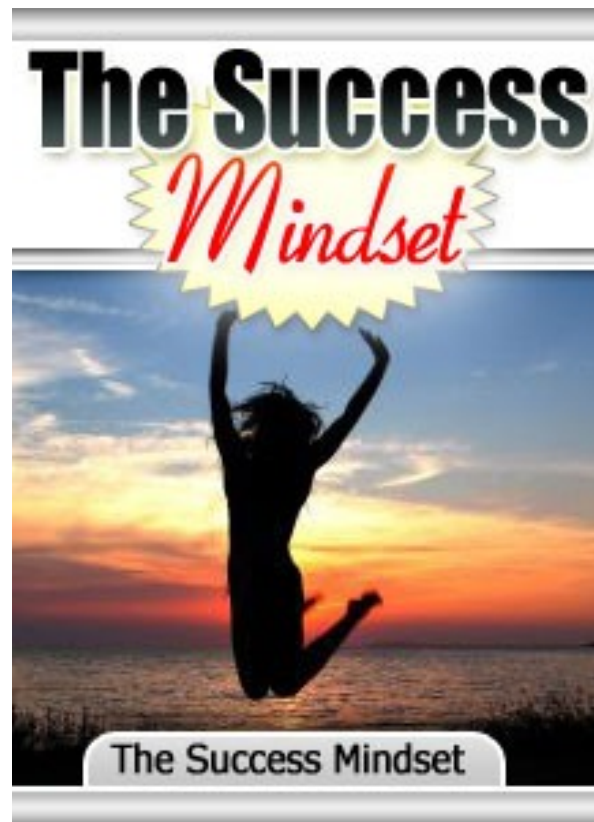


THE SUCCESS MINDSET



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The Secret of Success

It seems for every available product in the world, there is an Internet Marketer trying to sell it online. The world of Internet Marketing is vast – global in fact – and this can become quite overwhelming for those who are trying to make it in the Internet Marketing arena.

Success means different things to different people. What you may see as success may seem like an impossible endeavor to someone else. What you see as success may not be enough of a success to another person. Again, success means different things to different people, and in the end, the only thing that really matters is what success means to you.

That is the secret of success – understanding exactly how you view success. If you make \$50,000 this year, will you consider yourself a success? Does it take \$100,000 to consider you a success? Is money not a factor in what you deem as success? Perhaps success is getting through the year, paying your bills on time, and being happy – regardless of exactly how much money you made.

Success is simply feeling successful. Gaining the feeling of success requires you to meet a specific goal that you have set for yourself. So, the secret to becoming successful – on your terms – is quite simple. You set a goal that you believe constitutes success, you create steps to reach that goal, and then you reach it.

Setting and reaching goals will be covered in greater detail later. For now, all you need to understand is what success means to you. Really think about this. Close your eyes and visualize different scenarios, and determine which one actually makes you feel successful.

Once you clear your mind of what other people expect of you, in terms of success, you will have a clearer path to your own definition of success. Allowing others to define success for you amounts to giving them the power to define you in general. This is something that you want to avoid. Stop allowing other people to tell you what is going to make you happy, and determine this for yourself.

At the same time, you can't allow your mind to trick you into believing that you are successful if the accomplishment is below your real standards. In other words, don't settle for less than what you want, because if you do, you are not successful – by your own standards. There is a fine line between reaching success and settling for the hand you've been dealt. You want to cross the line to success.

In your quest for success in Internet Marketing, the chances are good that you have followed the teachings of another successful Internet Marketer. Is his idea of success the same as yours? The truth is that it most likely isn't. Does this

mean that you shouldn't follow his teachings? Of course not - There is a great deal to learn from other marketers who have reached their own idea of success – even if their idea of success is different from yours. As long as you realize this, you can benefit from someone else's experiences.

Life, in general, is a series of successes. If your idea of reaching success is earning \$100,000 this year, and you accomplish that goal, you have had a success. Life doesn't end there, however. Now, you will need a new goal. Your goal may be to repeat the success that you have had, or to surpass it. Regardless, you must continue to have successes, throughout your life. Otherwise, once you've reached your idea of success, you won't have much reason to get out of the bed in the morning.

With that said it is logical to think that success – the truest form of success – is never actually reached, simply because you are always raising your own bar. This is fine – and fulfilling – as long as you are actually the one raising the bar, as opposed to someone else raising the bar for you. This is also only fulfilling if you acknowledge your successes along the way. Otherwise, you could give yourself a very real complex, and make yourself feel like a failure.

