

# The Secret Missing Links to Online Success



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The Science of Success...it's all in your mind.

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**Don't Forget...**

**The Science of Success...it's all in your mind.**

## – Introduction –

**“Nothing can stop the man with the right mental attitude from achieving his goal; nothing on earth can help the man with the wrong mental attitude.”**

- Thomas Jefferson

You've read the ebooks...

You've decided on your tactics...

You've got your web page...

You've got your ezine...

But you aren't making any money!

Worse still – you don't know why!

I can tell you why – you might think you have everything in place...but you haven't.

You are missing one vital element.

**The sole difference between success and failure is -  
YOU!**

Yep - you! You are your own worst enemy...except that you don't realise it...and blame somebody (or something else).

Almost everyone I have ever met begin a project before they really decide if it's right for them. They THINK that it is...but after a few setbacks they decide that maybe it wasn't for them after all.

The key to anything new you take on in life...whether online or offline...whether work-related or family driven...is to focus on YOU before the actual project.

You may think that I am talking rubbish – but let me ask you this question –

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**How many negative, miserable, and depressed self-made millionaires have you ever seen?**

Ask any 'successful' person in any field...and they will tell you that their positive attitude to setbacks was one of their best abilities.

The reason why they could react so positively?

Their attitude

...Their belief

...Their focus

...Their knowledge

Notice how knowledge comes at the bottom of the list...and not at the top.

Here's why...

Almost all of the richest and most successful people in the world have had a right-hand man (or woman).

Bill Gates had Paul Allen

Steve Jobs had Steve Wozniak

Warren Buffett had Charlie Munger

Sherlock Holmes had Dr. Watson!

I could go on.

"Hold on a minute" you might say

"What about all of those others who did it on their own - such as Richard Branson, Donald Trump, George Soros, Larry Ellison, and all the rest!"

You might think that they did it all on their own...but they all either had an excellent unsung hero working with them (in Richard Branson's case), or a team of excellent (and trusted) advisors working on their behalf.

**So...every successful person had someone else who was more knowledgeable than them in the areas where they were weak.**

In essence...they employed people who are better than them.

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“But what’s that got to do with a one-man-band like me?”  
you may question.

It has EVERYTHING to do with you!

Your success in any area is a matter of relationships.

The relationship between you and...

...your peers

...your customers

...your family commitments

...the work you want to do

...that little voice inside your head.

If you don’t have access to a mentor (I’m  
available...email me at [coach@scienceofsuccess.com](mailto:coach@scienceofsuccess.com)),  
or have friends who excel at something that you can’t do  
then...

**You are going to have to TEACH YOURSELF what you  
need to achieve success.**

And I am not talking (initially anyway) about teaching  
yourself **how-to** do something...I’m talking about  
teaching yourself the **why-to** do something.

You have to learn the reasons WHY you want TO do  
something. In other words what motivates you.

This...is the core ‘secret’ missing link to your online  
success!

**“The manager asks how and when; the leader asks  
what and why.”**

**-Warren Bennis**

Over the next few pages I will explain in more detail the  
elements of what could be the difference between your  
success or failure on the Internet.

So...let’s begin with Missing Link #1.

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## – Missing Link # 1 –

### – Attitude –

I lose track of the amount of people that ask me for coaching advice who use words and phrases like these when they explain why they aren't successful:

"If only..."

"I can't..."

"It's not my fault..."

"I don't have the money..."

"I wish..."

In all cases...do you notice that every single one of them 'pass-the buck', either to a lack of something or because of something.

In all cases...these people are NEVER going to be a success because they have an attitude of lack or failure in-built into them.

"If only I could write sales pages like Yanik Silver..."

"If only I had an ezine with 150,000 subscribers..."

"If only I could make a profit with my advertising..."

"If only I could learn HTML..."

I for one:

- Wrote my web page using Microsoft Word
- Had never written a sales letter before I wrote the one for my site (and it shows!)
- Had never written a line of advertising
- Didn't know what an affiliate program was
- Had never written anything before (even an article)
- Had precisely 10 subscribers to my ezine for the first 2 weeks
- Had never worked for myself
- Had never worked from home

I could go on.

