

# The "No Excuse" Guide to Streamlined Success for Online Entrepreneurs



The "No Excuse" Guide  
to Streamlined Success  
for Online Entrepreneurs

**Presented By The FRED67 Community**

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## The “No Excuse” Guide to Streamlined Success For Online Entrepreneurs

Everybody knows the working parts of a successful online business. But logic and implementation are two different things, so what you’re going to see unfold is a strategic plan to streamline your success as an online entrepreneur.

People throw the word streamlined around a lot, but do you know exactly what that means? It means you make your business more efficient and effective (*successful*) by using faster or simpler working methods.

Becoming an online entrepreneur is overwhelming for so many people. It’s like you just got a huge load of information dumped on you and now you have to sort out the puzzle of how to put it all together.

***Every day, your business should include the same ingredients:***

- \* Cultivating the Right Mindset
- \* Planning for Profits
- \* Furthering Your Education
- \* Networking with Others
- \* Working Toward Completion
- \* Positioning Yourself in Your Niche

If you’re missing any of those elements, then you’re slacking. So we’re going to cover each one, and talk about the reality of just how long it takes to implement these systems – because let’s be honest, some of you out there reading this are complaining that you don’t have time to do it all – and I’m going to prove to you that you’re lying to yourself.

### ***Cultivating the Right Mindset***

Ask any six or seven figure marketer, and they’ll tell you that mindset is 'everything' when it comes to determining your success or failure. And it’s not something that just happens – it’s not something you’re born with.

You have to cultivate it – make it happen.

You do this by planting the right seeds and nurturing the right mindset as you weed out a vision that doesn't align with what you want.

The first step is to analyse what's wrong with your current mindset. No one has a perfect one. Even if you're all rainbows and unicorns every minute of every day, there would be fault with that because you have to predict things that will go wrong.

For most people, it's not all happiness when you're building your own business. You have things like:

- \* Self doubt in your abilities
- \* Fear of failure
- \* Self esteem issues
- \* Confusion and frustration
- \* Envy of others...and so on

You need to have a long hard look at your innermost thoughts – as well as what you verbalize, because your natural self talk can have a huge impact on whether or not you succeed or fail.

If possible, try to be aware on a daily basis of your emotional state. Are you feeling intimidated? Ugly? Worried you won't get something right? Keep a journal of emotions for about a week and see if there are any overwhelming mindset issues that creep up on you day after day.

In order to fix the issue, you have to be honest. Ask your spouse or others if they notice any mindset issues with your efforts. Sometimes it's easier for them to pick up on your lack of confidence than it is for you to see it.

***Make note of how often you use certain debilitating words, like:***

- \* Should
- \* Can't
- \* Won't

There's an old saying that goes, "Don't should on yourself." It means you're basically crippling your efforts to succeed when your self talk is so full of doubt and regret. "I should be able to handle this, but I'm not."

Look back on past blog posts and social media posts as well as emails between yourself and others to see what your raw emotions 'were' before you were making an effort to be 'aware' of them.

Look at the mindset of those you admire. This is very important in allowing yourself to soak up the experiences of others. Have you ever heard that phrase, ["You are who you keep company with?"](#)

That's true in Internet Marketing, too. When you're around a bunch of whiny, negative Nellies all day, reading their posts in forums about how bad they're being victimized or how often they're unable to get things done, it rubs off on you.

*Change that pattern! Block out those people* – at least until you fortify your own mindset – and start making it a point to engage with 'successful people' every day. It doesn't have to take long.

Read one of their blog posts or social networking entries. Follow them on Twitter. Watch their YouTube videos. People who are truly successful and who have a passion for helping will share their knowledge.

Order a book that promises to improve your outlook. Each day, you should read a chapter or a small section of a mindset-changing motivational book. There are many that are great for Internet Marketers, including:

- \* Time Warrior by Steve Chandler
- \* E Squared by Pam Grout
- \* The Power of Story by Jim Loehr

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These are just a few, ranging from no nonsense slants (*Time Warrior*) to gentle, healing content (*The Power of Story*) that can help you begin altering the victimization viewpoint you've had of this experience and start feeling empowered to make things happen your way.

Because you're looking for streamlined success, that means efficient learning and training. Not getting bogged down in trying to absorb dozens of concepts and hundreds of pages all at once.

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You should slowly dig in to these resources, whether it's people or books – and do small snippets every day for a little dose of inspiration. Spend no more than 10 minutes on each one – just enough to rev yourself up for whatever is next on your to do list.