There are many reasons for failure. When we fail, we always start looking for the reasons why we failed, but in the end, the only person that we can blame is ourselves. We may have failed because we didn't have an adequate plan for success. We may have failed because we didn't put a good plan into action. We may have failed because we set an impossible goal. We may have failed because we didn't realize that the plan needed to be revised due to events beyond our control.

For example, if the US economy bottoms out, and your goal is to make \$100,000 this year, you may not be able to do so. This is an event beyond your control that has a profound impact on your goal to success, which in turn means that you need to revise your goal, and possibly your plan.

You may have set a goal to make \$100,000 this year, but failed to devise an actual step-by-step plan for reaching that goal. This is failure to plan. You may have a written plan for success, but allowed other influences to keep you from taking the necessary steps to put that plan into action.

Again, there are many reasons for failure, but you have to be as willing to take responsibility for those failures as you are willing to take credit for the successes. We learn from our own mistakes. That is the way it is, and the way that it has always been – and only by learning how we failed, can we learn how to succeed, and the first step to succeeding is being absolutely clear about what you want.

Understanding and Defining What You Want

The fastest way to fail is to not take the time to understand and define what you want. You may think that you have some idea of what you want. Obviously, you want good health. You want to be able to pay your bills. You want to have successful relationships. You may want other things as well. But do you really understand what you want? Can you put it into words? Can you see it in your mind?

As Internet Marketers, we actually live in a world of intangibles – things that cannot be touched. We operate in pixels. Our businesses are online, our products are often digital, and we even get paid in money that we can't "see" immediately. The cyber world that we operate in is intangible. Our goals, on the other hand, need to be tangible, in our minds if nothing else.

The objective is to be able to clearly state, preferably in writing, exactly what it is that you want. You could say that you want to earn a lot of money this year, but that isn't clear enough. You need to name a dollar amount. Furthermore, you can't just say that you "want" to do something; you have to state that you "will" do something.

Take a look at the difference:

Sample #1: *"I want to earn a lot of money this year, so that I can buy the things that I want."*

Sample #2: *"I will be successful by earning \$100,000 this year, so that I can pay off the mortgage and take my family on a four week vacation to Hawaii."*

The second statement is perfect. The first statement is too vague, and doesn't really define anything. The second statement is even empowering. It motivates you, by promising a paid mortgage and a dreamed of family vacation, in exchange for reaching the goal. The first statement doesn't promise anything. It is nothing more than a wish, which may or may not come true.

Have you ever heard that you must be careful of what you wish for, because you just might get it? That is so true, and it is something for you to seriously think about. The way it always seems to go is that you must sacrifice something in order to gain the thing that you want. If making a lot of money is what you want, you will most likely have to sacrifice all or some of your free time.

If you dream of living in the tropics, you may have to sacrifice many modern day conveniences that you have grown accustomed to. Regardless of what it is that you want, you will most likely have to sacrifice something.

With that said, think again about what you want, and determine what sacrifices you will have to make in order to get it. Write down those sacrifices, and really think about it. Is the sacrifice that you will make worth the reward that you will reap? In some cases, it will be. In other cases, it will not be. Determine again what you want, and think about what must be sacrificed in order to obtain it.

Don't glean over this part. Just as you must recognize and own your failures in order to have future success, you must also be very clear and honest with yourself when it comes to dealing with the consequences of what you want. There are always consequences. For example, a consequence of earning \$100,000 is less free time, coupled with a large tax bill at the end of the year. Are you willing to meet the consequences head on, and deal with them? If not, you need to reconsider what it is that you want.

If this section of the road is hard for you, don't start feeling like you have already failed. The truth is that most people don't really know what they want, because they haven't thought it through. We wish for many things, but rarely actually define what it is that we want. Take your time with this, and know that you are not alone in your quest to discover and define what it is that you really want.

You need a success notebook. This can be a notebook with loose-leaf paper, a spiral notebook, or a leather bound journal – whatever makes you happy. On the first page of the book, write your statement. How will you be successful in 2008? Look above at sample sentence #2 to see how you should write what you want. Remember that you are just stating what you want to accomplish in order to be a success. You are not being asked to explain how you will achieve your goal. That comes later.

