desire. Leave your excuses behind and your life will begin to soar. If you don't act now, why not? Whatever your answer, that's an excuse! Are you going to let it stop you?"

Is this making an impression on you? This is what I am acting on by writing this Report and inviting you to take your next best step.

Let's round up by reminding ourselves what **Stephen Covey** said were the 7 Habits of Highly Effective People all around the world –

Habit 1 – Be Proactive. You are responsible for your results. Your Live stems from your careful design or your careless choice.

Habit 2 – Begin with the End in Mind (Know your Outcome!) See the finish line before you start.

Habit 3 – Put first things first. Choose to do what it takes to reach your finish line regardless of mood or circumstance.

Habit 4 – Think Win/Win – always ask "How can I get what I want by helping others get what they want?"

Habit 5 – Seek first to understand, then be understood. Listen before you speak. Get people to clarify their understanding of what you have said.

Habit 6 – Synergize. You get greater results working with others that the sum of your combined efforts working alone. [This is another way of speaking

about the power of Leverage. Remember the equation – Value + Leverage = Wealth]

Habit 7 – Sharpen the saw. Take the time to keep your mind, body, emotions and spirit in peak condition.

He later added an Eighth Habit.

Habit 8 - Find your voice and inspire others to find theirs. Make your unique contribution to the world and help others do the same.

In essence, the 10 Critical Steps to achieve Better Results Online and enter the top 10% club of successful Internet Entrepreneurs is ALL ABOUT expressing IN ACTION this sage advice given by Joe Vitale and Stephen Covey.

Don't you feel inspired by their words? I certainly do and they provide me with constant guidance.

CLICK HERE AND TAKE YOUR NEXT BOLD STEP TOWARDS YOUR SUCCESS.

JUST A CLICK AWAY MY TEAM AND I ARE WAITING TO BE OF SERVICE TO YOU.

Christopher Whitelaw

Business and Internet Entrepreneur