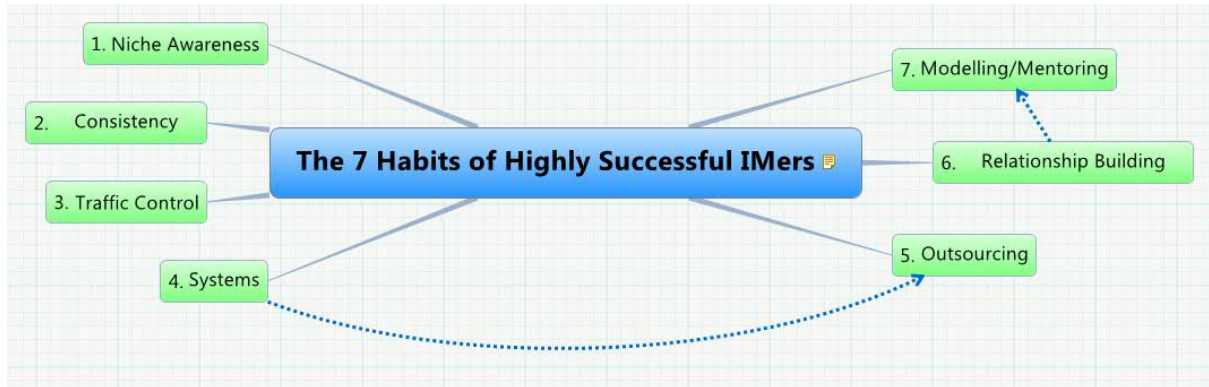


The 7 Habits of Highly Successful Internet Marketers



Welcome to the 7 Habits of Highly Successful Internet Marketers.

In these maps, we're going to explore the tools, techniques and attitudes of highly successful internet marketers, so that you can build your business according to these principles.

These principles are universal; every internet marketer who is succeeding online is applying them to their business.

So, let's get started!

1. Niche Awareness



1.1 Evergreen Niches

You can see that the Evergreen Niches break down into three broad markets:

- Health
- Wealth Creation

- Lifestyle

Each of these markets has existed for far longer than the internet has. In fact, these markets have existed since the beginning of marketing itself.

For example, in the health market, people are always looking to improve their health or their fitness and there's always a marketplace out there that wants that information.

In the same way, people are always looking to make more money, so wealth creation is a big marketplace. Similarly, lifestyle is an area that people want to improve constantly, and so a certain number of people will always be looking for solutions within that market.

As a result, these markets are a fantastic place to start if you're thinking of going into internet marketing, or even if you're already online and you want to explore a new niche.

1.2 Passionate Problem Solvers

Many of the people in internet marketing are passionate problem solvers. They could be motivated by a number of reasons, but if you're solving a problem, you're helping someone. If you're helping someone, you can get paid for that.

You could be motivated by profits alone, because you know that if you provide a solution to a lot of people, in a way that they can easily access it, then you can get paid. You could produce an e-book with an audio and/or video version, thus appealing to a wider number of users.

If you can produce the information that way, then you're doing it better than your competitors are. If you're the best in your field, you can charge more for it.

Some people may be doing it for altruistic reasons, to help people relieve pain for example. If you've suffered from back pain in the past and found a solution, then you know that market because you were it! You can create a product that gives that solution in order to help people.

A very good way of finding problems to solve is to go to the market itself. Go to forums and places like Yahoo Answers to find out what problems people are facing, or go and survey people in the marketplace.

You may find surprising answers that you didn't expect, as the market tells you its problems. This is powerful because the market is basically telling you what product it wants. All you have to do is give it to them.

1.3 Research

Research within your chosen niche is vital. It's important because it tells you what the market is thinking and what it wants.

You need to follow the First Rule of Elopement:

'If you're going to elope, you need to make sure your ladder is against the right window.'

Now although this is a joke of sorts, it also holds a fundamental truth about marketing.

'If you don't know what market or niche you're propping your ladder against, what's the point of climbing it?'

By going to the market and discovering what problems they face, what solutions they've tried, what's worked, what hasn't worked, you'll know exactly what people want and be able to provide it in a targeted way.

If you already have a list, ask them what they want to learn about.

There are multiple ways to qualify a niche or market:

Use the Google Keyword Tool (<https://adwords.google.com/select/KeywordToolExternal>) to see how many people are searching for a specific word or phrase. If there are 10,000 searches per month but not much competition from advertisers, you may have found a micro-niche that's ready to be tapped. You could then check on Clickbank.com or Pay.com to see if someone's already created a product about it.

1.4 Constantly Looking

It's important as a marketer to be constantly searching for new niches and markets that you can enter, partly in order to increase the number of income streams you have.

There are many different places you can gain inspiration for new products. Of course, if you have found a market where one product has worked, then produce more products for that market until you have maybe 5 or 6 all making money in that niche.