Once you have stated what you are going to do to be successful, write what you are willing to sacrifice to achieve this. There are experts who will tell you not to focus on the negatives, but I believe that you must at the very least acknowledge the negatives. Otherwise, you aren't facing reality, and you are setting yourself up for failure.

You are basically stating what you are going after, and acknowledging that there are risks, that you understand what the risks are – and stating that you are willing to take responsibility for those risks.

Finally, read over your statement again, and think about it some more. Have you clearly defined what you want, and why you want it? Have you stated that you are going to do it, or have you made nothing more than a wish? Have you thought about all of the potential risks and consequences of attaining your goal? If so, you have mastered the art of understanding and defining what success means to you.

Believe In Yourself First

As human beings, we are seldom ever satisfied with ourselves. This is probably quite normal, because if we ever were truly satisfied, we wouldn't feel any desire to improve. This leads back to having no reason to get out of the bed in the morning. We all have a constant need to improve. It's simply human nature.

This lack of self satisfaction, however, can weigh us down over time. We may start seeing ourselves as failures, despite the many successes that we have had. In a sense, we really are our own worst enemies. Nobody else can ever damage our sense of self worth as quickly or effectively as we can ourselves.

There may be people that hinder us, by telling us that we can't achieve what we have set out to achieve. But the fact is, if you believe in yourself – if you have defined your goal clearly, if you have acknowledged the potential risks, and if you have created a plan to achieve your goal – the only person who can stop you from reaching it is you.

What anyone else thinks or has planned for you will have no bearing on what you will do. The power is completely in your hands, and if you spend too much time focusing on what other people think or believe, you will most likely fail. These other people won't be causing your failure – this failure will be on your own plate, simply because you focused on what those other people thought or wanted, instead of focusing on your own idea of success and the plan to achieve that success.

You cannot control other people – and they cannot control you. The only person that you have total control over is you, and the sooner you acknowledge this, the sooner you will enjoy success. You control you. You control your thoughts. You control your actions. You control your own success – or failure.

As human beings, we often seek approval, and even validation, from other people. I'm not sure why we do this. Maybe it is ingrained on our genetic makeup. Maybe it is something that society teaches us from birth. Regardless of why it happens, if you want to be successful, this is a mindset that you must break out of. You do not need approval or validation from anyone else in order to be successful – and happy.

Earlier, you acknowledged the negatives that pertain to what it is that you want. Now, it is appropriate to say that since you have acknowledged the negatives – you know the risks, and you are willing to face them head on – you can ignore them and think only of the positives from here on out. The simple fact is that if you can dream it, you can do it – and if you believe in yourself, you can overcome any obstacle that is put in your path to success.

Obstacles will be put in that path. That is something that you can count on. But you have to believe in yourself enough to know that you will get over, under, or around any obstacle that may present itself. You may not know, at this precise moment, how you will get around the obstacles. The important thing is that you know that you want to attain your goal bad enough that you will find a way around the obstacle. It isn't going to stop you from going after what you want.

Many of those obstacles will be in the form of human beings. These human beings may not want to see you succeed. They may be scared of you succeeding. They may not understand what it is that you want. They may not believe in you or your skills. They may be trying to protect you from the hurt of failure. They may mean well – but they really aren't doing you any favors with their negativity.

You have to learn to hold onto your faith in yourself, even when others faith in you wavers or fails altogether. It isn't easy to do, and our mindset has always had us following the crowd, and going along with popular opinion. You may be able to move some of these human beings out of your life, in order to avoid their negativity and lack of faith.

Others are not so easily moved out. For instance, your family members are not people that you are willing to move out of your life, despite how much their negativity hurts you.

Instead, you have to learn how to put a brick wall up between their negativity and your goal. You can consider it a power shield if you like. But, in the mental sense, you should be ready to engage that shield at a moments notice. Tune them out if possible, and carry on with your plans.

When you are faced with negativity from others, take some time for yourself as soon as possible. Get your notebook, and read your defining statement again. Look over your plan again. Understand – again – why you want what you want. Reinforce your desire for success, and remind yourself that you have a good plan, and that you can achieve whatever you want to achieve. Don't allow someone else's doubts to hinder you.

Internet Marketers are a rare breed. They are willing to take chances that other people are not willing to take. They have a unique way of looking at things. Many already have a firm belief in themselves, while this is something that others must learn. If you have trouble believing in yourself, or if you commonly allow other people's idea of what you are and are not capable of hinder you, it is a good idea to take a course in positive thinking. Such a course will teach you how to block the negativity that comes from other people effectively, so that you can believe in yourself, without faltering.

