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INTRODUCTION

It's been said that if you can change your mind, you can change your life. With an "I can do it" mindset that focuses on gratitude, helping others, a positive attitude and belief in yourself, your Internet marketing business is guaranteed for success.

The IM Mindset Formula:

- ✓ Is Easy to learn
- ✓ Brings immediate results
- ✓ Guarantees your IM success
- ✓ Increases your productivity
- ✓ Teaches life-changing strategies
- ✓ Provides encouragement and inspiration
- ✓ Reveals how to avoid negative detour
- ✓ Delivers exercises and check lists to make success easier

ATTITUDE

Do you jump out of bed in the morning with a smile on your face, a positive attitude, and feelings of gratitude? Or do you lie there moaning and groaning about all the problems you'll have to face that day, while hitting the snooze button and wishing it was the weekend?

Your attitude, from the moment you awaken each day, can determine your mindset and how you'll succeed or fail in the challenges that confront you.

Whether you're just getting started with Internet marketing or if you've been learning about it and buying products for years, your attitude can make or break your online success.

To succeed at Internet marketing, you have to want that success more than anything else.

The truth is, if you get negative, are impatient, and can't stay the course, you'll most likely become discouraged. Then after a year or two of buying every new product or software gimmick that promises to make you rich, you might even be tempted to quit and say that Internet Marketing doesn't work.

But, let's look at some strategies to get you headed in the right direction so you CAN become successful.

HOW DO YOU MEASURE SUCCESS?

Most Internet marketers define success this way:

- ✓ Ability to earn an unlimited amount of money
- ✓ Working for yourself rather than trading time for dollars
- ✓ Enjoying more free time to spend with those you care about
- ✓ Setting your own schedule
- ✓ Learning a new IM skill, strategy or formula that works so well you can repeat it whenever you need or want more income

However, before you can achieve success, you need a starting point and a plan.

Why is it important?

Your definition of how you measure success will determine your outlook, your attitude, and your inner belief system. Have you ever heard it said that people who “**believe**” that they can do something and take action, actually become successful?

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Then there's the other side of the spectrum. If you start out strong and determined to succeed, but then you don't implement the plan and follow through with the process, you won't achieve success because you quit too soon.

An easy definition for measuring success: "When I accomplish one item on my Internet Marketing To-Do list this week, I'm moving one step closer to my own personal goals for success."

Have you ever made a promise to someone other than yourself? And because you cared about that person, you fulfilled that promise, right? Then that person praised you and thanked you. It felt good, didn't it?

Then what I want you to consider today is making a promise to yourself and fulfilling that promise. Here's a short check list to get you started.

When you can place a check mark next to each item, that lets you know that you're moving closer to your dreams and goals. (Use the following check list to get you started with this mindset. Then create your own check list.)

- Choose a product or service to sell
- Using free tools, find 10 keyword phrases for your product or service
- Buy a domain name that starts with your best keyword phrase
- Create the shell (basic structure and layout) for your website or blog
- Create or outsource the content creation for your site

HOW DO YOU DEFINE PRODUCTIVITY

When you're productive, you finish something. That doesn't mean that the total job is completed; it means that you've accomplished one or more tasks involved in that project.

To achieve success in your Internet Marketing business, think of productivity this way—being productive means:

- ✓ Making a list of what you want to accomplish today
- ✓ Creating an appointment time slot for each task you want to complete
- ✓ During the allotted appointment time, work only on that ONE task—WITHOUT INTERRUPTIONS!
- ✓ Place a check mark next to each item that you finish

It might sound like a rigid approach when you begin thinking about structuring your time and defining the tasks you want to accomplish.

But until you start doing this, it won't become obvious how much time you're wasting, and how you could be dedicating much of that time towards your own business success.

How I Spend My Time - (An Exercise)

Here's a quick exercise for you to employ. During one typical day, fill in the blanks below by listing your activities for each hour shown.

Nothing fancy. Just jot down a couple words. At the end of the day, measure your productivity. Did you accomplish one of your Internet Marketing tasks, or did you lose track of time on something that wasn't productive?

