



Millionaire Mindset

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Free IM Training Course



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Congratulations! You have just uncovered what may be the most important report you ever read. I promise you that if you take action and utilize the secrets in this manual that you WILL not only rule internet marketing with an iron fist but you will essentially lay the smack down on all your competition. I'm not talking games here. I'm talking about putting the internets in a chokehold so tight that even a grizzly bear would scream 'uncle'.

Why? Because if you're going to do it, do it big. If you're going to fight - fight for everything. It's a war zone out there and only the strong survive. So saddle up Davey Crockett, cuz if you expect to make it out in these here streets alive than you better come prepared!

Who am I? I'm your new guide and compadre - you can call me Jarrett Stevenson (aka Ghost).. and I'm not even going to ramble on about how I was president of the chess club or voted most likely to be a rich snob (actually, come to think of it, I'm pretty sure I was voted most likely to be a slacker, haha, but that's a different story). No, I will leave the self-love fest to the 'gurus'. I'm not here to talk about myself; I am here for one thing and one thing alone.. -

To help you succeed and make tens of thousands of dollars in internet marketing this year. Why would I do such a thing? It's simple. I understand that in the United States as well as internationally we are all facing some hard times. Families, friends, and loved ones are losing their houses, losing their jobs, and their bills keep piling in. Things seem hopeless and the horizon doesn't look much brighter. Every avenue you turn to just leads to more stress and more disappointment.

Believe me, I feel your pain. There is nothing that hurts me more than to see other people struggle. It wasn't too long ago that I was right there in your same shoes. I was scraping for change roaming the streets of Sacramento. Before that, I had given up everything for music, only to get what 'little' I had left to my name stolen from me (my car, my computers, my pictures, my life - everything taken.)

But nobody could steal my most valuable asset; my drive... and that in itself is

priceless.. and it wasn't until that very moment until I truly understood what was important to me in my life - helping other people – that to me, is true success.

For me, true success is in helping other people achieve their own. So, if this report helps you in any way, then I am truly successful! (and if so, PLEASE send me an email or drop me a line I would love to hear about it!)

All right on to business!
First order of business.

I'm not here to give you hype, give you fluff, or give you filler. I'm going to give it to you straight.

The MOST IMPORTANT THING YOU CAN EVER DO IN YOUR INTERNET MARKETING CAREER IS CHANGE YOUR THINKING!!!!

If you didn't notice the horrible all-cap sentence above.. let me spell it out for you again.

It's who you are on the inside more than anything else that determines your success.

“If you want to accomplish something different than anything you've ever accomplished, you must become someone different than you've ever become before” – Les Brown.

That is the biggest secret to success, period. That alone is what has caused some men to rise to the top of the game and others to come crashing down; mindset. That is why some folks drive jaguars and others drive pintos – mindset.

Your mindset is what **WILL** determine how successful you will be. It's that simple. If you want to make millions of dollars starting today, then you need to change your thinking right now. This is the most important element to success and if I left this out then I would be setting you up for failure.

If you've spent any time in internet marketing, then chances are you've already bought into the toxic lie.. It's the same lie that these internet marketing clowns push when they sell you their trash info product. Ya know, the one that tells you “the reason why you aren't successful and making a boatload of money right now is because you don't have this latest tool... or because you haven't

uncovered that special loophole.”

Then you say to yourself, “Gee whiz! I don’t have a secret magic spell book and voodoo dolls that these internet marketing goons are keeping from me – and that’s why I am unsuccessful”

I’m sorry to break it to you, but that’s BS and it’s a downright LIE. You aren’t successful because you don’t have their mindset - bottom line. There are no secret magic tools that are going to make you instantly wealthy.. But wait!! It’s not to say that some secret tactics won’t line your pockets with a few extra gold shillings – because, believe me, they can.

But if you want to experience **TRUE SUCCESS** in your life, then ditch the excuses.

The common thread that connects ALL PEOPLE that are successful comes down to the SAME BASIC STRATEGIES. The sooner you understand that; the sooner the web belongs to you.

What principles am I talking about? None other than the same basic core principles that made Warren Buffet a multi-billionaire. They are the same principles that made Bill Gates a tycoon. They are the same principles that made Michael Jordan a legend. They are the same principles that built an internet empire for Frank Kern, John Reese, Mike Fillisaime, and [insert famous person here.]