Dare to be Different

We spend our whole lives trying to fit in, and few of us ever considering stepping out of the mold. Fitting in is ingrained in us from the time that we start school, and it haunts us for our entire lives. We strive to look like our peers. We strive to act like our peers so that we are not deemed as weird. We strive to be everyone else's idea of 'normal' – whatever that is.

But success often requires being different. It requires breaking the mold and pulling away from the 'in' crowd. It means not being afraid to be different in order to reach your own idea of success.

The fact is that while we must stay on top of what our competitors are doing, we cannot be absorbed by it. You have a plan. This doesn't mean that your plan can't or won't change, but if your plan is solid, and it will help you to reach your goal, you really don't have to worry about what the rest of the herd is doing.

You also don't have to worry about what the rest of the herd thinks about what you are doing. This goes back to seeking approval and validation from others, as well as allowing other people's idea of what we can and cannot do to prevent us from doing what we want to do.

In life, most of us try to fit in to the point where we are not noticed by others. In the Internet Marketing arena, however, we must be noticed by others, in order to achieve the success that we want – whether that notice comes from other marketers or from our customers. The Internet has made it easier to do business, but at the same time, it has significantly increased competition. You are no longer competing with the store owner across the street – you are competing for business on a global level.

Our world – both online and offline – is continually changing. These days, being different seems to be the cool thing...yet, if you look at the people who are being different, and put those people in one group, you will see that they are all being different in the same exact way. They are still following a herd – it's just a different herd.

You have to dare to be different. You can't worry about the herd that others are following. You can't wonder if others are going to start following you. You simply have to be brave enough to break the mold, and go in your own direction – brave enough to stand out from the crowd and be noticed.

When you do this, you are essentially creating your own herd – because people will start following you, when they see that you are going in a direction that leads to success. Even if they don't start following quickly, don't worry about it. Most will

stand by to see if you actually are going to attain success, and only start following you when you actually have success.

You may be different in big ways, or in small ways, and all of it depends on what you want, and your plan to achieve it. Few people ever set out to be different, but on the road to success, it just kind of turns out that way. You may be different by coming up with a contest that nobody else has ever done – in this sense, you are setting out to be different.

You may approach your customers on your email list in a way that other marketers don't, simply because you know your list members and what they expect from you. In this sense, you are just trying to fill the needs of your customers, as opposed to setting out to be different.

The key here is not to allow what is deemed as normal to prevent you from doing what you need to do in order to be successful. If there is a step in your plan to success that other people will view as weird, or abnormal, you can't allow what other people think to prevent you from taking that step. You must take that step.

If you are one of those people who always worry about what other people think of you, you will have a problem with this. If this is the case, think of it this way. If we were all meant to be the same, we would all look alike. We would all think alike. We would all drive the same cars. We would all live in identical houses, and we would all do the same type of work to earn a living.

But we don't, because we are all different. We were meant to be different – unique. In spite of the fact that we are all different, and meant to be that way, we work so hard to be like everyone else that it hinders our own ability to succeed. We actually work at changing who we are and how we think, simply to fit into someone else's idea of what we should do and be. We are so ingrained to do this that most of the time; we don't even realize that we are doing it.

Get out of that mindset. Realize that you are not like anyone else – and you weren't meant to be. You are unique and special. Your thoughts are unique and special – and your differences are what make the world go 'round. Being different is what keeps life interesting, and being different is why some people are successful, and some people are not.

You don't have to go out of your way to be different. You are already different. All you have to do is accept that this is the way things were meant to be. Instead of going out of your way to be different, all you really have to do is to stop trying to hide your differences from the rest of the world. Stop trying to be like the rest of the herd, when your mind is crying out to be who you really are. Being different is absolutely wonderful!

Find a Mentor

Success breeds success. Research has shown that when one surrounds themselves with successful people, they are more likely to enjoy success themselves. This doesn't mean that you follow the herd. It means that you associate with people who have defined success, for themselves, and reached the level of success that they have defined. You need a mentor.

Finding a mentor isn't nearly as hard as one might think. First, determine what you want from a mentor. Reasons to find a mentor include:

- Having someone with inside knowledge of your industry to advise you.
- Having someone to discuss your specific industry related problems with.
- Having someone connect you with important individuals or companies in your industry.
- Having someone to teach you the things that you need to know, in order to reach your goal.