Try going to your local store, head to the magazine section and see what new niche magazines have been published. If there's a magazine for it, then it must have enough potential buyers otherwise the publishers wouldn't go to all that trouble and expense. Also, try <http://www.Magazines.com> to get an idea of the new releases in the magazine world.

You can find inspiration with the Google Adwords Keyword Tool as well.

You can also improve your service to your existing customers, by providing another product as an upsell to the initial sale. Just look at the way www.Amazon.com sells you other things, based on what you've added to your basket. They make more money by providing more value.

Keep in touch with your buyers and find out what more they want. It's much easier to sell to someone who has already bought from you as they already trust you and know you.

1.5 Drilling Down

Drilling down into a niche simply means finding narrower, specific fields of interest. For example, in the lifestyle market, there is the beauty market and the make-up niche.

Within the make-up niche, you could just create products about eye make-up, either by interviewing experts or by using skills you already have.

You could master that niche because you're being very specific. People love experts and so that specificity will pay off.

It's also a good idea to think laterally within the niche and think about what other products/services people might want. As mentioned earlier, if people have already bought from you, improve that product and re-release it or create an upsell of another product to complement the first.

Finally, make sure that you take note of what works in other similar niches and then copy that system for your own product.

2. Consistency



2.1 Practicing Their Craft

This is something that all successful marketers do on a consistent and indeed persistent basis.

They make an effort to be constantly learning, finding methods that work for them and ways of refining their existing methods, in order to work smarter, not harder.

If you can find ways of doing something in half the time, but with the same or better results, why wouldn't you do that?

The only way to find these methods is to be constantly learning, be it from products and other marketers, or from the successes and failures of your own products and sites.

Marketers also do their best to remain 'on flow'. This can sound rather ethereal but it is actually a simple, solid principle.

It's the idea that is used by anyone who is mastering anything. They remain surrounded and influenced by their 'mission', whatever it might be until they finish that project or reach their goals. Consequently, things flow to them because they are operating on that wavelength and with that mindset.

Great sportsmen like Tiger Woods are good examples of remaining consistent and 'in flow', where shots become almost effortless because of the sum of his previous years and decades of practice.

People in internet marketing can master different areas, like Adwords. They can also outsource them, helping them focus on the things that they are best at and enjoy most.

Also, early on in their journey, each successful marketer studied lots of ways of creating wealth in order to find the one that worked for them. Find your own 'wealth path' in order to then get to that 'flow state'.

2.2 Meeting Goals

Having goals and sticking to them is very important as it helps to focus your efforts and attention, as well as to cut out any non-vital activities from your working day.

Having concrete goals simply means that you set something at a fixed point in time and then make sure that you do it by that date. Without goals, dreams are just that: Dreams with little chance of realisation.

Once the goal is set, you can 'reverse engineer' that goal. If your goal is to make \$10,000 per month every month, then you can start from there and work backwards, planning and working out each thing that needs to happen in order to get there.

Make sure your goals are specific too, not vague. Saying you want to make 'lots' of money online won't happen, because there's no formula to get 'lots' because 'lots' doesn't exist. It's not a number and can't be quantified.

Many people don't work well with long term goals, so it's better to split a long term goal (like earning a million in a year) into smaller, short-term goals and then aim for those. Once the first is complete, move on to the next one and so on.

Set goals each day for different time scales. Set daily, weekly, monthly and yearly goals in order to reach your lifetime goal.

2.3 Regular Effort

Regular effort makes up a crucial part of consistency. And making that effort count is important, otherwise the work is in vain.

You can apply the Pareto Principle¹, also known as the 80/20 Rule, which states that 80% of your efforts will produce 20% of your results and vice versa.

This works in a number of different areas of life and is very powerful when applied to your business and marketing life.

If you can find out what your 20% is that creates 80% of your results, then you can work far more effectively and focus on that. You can also get outsourcers to either do more of the things that create results, or get them to do the less important stuff while you 'go where the money is'.

¹ http://en.wikipedia.org/wiki/Pareto_principle

Using this principle, write your goals before you go to bed, but do it this way:

Split the page into two halves, top and bottom. In the top half, write all the things that make up the 20% that creates 80% of your results. In the lower half, write the 80% that only produces 20% of your goals. Then when you're working, complete the top half first, before moving onto the bottom half. Then just watch your results double!

Finally, remember that it's ok to take baby steps. Tiger Woods started with small steps and missed more shots than he hit in the early days. By continuing to take those steps, he learned to take larger steps to success and eventually to run to his goals instead of walk. You can do the same. Just start with baby steps.

2.4 The Slight Edge

The Slight Edge² is a book by Jeff Olsen which details a system that will help you see how consistent effort can make a huge difference.

Simple actions, repeated daily over a long period of time, lead to massive results. That's the Slight Edge.

Doing that small effort every day can seem like it's not having an effect, as it's often easy to do, but also easy not to do it. By making the mistake of not doing it, you start to fall down the failure curve instead of rising slowly, imperceptibly up the success curve. You only notice the results of all these efforts further down the line. If you haven't been doing them, you'll find yourself far down the failure curve and will have to work hard to turn it around. By doing these disciplines daily, you rise up the curve, building momentum until you reach your goals, often far quicker than you might expect.