Embrace daily mantras to retrain your brain.

Mantras are something that a lot of people feel are hokey, but others embrace. Even if you think it's "*not for you,*" you should give it a try.

That's because your brain is wired with your conscious and subconscious mind, and it's the subconscious mind that we're working on changing with the mantras. When your subconscious mind hears or reads these positive sayings day after day, it gets ingrained so that even when you're not actively thinking about it, your brain retrieves this message and helps you avoid sinking into despair.

Some people have a hard time grasping what the subconscious mindset is. They understand their conscious state, because they're observing it in action. *So let's compare it to your body.*

When you think of your body, you think of your skin, head, arms, legs, and so on. The stuff you can see, basically. But inside, there's a lot going on at a cellular level. Things so tiny you wouldn't even know they were happening unless you had access to a microscope.

Yet what those cells do is extremely important to your life. It's the same with a subconscious mindset. *The conscious mindset* is what you observe right now – but behind the scenes, hidden to you, is your subconscious mind – and even though you can't observe it in action, it's there, working for or against you in terms of your online success.

And just as you want to eat the right things and exercise to help your body at a cellular level, you also want to nourish your subconscious mindset so that it benefits you and doesn't contribute to your mental despair.

Practice one new mindset strengthening exercise each day.

*So here are a few ideas for this issue.*

At the end of the day, keep a specific journal for what went right – not what all happened that went wrong.

Write at least 3 things that went right.

It doesn't have to be monumental things that happened – small things are okay. Maybe you successfully interacted with someone you admire in the online business arena, or you got your inbox cleared out. Even something such as "*Contributed 6 full hours to my business today*" is positive.

If you don't have anything positive business-wise (*think hard*), then start with things in your personal life that went right. Maybe you spent time colouring with your child, or got all of your holiday decorations put up.

The key is to start training your brain to focus on the good, not the bad. Over time, this will become your new normal and you won't see life as a struggle any-more. This exercise should only take a couple of minutes – no need to write pages about it, just jot down a phrase or sentence saying what went right.

Have a system to learn from failures.

This is a big mistake many marketers do. They fail, and want to run so far from it, that they never look back to see what happened. This is an invitation to fail more.

If you don't take a moment to figure out what happened, you'll likely repeat the same errors. This is like spinning your wheels in mud. First, look at what happened and see if you can brainstorm what went wrong.

Was it a price point?

Your graphics?

Did you fail to secure affiliates or JV partners?

Once you have some idea, try the approach again, with the corrections in mind. If it still fails, and you exhaust your ideas of why things aren't working, then reach out to someone and let them know what you hoped to achieve, what you did, and why you think it went wrong.

A good place to ask is in a marketing forum, or on social networking sites, such as in a Facebook group. Don't be whiny about it, though – marketers love to help go getters, but they are repulsed by people who see themselves as a constant victim.

Let's get blunt here, too – if they think you're whiny, they may not help.



Why? Because people who play the victim role latch onto other marketers and then email them constantly wanting hand holding.

If you approach your request for help with confidence and professionalism, you'll get more answers because people will know you're independent. And they do understand that we all need a helping hand once in awhile.

All of these small, limited time exercises will help you cultivate the right mindset. Don't expect to wake up tomorrow feeling like you can rule the world. Give it time, and focus on making the effort to become a positive, success-minded marketer.

## Planning for Profits

Profits don't just happen – no matter how much you want to believe in the sales copy hype of passive, automated income that appears in the middle of the night while you sleep.

They're a signal of success that you reach once you make bonafide plans to reach certain milestones.

If you look around at the people (*maybe even yourself*) who are floundering, you might notice they're in a frenzied state of panic.

The mortgage is due. They're getting tired of trying and failing. So what happens is, they try everything – fast. They slap content up, never think through strategies, and when they fail, they blame the system or the sellers – but never themselves.

It's time to give up your excuses and get down to developing a streamlined planning process for your online profit generation. There are five easy ways you can fix this issue so that profits are planned, not hit or miss.

**First, choose a niche with sustainability.**

There are many marketers who will clue you in about some hot, trendy niche you want to jump on right now!

If you'll notice, those emails usually promote something that will generate cash for them.

So of course they're going to recommend the niche. But you want something that you can work in long-term.

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That means that not only is the market going to support this niche topic for the long haul, but you will feel excited about working in it day in, day out for months and years to come.