What I am trying to say is that...

Despite any lack of skill or talent I may have...it hasn't stopped me from making a reasonable living off of the Internet in a matter of months.

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So what's my secret?

**My secret is...I don't have one!**

All I have is an attitude...a positive one!

"Fat lot of good that will do me..." you might say.

Well all I can say to you is stop reading now. It's not worth your time.

Carry on doing what you've always done...and getting the same results that you have always got.

The simple, most obvious things are always the ones that people ignore because of the very fact that they are simple and obvious.

**"Never ignore the obvious. That's what it is there for."**

**-Gary Vurnum**

I cannot stress this enough.

The single, biggest reason why most people fail in their online businesses is their attitude.

You may disagree with me...and of course you are more than entitled to do that.

Show me an individual who has the knowledge, but hasn't got the right attitude...and I'll show you a loser.

Show me an individual who has very little knowledge, but a positive, can-do attitude...and I'll show you a winner.

Be negative...and you will attract negative people and negative things into your life.

Be positive...and there will be nothing to stop you!

"But..." (I knew that it was coming!)

There are no 'buts'.

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I will leave you with this quote from the late, great Earl Nightingale. A success 'guru' ahead of his time – he said this quote sometime in the 1940's and it is as true today as it was when he said it.

**You become what you think about.**  
-Earl Nightingale

## – Missing Link # 2 –

### – Belief –

I BELIEVE that I will be a millionaire thanks to the Internet within three years.

There. I've said it. I've announced it to everyone who reads this.

I am now accountable to all of you to achieve it.

Ah. The pressure!

It's fantastic!

**“What we can or cannot do, what we consider possible or impossible, is rarely a function of our true capability. It is more likely a function of our beliefs about who we are.”**

-Anthony Robbins

You see I learned a very valuable lesson a few years ago when I worked in a Merchant Bank in London.

**I learnt that you are as powerful as you believe yourself to be.**

This statement may sound a little strange...so let me explain.

-----

I was just a supervisor...working hard for my next promotion.

My boss didn't have a clue about what I did...and he liked it that way. At the end of the year our accounts had to be completed with our agents overseas.

I disagreed with one of their figures by a cool \$½million!

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The trouble was...they had been recommended by one of our senior managers – the one who shouted the loudest.

So I had a decision to make.

Put my signature to figures that I knew were wrong...or let it go. Bear in mind that this decision would affect everybody's year-end bonus (including the senior manager's)

What would YOU have done?

For me...there was no decision to make.

I refused to sign-off the figures and told the senior manager why.

The Chief Accountant of the bank went ballistic. Overnight we had lost ½ m dollars off of our profit figures.

The senior manager made an official complaint to my boss...and called in both our internal and external auditors to go through my emails and phone calls – to establish that I had messed up.

I hadn't.

My boss relied on my judgement. Both audits cleared my name. My reputation was left intact after 6 weeks of intense pressure and scrutiny.

The bank made less profit (but at least it was accurate), and the senior manager continued to try to drag my name through the mud for the next year until I left for another job.

-----  
It was after this (rather stressful) episode in my life that I realised something very valuable for my future online business.

I realised that, if I could have the power to go head-to-head with a senior manager and make a decision on \$½million – why was I just a supervisor?

I also realised that there was no difference between me and someone who was earning a cool \$300,000 a year.

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I now had the BELIEF that I could go as far as I wanted to go...and be as successful as any of those rich and successful people I looked up to.

And I wouldn't be scared to be involved in such 'circles'.

So when I began my online business, I started emailing those people who others had put upon pedestals because of who they were...or because of how much they were worth.

And you know what?

They're just normal people like you and me.

And within three years...I will be one of them, too.

**You can join me...but only if you really believe that you can...and only if you can REALLY see yourself being a 'guru' yourself.**

But that's the problem for most people...they can't see themselves as one of 'them'.

You won't be...unless you can change your opinion of yourself.