You may even need more than one mentor, depending on what you need to do in order to reach the success that you have defined for yourself. Some mentors cost money, while others freely give you access to their insight and knowledge. Some people make a fulltime living at being a mentor, but may actually be called a life coach or business coach.

So, which one is best? Well, truthfully, either one works, as long as you choose the right individual to mentor you. If you choose a paid mentor, the mentor will have a vested interest in seeing you succeed. They know that if you aren't getting the help that you need from them, that you will walk away, and take your money with you.

On the other hand, an unpaid mentor doesn't stand to gain anything from your success, so why would they help you to succeed? This is a very good question, and one that you should ask. The truth is, however, that people become mentors for different reasons. The most common reason for mentoring is that they want to give something back.

The chances are good that someone mentored them, on the condition that they mentor someone else, once they have reached success. What they will ask in return is that you become a mentor to someone else, after you have reached success.

So, where will you find a mentor? You may already have one in mind. Many Internet Marketers happily mentor new marketers. If you follow the teachings of a marketer already, you might contact that person to inquire about mentorship.

If you do not have someone in mind, start by thinking about all of the people that you know, and eliminate the ones that you know cannot mentor you. For example, if you need a mentor who understands Internet Marketing, anyone who is not a successful Internet Marketer won't do.

You can also find a mentor that you do not already know. Someone that you do know may know a mentor. You can also search for mentors through various websites, such as Advanced Mentoring, at <http://www.advancementoring.com>. If you want a mentor, you will find one.

With that said, however, you must use caution, and really think about why you need a mentor. Are you looking for a mentor so that he or she can validate you or your plan for success? This is the wrong reason. You should seek out a mentor to act as your personal cheerleader. A mentor should listen to your plan, and point out the things that can go wrong, but never tell you that your plan for success isn't good enough or that it won't work.

If your mentor hinders you, in anyway, get a new mentor. Some people really do mean well, but express their ideas and opinions in a way that is not beneficial to you. Others simply want to 'lord it over you.' These are mentors to avoid. A mentor should boost you up – not bring you down. A mentor should pull the best out of you, instead of focusing on all of the negatives.

Your mentor should have a proven track record. Just saying that they are successful does not make it so, but at the same time, their success may not be your idea of success. It is important to realize the difference between the two. Is your potential mentor successful, based on their true idea of success – even if that idea of success is different from your own? Does your mentor understand that one man's idea of success is different from other people's idea of success?

Basically, ask your potential mentor what successes they have had, and ask for proof of that success. If the success is proven, your next question should be how they reached their level of success, and what they can do to help you reach your idea of success. Share your idea of success, and see what they have to say about it.

Having a mentor is not, in anyway, required for success – but it does make reaching success much easier, simply because a mentor can open closed doors, and help you to avoid making mistakes along the way.

Be Willing to Learn Something New

No matter whom you are, how much money you make, how successful you become – you must always be willing to learn something new. If you aren't willing to learn new things, the chances are good that any success that you have enjoyed thus far will not be repeated. Life is one long learning process, and regardless of how much you already know, there is always something new to learn.

We will be discussing how to write out your plan for success shortly, and once you do that, you will most likely be aware of certain new things that you will need to learn, in order to reach your success.

You are not being asked to get a Doctorate degree – in most cases. You aren't being asked to become a fulltime student. You are, however, being asked to use some of your free time to learn the skills that you need in order to become successful – and success will depend on your willingness to learn something new, in most cases.

Learning something new can be very quick and easy – or very complex and time consuming, depending on what it is that you need to learn. As an Internet Marketer, you may need to learn how to shoot videos. You may need to learn how to write sales copy. You may need to learn how to use a graphics program. Then again, you may just need to know how to effectively hire people who know how to do these things, in order to get them done.

Again, what you need to learn is dependant on what success you want to achieve, and this will be different for everyone. The important thing is that you are aware that you need to learn something new, that you know what that something is, that you are open to learning it, and that you make the time to actually learn it.

You may have excuses for not learning something new. You may think that you are too old to start learning new tricks. You may think that you cannot afford to take a class that you need. You may think that you don't have time to take a class. You may think that the knowledge that you need must come faster than you could possibly learn it. Life is full of excuses – but success doesn't want to hear them, and will reject those excuses at every turn.