Now, create a little appointment calendar for yourself for tomorrow.

Write an activity into each time slot. Stay focused. Don't get distracted.

Stick to the schedule for one day. Then see if you were more productive when you scheduled your tasks than you were the previous day.

8:00 a.m. _____

9:00 a.m. _____

10:00 a.m. _____

11:00 a.m. _____

12:00 p.m. _____

1:00 p.m. _____

2:00 p.m. _____

3:00 p.m. _____

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4:00 p.m. _____

5:00 p.m. _____

6:00 p.m. _____

7:00 p.m. _____

8:00 p.m. _____

YOUR EXPECTATIONS “BAR”

Set the bar too high and you'll fail. Set the bar realistically, and you'll succeed. But how do you do that? When you create your own set of expectations, you're really creating personal boundaries that will eventually define your success.

Remember: Measure success by YOUR definition, not someone else's!

Developing a Positive Mindset

To make money in the field of Internet Marketing, you must set boundaries for your expectations. Below are several suggestions.

- **Don't expect to get rich quick!** You're being tricked if you believe that you can get rich quick with any online scheme for success. Marketers may claim they have the ultimate solution to IM success, but if they were so successful, you can bet it took them many months or years of trial and error [and investing in how-to products that didn't work] before they turned enough consistent sales into a full-time income that could be trusted.
- **Be prepared to spend time learning about the Internet Marketing business.** Whenever you enter into a new field, you need to allocate your non-working hours to reading, researching,

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and educating yourself before you take the first step in setting up your own online business. Do it wrong and you'll quit before you ever get started.

- **Allocate a specific amount of money to learning.** Your bank account and your credit card will be safe when you budget a specific amount of money for learning your new skills about Internet Marketing. When you have a budget, you won't go into debt by buying every new offer that promises instant success.

- **For now, don't share your plans for Internet Marketing success with anyone!** It's not that you're being sneaky about all this; it's because you don't need outside influences distracting you, pressuring you for an update, or providing doubts and negative input. Remember, slow and steady wins the race.

- **Create a plan to follow through with your actions.** When you set out to create an Internet Marketing business, it takes perseverance, dedication, action, and a determination to finish the race. Tell yourself that you won't stop your momentum until you've accomplished your goals and are earning a steady monthly income. IM is like anything else in life. When you want it bad enough, you'll do whatever it takes to get it.

THE 15 MINUTE RULE

The 15-minute rule has been known to change peoples' lives. It's a simple concept, but it quickly becomes part of the IM mindset for success. Here it is:

If you can't overcome, solve, or resolve a challenge, an obstacle, a confrontation, or a technical glitch within 15 minutes, this is what you do. Step away from the problem and either ask for help or come back to it later.

This rule works for anyone, regardless of your area of expertise or social human status. Don't write off the simplicity of this rule. It works!

There are unlimited examples that could be mentioned, but here's a true-life scenario that demonstrates what happens when you don't put the 15-minute rule to use.

Russ wasn't a techno genius by even his own definition, but after he had paid someone to create his Internet marketing sales page before his product launch, he decided he wanted to change some of the information. He made several revisions to the content, added new content, and tried to add a photo for impact. Then following an online tutorial, he saved his changes and opened his browser expecting to see phenomenal results.

Instead of viewing an updated sales page, the header was missing, the fonts were three times bigger than

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previous, and the content was skewed to the right side of the page instead of being centered. So, Russ re-opened the sales page and fiddled with it some more. He repeated this process for more than two hours, and each new version was more messed up than the previous attempts to restore everything to its original state.

Now Russ was extremely frustrated and he didn't know what to do. He had planned to launch his new product the next day, and now he didn't even have a website that worked. His site designer lived on the other side of the world and it was hopeless for him to get the designer to help at that time of day.

If Russ would have applied the 15-minute rule, life might have looked a little more positive to him.

As he later discovered, the web designer had made a back-up file of the site and had stored it on Russ's server. When Russ did get in contact with the designer, the original site was deployed and everything was back to normal.