Ask yourself, *"Do I really see myself waking up and feeling excited about writing about this subject every day?"*

There might be a wonderful market for senior incontinence, with an abundance of keyword searches, and plenty of product to promote – but if you're a 30-year old male marketer, you end up dreading the decision to get in that niche if it doesn't affect your life personally.

Think about how happy the niche will make you.

If it's a horribly depressing topic, like abuse or depression itself, it might make you approach each day with trepidation. Or, you could be the type of person who will get great satisfaction out of leading others to a better life!

Spend some time, before you set up a business, looking at all of the possible niche opportunities. Do you want digital only, tangible only, or a mix of the two? Look at digital platforms and even print book stores to see if any topics jump out at you.

Research it to see how comfortable you feel educating yourself about the topic to pass information along to your audience. Would you be able to write extensively about it? Make videos? You never want to get into a niche based on profit potential only.

Next, you want to develop a monetization plan for your profits. You don't just hear about a niche, slap up a \$7 report and expect that to build a business. Sadly, this is what most newbies do.

Instead, carve out an entire plan for the profits. What potential is there? Let's take the weight loss niche, because that's broad enough and familiar enough for everyone to relate to.

***You want to look at several options:***

***\* Digital Content Sales***

For your own product development, you want to ask yourself if you feel good about being able to write about this topic. Even if you educate yourself first, is it easy enough to write about?

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If it's something like Forex, would you understand the ins and outs of conveying information?

Weight loss might be easy, but some topics (*financial and detailed medical*) might be more difficult.

Is there PLR (*private label rights*) readily available for this niche?

Many marketers get into a niche, realize they need help content-wise (*on a small budget*), and get frustrated to learn that there's not a lot of PLR available on the topic.

If you choose something like electroplating, then understand that not only are you going to not find PLR on it all of the time, but you're going to find it very difficult to unearth a ghostwriter with the ability to write about the subject matter with ease, too.

Look at how the sales of the topic are going.

Are they bestselling topics? Or scarce?

You want something abundant in conversions – don't worry about saturation – there's room for everyone, since consumers love to buy multiple products about a topic.

Look at yourself – chances are, this isn't the only "*online success*" book you've ever read, right? No – you look at various sources, pick whatever tips you enjoy from it, and leave the rest while you move on to another resource.

One of the worst pieces of advice marketers ever passed on to other entrepreneurs is to avoid "*saturated*" niches. Maybe they just didn't want any-more competition, but all you need to know is; the more the merrier – it means ample affiliate opportunities for you!

### \* *Digital Affiliate Commissions*

Speaking of affiliate cash, this is another factor you need to plan for. Don't pick a niche where you're out there solo. You want and need fellow entrepreneurs to develop digital products that you can promote.

Affiliate earnings count for a large portion of an online entrepreneur's income.

What kinds of commissions are people offering?

Are they reliable in paying out commissions?

Are there products on all the top platforms –

ClickBank, JVZoo, Amazon, and so on?

Whenever you want to promote something, go through a specific, streamlined process where you check off these tasks:

1. Review the sales copy to learn of what the product promises.
2. Buy it or contact the seller for a review copy.
3. Actively implement and review the product to pass on success or failure details to your readers.
4. Create a bonus for the product if possible to increase conversions.
5. Find out if there's a way for you to get early-bird promo access or any other perks, such as a bump in commissions (*for those with a large, successful list*).

You want to make sure the other digital sellers have the same values as you in terms of selling ethical, quality products. If they're scarce in number, then you may want to consider a different niche.

Next, take a look at the tangible product opportunities for you as an affiliate. In a niche like Internet Marketing, it's more difficult, but not impossible, to recommend tangible items.

There are things like microphones for podcasting, headphones, software programs – even home office equipment like desks and chairs. But a niche like weight loss offers a whole lot more profit potential, and you need to take time to map out your options.

Let's look at weight loss.

You have all sorts of things you can promote in a tangible manner. All you have to do is look at Amazon, and when you enter weight loss, you'll see items like:

- Supplements
- Exercise equipment
- Books and magazines

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- Grocery items

- Video sets...and more

Your goal is to create a file, such as an Excel file, and keep track of what you promote and how well it converted for your list. If your list loves getting emails about supplements, but doesn't convert whenever you email out about books, then you need to focus on what works – or find a different way to promote the books.

And guess what? There's tons of cross over potential, too.