Just as you are willing to sacrifice to become successful, you must be willing to do what is necessary to learn what you need to know in order to become successful – even if learning it will take more time than you want it to take. The fact is that time will pass anyway. If it will take you one year to learn something, that year is going to pass regardless of whether or not you learn what you needed to learn. The question is, will the year be wasted?

As mentioned earlier, the Internet is a wonderful invention. It has made owning a business possible for those who never dreamed that they could. It has also opened up an entire world of educational opportunities – literally. Anything that you want to learn can be learned with the help of the Internet – and often for free.

All you need to do is:

1. Determine what it is that you need to learn.
2. Do a search with your favorite search engine for courses on that subject. You can add the word 'free' to find courses that don't cost anything.
3. Enroll in the course. Pay your tuition for the course if this is required.
4. Make time for the course, and work to complete it – while making sure that you actually are learning what you need to know. Completing a course, and completing a course with the knowledge that you set out to gain, are two completely different things.

As you can see, you don't even have to leave your house these days to learn most things. You don't have to stick to someone else's course schedule in most cases either. You can learn, from your home, at your own pace.

Never think of education – in any form – as a waste of time or money. If you are learning something new, this is not wasted time or money. Furthermore, learning keeps life interesting, and it keeps your mind in great shape as you age. Because of this, it is recommended that you always work towards learning something new, even if it isn't something that you need to know. First, you never know if or when the information that you learn will come in handy, second, it is fun and challenging, and third, as you continue to learn, you will continue to grow as a human being.

As an Internet Marketer, it is ideal to learn something related to the Internet Marketing field each year. This may be new technology that everyone is currently learning, or older technology that you never got around to learning. Either way, you stand to benefit from the knowledge that you gain. Again, make it a point to learn something new, even if you don't think that it is knowledge that you need. There is no such thing as knowing too much, but not knowing enough is a sad reality that can keep you from reaching success.

Set a Goal – And Reach It

You can't reach a goal if you don't set one. Furthermore, reaching a vague goal is pretty much impossible. The most successful people in the world set goals and make a plan to reach those goals. While you are unique, this is a fact that you cannot avoid – if you want to reach any goal and be successful, you must actually set a goal.

You've already defined what you want to be successful this year. You've already identified the potential risks and/or consequences of attaining it. Now, since you still want to move forward with your goal, you must create a plan for reaching it.

You can think of this as your blueprint to success. You've heard of those. Many people actually sell blueprints for success, and these may be useful. But because you are unique, and your idea of success is unique – and your goal is unique, you really need to create your own blueprint.

This is done in your notebook. Start with a rough draft. This should be a list of general steps that you need to take in order to obtain your goal. Remember that this is just a rough draft, and if some of the things on this draft are vague, don't worry about it right now. You will write the steps out more clearly shortly. For now, you just need a basic list to work with.

Once you have that list, put it into a logical order. What needs to be done first? What needs to follow that step? Here, you are tidying up, so to speak, so that you can more effectively plan and reach your goal.

Next, you are ready to write a clear plan in your notebook. Write out the main steps that must be taken to reach your goal. Here, you want to be very clear and defined. For example, if your goal is to lose a certain amount of weight, and exercising will help you to reach that goal, you can't just put exercise as a step. You must clarify what exercise you will do, how often you will do it, and how long you will be doing it. Be very clear and concise.

Once you have the main steps listed, in the order that they are to be taken, go deeper by breaking the main steps down. Break each step and sub-step down as far as you can, until you essentially have a real step-by-step list that you can work from to reach success. Don't leave anything out. Next, assign a timeline for each step and sub-step. By what date should this step be started and finished? You are creating a schedule for success.

It may take a while to do this. Some people can do it in an hour or two, while others may need a week or two of planning. This is different for each person, and different for each person's idea of success. Don't worry about how long it is

taking you. Keep working at it until you feel like you have an actual step-by-step plan that you can follow.

Next, you must revisit the negatives – the risks or consequences. For each step, what can go wrong, and how will you address it? Write this information down. You can call this your emergency plan, and you will be amazed at how helpful that plan is if the negatives do rear their ugly heads while you are working through your steps to success. Once you've addresses the potential negatives, put them right back out of your mind.

Get everything together in this notebook. You may need to list people that must be contacted for certain steps, or a definition of someone that you will need to find and hire. Again, write it all down.

