



Special BONUS Report # 2:

The Single Greatest Cause of Failure While Doing Business on the Internet... and How To Avoid It!

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In this bonus, you will learn the answer to this question:

“What gets in the way of financial success on the Internet?”

As amazing as this may sound, it's NOT lack of technical knowledge.

The simple fact is, it's ...

Excessive self-centeredness.

What does that mean?

Just this. While it's fine to shoulder a good, healthy self-image as you move up the ladder of success, you also need to understand a basic concept: **the first part of “getting” is, in fact, “giving.”**

By giving, you instantly put things – good things – in motion, moving towards you. That's the Law of Cause and Effect – in action!

Once you see how that works, and you start acting accordingly, things start to change for you, in a positive way. And then, not much time will pass before you find success far beyond your wildest dreams – which occurred for both Jim and David.

Here they elaborate in great detail. Pay close attention, and profit...

DAVID: What we talked about in Bonus #1 with using “OPL” (Other People's Lists) gets right down to the issue of what you try to do first - give or get?

I mention an old story self-improvement expert Earl Nightingale used to tell - you probably heard it before - but the more experience you get in business and life, the more you realize its long-lasting importance...

There's a man sitting in a cold, dark cabin up on a snow-covered mountain shivering in front of a frozen wood-burning stove. He's been sitting there for

days and he's almost dead from the cold. He doesn't even have the strength to look up when his buddy finally makes it to the cabin after traveling for almost a week. His friend sees him sitting there shivering in front of the stove and asks him, "Why are you just sitting there in the cold?"

The man gathered up his strength and said, more than a little annoyed, "Isn't it obvious? The stove's not giving me any heat!"

His buddy looked at him and said, "Well, why don't you put some wood in the stove?"

The cold man looked at him and said, "As soon as the stove gives me some heat, I will put some wood in it!"

This man's attitude and his unwillingness to give before he received doomed him from the start. YOU must put the wood in first... and that really sums up what we're talking about here in great detail.

Our number one rule: **You got to give before you get! I.e., take the first step.**

You must find ways to make other people's lives easier and make their businesses better before they start giving to you.

Example #1: We'll start close to home! A reader of our first book together, **eBook Secrets Exposed**, sent both of us this unsolicited testimonial not too long ago:

Dear Jim and David,

It's hard to put into words how much this ebook helped me.

I bought it on a Friday night. And spent the whole weekend not just reading it, but devouring it! There was so much awesome content that I literally could not put it down. I remember telling my wife, "Let me take the kids to church play practice, so I can sit in the back of the church (alone) and keep reading this book."

You certainly "over-delivered" on this product. It's worth many, many times its sale price. And because I got so much out of it, I joined your affiliate program and have been promoting it on my website and in my ezine.

Section 9 (How Can I Use an eBook To Get More Consulting or Coaching Business) was especially applicable to my situation. I'm a Tax Accountant in Fort Wayne, Indiana and recently wrote an ebook about tax-reduction strategies for small business owners and self-employed people. After using the marketing strategies in your book, I'm starting to see great results -- people are buying my tax ebook and I'm getting new tax clients from all over the country.

I used to spend money on advertising to get new tax clients. Since publishing my ebook, I don't have an advertising budget; my advertising budget is now a profit center! Imagine that. And your "eBook Secrets Exposed" played a major role in my learning how to do this.

Wayne Davies
Fort Wayne Indiana
www.YouSaveOnTaxes.com

Then, he asked if we would be willing to review his ebook and provide testimonial quotes, which, naturally we both agreed to do.

Here's an important point: Wayne didn't send the testimonial with any strings attached. We were allowed to post it on our site (which we did!) regardless of whether we had any time or interest in giving him a testimonial.

But let me tell you how Wayne's "givingness" took him further. It just so happened that I was speaking at an international conference of small business owners the following week.

Wayne's strategy, Web site and success story added a new dimension to my speech. So naturally, I pointed him out as an example – *to 700 new prospects, both to buy the ebook and to hire him as an accountant.*

Now, you might be wondering: Did I do it because it helped my speech, or did I do it because I felt I "owed him one?"

It was definitely because it helped my speech and I felt it would also be valuable to my audience. I didn't feel I owed him a thing.

But you can be sure... the fact that Wayne was willing to give first, and without any strings attached, put him in a "good guy" category in my mind. What he did (and the way he did it) encouraged me to feel good about including him in my speech. I'm sure that came across in my voice and in the words I chose about him.

Example #2: A client of mine who consults and speaks had the opportunity to give a keynote presentation to the Direct Selling Association of Mexico.

The only problem was, they weren't going to pay him a dime for his high-powered speech.

Did that stop him? No. Even though it cost him money, he went and did the best, most professional, most enthusiastic job he could.

The result? Several members hired my client – at his full fee – to come do trainings for their organizations. He made well into the five figures of income, directly because of something that he gave away – a speech that took him days of his valuable time to prepare, and thousands of dollars in expenses to deliver.

And so it is in all aspects of business.

Including, of course, Internet business.

"You need to give in order to get" definitely shows the proven way around the problem of not having your own list.

Four Causes of Online Business Failure

You must understand four things/reasons why most people fail on the Internet...

Failure Reason Number One: Unsuccessful Internet Businesspeople think and speak only about their own needs and what they want, similar to expecting the stove to give you heat before you give it any wood.