Dieting and exercise, while it benefits the body, can take its toll on someone's mind – when you combine it with everything else going on in their lives.

So don't forget about any topic that might help – like stress relief, or even financial budgeting, since someone on a diet might need more money to purchase healthier (*more expensive*) quality foods.

If you want to become a really trusted authority figure, then order some of these products yourself and do reviews on them. Show them on video and talk about the pros and cons of them.

### \* Membership Sites

This is something that can work similar to how a digital eBook works – only you can get recurring payments to your PayPal account. The key here is to be actively involved in the site, to continually generate more content for your members so that it stays fresh, and to engage them on the site so that they feel they're part of a community.

The best way for you to plan profits for a niche membership site is to see how others do it. What do they offer? What can you do better? How much are people willing to pay, and what would they pay if you did more for them?

### \* Coaching Potential

Is the niche you're in ripe for coaching opportunities? Not all are, but many can be conducive to high ticket coaching income. People love hand holding, and if you can coach them in groups or one-on-one, you can charge a lot more than you'd be able to with an eBook.

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And there are definite perks to you as a niche marketer when you roll your sleeves up and start coaching. You get to pick the brains of your target audience. You get real insight on what makes them tick, what holds them back, and what solutions help them achieve their goals.

You're going to need to create a content development system.

No matter which niche you're in, content is and always will be, king. You need it in so many different areas, so you might as well commit to, and plan for a streamlined process.

First, look at where you're going to need content. Depending on your business model, these might be some of the areas you'll need content:

- Your blog
- Info products (*including eBook, sales copy, bonuses, and more*)
- Social networks (*Twitter is easy, but G+ and Facebook are more content-laden*)
- **An E-mail autoresponder system** (*including the opt in offer and emails*)

It doesn't look like a lot, but every one of those, except the opt in offer, is an on-going necessity. You can't put a few articles up on your blog and be done. You can't email out once or twice and consider it complete – and if you want more residual income, then you have to plan for more product development.

With these content needs comes the requirement to either write or outsource the information. Content isn't one size fits all – it comes in text, audio and video formats. Most people use text, and more people are getting the courage up to supplement their text with audio and video so that their readers have a multi media experience.

First, figure out if you have what it takes to write well. If so, start off your business developing your own voice and style by writing the content yourself. Make sure that whenever you write, you use your personality in your content.

This sets you apart and helps your readers build a connection to you. But what if you're really bad at writing? Then you have to set aside some start up money for your outsourcing efforts.

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Or, if you have some set of skills (*like graphic design*) that someone else doesn't have, you can see if they will barter – content in exchange for your expertise. This is hard to find, though not impossible.

**Make sure you don't cut corners with your outsourcing.**

It's better to have 10 really top quality pages than 20 shoddy ones that make people turn away from your site. Do what you can, when you have the money – invest a little at a time.

Even if you're having an eBook written, you can outline it and pay a ghostwriter for 5 pages at a time until you're able to get the entire eBook completed. This shouldn't be a rush job.

**Don't be afraid to try new ghostwriters.**

There are quality writers coming online every single day, needing their start – so you can often find a good deal just because someone doesn't have a stable client list yet.

Go to places like Warriors for Hire on the Warrior Forum, Elance.com and individual freelance writer sites to start looking at what you can afford in terms of quality and turnaround time.

**Level up with your residual income efforts.**

Some people never understand why they can't get ahead with their online marketing. If you look closely at their promotions, you find that all they do is promote sales as an affiliate or do services for other marketers.

Residual income means you do the work, set it up, and it pays off for you again and again over time. Continue creating evergreen products – not just fad or trend-based items.

If you're working as a service provider, then schedule yourself in as a client and create your own products.

Working for one time payment (*like getting paid to write an eBook*) won't allow you to relax in the future.

**Monthly promo planning is important.**

You need a calendar in place where you can track new launches and make it a point to join in. You have to find the right balance with your list in terms of how often they're willing to hear from you.

Some marketers mail rarely, others daily. Every audience is different, and responds to different stimuli when it comes to the messages you put out there. If you send value in every email, with personalization, it will fare better for you than someone who spams and sells hardcore each time.

When you look at a launch list like MunchEye, jot down who has what coming out and see if it's a good fit for your audience. If it is, ask for a review copy, get promo materials created, and make a bonus that complements the original product.