That's when Russ decided that he would either learn how to make website changes without creating havoc to his site, or he would pay someone a monthly website maintenance fee to make the changes for him. Problem solved.

The advantage of applying the 15-minute rule to every aspect of your life means that you'll become less frustrated, you'll be more productive, and you'll learn how to reach out for help, when maybe before you were too proud or stubborn.

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Why struggle? It just leads to more stress.

Don't ever spend more than 15 minutes struggling with something. Stop.
Walk away. Get help.

WHAT DOES MOTIVATION MEAN TO YOU?

The first step to self-motivation is to get out of your own way. Fear, procrastination, worry, and low self-esteem are deal-breakers for getting the motivation you need for achieving success.

While some people may argue that we're all too crazy busy these days to constantly walk around with a calm spirit and a peaceful attitude in our hearts, there's only one solution for getting motivated.

You have to WANT to get motivated. No other human being can make you or cause you to become motivated.

Yes, there are motivational tapes, motivational books, and even motivational coaches that you can hire to get you motivated enough to push forward. But unless you mentally and physically position yourself for achievement and success, you'll think that it doesn't matter.

Here's a quick exercise to try when you want to build up your motivation.

For the next 30 minutes, think only positive thoughts. When negative thoughts arise, think the opposite. Next, focus on whatever words come out of your mouth. Are they positive words? The mouth speaks what's in the heart. What's in your heart today? Speak it and think it and it will be so.

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If you want success, tell yourself that you're already successful. If you want success, speak as if you ALREADY have it. But you have to believe it!

Just like the opposite of telling lies, when you speak truth and success into your life, you'll begin to believe it. Then you'll begin to act like it already exists. Then you'll achieve it.

FEAR IS A FOUR LETTER WORD

Are you afraid of failure, or are you afraid of success? Have you been known to chase after every shiny object that promises to bring you a successful income while you're living someone else's dream? Are you afraid of getting started because maybe you won't finish?

Fear can paralyze you. To eliminate fear, you must denounce its existence.

Sometimes Internet Marketers find that it's easier to spend time analyzing, researching, experimenting with and talking about what they're "going to do" than actually doing it.

Below are several examples of fear that stop Internet Marketers from succeeding. See if you recognize yourself in any of these situations.

I have a fear of starting. There are so many products to promote. Do I create my own product or promote someone else's? I can't decide.

I have a fear of failing. Just because all these other people claim to be making money, what if I spend months and years of my precious free time, and invest thousands of dollars but it doesn't work? I don't want to fail.

I just can't seem to take action with anything that I buy! The offers sound too good to resist so I buy the book, the report, the software, the tools, and I sign up for the coaching and Webinars. I'm not afraid of doing

that. But at the end of the year, I have not taken action. Therefore, I've not made any money in Internet Marketing. What's stopping me from taking action?

I have a fear that my family will get upset with me spending so much time away from them while I'm building my online business.

We're getting deeper into debt and I keep thinking that if I could find the magic elixir that would guarantee my online success that we won't have to struggle financially anymore. But if I spend one more hour away from my family, responsibilities and my friends, I couldn't deal with their frustration and disappointed reactions.

I fear change, in any form. I like an organized and time-efficient life. I'm afraid that if I start working for myself that I'll lose my focus and then I'll be broke again. Why do I fear change and shoot myself in the foot before I've even started?

Some people spend years in fear. When they change their mindsets and see the positive results, they never want to go back to those old feelings. To conquer fear, you must move through it and not let it hold you captive.

PERFECTION KEEPS YOU BROKE

"I want to do it right the first time!"

"I don't have the knowledge right now. When I learn how to do it, then I'll create my site."

"I can't afford the automated tools to run my site and business right now. When I save up enough money, then I'll..."

"I have to write the content before I can launch my website."

"I don't know how to do keyword research, so I can't buy a domain name yet."

"I have to learn about SEO, autoresponders, back links, creating traffic, and setting up a WordPress blog before I can launch my business."

"I need to buy more books about starting my Internet Marketing business so I can learn how other people did it."

If you've made any of the previous statements then most likely you're taking too long to reach your dream destination of owning an online business.