If you make your notebook on your computer, make sure that you print it out. Your notebook will be something that you need to have with you at all times. It's easy to get off track if your goals are not in front of you at all times, and your notebook should always be with you – everywhere you go. This keeps it firmly in your mind.

Next, use a scheduling system. This may be a daybook or a calendar system on your computer. Either one works. You have defined starting and ending times for your steps. Incorporate these into your schedule – if you are doing this in a daybook, or in writing, use ink, not pencil.

With all of it written down, you may think that you are good to go, but the truth is that you aren't. You need to read over the steps again. Stop at any step that makes you feel unsure. Think about why you are feeling unsure. Is this something that you don't know how to do yet? Is this something that scares you a little? Really think about it, and discover why you are feeling unsure about this step, and do whatever you need to do in order to feel sure about it.

Fear – no matter what causes that fear – can be detrimental to success, and if you don't address it now, it may stop you in your tracks completely when you come to that step. Avoid that by addressing the fear now. You may feel more secure by talking to someone else who has done it, by researching the step, or even by talking to a therapist about it. Do whatever it takes to get past the fear, and to feel secure about what you will need to do.

Are you feeling good about your plan? Have you researched all of the steps? Is this how you feel that your success will be reached? If so, you are now good to go. You can get busy working through your steps. You are on the road to success.

Seminars, Teleseminars, and Conferences

You are unique. That cannot be said enough. But sharing thoughts and ideas is an important part of human society, and you need to contribute to this, and to benefit from it. Throughout the year, there will be various seminars, teleseminars, and conferences held.

These events may be specific to Internet Marketing, or specific to the industry that your Internet Marketing pertains to. There are also numerous events such as these designed to help uncover success and potential – to open your mind to new ideas, new ways of thinking, and much more.

Always be on the lookout for seminars, teleseminars, or conferences that will not only help you to achieve your goals, but that will also increase your knowledge, your self-awareness, and build your confidence. Do not mistake this with going along with someone else's idea of who you should be, however.

As much as we need to be ourselves, and to do things our own way, we also benefit from other peoples ideas and methods. Successful people never snub someone else's thoughts or ideas. Instead, they listen intently, weigh the information, and then take what they like, and incorporate it into their own plan for success, and discard that which they do not like or agree with. The ability to listen, with an open mind, and then to apply your own knowledge or judgment to what you've heard, is vital to success.

Some of these events take a great deal of your time, and often a great deal of your money to attend. Only you can decide if the expense of time and money is worth it, but it is something that you really need to think about. Teleseminars are often held during the evening hours, and are done either by telephone or through the Internet and telephone combined. These are the least expensive events, and many are free.

As an Internet Marketer, however, you know that a free teleseminar is given in order to sell a related product. This may be a product that you benefit from, or one that you do not benefit from. The free information, however, is almost always something that you will benefit from. It may bolster something that you already know, or introduce something that you know nothing about. Either way, you benefit.

Seminars and conferences, on the other hand, are live events – in person. These will often cost you money for attending, and may also cost you money to travel to them. Again, only you can decide if this is something that you need, and something that you can afford, but ideally, you should attend at least one or two seminars or conferences each year. Most people who do attend these events do find them valuable, and feel that their time and money were well spent.

Aside from learning something new, or reinforcing something that you already knew, these events also offer you the opportunity to network with other Internet Marketers, or other experts in your particular industry. These contacts can become extremely valuable, and are often worth much more than the price that you paid to attend.

Many of these events will give you insight to changes in the industry, or new technology or methods. This too is invaluable, and gives you a head start on your next success. By attending seminars and conferences, you really have nothing to lose, and everything to gain in terms of knowledge and new contacts.

You can find seminars, teleseminars, and conferences online at Internet Marketing Seminar Schedule (<http://internetmarketingseminarschedule.com/>). You will also learn of events from Internet Marketers in the know, and you can also do a search for events using your favorite search engine.

If you find an event that you would like to attend, but it is out of your price range, contact the marketers who are doing the event, and see if you can work something out. You may also consider becoming a guest speaker at an event. Just because you want to learn from others does not mean that you don't have knowledge to share yourself. If you are a speaker, you can attend the event free of charge, your travel expenses may be covered, and you may even be paid for speaking.

If for some reason you cannot afford to attend, and you cannot find a way around the expense, note that many seminars and conferences are held annually. Find out if this particular one is, and note the cost of this year's event. This gives you an entire year to save up the money to attend the next one. Also note that many events are recorded or video taped and those recordings can often be purchased after the event, for a fraction of the cost of actually attending.