Affiliate planning like this helps keep you afloat while you're busy working on your own residual products. It adds a hefty sum to your bottom line that you wouldn't have if you simply relied on profits from your own product sales.

## **Further Your Education**

Not one marketer knows everything there is to know about online marketing. Not even the multi millionaires. One thing that sets successful people apart from those who fail is *their hunger to learn*.

They work on learning things they're not even actively doing – things they outsource. Because knowing all of the ins and outs of your business will allow you to quickly determine the fastest, best way to achieve a goal – and you can pass that information along to any freelancer you work with.

### ***Start developing tech task skills.***

This is a hard one for newbies. Some don't even know how to make a hyperlink online, and that's nothing to be ashamed of – unless you're resistant to the learning process.

Just about anything you could ever want to know about technical tasks in this business is taught free online. Whether it's making that hyperlink or installing a blog, uploading a zip file or getting a launch to go live – videos are all over the place, walking you through it step-by-step.

### ***Feel overwhelmed watching a video tutorial?***

Well, that's what the pause and rewind button is for.

Don't use the overwhelm excuse – just get busy learning and implementing, and don't worry if you flop once or twice – you'll get the hang of it!

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### ***Get a handle on your time management.***

Part of your education has to be knowing how to better manage your time. We're all guilty of messing this one up, but you have to practice better habits so that you get more done.

This is especially crucial if you're in the beginning stages of your success and bill collectors are breathing down your neck. You have no time to waste – and that means no Facebook scrolling, no game apps on your smart phone – just pure, dedication to your work.

There are tools you can use, such as egg timers, timer apps on your phone, and even sites that shut down your computer from all outside sites so you can't play around when it's time to work.

### ***But nothing beats self control.***

And if you're the type of person who will simply reboot a computer so you can play a game and get around a safeguard, then you need to master this concept so that you won't cheat yourself out of productivity.

Earlier, you learned about a book called Time Warrior. This has an individual lesson on each page, so you can flip to any page each day, get inspired, and keep on task. You also want to focus on your priorities.

### ***Why are you doing this?***

Is it to give your kids the best life you can offer them?

Is it because you're tired of living a tight financial life on your retirement income?

Is it because you have dreams of a luxury lifestyle and right now, it's not happening?

*Concentrate on the 'why' and it makes doing the 'what' a whole lot easier.*

Become knowledgeable about your niche. Not one good leader knows it all. Not one. They're constantly educating themselves for their audience. And you have to do that, too.

*If you're teaching about a niche topic, you need to do some things like this:*

### ***Buy books on your niche topic and read a variation of viewpoints.***

So in the weight loss niche, you might read about the benefits of raw foods one month, and the benefits of low carb the next!

***Watch videos of your competitors or leaders in your niche online.***

Find out how they inspire and educate, and learn tips you didn't even know yourself.

***Sign up to Google Alerts to stay on top of the niche news,*** or check in daily to see what kind of groundbreaking or fresh information you can share with your audience.

***Keep an eye on forums and blogs to see what concerns your audience has.***

When we say "*your audience*" we mean the niche audience, not just those following you in particular. If something has happened in the niche that panics them, you'll read about it and be able to address it to your audience.

Depending on your niche, you might be able to attend workshops or seminars or even join local meet up groups with others for your topic. These are always great ways to absorb information you can share later with your people.

***Practice your salesmanship skills.***

No one wants to land on a sales letter and find a lukewarm page that practically apologizes for asking you to buy something. Consumers like confidence – and they want you to feel comfortable getting them excited about your product.

Otherwise, they won't feel good about it and won't convert into a buyer or loyal follower. So how do you further your education in sales? There are several ways you can do this. Most importantly, be observant about what's working for others.

Visit sales pages in your niche and see what types of power words they're using. What colour scheme is most often used for the mini-sites? Pay attention to price points and length of copy, too. Make notes!

Secondly, you need to invest in courses and books that help you understand consumer mindsets.

Don't look to yourself for that – you'll lie to yourself, saying things like, "*I hate being sold to,*" and that won't help you craft copy that converts.

There are tools that have plug and play elements in them for sales copy. It's like a bare-bones theme where you fill in the blank. So the software might create a headline that says, "*Tired of Not [fill in the blank]?*" and you would then insert the thing people are trying to achieve, such as:

- Losing Weight Fast Enough
- Making Profits Off the Stock Market
- Being Able to Find Mr. Right

All of these types of tools are very cookie cutter, so you might want to tweak them for originality. For example, if the tool says "*Tired of Not \_\_\_\_\_?*" you would change that to something like "*Frustrated That You Can't \_\_\_\_\_?*"

It helps to have a framework to act as your springboard for ideas on where everything goes in the copy. You also want to split test different variations of your copy, so you can start seeing what your particular readers enjoy most.