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Yes, maybe you've visited sites that still have Latin words on it, or links that haven't been linked to anything, but guess what? The person took action. They did something positive. They started.

They figured they had nothing to lose by setting up a Blogger blog, or a Squidoo page, or any other totally free social marketing page just to get started.

Were they doing it right? Did they have all the tools in place and everything?

Probably not, but it didn't matter because they weren't perfectionists, and they didn't know any better. They just tried something and maybe they even made money at it.

The best part is that when you stay with something long enough and build one big site rather than trying to create 5-10 different niche market sites every week, you will eventually make sales.

However, technology is changing faster than it did 10 years ago. If you don't jump in and at least get your feet wet, then how will you live your dream?

Again, it's all about your mindset. When you think you can do something, and before you convince yourself that you can't, just put one technique into action.

If you don't have a lot of disposable money right now, then choose an Internet Marketing option for less than \$20 just to get started.

Maybe you can even find two revenue sources by spending \$10 each. Just take one of those methods and follow it through. Don't stop until you complete one task.

An Example Scenario

Have you ever taken the sheets and pillow cases off your bed with the intention of laundering them and putting them back on before bedtime?

Well, if you got sidetracked, called away, or you didn't get to the washing machine that day, then what happened? You went to Plan B, right?

But probably by the next night you had made time to launder and dry your sheets and pillow cases and they were on your bed, smelling all fresh and clean.

Do you realize what happened in this scenario? You weren't being a perfectionist. You just did what you could and then you finished the task the next day.

Setting up an Internet Marketing business is a similar scenario. Do what you can do today, and then finish it tomorrow. If it's not perfect, it doesn't matter. The fact is that you took action.

When you take action in your online business, you won't be broke for long!

BABY STEPS

You've heard the success stories. You've seen the headlines. You may have even seen screenshots of Internet marketers who claim to make insane amounts of income every month, and they tell you it's so simple and so easy that an eight-year-old can do it.

The missing element, however, is that every successful Internet marketer learned from someone.

They took baby steps just like a child learning to walk. They wobbled and made many attempts at walking; perhaps they even felt frustrated or cried because they so much wanted to walk but it was scary and they weren't sure if the next time they tried standing up if someone would be there to catch them if they fell.

At the end of all those attempts, however, this is what it took, and these are the results:

1. Taking the first step
2. Falling down and getting back up
3. Taking more steps until you're on sure footing
4. Taking longer strides

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5. Running
6. Jumping and running
7. Walking at whatever pace you choose

The same is true of Internet marketing. However, if you take the first step, but quit after the second step, then your mindset needs a major adjustment.

That's what this IM Mindset Formula report is all about. It's to help you get to #7 so you can set the pace of how you walk and manage your thriving Internet business.

Let's talk about your business model..

CREATING YOUR BUSINESS MODEL

Before you start buying every offer that becomes available, it's truly important to create your business based on the types of tasks you like to do. This is another place where your IM mindset plays a significant role.

When you feel positive about the tasks you'll perform in your Internet marketing business, you will approach each day with lots of enthusiasm.

So let's see if you can identify your likes, dislikes, your skills, and something that you're eager to learn to expand your business in the future.

You don't have to reinvent the wheel to create a business model.

To get started, look at the sample list below.

Place a check mark next to those items that you'd like to do yourself (until you start making a consistent online income) and then you can outsource these tasks. If what you like to do isn't in the list, then add several bulleted items that summarize what you're good at and would like to do.

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- Creating graphics
- Taking photographs
- Writing content and selling it
- Creating your own written product
- Creating your own software
- Researching keywords for AdSense revenue
- Driving traffic to a site with physical products
- Teaching and coaching others
- Selling your technical skills like programming, installing scripts, installing WordPress blogs, creating websites and blogs, etc.
- Generating leads and selling them to business owners
- Creating content-rich social media sites, websites, or blogs and then flipping them for cash
- Making videos
- Selling your SEO services to other business people

Your Internet marketing business model should be driven by your mindset that tells you what you like to do.