2.5 Accountability

Making yourself accountable for your actions and for reaching your goals is another powerful way of being consistent.

Many people find that having a mastermind group of people around them who are also on their own quests can be useful, as they can all check each other's progress and inspire each other to succeed.

Without holding yourself accountable, you'll find it much harder to succeed in business.

Find people who have the same drive and goals as you, and then form a group that will help you and them progress.

You can pool your resources to help one another and thus reach your targets more quickly.

² <http://bit.ly/GetTheSlightEdge>

3. Traffic Control



3.1 Understanding of Traffic Types

Traffic is the lifeblood of any internet marketing business and understanding where to get it and how to harness it are vital to success online. As a general rule, the more people visit your site, the more money you make.

Different sources of traffic provide different types of traffic for your site and products. For example, the quality of traffic from a targeted pay-per-click campaign would be better than the traffic from a non-targeted article on www.EzineArticles.com.

It's good to understand that different sources will be either short term or long term. You need both if you're to have a stable income online.

It's a good idea to be constantly planting seeds for traffic, whether it is by placing links in your signature on forums or by writing useful articles which contain links back to your site.

3.2 Viral Marketing

This is a little understood type of marketing, but phenomenally powerful when applied the right way.

Viral marketing is there to create intrigue about your subject, be it your site or your products and services.

The intrigue is created as a result of something unusual, or funny or outrageous... Perhaps you're simply providing a massive amount of great value for free. Whatever it is, it needs to stand out and be out of the ordinary.

For example, marketer Dean Hunt has produced a few viral videos, including 'Hitler Hates Dean Hunt'³, in which Adolf Hitler appears to be ranting about Dean and his new marketing strategy! This sort of funny or

³ <http://www.youtube.com/watch?v=PUrsNF0yF-s>

strange clip is the sort of thing people would forward to their friends, thus creating a 'viral' effect where it spreads from person to person very quickly.

The strongest possible connection and reaction you can get from someone is an emotional one. Perhaps you've made them laugh, cry or even angered them into a debate with their friends.

Ideally, create multiple ways for people to find out about your piece of viral marketing. You could write a press release about a video you create, which then leads to your site, thus creating a big link network that people can use to find you.

3.3 List Building

This could have a course all of its own as it's one of the most important parts of controlling traffic. If you have a large, responsive list of people in your market who are interested in what you have to say and sell, then you no longer have to worry about any other traffic sources.

By building a list, you're creating an asset as once it's built, it doesn't cost you money and in fact puts money in your pocket.

Anything you can do (within the bounds of moral decency) to get people onto your mailing list will only add to that asset and increase its value.

One of the best list building methods is to give something of value away to your market for free. This engages a principle known as reciprocity, whereby you giving something of value for free causes people to feel like they need to give you something in return (in this case their e-mail address).

As you do this, you start to build a relationship with the people on that list. This is crucial to the success of your list building efforts as that relationship is what will make people trust you enough to buy from you.

If you separate your list into buyers and 'freebie seekers' then you make your list more powerful, because you can target your offers to one or the other. Naturally the idea to have as many buyers as possible, but the truth is some people just came for the free stuff and will never buy anything. That's cool, as it's part of the IM business. You can navigate around that by segregating your list.

3.4 Joint Ventures

This is an awesome method of building a list. If you don't have one, you can trade your time or knowledge.

A joint venture basically means that you do something for a fellow marketer and they do something in return. It's often in the form of a mail out; I mail my list with your offer if you mail your list with my offer. Simple and it costs nothing to do, once the product or offer has been created.

You can start with a joint venture by simply creating a great product for someone's list. You do all the work and then give them some of the profits when they mail it to their list. Bingo! Instant list of buyers for you!

The leverage here is huge. Using this type of leverage will give you a much bigger, more valuable business far faster.

3.5 Pay Per Click

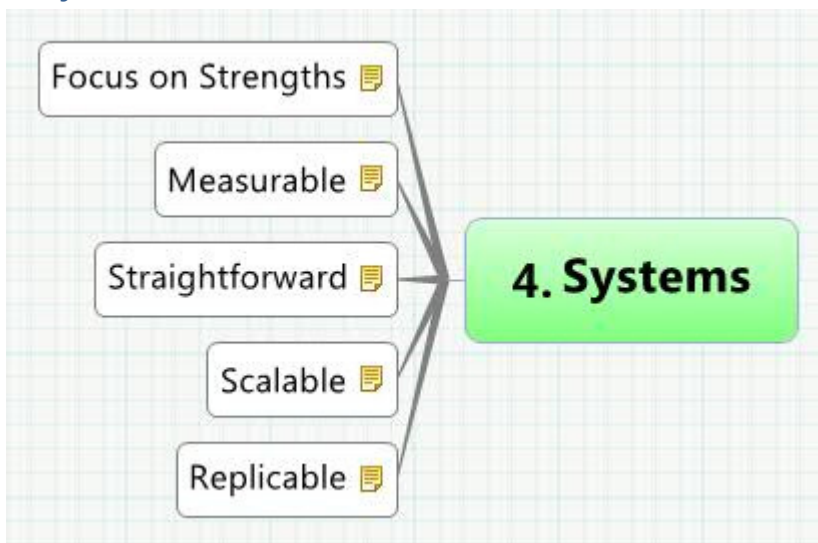
This is perhaps the fastest way to start getting traffic online. Providers like Google Adwords are great examples of somewhere that you can set up ads for your site or offer and see traffic start to pour in within a couple of hours.