## **Networking with Others**

If there's one skill you need to make time for, it's networking.

That saying, "*No man is an island*" has never been truer.

In any niche online, regardless of how many competitors you have, it's always best to work to support one another.

But you rarely want to just reach out to promote someone without getting to know them first – and let them get to know you. There's a way you can streamline your networking process so that implementation is easy and effective.

First, designate three tiers of competitors in your niche – the newbies, the moderately successful, and the super sellers. You want to start networking with all three – don't skip over the two lower level producers.

You'll have a harder time getting someone to network with you, the higher up on the ladder of success. For example, you might easily get a newcomer or a six figure marketer to partner up with you in a joint venture promo for

success in marketing, but getting a well known name like Tony Robbins might be a bit harder for you to secure.

***Don't let that stop you, though.***

You can begin cultivating relationships with better-known marketers who have a larger following, and as your own success soars, those relationships will be cemented by the time you're nearing the same level, positioning you for some wonderful opportunities.

Don't forget about befriending marketers whose niches complement your own. So if you're planning to be a diet expert, make sure you start networking with exercise marketers, stress relief marketers, and more.

This will work in your favour because you can bring them in to your fold, such as conducting an interview for your readers, and they may want to do the same – make you the in-house diet expert to help guide their exercise clients.

Look online in affiliate platforms to see who is out there branding themselves in similar niches. Also go through Amazon Kindle and other digital book platforms to see which independent marketers are selling info products in the niche.

Most of the time they'll be branding their website links along with the content, so you'll be able to reach out, compliment their efforts, and propose a cross promotion or invite them to get in front of your audience.

***In most cases, it's best if you tone down the requests initially.***

Just look for ways to interact. Share insight, thank them for their advice that they release publicly, and let them know you've bought and enjoyed their content.

It's also great if the marketer is transparent with some of their personal life, too. If you see things you have in common, or find the opportunity to comment, do it. So for example, if you both own great-danes, mention that – swap pictures whenever they post one of their pet, etc.

What often happens with this kind of networking is that true, trustworthy friends are built, and that's where genuine promotions occur – assuming both of you have quality content and similar goals and ethics.

***Make sure you target super affiliates in your niche.***

There are some people who don't produce things, but promote instead. You want these super affiliates supporting you whenever you have a launch.

How do you find super affiliates? On leader-boards, of course. Look at the top affiliate boards for a certain launch if there's a contest involved. There, you'll see who is out performing others.

So for example, look in JVZoo and go through the launch lists where someone is holding a contest. See who is leading those contests and you might be able to pinpoint who is a super affiliate.

Then go connect with them online – on Facebook, Twitter, Google Plus, and their blog. Sign up to their list and become a follower of them who interacts and engages with them the same way you would other product creators.

When the time comes, you can present them with the opportunity to promote your product, offering increased commissions, early-bird promotion access, special bonuses for their list, and of course, review access!

You can also get on the lists of people with sites or blogs in that niche and see what they promote. If it seems like people are responding well to the offers (the blog posts, or comments in their forums, if they run one), then it's safe to say they might be someone you want to get to know.

***Serve the audience you build freely.***

The best way to get followers is to show up and serve.

That means giving away some of your advice free.

And by free, that means not charging for it at all.

That doesn't mean giving away a little sneak peek and then making people pay for the remaining information. Before you build a business, you want to make a list of topics you plan to sell and those you plan to discuss freely.

***Now of course your blog and social media content will be free.***

But you can also develop reports and full eBooks or courses that you give away freely – kind of like an opt in report, only for this, people don't even have to opt in.

If you recall, one of the most successful free courses ever launched in the Internet Marketing niche was Bum Marketing by Travis Sago. It was a brilliant

branding maneuver because he created a course that people would have gladly paid for – only they didn't have to.

***Bum Marketing was (and still is) free.*** Travis set this up as a lead generating magnet. He even paid to advertise it. But it costs members who signed up nothing more than their email address where they could receive lessons.

This is a great strategy for you to use because then you build a list of thankful, loyal subscribers – and you can bet that when the time comes for you to recommend something to them that they will have to pay for, your conversion numbers will be out of this world!

