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# **The Failure Report**

**What Most People Do Wrong In Internet  
Marketing And How To Avoid Their Mistakes**

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*By Jason Fladlien*

# The Failure Report

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## Intro

Two years ago I attended a marketing seminar in Dallas, Texas. It was “Affiliate Incubator” put on by Stu McClaren & Russell Brunson.

When you attend these seminars, you walk away with a deeper understanding of what behaviors cause a person to succeed in internet marketing and those which cause a person to fail.

There's a huge gap.

It's not a gap that can't be bridged... if you know how. And I want to help you avoid some of the traps that I have identified which stop people from making money on the internet.

## Problem 1: Not Realizing it's ALL About Making Money

We had just gotten back from dinner. One of the attendees there showed me his website. The first question I asked was “How much money is this website making you?”

He stuttered. He stammered. He started to explain that this website was more about SEO than making money.

Wrong. It's *all* about making money. If you're doing something that isn't making you money, stop it.

Now, understand this. It's *okay* to admit you don't make any money. Time and again people lied to me telling me they were making 'a few thousand' a month (or whatever), but their body language told otherwise.

And that's a huge problem. They equate making money or not with their ego.

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Better to admit you *aren't* making money now than to try to hide it. What message is that sending to your unconscious? It's sending a message that it's okay and excusable to continue with your current behavior.

And if you're goal is to make money, then it is not excusable.

I do not think less of a person who isn't making any money online. I do think less of a person who doesn't want to admit it though, or who lies about it. The fact is, I can't really help those people because their ego will get in the way.

It's when you make it excusable to do stuff that doesn't make you money, that's when the problems occur. You're justifying behavior that is counter productive to your end goal.

Jim Rohn says “affirm the truth” and I agree. It's only when you look at the situation with accurate thinking can you formulate a plan *based in reality*.

Otherwise, you'll come up with excuses. People are either really good at making money or really good at making excuses, but never good at both.

Pick one.

### Problem 2: Not Understanding the “Point of Overwhelm”

You know how many notes I took in the entire three day seminar? A page and a half. And I only used 30% of those notes.

The fact is I know *exactly* where I'm going with my business. I'm only interested in ideas that will get me there faster, or enhance what I'm already doing by making it easier or more enjoyable.

Learning how to use social media marketing from scratch will make the process *longer*, not shorter. Sure, people make millions off of it. But I'm not going to pretend there isn't a massive learning curve to it.

There is. One I don't want to attempt, because I'd have to completely reinvent my business to incorporate it.

Not for me.

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But most people at these seminars leave with pages and pages of notes, almost a whole notebook full. I used to be one of them. You know how many times I've used notes like that? Twice.

Let's be honest with ourselves. Do we really do anything with the notes when we get home? So why clutter up your life anymore?

There is a point of overwhelm. That's when you have too much noise in your head. That's usually caused by trying to take in 20 hours of content in three days. 20 condensed *hours* covering thousands of hours of experience.

When you leave yourself open to all possibilities, you end up choosing none.

If I were starting over again from scratch, here's what I'd do. I'd go to the seminars until I heard a presentation that completely blew me away and got me excited. Then, if that speaker had a course, I'd buy.

Then, I'd lock myself in the hotel room for the rest of the seminar. I'd devour that information. By the end of the seminar, I'd already have an action plan on using that information, and have already completed several steps in it.

That means no more attending any other presentations. I'd only break at night to go network with other people, to develop mutually prosperous relationships for helping each other achieve our goals.

If I was too shy to network, then I'd just stay in the hotel room and act, act, act.

By the flight home, I'd have already put in 25 hours of work into my new internet business.

The momentum would then carry over to when I got home. With all my spare time, I'd know exactly what I should be doing. And that's all I would be doing.

That's not sexy though. In fact, it kind of sounds like hard work, doesn't it? That's because it is... in a relative sense. You're going to have to dig in for a bit. But trust me. My work days are very easy these days. I don't have to paint houses. I don't have to answer to someone else. I don't have to do manual labor, and I don't have to put up with idiots.

It was totally worth those few months of solid, dedicated, action taking.

Here's how you beat "the point of overwhelm". First realize it exists. Second, whenever you feel overwhelmed, stop thinking. Overwhelm only comes from thinking too much. What do you do

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instead of think? Take action. Just go with something. Anything is better than staying in a state of overwhelm.

### Problem 3: Delaying the Decision

I hung out with a friend for most of the seminar. He is aware that I follow the “60 second rule”. That rule is simple: take no longer than 60 seconds to make a decision.

So we'd go out to eat with a group of seminar attendees. It'd take them ten minutes to figure out where to go, another ten minutes to organize the carpools, and ten minutes more of bullshitting before we left the hotel.

In the time I could've cooked a meal from scratch.

Whenever either my friend or I would notice someone hesitating, we'd turn to each other and say “60 second rule”.

You wouldn't believe how many times we said that during the seminar.

It absolutely blows my mind how people *get comfortable* hesitating. I have conditioned myself to take action... not hesitate... because I know that taking action is a lot better thing to do than hesitating when it comes to making money.

Delaying the decision is *worse* than making the wrong decision. You can usually fix bad decisions. You can't fix indecision.