The downside is that it's not free, but this is offset by the fact that it allows you to test cheaply and easily before launching a full blown campaign.

Gaining a good level of knowledge about Adwords will potentially save you a lot of money as you will know what they're looking for when they review yours ads and work out your cost per click. Find an expert like Brittany Lynch⁴ (former Google employee and Adwords specialist) to help you.

Also, make sure that you learn how to sell with words (copywriting) as this is what will decide how many clicks your ad gets and how well it converts. If it's badly written it may not get many clicks and so will result in a very low click through rate. Google may well charge you more as a result, because the quality isn't there in the copy of the ad. Learn which words make people click and what turns them off. Again, find experts in copywriting, like the archive of the late Gary Halbert⁵.

4. Systems



See Also: [Outsourcing](#)

4.1 Focus on Strengths

Systems allow you to have more scope: You can have a better perspective on your business. Once it's set up, you simply control the system from an entrepreneurial standpoint, rather than worrying about the fine details. Outsourcing can also be useful here, and we'll look at that later on.

⁴ <http://bit.ly/9K7jFZ>

⁵ <http://www.thegaryhalbertletter.com/>

This means you're able to work on your business, not in it. All the top internet marketers (who actually make money online) have this perspective, as they know it allows them to streamline their business and make it more profitable. You refine it and test it until it's really streamlined, before moving on to the next one.

This means you can start applying the Pareto Principle as mentioned earlier.

4.2 Measurable

By having a measurable system, you can see exactly what works and what doesn't. It's important to be able to quantify your business in order that you can see the results of any testing you might do.

Only when a system is fully measured can you start to refine it in the way we've already seen.

For example, if you apply Google Analytics⁶ to your website, you can see where the traffic is coming from, how much there is, which pages your visitors are going to and much more. This way you can see how well it's working and begin to improve it.

Once it's fully tested and measured, it becomes a complete asset, earning you money without needing any work (or a very small amount of work). If the system works, it should be funding itself.

Once it's an asset, it can either be sold, or used to create more wealth.

4.3 Straightforward

Having a straightforward system doesn't necessarily mean it's easy or simple, but it does mean that it's been broken down into steps. This can be achieved using the principle of 'reverse engineering' covered earlier.

By coming up with an end result that you want to create and then reverse engineering that goal, you can put together a methodical, step-by-step guide for getting there.

One of the very best examples of this is McDonald's. They don't create the best hamburgers in the world, but they do have a straightforward system of delivery that is easy-to-follow and can be done over and over. It's also highly profitable, because Ray Croc (the founder) created it that way after looking at it from the entrepreneurial perspective mentioned previously.

Part of Ray Croc's genius was to make a system so straightforward that anyone could do it. You don't need to be a specialist to work at McDonald's. Specialists are experts and can therefore charge more. Generalists - like those that work at McDonald's - are cheap to employ and don't need extensive training, thanks to a tried and tested system.

Making a system straightforward means that success is guaranteed. You just have to keep applying the system until you see results (assuming that you're following a system that works consistently). The stress is removed from the situation.

⁶ <http://www.google.com/analytics/>

4.4 Scalable

Making a system that's scalable means that it works for one product or works for thousands of products. Again, using the McDonald's example, their system works no matter how many burgers are ordered in however many restaurants across the world.

Making it scalable also means that you can apply your system to another marketplace. Let's say that you're in the make-up market, doing eye make-up tips. You could take the system that's made you successful there and transfer it to another micro-niche, like foundation make-up or hair styling. Again each one becomes an asset.

Richard Branson is a great example of scalable products and services. He's expanded into a number of businesses, using his own scalable systems that he's created to apply the Virgin brand.

If a system is scalable, it can also be outsourced (which we'll cover in depth later). This means that the system becomes hands off for you. You just manage the workers. Paying people outside of your country may also be a good idea, as it makes it less expensive. This leverages their efforts to make you money.