Secure your expert Interviews when you're starting the networking process. People love to be interviewed by others. It gives them increased exposure and helps them build their business.

What it does for you is allows your readers to see you going out there and getting valuable information to bring back to them. They love it when you bring someone to them who might have new or different insight.

But how do you go about getting someone to say yes to an interview – and how is that interview conducted? You'll find the people the same way you did when looking for digital product creators or super affiliates.

Another thing you want to do is ask your readers who else they follow, or look for mentions whenever you discuss the niche as a whole. Sometimes, they'll tell you they love one of your competitors.

It doesn't mean they don't love you, too – but it does mean this would be the perfect opportunity for you to contact that other person and ask for an interview so that they can showcase their knowledge to your list.

### ***How is an interview conducted?***

Part of it depends on what you're comfortable with, but other parts rely on the information you get back from the other person.

They may have a schedule that makes live interviews impossible.

## **You can conduct an interview...**

- Using a live webinar approach
- By doing an audio podcast
- On a video that you produce together using Camtasia or similar where both of you are seen on the screen
- Through a blog post in text format, secured through a list of questions you present to them that they then answer and return to you

There are many ways you can do things – in fact, some even travel to meet up with each other and record an in person interview – nothing's off limits except what you and the interviewee decide.

Even though you may be shy or feel like you don't have enough experience right now in your niche, don't let that stop you from networking your way to success. You need these people to achieve substantial income, and every single one of them has been in your shoes before – so that makes it a bit easier.

## **Working Toward Completion**

A lot of marketers like to blame their short attention span as the reason they never follow through with a project to completion.

*They've even given it a fancy term – shiny new object syndrome.*

But this is not a valid reason for you to begin a project and abandon it halfway through. The fact is, your fear is getting in the way of your success. You might label it boredom or failure, but it's really fear.

If you get halfway through something and abandon it, you won't know whether or not it could have succeeded for you. But one thing is for sure – if you abandon it now, you'll never have to see whether or not you'd fail at it.

***Completion is imperative in everything you start online.***

And that doesn't mean start a project and then abandon it with plans to come back six months to a year later.

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*You need to follow through with each and every one in a consistent manner.*

How do you start completing things – especially if you've already adopted the label of shiny new object sufferer?

*There are a few things you can do to combat this dreaded mindset.*

***First, map out your product launch on a timetable.***

Too many newbies start thinking about the launch of an eBook, but never plan milestones and dates – so if they feel like leaving it and walking away, they do it – without repercussions.

You want to know things like when the eBook will be complete, along with all other elements – the bonus report, sales copy, graphics, and so on.

*Plan to push yourself, but not make your deadlines impossible.*

You want to give your affiliates and JV partners enough time to create a bonus for your product, as well as review the completed product for their readers. They may even want time to implement it, so they can talk about their success with your advice.

One thing that can help you follow through to completion is to put yourself on the line and announce your upcoming launch to secure your JV partners and affiliates. You never want to launch and then tell people after the fact that it's available to promote.

This sometimes happens, but if you want more success, it's best to give others time to plan. You want to create a JV page that you can send people to, and it should include the following elements:

- Brief explanation of what the product is
- Details of what's included (chapter titles, etc.)
- Price points
- Launch date
- Duration of the launch (end date)
- Commission structure for average affiliates  
*(keep commission bumps private so others don't get envious)*

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- Swipe emails
- Bonus ideas
- Sign Up page for links

You also may want to put an opt in form on the page for them to get announcements about the upcoming launch. This gives you a way to cater to them before, during and after the sale.

Set some rules for yourself when you struggle with completing your projects. That may mean a system of rewards for getting items on your to do list crossed off. For example, no logging into Facebook or watching your favourite show until you get your tasks done for the day.

If you're a perfectionist, then may you have to set a rule that no changes are allowed until the entire project is complete. That way, you don't sit there editing your eBook for days or weeks, causing you to work at a snail's pace.

***When time permits, always add extra value.***

Completion, as you get good at it, will come sooner and sooner for you, leaving you extra time between the day you say, "I'm finished!" and the day that you launch.

If you end up with an extra few days or weeks until your launch, have a list of added perks you might have time to develop. These are great to use as bonuses your joint venture partners can give away, or as unexpected gifts your buyers will find when they unzip their files.