I know that it is a very difficult thing to do...I had to go through a very stressful situation to make me realise it!

But...unless you can really BELIEVE that you are worth it...you will automatically limit yourself without even realising it.

So make sure that you believe in yourself...and your abilities...after all nobody else can do it for you.

It's up to you.

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## **– Missing Link # 3 –**

### **– Focus –**

Email.

It's what made the Internet what it is.

It's also the biggest thing working against us as we try to build our business.

Why?

Well, what do you do when you first switch on your PC every day?

A guess – check your email?

I'll hold my hands up – me too!

But...

By it's very nature email is a time-eating machine.

You read an ezine in your mail...then click onto a link...then another from that page...and on and on.

Then you have to answer a query from somebody...or reply to someone that you should have done the day before.

So...what's the answer?

The answer is...don't do it!

(Well, OK we all know that we have to.)

What I am trying to say is...get your priorities right.

You might think that checking your email is the most important thing to do as soon as you start working.

Wrong!

The most important thing to do is NOT to check your email!

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Why?

Well, let's imagine that in your 9-5 job you roll up at 9.a.m every morning not having the faintest idea about what work you have to do that day.

How could you:

...plan

...measure your output

...make comparisons with other days

...know if you were progressing

...work to your strengths

...prioritise your work

I have spent the best part of a couple of hours going through my email...and getting caught up surfing instead of working.

It's a killer for a home-based business like mine.

So.

At the beginning of every day you need to sit down and look at what you NEED to do that day. Then begin it!

I couldn't work why I couldn't write a single line when I finally began work at 10:30 a.m. every morning. It clicked when I decided one day to leave checking my mail until lunchtime.

The results I achieved from those first couple of hours was phenomenal compared to previous days.

Why?

Because I found it so much easier to remain motivated and FOCUSED at the very start of my day.

Also, I found that I looked forward to surfing knowing that I had already achieved a lot that day.

This one change to my working pattern quadrupled my output overnight.

It might not work for you...but it certainly worked for me.

"So...what has this really got to do with focus?" you may ask.

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**Well...I have just used a very common example to highlight how a lack of focused, concentrated effort can have a very serious affect on how much you can achieve.**

In the Internet age, we are constantly bombarded with technicolor, all-singing, all-dancing opportunities that want to take away our time.

**Time is more valuable than money. You can get more money, but you cannot get more time.**  
- Jim Rohn

This is one of my all-time favorite quotes. When I took it on board...and really considered what it meant...it changed the way I think about both my life and my business.

Practically everyone I have ever met (especially on the Internet) is focused on making money.

“That’s the whole point!” you might say.

Err...no it’s not. More money is the end result of concentrated focused effort of giving some value to someone.

That’s why all of these ‘get-rich-quick’ schemes never work.

The mistake most people make is that they think they can get something for nothing. Life’s not like that.

So...you need to focus your efforts on giving something first...the money will follow later.

I am not for a moment suggesting that you give away all of your ebooks for free...or that you don’t charge anything for web design.

What I am saying is that nothing in life is free. You have to pay for it somehow, somewhere.

The best way to pay ‘up-front’ is to make sure that YOU are always moving forward and developing.

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There is no middle ground. You are either moving forward...or you are getting left behind.

So focus on moving forward every single day...focus on completing that project...focus on new ways of presenting your business...focus on learning something new about your business.

Because once you have wasted your time on standing still...you will never be able to get it.

Stay focused on what you really want from your business and life. Don't get distracted by the 'next big thing'.

**Focus on what you can do...and do it well.**

That, my friend, is how most of the gurus got to where they are today.

Want to join them?

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## – Missing Link # 4 –

### – Knowledge –

This is not really a *missing* link.

It's just a very misused one.

For most people...their lack of knowledge can be overcome.

They buy a book...and ebook...read articles...listen to audios.

Then they put them away, never to be used again.

They rely on their already overcrowded brain to remember EVERYTHING that they have just read or heard.

**That's the biggest problem with knowledge – most people never really remember it.**

So...you've bought the latest ebook by the one of the Internet 'superstars'. You print it out and actually read it all of the way through (which is probably more than most people do with ebooks!).