4.5 Replicable

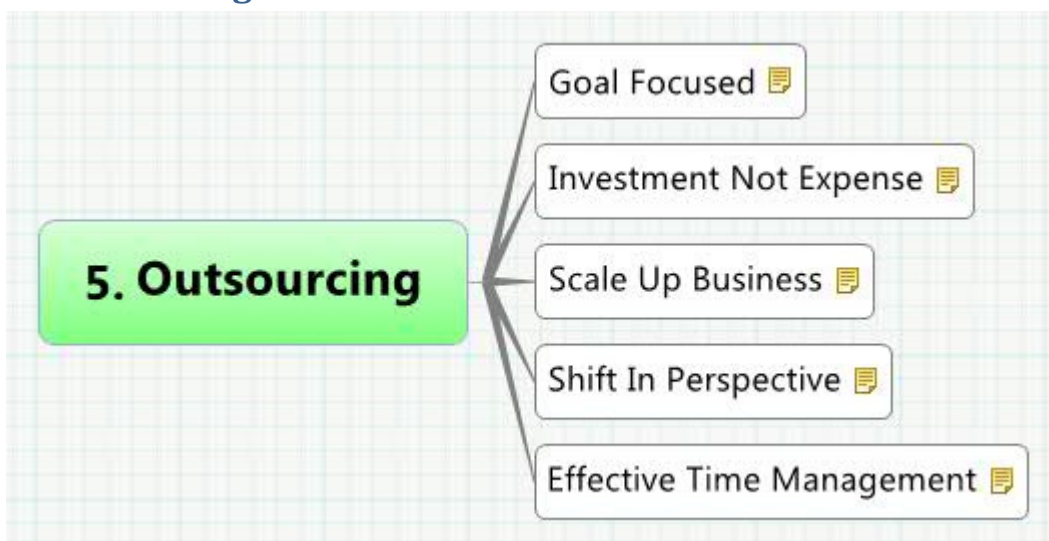
Finally, if you can replicate your system you can apply it to multiple products or even multiple marketplaces.

This means that the system itself becomes an asset that can be sold to other people so that they can make money using it.

If it makes you \$10,000 per month, other people will want to get in on that and be happy to pay a fee for that knowledge, in the form of coaching or products.

Finally if it can be copied over and over again, it means you can set up enough systems to be able to be financially free and instead focus on the more creative side of your business or life.

5. Outsourcing



See Also: [Systems](#)

5.1 Goal Focused

Outsourcing is an awesome way of harnessing other people's skills and time in order to gain more leverage on the business system you've created.

Again, it enables the helicopter perspective we looked at earlier in the course, where you control the elements of the business but are not responsible for actual implementation of every part of it.

It allows you to methodically work through your goals, quicker and more effectively as you're outsourcing to people who are trained (either academically or by you) to do the job you need them to do. This often results in them doing it far better than you could as that's their only focus.

At this point, you start to be able to use your business to fund wider goals and aspirations, as you now have the time and money to do what you want to do. This time + money freedom is perhaps the ultimate freedom in life, all achieved thanks to outsourced systems.

5.2 Investment Not Expense

When it comes to outsourcing, you need to make sure that you adopt the mindset that says that outsourcing is an investment not an expense.

When you get outsourcers working on your business, they become assets for you in themselves. They do something you don't want to do, or that they can do better.

When you get your system firing on all cylinders, you can even start to outsource the more expensive things, like hiring a good copywriter, as the work that the copywriter does will make you more money. The initial expense is offset by the amount they will make you in the future.

Remember, expenses don't give you anything back for your money, whereas investments do.

Look at your outsourcing and investments as the seeds of your business. The outsourcers create the little steps which, when put together, form a complete money-making package.

Bear in mind that if you start thinking more thoughts of abundance, you will start to see opportunities to outsource your business and leverage those people's time and skills to enhance your business even more.

Without the abundant mentality, you will worry about the money you spend. With it, you'll realise that your system will pay for the outsourcers and that there is enough wealth for you and them to all benefit from.

5.3 Scale Up Business

One of the joys of outsourcing is that you can now use the scalability of your system, and actually scale up your business. You can harness the power of many.

If you've been doing internet marketing for a while, you'll realise that it isn't practical to become an expert in all the fields necessary to a successful business. That doesn't mean that you don't need any skills, simply that you need the skills to oversee the work of one or several people, rather than to do it all yourself.

When you have a system of outsourcers, you can have them as a service in themselves and charge others to use your outsource team. It's almost like being an agent to those writers or programmers. That's a business in itself and another asset.

The beauty of outsourcing is that it can help create 'auto-pilot' income. You do two or three hours work per week (once the system is running) overseeing the outsource team, ensuring they are happy and delivering the results you want. Then you can go back to the beach or your family or wherever you want!

5.4 Shift In Perspective

Go into outsourcing thinking about how everyone can win; Create another win/win/win situation. Everyone needs to benefit as a result of the transaction. If someone loses, then you break a bond with that person, either through overworking them for the same money (outsourcer) or not delivering what they want (customer/JV partner).