This is what's known as over delivering, and it will help you build relationships quickly and easily. Once you have the funding, you might be able to outsource some of these perks that go in your product launch, freeing you to work on your next residual income item.

## Positioning Yourself in Your Niche

Now comes the time when you take control of how you want to be known in your niche. This is way more than branding. Most people leave this to chance, and what they don't know is that it's all part of your streamlined success.

You can get where you want to be financially much faster if you simply work on positioning opportunities. So let's cover four ways you can get the branding, the following, and the profits that follow.

### ***First, figure out what you can do better than your competitors.***

This is something that's a necessity if you want to be competitive. It requires you to literally become a follower of those very people you're competing against.

### ***You want to be on their list to see how they communicate.***

Do they rarely keep in touch with their audience?  
Or do they slam them with daily, sometimes multiple times a day, offers?  
You could find a nice balance that attracts their audience over to you.

### ***What about their mini-sites and Kindle products?***

Can you tell it's an obvious do it yourself graphics job?  
Could you pretty much ensure you could have better looking products if you simply outsourced it to a reasonably priced professional?

### ***Is their writing top quality?***

Or is it filled with typos, spelling and grammar errors?  
What about fluff and filler – is it jam packed with it, where your eBook would be viewed as highly valuable when you compare the two?

### ***Do they blog consistently, post on social networking sites all the time?***

Do they interact with their audience whenever people comment, or ignore them like they didn't know they exist?

All of these kinds of things – including obvious factors like releasing products that are timely and fresh, compared to your competitors, will position you as the go to person in your niche.

***You want to brand yourself as the best.***

This is uncomfortable for many, but if you don't snag that title, someone else will. Don't be afraid to label yourself as the dominate marketer in your niche.

***If you are afraid, ask yourself why!***

It may be that you know you're not living up to your utmost potential as a leader, and once you begin really working toward greatness, you feel comfortable adopting the title of "best" marketer in your niche.

***You hear this in marketing all the time – you just glaze over it.***

There's a "best" ice cream, the "best" hosting provider – everyone else is willing to tell others about how great they are, so you can't be shy about doing the same.

***Dominate the conversation online.***

One thing you never want to happen is to have all of your competitors actively engaged in conversations with your audience, while you simply sit on the sidelines, quiet.

If you want financial success as an online market, then you have to be active and engaged. This can be as simple as posting a quote and a question on your Facebook fan page.

***So for instance, you might be in the health niche.***

You can create a quote poster that says, *"Every time you eat or drink, you're either feeding disease or fighting it"* by Heather Morgan.

Then add some of your own commentary – it doesn't have to be much. Ask your readers a question at the end, and get the conversation started on your blog, Facebook Fan page, or Twitter stream.

If someone else that you're following as a competitor writes something, jump in and participate on their posts, too. If you provide good insight, people will see that and want to check you out as a potential source to learn from.

Obviously, you don't want to be blunt and unprofessional and say something like, *"I have better information on healthy eating on my Fan Page at this link..."* Because that won't win you any fans.

### ***Keeping an ear to the ground for niche trends.***

You might be in an evergreen niche, but that doesn't mean there aren't trends and fads you can discuss. For example, the dating niche is pretty evergreen – there will always be men and women trying to find their soulmate.

So if you looked up dating on Google, and then started digging in, you might discover that instead of speed dating, pheromone dating is gaining in popularity. That's where everyone brings a cotton shirt they've slept in for 3 nights to a party in a Ziploc bag.

The shirts are assigned a number, and then matches are made based on who liked which scents. So on your Facebook page or blog, you might post an image of a cotton t-shirt and talk about it.

At the end of the post, ask the question,

*"Do you find yourself attracted to a person's scent? Have you ever attended a pheromone party – or would you, if invited?"*

This gets the ball rolling and people will want to participate in the conversation.

### ***So-called streamlined success is achievable.***

It's not just a fancy catch-word that makes people think there's some magic system.

It involves planning and preparing, as well as following through.

Once you can chip away at it little by little, you'll realize that before you know it, you've climbed to the top of the ladder of success!



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**JOIN NOW!** Over \$1,000,000 In Affiliate Commissions Paid Out!

The advertisement features a woman with long dark hair, smiling and holding several stacks of US dollar bills. The background is a blue gradient with diagonal lines. The text is in white and yellow, with 'You' in yellow. A green button with a white arrow points to the right.

**OK .... That's it Folks**, I hope you got some great value from this short E-book.

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