I know I know, you are probably telling yourself right now... “Ok hotshot.. If that were true then why do these grease monkeys keep peddling the same old smut and why haven’t I ever heard that all the tools in the world are USELESS if you don’t have the right mindset?”

Aha, glad you asked! It’s really simple actually, and chances are you already know the answer (whether you want to admit it or not.)

The reason why nobody has given you the REAL secret to success is because it’s not sexy. Core principles aren’t glamorous. There’s no money in it.

Honestly now, how many times do ya think they could repackage a book that

said “dream big, create a plan, and then just DO IT!” Could you charge \$1500 for it? Would people keep buying it? You tell me.

It's the same exact reason why there aren't more cures to diseases – there's no money in the cure! Pharmaceuticals are a trillion dollar industry. If they actually did come out with a pill that permanently cured your problems, how much business would they get? What would happen to their stocks? I'm sure you see where I'm going with this. It's NO DIFFERENT.

It's a sad, cruel, vicious cycle people, but it's not entirely these grease monkey's fault! We must accept some level of responsibility as we are the ones who fall into the same dirty trap time and time again. We are the ones that buy into the lie that some magic pill is going to lose all of our weight for us - when we know damn well it's a fraud. If you want to lose weight – say goodbye to the cheesy puffs and get of your ass and take action!

Trust me. It'll work :)

All the tools, techniques, and secrets are USELESS to you if you do not have the right mindset. That is the very reason why I am going to spend alot of time on it. Trying to run a successful campaign without the right mindset is like trying to build a house without blueprints.

Sure you might have some bad ass tools at your disposal, but if you don't really understand the big picture.. How useful are they to you?

Look, you need to understand this: no advice on success works unless you do!

I recently came across a quote that absolutely left me stunned. It blew my mind and was coincidentally written by one of the greatest men of all time. It reads...

“Failure is really a matter of conceit. People don't work hard because, in their conceit, they imagine they'll succeed without ever making an effort. Most people believe that they'll wake up some day and find themselves rich. Actually, they've got it half right, because eventually they do wake up.”

-Thomas Edison

I want you to think about that long and hard. Does this ring true for you? Are you

nodding your head or shaking your head? (do it again! I can't see ya). If this speaks to you at all, as it did for me, then congrats, you just discovered what one of your biggest setbacks is! The good news is - you can change it! And I'm going to show you how.

If you think, act, and do as successful people do, you WILL get the same results.

Quick question; **are you?**

Are you thinking, acting, doing, and living as successful people do?

Or are you wishing, waiting, hoping, and not taking action? Only you can answer that question – and be honest with yourself (by the way, there's no life-lines or phone a friend here.)

So what are the qualities of successful people?

1. DREAM BIG!

Successful people **DREAM BIG**. They dream without limits or boundaries. Remember, no dreamer is ever too small and no dream is ever too big. If you want experience success like you never thought possible – start dreaming today!

Walt Disney was one of the biggest dreamers of all time. You know how many people probably told him he was off his rocker and was dreaming too big? Lots! But look at the world he created. Look at the impact he left.

Christopher Columbus, Galileo, Thomas Jefferson, Abraham Lincoln, and Martin Luther King – who were they? Dreamers!

If you want unimaginable success then you **MUST** recapture your dreams.

If you could have anything, what would you want? If you could go anywhere, where would you go? Remember, **NO LIMITS!** Don't even tell yourself for one second that you need to tone it down.. Limits are for mediocre people - not you.

Ok, so you want a mansion - how many square feet is it? Does it have a fountain out front? What kind of counter tops? How many bathrooms? Do you have a firestone bbq in the back?

Maybe you want a lambo – what year is it? Is it yellow or is it black? Does it

have leather seats or fur seats? Believe me - you need to know every single last detail!

Visualize it! Write it down. (I don't see you writing yet!)

I know I know, It might seem ludicrous... but I promise you that this will be one of the **most important things you ever do in your life**. Why? Because..

YOU CAN'T HIT A TARGET YOU CAN'T SEE. You can't get what you want until you know what you want. The more details you think about, the closer you are to getting them. It's that simple. So write it down – every last detail!