### Problem 4: Mistaking “Different” From “Easier”

Since we were at an affiliate seminar, we heard the same thing over and over again: “Affiliate marketing is easier because you don't have to create the product, write the sales letter or do customer support. You can just focus on marketing.”

That's a lie.

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Since the barrier of entry into affiliate marketing is so much lower, you have *way* more competition. Affiliate marketing is not an easier business model, it's a *different* business model.

However, many people *want* to believe it's easier... because they wish it were true. However, wishing and wanting usually are the enemy to making money online. A better approach is “accurate thinking” as identified by Napoleon Hill as one of the 17 traits all successful people have in common.

Here's my philosophy: harder is easier. Since fewer people do it, less competition. I love the fact that it's “just a little bit harder” for most people to create video products. That makes my products stand out more. I like it that it's “just a little bit harder” to repurpose PLR content than to use it as is. That makes my PLR promotions a lot more profitable.

Don't think easier... think harder. Look for those things that require *just a little more effort*. Those are the things you want to do, because most people *won't* do them. And if you do enough of those things, you'll start to develop a competitive advantage.

I'm into competitive advantages.

### Problem 5: Over-estimating the Importance of Information

In internet marketing, information is *not as important* as people. You wouldn't believe how many people make more money than me in internet marketing who put out inferior products, who don't try nearly as hard, and who aren't 1/10<sup>th</sup> as good of marketers as I am.

What's their secret? They are connected with the right people. People who helped them launch their career. People who have endorsed them. People who have put them in contact with the right opportunities, and gave them access to places that you and I can't get access to.

People are more important than information. Having 4 close successful friends in internet marketing will probably make you more money than the info you get from \$20,000 worth of products.

We all have access to good information. Everything you really need to know to get started can be found for free.

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Spend less time buying products and more time developing profitable friendships. The best way to do that is to do something for someone else to benefit them before asking for anything in return.

If you do that with enough people, you'll be well on your way.

### Problem 6: Not Reducing Everything Down To Its Simplest Elements

Here's my business model: Create at least two new product a month. Advertise cheaply on certain websites, and with video and article marketing. Push my affiliate program on the back end, and cross-sell my products. Repeat process with each new launch.

That's it. Simple. I could write it on a post-it note. I really only do 4 or 5 things in my business. But I do those 4 or 5 things *very well*. I am an expert at them.

I am *not* a CPA marketing expert. I am not a joint venture expert. I am not a site flipping expert. I am not a super affiliate marketing guru. Social media remains a mystery to me for the most part.

But I am a master at writing good copy in 3 hours or less. I am a master at creating a *high quality* product in 1 to 2 days. I am a master at using free content through video and article marketing to drive traffic to my site. And I'm a master at managing my time to get the most done.

Wow, that's not a lot, is it? But it's *all* you need. Really, just master a few simple elements and put them together into a business model.

Almost every single person at these conferences was trying to learn everything about everything. I said to Robert Plank that if I had as much noise in my head as they did when I sat down to work on my business, I wouldn't get anything done either.

You want to clear your noise. Be able to write your business model on a post it note... If you can't do that, you're doing something wrong.

-Jason Fladlien





### Resources

How To Write Near World Class Sales Letters In Less Than 3 Hours!

<http://3hourad.com>

How To Create 60.4% Converting Squeeze Pages In 4 Minutes Or Less

[Click Here...](#)

Internet Marketing Profit Equation - Traffic & Conversion Training

[Click Here...](#)

How To Create An Info Product In Under 48 Hours

<http://48hourreport.com/48hour>

How To Write A 400 Word Article In 7 Minutes Or Less

[Click Here...](#)

Get 6 Squeeze Pages, A Sales Letter & 12 Products Created For YOU

<http://48hourreport.com/nichecopywriter/>

How to Invade ANY Niche In One Day

<http://goldmembercoaching.com/5minuteniche/>

Why the 80/20 Rule Sucks - & How To Triple Your Productivity!

<http://goldmembercoaching.com/timemanagement>

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How To Get \$6.34 Per Click To Your Website With  
This Simple 4 Step Process

<http://www.valuemultiply.com/>

How I Put Together A Product Launch in 90 Minutes  
That Pulled in \$10,520! It Only Took 4 Step!

<http://goldmembercoaching.com/poorman/>

Amazing "PLR Repurposing" Secret Creates  
100% Unique Products In Under 19 Minutes...

<http://goldmembercoaching.com/plrsecrets/>

Personal Development for People Who Hate Wishy Washy Self Help Gurus

<http://goldmembercoaching.com/wishywashy/>

How to Become An Expert At Almost Any Skill in 27 Days or Less...

[Click Here](#)

How To Become a \$40 An Hour Ghostwriter In Less Than 7 Days

<http://goldmembercoaching.com/ghostwritingsystem/>

The Gary Halbert SWIPE FILE

<http://halbertswipefile.com>

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**16 Web 2.0 Website Templates For Your Sales Pages  
& 7 “Fill In the Blanks” Sales Letters**

<http://goldmembercoaching.com/templatefactory/>

**Wanted 48 Savvy Individuals to Participate in Covert “Mind Experiments”**

<http://goldmembercoaching.com/mindstatechange/>