Think of your outsourcers as partners in your business, not contractually, but figuratively. They want to achieve certain things as a result of your working relationship, so make sure you help them get them as much as you can. Naturally, this means finding people who are congruent with your goals. Hiring an outsourcer who wants to work for themselves may not be a great idea, as eventually you will be driven apart by a difference in trajectory.

When outsourcing, ensure you maintain the opportunity mindset - the one that sees opportunities everywhere, even in outsourcing. You could help your outsourcers to create their own business. They can create their own economy which will in turn help them and their families, lives etc.

5.5 Effective Time Management

The final genius of outsourcing is that you can manage your time. You can effectively multi-task while just doing the one thing. The other stuff can be accomplished by outsourcing.

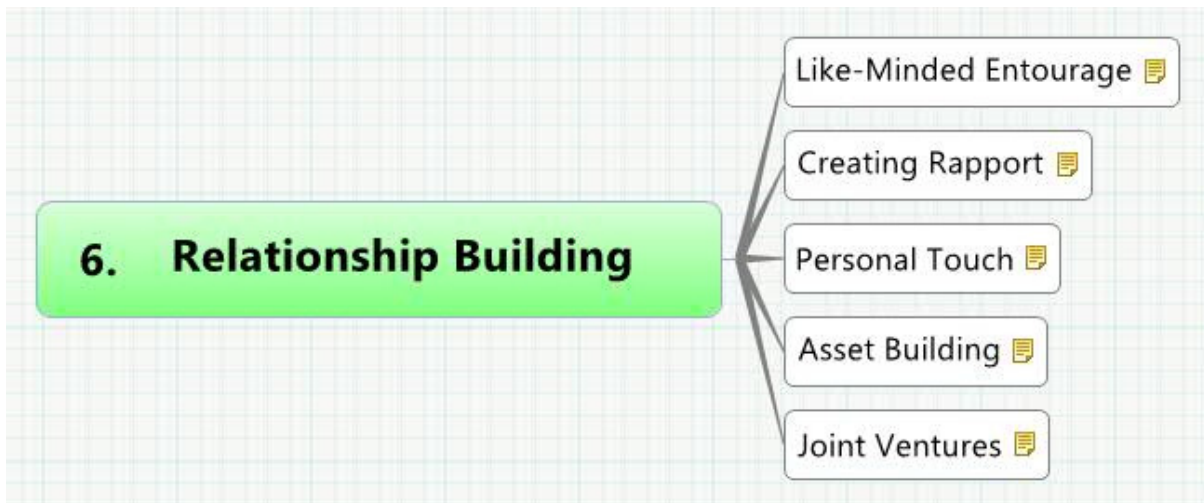
Again, this partly links back to Pareto and the idea of giving other people your less important (but necessary tasks) while you do the more crucial 20% stuff that will increase business.

One person can write your articles and sales copy, another designing the artwork for the sales page, another researching the next project. In this way you can turn out successful businesses far faster and easier than if you try to do it on your own.

All this means that you stop being a manager of things (like computer files, research materials, etc) and instead you become a manager of a far greater set of resources (people and time).

This is what the masters of business and internet marketing do to achieve their goals and become bigger and more successful than ever.

6. Relationship Building



See Also: [Modelling/Mentoring](#)

6.1 Like-Minded Entourage

Surrounding yourself with successful and like-minded people is one of the cornerstones of making your business more effective. It means that you start to adopt the mindset of those successful people and can help them to achieve their goals as they help you achieve yours.

There is a common saying that your income is a reflection of the income of your five closest friends. This reflects the idea that the mindset and level of awareness that you have about money will be reflected in your friends and vice versa. Try it now:

Think of your five closest friends and then think about how much they earn every year. Add up all five and then divide it by five and you'll get to the approximate amount you're likely to earn annually.

This may mean that you need to start hanging out with other, more successful people in order to succeed. It doesn't mean you have to sideline your current friends, but may mean that you need to spend less time with them in favour of someone who is closer to your ideal income.

As a result of hanging out with successful people, you gain a sort of success mindset osmosis, whereby the skills, knowledge and mindset of the successful people rubs off on you. It's almost as if you absorb or take on their mindset.

6.2 Creating Rapport

Creating rapport is an element that only the top marketers practice and it's one of the few things that sets them apart from the average marketer.

By creating a rapport or relationship with people in your peer group and with your customers, you start to build on the initial contact you have with them and they start to get to know you. Once they get to know you, they start to trust you. Only then will they buy from you or promote you to other people.

Listening is a key skill here. Listen to your JV partners and your customers and deliver what they want. Try to hear what's happening beneath the surface or between the lines. If they want a product in another format,

then realise that this means that they want ease-of-use. It also means that your customers take on information in a number of different ways.

Once you have rapport with your clients, you can begin to practice persuasion. This sounds like a 'dark art' but in fact it simply means showing the benefit of your products and services in a way that shows people why they would want or even need them. Only when you've listened to the market can you do this effectively, as you'll know what makes them tick. Find out what their desires are and then tap into them.