Next, picture yourself already having it. Picture yourself on the sands of the Caribbean, drinking margaritas and listening to 'Margarittaville' (thanks Winkerbean!) You are there with your family, you are debt free, you have achieved financial security, and you don't have a care in the world.

Or picture yourself eating corn flakes in your elmo pajamas as you enjoy the view from your million dollar suite in the Hamptons. Find your 'dream', whatever it is.

Now, ask yourself this; what did it take to get there? Picture yourself looking back in retrospect from that moment. What steps did you have to take to get to that level? What obstacles did you overcome? What were the rites of passage?

This is one of the most powerful things you can do - as your subconscious will go to work and create the steps you need to take to get there. It will lay out the roadmap for you.

Let me make this clear. If you can't visualize it, then you can't have it. If you can't picture it, then you will fail – simple as that.

The same holds true in any area of life. For example; skiing is one of my passions and I used to compete a lot in slopestyle competitions (ya know, the ones where you hit big jumps, throw crazy flips, and hope you don't land on your head). Do you know what the single biggest secret to doing any of those tricks is?

It's VISUALIZING IT!

Before you hit a jump you **HAVE** to picture it in your head 100% - from start to finish; every last detail. You have to see yourself doing it! You have to visualize yourself coming into the jump, popping off the lip, dropping your shoulder, throwing your body around, and landing back on your feet unscathed.

I promise you this, if you approach that jump and can not visualize from start to finish how you will do that trick, you are a dead man. **YOU WILL CRASH.** There's no doubt about it.

The same applies with life and with internet marketing. If you tell yourself that you will fail then you already have and there is **NO POSSIBLE WAY** that you will succeed. If you tell yourself that your campaign is going to tank it will.

But if you tell yourself that you will succeed and you can visualize it... then I assure you, you will! People have no idea how powerful the subconscious mind is. Whatever you feed it, it turns into a reality. If you tell it that you feel sick, sure enough, you will start to feel sick. If you tell it that today is going to be a horrible day, sure enough, you will have a bad day and inadvertently attract every negative element imaginable.

So, if you tell yourself that you **can't**; you're right, you can't... And your subconscious mind will make sure of that for you. But if you instead tell yourself that you will make a million dollars and truly start to visualize it, your subconscious will turn that into a reality for you.

I hope you are seeing the power in this!!!

Ok, by now you should have a list of goals, dreams, and steps to reach your success. Next what you do is **PRIORITIZE IT!**

How do you prioritize it? Well, what excites you? What on that list makes you jump for joy just thinking about it? That's what you need to get started on first!

Which leads me right into my next point.

2. Do what you love doing!

Only when you are doing what you love doing will you have the energy, passion, strength, and endurance to overcome the obstacles that you are going to face.

Believe me, you are going to face obstacles. That's a given. There's no escaping it. There will be roadblocks. You are going to get slapped in the face and dropped in the mud. If you got thunder like Zeuss himself, someone will steal it from you. If you have blue skies and sunshine, someone will rain on your parade. That's life.

But If you aren't doing what you love doing, you will NOT have the ambition that it takes to overcome it and push through. If you are doing what you love doing, overcoming it is a piece of cake.

So please, before going further, decide on what you love doing!

You don't start out with a way to make money, you start out with something that you love! And then you find out how to make money doing it.

If you can't tell yet, I love helping people and am very passionate about internet marketing. That's why I'm writing this for you, it enables me to do both!

If you aren't doing what you love doing, then that means you have a job. You are trading your love and your happiness for a measly pay check – all so someone else gets the opportunity to do what they love doing. Is that really how you want to spend your life?

"Success is waking up in the morning, whoever you are, wherever you are, however old or young, and bounding out of bed because there's something out there that you love to do, that you believe in, that you're good at - something that's bigger than you are, and you can hardly wait to get at it again today" - Whit Hobbs.

3. Commit to Being 3133t (aka as being in the top 10%)

Why? Why not just settle for top 50%? Or top 46?

Simple, Sherlock! Because the top 10% get everything! They get all the money, they get all the fame, they get all the bling, they get all the chardonnay, and besides, they have the best parties!

(Although some may argue. I once partied with a bunch of bums and that was off the hook lol)

Listen, the key to success is being really good at what you want to do. Discover what you love doing, find your unique talents and abilities and take them to the next level!