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This may change and evolve over time, but for right now, you must look at a business model as your initial investment for your own success.

When you try things that you're not qualified to do, then your IM success might not work.

Whenever and however you're thinking about starting your Internet marketing business, remember that you need to think of an evergreen approach to your business. That means something that's not just a popular trend for a couple months and then the public will move on to something else.

Next, you need to work smarter and not harder.

When you create a business model, you'll shorten your learning curve and you'll bring more value to your future clients.

Now, let's talk about the formula for success.

APPLYING THE FORMULA

The formula for Internet marketing success begins with a positive mindset and an identification of your learning preferences. That's right.

You can have the most positive and enthusiastic mindset, but you need to understand the easiest way for you to learn something new (and that also means retaining what you've just learned).

What Is Your Learning Preference?

Choose one of the following methods that reflect how you prefer to learn and retain new information:

- **I learn best when I hear the information.** If someone tells me something or I listen to an audio file, that's how I learn best.
- **I learn best when I read the information.** Those processes of seeing the words, reading the words and taking that new information into my brain helps me learn new information fast. In addition, if I didn't understand something I can reread those sections that caused confusion.
- **I learn best when I'm in a hands-on environment.** When someone works with me on a one-to-one basis, whether in person, or in an online environment, I can perform the steps at my own

place and I don't have to worry about getting behind and looking stupid.

- **I learn best when I can see and hear the information.** I like video presentations, but most times the instructor goes through the steps too fast for me, and I can't keep up or even mimic the required actions. Therefore, I prefer to learn at my own pace by being able to start and stop a video presentation until I'm certain that I've completed all the steps required that will produce the desired results.

People learn by seeing, hearing, doing, reading, and by being given choices. What works for one person is guaranteed not to work for everyone.

After reviewing the previous four learning methods, could you identify with one or more of the examples? Hopefully you've said yes. Now, to apply your successful IM mindset formula, you will choose a learning platform that's in sync with your personal preferences.

If you learn best by watching a video and seeing how something is done step-by-step and you can stop and start the movie, then you will learn the formula faster. However, if you're not a visual person and you learn better by seeing the steps written down or printed out on paper, then you will achieve your success faster by reading written materials.

The tough call happens when one of the top Internet marketers or so-called gurus makes you click a link to join their webinar, podcast, video presentation, or they ask you to download a PDF file or read their latest report just so you can learn their insider secrets.

The problem is that if their information is not delivered in the learning medium that works the best for you, then you can buy every program and promise that comes along, but you'll have more of a tendency to fail every time.

So what are you supposed to do?

How To Apply The Formula

Find someone who's knowledgeable and in sync with your business model AND your learning preference. Then sign up for their program.

Here's a scenario to consider.

If you get impatient by watching a video with some man or woman who drones on and on about themselves, their lifestyle, or their hypotheses for what they thought they wanted, or how they labored at their previous day job, you might never get to the meat of the presentation and learn anything new. That's not your fault.

The person making the video doesn't know the rules.

He or she just makes everything up as they go along. They assume that you will stay the course and watch the entire video. But you and I both know that if there was no fast-forward button on the screen to get past all of the non-information, you probably said the heck with it and closed your browser session.

Sound familiar?

Product Success and The Ultimate Blueprint

Products, methods, systems, blueprints, and success strategies are unique to each person's individual personality, style and habits.

You will never find an exact blueprint that duplicates someone else's step-by-step path to success because no two people are alike. What you will discover, however, is that every program, piece of software, or coaching session you invest in will bring you golden nuggets of information that will assist you in your road to Internet marketing success.

That's not meant to discourage you.

Rather, look at it this way...

If you can learn even one new jewel of information that you can apply to your IM business, your purchase was worth it. Anyone can show you how THEY succeeded, but they're not you.

Likewise, when you become successful, people will most likely approach you and ask for your help. They might say, "Show me what you did, step-by-step, so I can become successful, too." And even if you wanted to, you'd never be able to recreate what you had to learn, apply, and do to get where you are.