You finish it. Then put it in a drawer...or throw it away.

You have just made the mistake that all people who fail to achieve success make.

That mistake?

**You don't translate the information into a format that you completely understand.**

What do I mean by this?

Well...

Every book ever written is just somebody's opinion put on paper...their own personal view of the world...or of internet marketing...or of mlm.

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They (and they alone) are the only ones who know EXACTLY what they mean by what they write.

How is this possible?

We all view the world differently from any other person.

We do this because of the experiences and influences we have had up until that very moment. They all act together as a filter that sits in front of everything we view.

These are our conditioning influences.

So...in order for us to 'personalise' the knowledge that we are attempting to take on board...we need to translate the information presented to us into our own 'language'.

This may sound a little technical...but all I am really trying to say is:

Never, ever read a book. Use it!

Make notes in the margin. Use a highlighter pen to remind you of the most important 'bits' to you.

Already...this sounds like too much hard work to a lot of people.

They're the poor ones!

Well...I am asking that you then do even more work!

Go through the book and write out (preferably in some form of permanent notebook or journal) the highlighted passages (and this is the key part) –

**IN YOUR OWN WORDS!**

Whether it is an ebook on internet marketing...an audio tape on personal development...or a how-to on ezine writing –

**Translate what you read into your own words!**

If you do that with every book that you read or tape that you hear...then I guarantee that within 6 months you will have left your peers in the dust.

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I know that it can be a difficult thing to do...but take it from me...I believe that this exercise alone has helped me get to where I am today.

**“Just as the largest library, badly arranged, is not so useful as a very moderate one that is well arranged, so the greatest amount of knowledge, if not elaborated by our own thoughts, is worth much less than a far smaller volume that has been abundantly and repeatedly thought over.”**

**-Arthur Shopenhauer**

**Don't let a little bit of laziness get in the way of your success...otherwise you will only have yourself to blame.**

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# Essential Resources for Your Successful Development

Another element of knowledge is choosing the right sort of information that will help move in the best direction.

This can be a minefield...there is so much good stuff out there...and there is also some terrible stuff fighting against it for your attention.

So...

As a someone who has succeeded online despite my lack of knowledge...I thought that it might be useful to give you details of some of the resources that helped me earn a reasonable lifestyle from the Internet.

The only thing I ask is that, unless you intended to really use the information they contain...and I mean really USE it...you might as well not bother with anything on this list.

Remember...

You don't only have to know how-to do something...

**You must also know WHY you want TO do something.**

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# Essential Personal Development Resources

## The Science of Success

By Gary Vurnum



My very own ebook. If you haven't got it yet – why not?

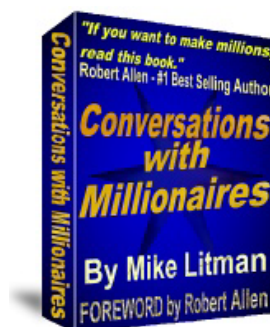
I found out some time ago that you really do 'become what you think about'. Since I began to see myself as rich and successful...my whole life has turned around dramatically.

In The Science of Success I explain the simple principles that I live by...those principles that have given me a happy, rich, and successful life.

[Click here](#) to see what I mean.

## Conversations With Millionaires

By Mike Litman



One of the keys to becoming a success is to learn from those who already are where you want to be.

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One way of doing this is to read (or listen to) the interviews that these people do. The only problem is that the value of the answers will only be as good as the quality of the questions.

This ebook will give you an idea of the sort of answers that can come from excellent questions.

Seven millionaires were interviewed...and the results were extraordinary! The book is so good that it has been the Amazon.com # 1 bestseller on four different occasions!

[Click Here](#) to find out more.

## **The Jim Rohn Weekly ezine** By Jim Rohn



I'll hold my hands up. Jim Rohn is my mentor. Anthony Robbins rubs me up the wrong way...Brian Tracy is excellent but sometimes gets a little technical...and Zig Ziglar's Texan accent is difficult for my poor UK ears!