And please, don't come to me saying "but Ghooooost, I don't have any abilities. I am a n00b. I am good at nothing."

Let me ask you this. Can you write? Do you like writing articles? Maybe you enjoy talking on the phone, writing blogs, drafting ppc campaigns, developing websites, designing graphics, or making videos. It doesn't matter how terrible you are at it now. If it's something you enjoy doing, I promise you that you can be one of the best at it.

The only that that separates you from the top 5% is you haven't decided to be excellent in your field yet.

Yep. You heard me right. Do you think Michael Jordan became a legendary basketball player because he had some unique gift or special talent? What if I told you that he didn't. Michael Jordan was no different than you and me. In fact, Michael Jordan didn't even make his high school team!

"It was embarrassing not making that team," said the owner of two Olympic gold medals. "They posted the roster and it was there for a long, long time without my name on it. I remember being really mad, too..." Instead of pouting or making excuses over failure, Jordan uses it to spur him to greater achievement. For that alone youngsters should want to "Be Like Mike." Jordan made himself into a megastar. His burning desire to win, his utter refusal to quit, his desire to carry his team to the mountaintop made him a legend in his time.

"Whenever I was working out and got tired and figured I ought to stop, I'd close my eyes and see that list in the locker room without my name on it," Jordan said, "and that usually got me going again."

<http://espn.go.com/sportscentury/features/00016048.html>

- **By Larry Schwartz**

So what really separates the 'average Joe' from a 7 figure earner? Joe hasn't decided he wants to be a 7 figure earner yet, and he hasn't resolved to pay any price to be in the top 10%. That's the secret. You need that burning desire like Jordan had.

Again, develop your unique talents and abilities. Don't try to be something you're not. Be YOU. Find your 'niche', whatever it may be... and commit to being one of the best at it -whatever the cost.

Still not sure what your unique 'niche' may be? Well ask yourself this; what areas have already brought you success? What is something in your life that you've done well at?

(don't just think in terms of IM) What's something that excites you? That's the ticket!

Accept 100% Responsibility

The buck stops here. No more playing the blame game. Accept responsibility for where you are at and the mistakes you've made. Let go, and move on.

Develop A Clear Plan

You may have heard the 80/20 rule before. Well, it states that 80% of your rewards come from 20% of your effort. This also means that you should be spending 80% of your time on the 20% that's making you all the money! When you don't have a clear plan, what ends up happening is you spend 80% - 95% of your time on things that don't matter. Don't get caught up in it! Focus. Focus Focus! A clear plan will do just that for you.

Determine The Price You're Willing To Pay

Anything worth getting, came with sacrifice. This means that, to gain anything you have to be willing to LOSE EVERYTHING.

This is an issue of epic proportions and may be the very thing that has caused you to fail in the past. When it comes down to it, life is all or nothing. There is no in between.

If you aren't willing to give up everything.. Ask yourself why?

Can't figure it out – I'll tell you - actually, better yet, I'll show you.

Take a minute and play this game.

http://www.predictablyirrational.com/?page_id=117

The results will smack you in the face, and should be a moment of truth for you.

Done playing?

Let me guess, you clicked on all the different doors didn't you? You were afraid to lose out on your options, so you tried to keep them all available. Guess what? Because of that, you were terribly ineffective. In the game of life, you just lost.

And this game is a PERFECT depiction of internet marketing and why most internet marketers FAIL. They jump from door to door; opportunity to opportunity. They do a little bit of this, a little bit of that, etc. All the while, they are wasting time, causing stress, and pissing their future away. They write 2 blogs and then ditch it and go write some articles. Woops! No success with that, let's try PPC. Ah hell! That didn't work. Lost \$100. PPC must be a SCAM! Let's try something else.

Sounds pretty ridiculous don't it? Yet why is it that that's exactly what the majority of blokes are doing day in and day out. It's like they are an ADD kid on a pogo stick - jumping from one thing to the next or even a fat kid in a candy store.

Riddle me this, Batman. What would have happened if you just picked one path and stayed on it? I'll tell you what would've happened! You'd be up to your ears swimming in green stacks like Scrooge McDuck right now – that's what would've happened! If you focus on one thing and one thing alone, you will become the best at it. You will master it, and you will just keep getting better!.