Recently I was talking to a consultant who has an expertise in helping entrepreneurs get massive media publicity. We were talking about an online publisher who has five newsletters focused exclusively on humor.

The consultant suggested that he could write an article about publicity for the publisher, since everyone in business can use more publicity.

And, in the process, the consultant could offer some of his products on an affiliate basis. As part of his articles.

It was a great idea except for one thing. Neither the newsletter publisher, nor the newsletters' readers, wanted or expected information about publicity. They were looking only for information about humor. (Duh!)

What the consultant needed to do – but didn't do – was look at what he was offering **from the point of view of the people he was approaching.**

I realized much later that, if the consultant had offered articles about **how to use (and not use) humor** in approaching the media or giving an interview, he would have had a much better chance getting his articles placed in the humor newsletters.

Failure Reason Number Two: Because they think only about their own needs and what they want, Unsuccessful Internet Businesspeople don't think about what potential customers or potential partners want. This mistake may seem obvious. But once you start thinking or talking first about your customer's needs and your joint venture partner's needs, then the whole scenario changes. People will almost always welcome someone with open arms who offers them a deal where they can plainly see that the person offering the deal first thought about the other person's needs and not his own.

A simple example: Customers want to be treated with respect, and preferably with kindness as well. This, of course, is obvious – or at least, it should be obvious.

However, a successful Internet entrepreneur I have heard about is extremely “moody,” and has a bad habit of giving demeaning and rude answers to customers who send him routine questions that Internet information entrepreneurs receive all the time.

Those rude answers constitute bad news. Unfortunately, bad news gets around very quickly on the Internet, because it’s so easy to forward an email. After a few emails were forwarded showing him treating customers disrespectfully, people doing joint ventures with this individual decided this kind of email was not an exception, but a regular pattern of his behavior.

As a result, several doors have closed to this entrepreneur, because people are not willing to risk having their customers treated that way.

Failure Reason Number Three: Unsuccessful Internet Businesspeople don’t think about what customers or partners want, so they don’t act in a way that shows that they care about others’ wants and needs. On the other hand, successful people do just the opposite, almost by reflex, without thinking about it. We call this “aligning your interests” with those of the other person. **This action makes the BIG money deals happen!**

This kind of problem shows up in all kinds of situations. Recently, at the conference where I was giving the opening keynote speech (at 8:45 in the morning), a struggling joint-venture partner invited me to have a drink with him and a friend the night before my speech.

After thirty minutes of pleasant conversation, I explained to him I had to get some sleep and said I was going to have to excuse myself.

He ignored my diplomatic request to conclude the conversation. And, he continued to talk as though I hadn’t said anything about leaving. Not surprisingly, his conversation consisted of asking to solve his problems for him

– right there, on the spot, in the bar, late at night – and, fretting over the difficulties of his business.

After the second and third time I mentioned I had to leave – which he also ignored – I simply stood up and said “Goodnight,” and left.

Of course, some people *never* get it. The next day, he complained to me that I had left much too abruptly.

When I explained to him that I had first told him three times that I had to go, and he hadn’t even acknowledged what I said. He shook his head uncomprehendingly.

It was as though he couldn’t understand how there could be *anything* more important than talking with him – even if someone had to get a little rest, in order to prepare for the opening presentation the next morning to 700 people from around the world!

Failure Reason Number Four. Unsuccessful Internet Businesspeople complain and complain and complain. And then... just in case someone didn’t hear them... they complain some more!

Successful people complain from time to time as well – success does not exempt you from having human feelings! ☺ – but on average, they stay **much more focused on solutions and opportunities** than on problems and disappointments.

Get into the habits of a solution- and opportunity-oriented person. Truly turn this into your attitude and your actions. Then other people will go all out to help you get what you want because they can see you’re not a taker, but a giver.

You create synergy. With the whole greater than the sum of the individual parts. What you bring to the project along with the other person creates a greater outcome than what either of you could accomplish by yourself.

JIM: As a simpler way of stating that... by creating synergy you create a situation where **one plus one equals three (1+1=3)**.

DAVID: That can really kick in for some high-powered results when you bring the right attitude and focus on *expansion*, rather than focusing on negative things.

There you have it... insider information about what really goes on that makes some people successful, and others less so, in Internet business.

You may be wondering why, as motivational speaker Jim Rohn puts it, “giving starts the receiving process.”

Here are three reasons:

- 1) **In the way of the world, giving someone something creates a vacuum that needs to be filled**, and can only be filled by someone else giving something back to you. (Note: you won’t necessarily or always receive something back from the person you gave to – but, have no doubt, you *will* receive something back!)
- 2) **Giving says something about you.** What it says is, “This person isn’t desperate. Scarcity is not part of their operating reality. In fact, they have so much extra on their hands that they can easily afford to *give things away*.”

People like to do business with other people who don’t come across as desperate! ☺

- 3) **When you give, it forces you to stretch.** Doing so exercises your imagination in finding new ways to create value. The very act of doing this makes **you** more valuable.

Now that you know this, what are you going to do?

The best advice you can get is: Look for opportunities to give in a way that will make a real difference to someone else, where you can deliver the most value for the least amount of time and effort on your part.

This will set you apart from the average online entrepreneur in ways that you wouldn't believe! And lead you quickly on to greater and greater success.