6.3 Personal Touch

Ensure that you use the personal touch when communicating with your partners and customers.

You may have heard the phrase: 'People Buy People First'

This is very true when it comes to online marketing. Just think of the online personalities that have sprung up as a result of them making a connection with their own 'tribe' or group of fans.

It's also worth noting that people buy people like them. If you can demonstrate that you share their values and aspirations, people will be far more likely to connect with you on an emotional level, simply because you help to reinforce their values. This is a great marketing technique in itself: Align yourself with the values of the market, be genuine about it and then deliver your own value to help them fulfil theirs.

A great way to do this is to literally 'speak their language'. Find out how your target market speaks. Get a clear image of your ideal client. How old are they? What words do they use? Do they use jargon? Are they married? You can use forums within your market for this, as well as by using www.Quantcast.com on your own site.

One of the keys in this habit is to find those people who like you and provide for them. Some people won't like you. Others will not be interested in what you do. That's fine. In fact, if some people don't like you, all the better, because it means you have personality and a specific approach that only appeals to some people. If you're doing that, you're entering the niche in a targeted way, which can only be a good thing.

Doing all this will make it easier to tap into the desires of your customers. Remember, people mainly buy according to desire, not need. They justify it later on using logic.

6.4 Asset Building

Remember, the relationship is part of the asset you're building. It's fine to have a list, but if you have a list of people who know, like and trust you, then that list asset becomes more valuable.

The assets you gain through creating relationships include lists, knowledge and resources.

Building a list means you have a source of income and traffic that doesn't rely on Google or paid sources of traffic like advertising. It's the ultimate asset and means you can just maintain your relationship with that list and continue earning.

Also, by building relationships with other marketers, you get access to knowledge, skills and resources that you otherwise wouldn't have. Again, this is powerful because it increases the leverage you get on your business by knowing better, faster ways of doing things. Similarly, they may know people who you can outsource to that you were unaware of.

6.5 Joint Ventures

JVs (or Joint Ventures) may well be the fastest, most cost effective way to grow your list online.

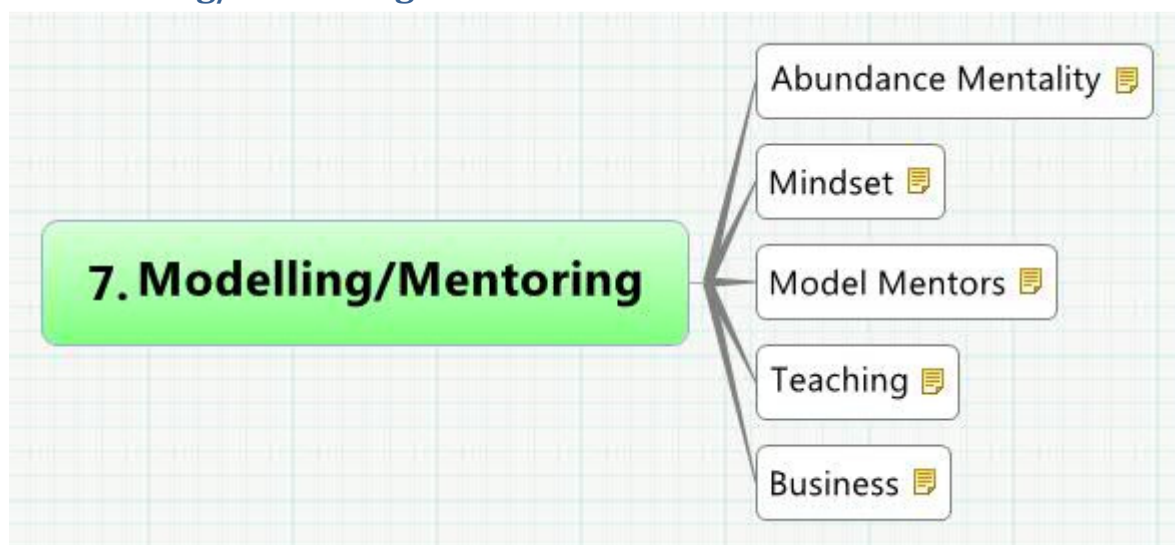
An awesome way to get these joint venture partners (apart from networking through Facebook⁷ or www.JVme.com) is to attend internet marketing events and actually meet the people who could become partners.

And not just the big name speakers either. Many of the attendees at marketing seminars will be at a similar stage to you and therefore be able to provide help and support for your business, in the same way that you can provide it for them.

Nothing beats meeting these people face-to-face. The connection made by actually shaking their hand, talking about their business and all that goes with the experience of the seminar will be far more effective at keeping you in their mind for later ventures.

In this way, you can also create a community around yourself and your business, the members of which can mutually benefit each other. In this way, a network starts to build that, once again, can be leveraged to get you all to where you want to be far faster and more effectively.