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Everything's based on experience and how you learn. More than that, when you understand your own mindset, you'll easily be able to shave years off your learning curve in any new business or social venture.

THE POSITIVE MINDSET THAT GUARANTEES SUCCESS

When you BELIEVE in yourself, and when you can mentally and verbally cast out all fear, doubt, and negative thoughts, that's the most important springboard to success. Taking action and following through with a persistent mindset is what will get you there.

Once you're making an income online, refer to your notes.

What did you do to create that income channel?

Pour more of that energy into your business for the next six months. Then without spreading yourself too thin, hire and train two people to do the administrative tasks that will free up two to four hours of your time every day. Then consider repeating the process with a second online presence that's a duplicate of the first one.

Or, at the six-month mark, or one-year mark, you might want to expand your business into a membership site where you can teach others how to become successful in the same area as your original business plan.

The goal is to be persistent and make ONE business successful before branching out into another niche or market.

The Fastest Way to Fail

This report has focused on all the positive aspects that will lead to your success. However, it's helpful for you to know and understand the IM aspects that you will want to avoid, and which lead to lost time, money, and a feeling of giving up the dream of becoming a successful Internet marketer.

These are the things to avoid:

- Buying every product that comes out without understanding if it fits into your business plan and learning method. (Wastes your money and steals your focus.)
- Downloading every free offer that comes into your Inbox. (You'll never find time to read and apply the information and it just puts your name on more mailing lists from people who want to tempt you to buy more products from them.)
- Registering to a ton of Internet marketers' mailing lists. (Stay focused. Learn only from the people whose programs you have purchased and don't buy anything extra.)
- Not taking action. (You can't finish the race if you never get started.)
- Don't sit around and wait for customers to just visit your site and buy your products. (Learn how to drive traffic to your offers,

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network with other like-minded business people, recruit partners, and make friends.)

Above all, be prepared to help others succeed after you've become successful.

Also, remember that you're selling to people who need what you have to sell. Keep them as your number one priority whenever you create a marketing campaign. It's really not all about the algorithms that a search engine company changes. It's about giving people what they want and what they need.

RESOURCES FOR IM MINDSET SUCCESS

This section provides supplemental resources to further enhance your journey into developing and maintaining a successful mindset for your Internet marketing business.

Notice that these resources cover a broad range of learning methods. Choose the ones that speak your language.

Books (Written, Audio and Video)

As a Man Thinketh (Allen James)

Think and Grow Rich (Hill Napoleon)

Awaken the Giant Within (Tony Robbins)

Unlimited Power (Tony Robbins)

Chicken Soup for the Soul – Think Positive

Subliminal Software

This works with your computer by briefly displaying an affirmation on your screen at various locations to subconsciously remind you about your eminent success and power of positive thinking.

INSPIRATIONAL QUOTES

The man who makes a success of an important venture never waits for the crowd. He strikes out for himself. It takes nerve, it takes a great lot of grit; but the man that succeeds has both.

Anyone can fail.

The public admires the man who has enough confidence in himself to take a chance. These chances are the main things after all. The man who tries to succeed must expect to be criticized. Nothing important was ever done but the greater number consulted previously doubted the possibility.

"Success is the accomplishment of that which most people think can't be done." ~C. V. White

"The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack in will." ~Vince Lombardi

"I cannot give you the formula for success, but I can give you the formula for failure, which is: Try to please everybody." ~Herbert Bayard Swope

"The surest way not to fail is to determine to succeed." ~**Richard Brinsley Sheridan**

"Success does not consist of never making blunders, but in never making the same one a second time." ~**Josh Billings**

"The talent of success is nothing more than doing what you can do, well."
~**Henry W. Longfellow**

"To climb steep hills requires a slow pace at first." ~**Shakespeare**

"The secret of success in life is for a man to be ready for his opportunity when it comes." ~**Earl of Beaconsfield**

"Try not to become a man of success but a man of value." ~**Albert Einstein**

"The greatest results in life are usually attained by simple means and the exercise of ordinary qualities. These may for the most part be summed in these two: common-sense and perseverance." ~**Owen Feltham**