That little flash game represents this. Had you stayed focused, picked one path, and milked that son of a gun for every last drop, you would've made a TON more. (go back and try it again, you'll see ☐)

The moral of the story is: don't get sidetracked by everything else out there! Stay focused. Keep on truckin' and don't let the man get you down!

TAKE ACTION & PUSH CRAP!

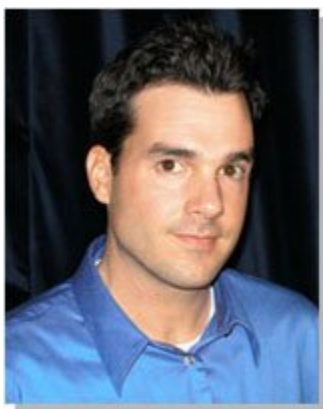
"A year from now you may wish you had started today"

Karen Lamb

I am going to share with you something that literally changed my life. My good friend Chris shared this with me and it is quite possibly one of the most important articles I have ever read – to date.

How *Crap* Can Dramatically Boost Your Profits!

By John Reese of MarketingSecrets.com



You're about to discover something that I honestly believe can CHANGE YOUR LIFE.

This is a concept that drives my marketing. This concept continues to make me a small fortune. Today I want to share this concept with you.

"Crap can make you rich."

Don't laugh. Let me explain.

The beautiful thing about marketing online is that we can achieve RESULTS for anything LIGHTNING FAST.

We can put up some Google AdWords, drive some traffic, and start getting results in a matter of MINUTES.

I can essentially write a sales letter, include an opt-in form, and create a little info product to sell, all in less than ONE HOUR and have it getting results.

Okay, so the product may completely STINK. i.e. it's CRAP. The sales letter may be nothing but CRAP too. And even if someone DOES order, they'll be getting that product which is CRAP and most likely will request a refund. Heck, after all, I only spent an hour on the entire thing.

But none of that matters. The GOLD is not in the crap itself, the gold is in the RESULTS.

Everything in marketing has a "Cause and Effect" -- everything.

If you put up the WORST CRAP EVER right now on a web site, something WILL happen. And those results are what eventually drives a few hundred dollars a month in profit, and eventually produces several thousand dollars a month, and can eventually create a small fortune.

Okay, so maybe your conversion rate will initially be 1 out of 1,000. That's okay. With enough data that 1 out of 1,000 will become a solid average and that site

will CONSISTENTLY produce 1 sale out of 1,000 visitors.

Hey, welcome to a CRAP conversion rate. :-)

Hehe, but seriously...

The point is this. There is tremendous value in a 1 out of 1,000 visitor conversion rate -- no matter what the price of the product is. No matter what the offer is. Why? Because it's GUARANTEED that you can IMPROVE upon it. You can make it better. You CAN get MORE people to buy.

All you have to do is improve your marketing. Test small changes. Try a few little tweaks. Improve it little by little.

Get better and better RESULTS.

Here is something I want you to engrave deep into your brain...

You will NEVER, that's right, NEVER, launch a site or any marketing that will be even 10% of "perfect". You're never going to launch a site that starts pulling a 10% conversion ratio, let alone 100%.

(And before you email me and tell me that a site you launched pulled a 10%+ conversion rate, I'm not talking about the results of a strong endorsement someone did for you. I'm talking about an AVERAGE conversion rate from ALL the traffic sources you point at your site.)

So why are you spending SO MUCH TIME to get that latest project launched? What the heck are you waiting for?

Know this... everyday that goes by without you launching your latest project is a day that you could be using to test and IMPROVE upon what that project produces.

Yes, that means make you more money.

Your project will never be perfect. You could have always made it better. You could have always done this or done that.

WRITE THIS DOWN...

"The biggest piece of crap ever created and launched online makes more money than an almost-perfect project that was never launched."

Is my point getting through to you?

The biggest mistake we entrepreneurs make is trying to make our little projects PERFECT before we are willing to launch them and see what they will do.

This can be the "kiss of death" for our businesses. Because until we launch projects we don't get any RESULTS.

What you need to realize is that RESULTS are the biggest ASSET to your online business. Even the CRAPPY RESULTS.