7. Modelling/Mentoring



See Also: [Relationship Building](#)

⁷ <http://www.facebook.com>

7.1 Abundance Mentality

Adopting a mentality of abundance means that you choose to see that there is enough for everyone and that opportunities are everywhere. Many people dismiss this as wishful thinking but it's far deeper than that. In fact, doing this actually creates your future because you start to create and see situations that you can benefit from and give others benefits from too.

For example, if you have an article writer who has provided good work for you in the past, you might want to recommend them to other internet marketers in your network in order to benefit them and the writer. You become a giver of value and work and they remember you and provide the same for you.

You can start to create ways like this of making money for yourself and others. You could show others how you've built these relationships, provide mindset training, or show them how you've created your business. You could help others (like your outsourcers) to create their business and be a shareholder so that it makes you residual income.

Either way, help people to locate their own 'Acres of Diamonds'⁸ - the wealth that they already have in their knowledge or surroundings that's ready to be tapped if they can simply be shown how.

7.2 Mindset

Adopting the right mindset should perhaps have featured at the very start of this course, as it may well be the one thing that truly separates the mediocre from the good and the good from the great.

Having a drive behind your actions comes from having a reason for them. There is a popular saying: 'If you have a big enough why, the how takes care of itself.'

As a result, you need to find your reason for doing internet marketing. Is it to make your family's life better? Is it to give your child the best education possible? Is it so you can travel the world and see places you would otherwise have missed? Whatever the reason, it needs to be big.

Finding a big reason why often results in finding something that is both bigger than just you, and which has an emotional charge attached to it. For example, wanting to provide for your family is a great reason why, as your success stops being optional - You must succeed and therefore you will put your heart, soul and time into it.

Better still, if you do what you love to begin with, you will find yourself 'in flow' far more often as you'll be following something that you love and therefore the work won't actually feel like nearly as much effort. Start by thinking about all the things in life you enjoy and do some research online to see what services and products already exist to serve people like you. From there you can narrow it down to the markets that are either not being served, or where there's still a demand.

You can inspire other people to follow their dreams and do what they love, simply by doing it yourself. Become successful at your chosen field and create your own dream life, then teach others how they can do it too.

⁸ http://en.wikipedia.org/wiki/Acres_of_Diamonds#Acres_of_Diamonds

7.3 Model Mentors

Bearing in mind that you will eventually be 'sharing the love' and teaching your newfound skills to others, it's important to find mentors that you can model to begin with.

Without a mentor, I can guarantee you that you will struggle far harder and for far longer than you need to in order to succeed.

By finding and following a good mentor, you can simply model the system they used to get to where they are now and apply it to your own business. You can see what traffic generation methods they used, how they advertised, how they set out their sites... even what mindset they adopted to get there.

As mentioned earlier, once you have this method mastered, you can teach others the same method (perhaps with your own additions and strategies) and make that into a service that you provide. Again, this creates more entrepreneurs who in turn create more jobs as they hire outsourcers etc.

The reason that modelling someone else who has already succeeded is so good for you is that the learning is transformational, not just academic. You actually learn the strategy, then you adapt it to yourself and implement it. You see how it works, perhaps make a few adjustments and then do it again. Each time you're transforming your knowledge into action, and transforming yourself through that action. This is by far the most powerful method of learning in existence and is the reason that apprenticeships work so well in more traditional, hands-on trades.

7.4 Teaching

We've already looked at a lot of reasons why teaching is a great thing to do.

However, one of the keys to it (other than the joy and good of passing on knowledge to help others) is that by passing on your learning and skills, you learn them at a deeper level.

You can also learn from the students you teach, no matter what age or background they come from. Students will ask questions which will make you re-evaluate and work on your own knowledge, in order to better communicate that understanding to them. As a result, your understanding of the subject deepens.

The ultimate goal in teaching is to use interpersonal leadership. This means that, rather than dictating the knowledge, you learn and grow with your students, allowing them to lead the learning at times. This way you learn what they need and can adapt to it. They will learn from you more effectively and then recommend you for your straightforward and easy-to-implement systems.

7.5 Business

All of the points covered in this module, but also in the rest of the course will naturally improve your business because they are coming from a place of inspired action. In particular, working towards goals that are bigger than just you and sharing your knowledge to benefit others are great examples of inspired action.

All of these habits will help you to locate 'the vital few' in your business: The few practices, ideas, mindsets and relationships that produce the most effective, powerful results. By having a mentor yourself, and then eventually becoming one, you tap into those vital things.

Finally, your business will flourish in a way that is far wider than the scope of its products and services because you will be able to creative and find ways of helping more and more people, thus getting you paid more and more! Clever, huh?

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Many thanks for reading 'The 7 Habits of Highly Successful Internet Marketers'. I hope you've enjoyed reading it and learning from it as much as I've enjoyed writing and researching it. These tools and techniques are used by a great many marketers throughout the world to achieve fantastic results. Moreover, they use them to create wonderful lives for themselves and their loved ones.

I hope you are inspired to apply them to your business and create the life you dream of for yourself and those that matter to you.