If you do attend, take full advantage of the extras. Many marketers will form sub-events during the big conferences and such. Be on the lookout for these, and try to determine what they are, where they will be held, when they will be held, and how you can get in on these sub-events, when you make plans to attend the main event.

Sub-events are usually held by highly successful marketers. The best way to learn about these is to be on all of those big name marketers email lists. Not only will you learn of events and sub-events as early as possible, but you can also learn a great deal about email marketing simply by reading their emails!

Keeping Your Eye on the Ball

If success is your goal, the worst thing that you can do is to lose sight of what you want – what your purpose is. You will have many different purposes throughout your life, but the difference between fulfilling those purposes and not is keeping what you want in sight.

Sometimes, life simply gets in the way, and you are momentarily distracted from your goal. This happens, and in most cases, it cannot be avoided. You may become ill; tragedy may strike your family. Your house may burn to the ground. Something else may come up that requires your full and immediate attention. It happens, and you have to make room for it.

The important thing is that you get right back on track as soon as the crisis has passed, and that you do not allow some problems to detract you from your goal. It all comes down to how important your success is to you, and setting your priorities. Obviously family needs and family tragedy will take precedence over everything else in the world. That is a given, and if it isn't, you seriously need to review your priorities in life.

But these things do pass, and when they pass, you will be able to get back to working on your success, if you want to. Don't, however, allow personal problems or tragedy's to become an excuse for failing. These won't cause you to fail – they can only cause your success to be delayed for a period of time.

It may mean that you need to work extra hours each day in order to reach your goal and stay on track or get back on track. It may mean that you need to stop working towards your goal for a specified or unspecified period of time. It does not mean that you automatically fail.

Many of the big name Internet Marketers actually has a wall that is nothing more than a white board. Yes, they actually write on this wall. They put their goal up there, big and bold – where they see it everyday. Their steps may be outlined on this white board – where they see them everyday. They are keeping their eye on the ball – on the prize.

You can also create your own whiteboard wall, and benefit from it. You should also review your goal each day. Read it over again. Affirm it. Drill it into your head. Think about it the first thing every morning and the last thing each night. Keep it in sight.

Review the steps that you will need to take often. Ideally, at the beginning of the week, you will review the steps that you need to take that week. At the end of the week, you will review them again, and take pride in the small successes that you have had during the week. Each time you complete a step to success, you have

accomplished success – and it is important to acknowledge this, as it gives you encouragement to keep moving forward. It builds confidence as well.

After you have reviewed the steps that you have completed, and taken a little time to congratulate yourself, look forward to the next weeks tasks. Read them over, and make sure that you are as prepared as possible to undertake those tasks, and know that at the end of that week, you will be having yet another review session, where you will be celebrating yet more small successes.

When someone has told you that you cannot do something – that it won't work, or that it isn't possible – once you have done it, and proven them wrong, take the time to acknowledge that to yourself, and reaffirm the fact that someone else's idea of what you can and cannot do simply doesn't make any difference in what you will do. You don't have to rub it in their face or anything like that – but you do need to realize that you did what someone else thought you couldn't do. This will build faith in yourself – your belief in yourself.

Also realize that plans change. No matter how hard you may work at achieving your success, there may come a point in the process where you realize that what you thought you wanted isn't what you wanted at all. This happens more often than you think, and if it happens to you, and the reasons for the change are real, you should be willing to change your plans. This isn't failure, this is redirection.

The important thing is not to change your plans simply because you felt your goal was too hard to reach. That is failure. You may need to revise the plan, but not the goal. If it is something that you still want or something that will still benefit you, you must continue working towards it, in anyway that you possibly can.

Success really is a mind over matter thing. It really is different for everyone, and nobody can tell you what will or will not make you successful. You are the only one who gets to determine that, and you are the one who will have to work towards your own idea of success. It is just a question of knowing what you want, defining it, creating a plan for achieving it, and then keeping the right mindset to take the steps to get the success that you want – without allowing anyone or anything to stand between you and that success.

So, how will you be successful in 2008? What steps will you take to achieve that success? How will you deal with the roadblocks along the way, and the overall consequences of the success that you have? How will you benefit from your success? How will you celebrate when you've reached that success?

Success is in your hands. All you have to do is take the action required to enjoy it.