Nope. Jim Rohn is the man for me...he mentored Anthony Robbins, after all. If you are the slightest bit interested in self-development then it is a crime if you haven't subscribed to his free weekly ezine.

Do it now! Do it here!

[Click here](#) to go his site.

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## **The Science of Getting Rich** By Wallace D. Wattles



This book dates from the early 20<sup>th</sup> Century...but don't let it put you off!

This was the catalyst that finally gave me courage to do what I really wanted to do with my life.

Some of the text may be a little 'quaint' for the Internet age...but it's message is clear.

You can get rich as long as...

[Click here](#) to get the FREE version of this classic.

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# Essential Internet Business Resources

There are the very resources that I actually used to build my online business...without any knowledge of HTML!

## **Guru Magic!** By Harvey Segal



Harvey Segal asks 37 of world's top Internet entrepreneurs – “What are your top tips for Internet Marketing Success?”

The answers he gets are simple...yet amazingly valuable to likes of you and me.

So...how much are we going to be charged for such important information? It's FREE!

[Click here](#) to download this amazing FREE ebook NOW!

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## **33 Days to Online Profits** By Yanik Silver and Jim Edwards



This book helped me focus on what was really necessary when it came to deciding how to establish my online presence.

Yanik Silver (of [Instant Sales Letters](#) fame) and Jim Edwards certainly know their stuff.

The section on autoresponders alone is worth the price of the book, but....

## **Killer Mini Sites** By Alpha Del Bosque



is FREE when you get 33 Days to Online Profits!

This book was the only resource I used to build my sales page.

The style of the book is simple...yet very effective. I would gladly recommend anybody to buy this on it's own.

But when it comes as part of a package deal with '33 Days'...it's too good an opportunity to miss if you are really serious about making a living on the Internet.

[Click Here](#) to see more.

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## **The Internet X-Factor**

By Terry Dean



I didn't really know much about Terry Dean when I started looking at how I could make a living online.

Little did I know that his reputation and output was second-to none!

The Internet X-Factor he describes changed my ideas of how to make money from the Net completely on its head!

When such a successful online businessman shows you how it's done (which is different to a lot of the usual 'hype')...then believe me...it's worth listening.

I credit this book as the main cornerstone of my Internet business being where it is today.

[Click Here](#) to see for yourself.

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## **Paperless Newsletter Publishers Guide**

By Monique Harris and Terry Dean



The next logical step once your online adventure begins.

Terry Dean (again) has co-written this ebook with Monique Harris (of [Make Your Knowledge Sell](#) fame, amongst other things), and their joint knowledge of how to run successful ezines and businesses on the Internet really shows through.

A must if you are serious about taking your business to the 'next level'

[Click here](#) for more details.

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## **Autoresponder Magic**

By Yanik Silver



and

## **Million Dollar Emails**

By Yanik Silver



These ebooks always seem to go hand-in-hand with each other. Yanik Silver undoubtedly made his fortune (and his reputation) on the back of these books.

You might have already downloaded them by now...they have spread like a virus over the Internet over the last couple of years.

But have you actually looked at them...and really analysed the value of proven email and autoresponder techniques from some of the most famous 'names' online?

If you haven't...I suggest you do so as soon as possible.

If you haven't got either of them...you can download them both from my site for FREE.

[Click here](#) to download Autoresponder Magic.

[Click here](#) to download Million Dollar Emails.

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## Don't Forget...

That's it. I have one last favor to ask.

Please, please USE this information. The biggest mistake you can make is read something but not act on it and put it into practise.

If you can do that...then you will be well on the way to Online Success!

Take notes...highlight...write on post-it notes.

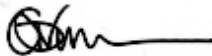
Just make sure that you 'translate' the information into a format that makes sense to you...and then go and make it work.

An internet business (like life) is peppered with set-backs that can sometimes seem to outweigh the benefits.

It's how you deal with...and learn from...these set-backs that will either leave you as a failure, or make you into a roaring success!

Good luck.

**To Our Success!**



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