Because the results are what tells us what is working and what isn't. And believe me, I've probably made MORE MONEY from the results I discovered about things that weren't working, so don't just think it's all about what works.

So learn to produce projects on an ACCELERATED launch schedule. Just get the sucker to the quickest version that will allow you to launch it and start getting ANY results at all. Then spend your time IMPROVING on the results.

Let's face it. Many of our projects FLOP. It just happens. People just won't buy enough of something to make it profitable. So we must move on and work on another project. Get it out there and see if that one starts making money. Repeating the process again and again.

But think about what I just said and realize something. If you KNOW the reality that many of your projects will fail, why the heck are you taking so long to find out?

It's probably the same reason *I've* often delayed things... FEAR.

I'm AFRAID to see my "baby", my special project, fail. But since we've already come to realize that the reality of business is that some projects WILL FAIL, we just need to GET OVER IT.

Put that CRAP together and launch it! Unpolished. Unperfected. Ugly. Yes, I say let the crap fly! (no, not that crap.)

So get your projects launched absolutely, without a doubt, as quickly as possible. Get SOME results. Any results. THEN work on improving whatever those results are to increase your profits.

If you are planning on doing JVs with people for your new product, or rolling out an affiliate program for it, the "JOHN REESE CRAP METHOD" (as I will call it) still definitely works.

Here's how you use it...

You put together your web site and product as quickly as possible. Go jump on Google and buy some AdWords traffic to point at the site. Start tracking the results -- no matter what they are. Make changes and TEST them. Continuously work to improve the results of the site.

When you're able to get the site to a satisfactory conversion level, then and only then proceed with putting together JV deals and really rolling out the product.

You know, the biggest kiss of death for an online marketer can be to launch a product with JV partners WITHOUT having first tested and improved a site's

conversion. Do you think your JV partners are going to promote your next project if the initial one completely FLOPS and doesn't make them any money? Absolutely not.

SO USE THE "JOHN REESE CRAP METHOD" AND PROFIT!

1. Create and launch crap. 2. Test that crap. 3. Improve that crap. 4. Make money with crap that eventually becomes non-crap.

Seriously. Don't laugh. This process works. Again and again. It has made me rich.

Learn it. Live it. Love it. Let crap make YOU rich.

John Reese is an Internet Marketing pioneer that has been actively marketing online since 1990. John has sold millions of dollars worth of products and services online and his network of Web Sites have received over 1.4 BILLION Web Site visitors since their inception. You can learn more about John, his home study courses, and subscribe to his free ezine by visiting:

<http://www.marketingsecrets.com>

Failure Is Not An Option

Never surrender! This is Sparta!

In 1519 Hernando Cortez singlehandedly took down the Aztec empire. The dude was nuts. He came to their land with a whopping 500 men and somehow came out victorious. You know how he did it? He burned all his own ships. He explained this was to focus his troops on moving forward. It was either kill or be killed. Retreat was no longer an option.

That guy understood that failure was not an option, and because of that gem,

Hernando annihilated the competition... You need to be like Hernando! (well, not entirely like him. He later ended up massacring thousands of unarmed members of nobility which is not very cool, but you get the idea)

Never Stop The Hustle

Dedicate yourself to constant learning. Never stop upping the ante! Push it to the limit! Be the best! Take it to the next level! Learn. Apply. Learn Faster! Apply Faster!

Every day that you aren't moving forward, your competition is. The internet is a highway, baby, and it's going to move with or without you. Want all the monies? Then stay ahead of the pack! You know what happens when you pull into the slow lane (even if it's just for a second?). Every single other person on the road zooms right by you! Yes, even the old grandma in the astro minivan is jetting past you now. Watch as she points and laughs. And as if that wasn't a big enough kidney shot for you.. think about this; do you know what people in the slow lane really are?

Any takers? They are SITTING DUCKS! Open targets! That means every single person that you ticked off earlier is coming from you. It's hunting season, and they want blood.

Don't even give them the opportunity to knock you back down. If you stay focused, stay driven, and keep the pedal to the medal.. Nobody will be able to hold you down. Never stop the hustle!

Congratulations! If you've read up to this point then that means you now have in your possession the keys to your future. You can bend spoons with your mind and create your own reality.

Onward to the next section!