

Special Report

The 7 Inner Secrets Of Personal Achievement

By Yanik Silver

Introduction

In only a few short months I've achieved the ultimate Internet "fantasy" of making a lot of money from a simple (almost primitive) web site that runs itself virtually on complete autopilot. Starting from scratch I banked over \$51,351.94 my first 6 ½ months online, just working part-time out of the corner of my living room.

Now today at age 31, I've gone on to earn over 7-figures.

How did I go from a standing start to banking mega profits?

To do that, what I think you really need are these inner secrets to mega internet success. This has nothing to do with search engines, pay-per-clicks. It doesn't have anything to do with any of the tactical stuff. It's all a lot of stuff that goes on in your head. So let's start...

Secret #1: Cheerful Expectancy

One of my biggest mentors is Earl Nightingale. He passed away several years ago but you need to get everything he recorded at Nightingale.com. He has a program called “Lead The Field” and “The Strangest Secret.” Just listen to that thing over and over again. He talks about cheerful expectancy.

There’s a big difference between having expectancy versus hoping or wishing something is going to occur. When you have that cheerful expectancy, you know it’s going to occur. And that doesn’t just come from being “Pollyannaish” or having rose-colored glasses. It comes from having knowledge. And you get that knowledge from studying in your field whatever it is. It could be Internet marketing or it could be neurology. That means reading, studying and buying everything and absolutely immersing yourself in it.

I learned from Earl Nightingale that if you want to be an expert, you spend an hour a day reading on whatever subject that you’re interested in, that you want to be an expert on.

So I said, “Well, what would happen if I read for three hours a day?”

I just started learning as much as I possibly could, and that knowledge gives you the confidence to know that you have that positive expectancy.

My friend Jim Edwards has a great illustration of the difference between simply ‘hoping’ and ‘expecting’. You can try this exercise yourself. Close your eyes and try to HOPE you’ll make a million dollars this year (or whatever number might get you excited). Just sit there and hope and hope and hope.

Now if you pay attention you’ll notice you’ll probably a little bit slumped over and if had to stake your life on it – there’s no way you’d bet you really would make that mil this year. Now try the same exercise but this time EXPECT to earn a million dollars. I mean really expect it.

Now look at the way you are sitting, breathing and feeling. I’d wager it’s a little different. Your expectations determine your results.

Secret #2: Set your plan

I'm going to show you my initial plan I used to build my first Internet success – InstantSalesLetters.com.

Goals ↴

Goal Planning

Value/Mission/Role		
I FOLLOW MY DREAMS		
Long-Range Goal		
I create instant-sales-letters.com as a turn-key letter creation site for small business owners and submit to <u>Intellista</u> e-stamp it stamps.com for \$500,000 by Dec. 31, 2000. <u>Letter</u> and earn \$150,000 by Dec. 31, 2000.		
Order	Intermediate Steps	Deadlines
1	✓ Develop Letters	
2	✓ Create Sales Letter	
✓4	Press Releases - <u>medinfo.com</u>	2/15/00
✓6	Submit Articles to Ezine Publishers	2/20/00
✓7	Submit Content to bigger sites (i.e. Elletter, bcentral, etc)	3/15/00
✓3	Create Site w/ password protected area	1/31/00
✓5	Create Articles from past work (12-29)	2/15/00
8	Contact Business Baker.	6/1/00
9	Sell Company	12/21/00
✓7 1/2	Advertise in Ezines.	3/15/00
✓3 1/2	Collect Testimonials	1/20/00
✓7 1/2	Affiliate Program	3/1/00
✓4 1/2	Cont Bio Sheet + Q+A Sheet	
Set up 100 Highly Influential Affiliates (Ezine owners)		

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I use the Franklin Covey planner system and I highly recommend it. Notice from the list there was my long-range goal and then there was my intermediate goals. Which then get translated into your daily task lists.

So where are you going?

Be specific. Write it down. Don't be afraid to write it down.

How are you going to get there?

Get those intermediate goals set up first. Because if you get the little building blocks going, it's a lot easier to get to where you want to go.

And you've got to be specific. You can't just say, "I want to make a whole lot more money online." What is that, like \$5 more? Nobody knows what that is. And you think, "Yeah, yeah, yeah, I know exactly what that means." But you don't know what it means. You've got to write it down and be specific.

And when you write down your goals, always write down "*or more.*" So if you say, "I want to make \$100,000.00" I always say, "I want to make \$100,000.00 *or more* by so-and-so date, *or sooner,*" This gives yourself that opportunity to remove limitations.

Dream a little. Have fun. You get to set the rules. I try to create as much fun as I can with whatever I do. Just a few months I threw my own "30th Birthday Bash" and I created 500+ new friends. Plus, it gave me an excuse to invite all my buddies and colleagues to help celebrate my birthday.

What's the use of doing all this, unless you're going to have fun with it?

Now the next part of your plan is that **you need accountability.**

I have a personal trainer I work out with. I work out early in the mornings, three times a week. A lot of times, I'm up until like 3:00, 4:00 in the morning sometimes, working on a new idea. And I can tell you, if I'm not paying my trainer, I'm not getting up at 8:30 in the morning to go hit the gym. But I have this trainer to be accountable to. So now, I can't let this guy down.

So have somebody else that you're accountable to. Try to find a friend or someone who you'd be really embarrassed if you didn't do what you say you are going to do. Embarrassment can go a long way to helping you achieve what you want.

Secret #3: Do one proactive thing a day

You don't need to do 100 things a day. Just get that one proactive thing a day. So each little brick builds a big wall for you. Trust me it's easy to be overwhelmed with hundreds of tasks. You're like, "Oh, we need to do e-zine ads and free-for-alls and pay-per-click search engines, and I need to do all this other stuff." Ahhhhhhhhhhh!

But just relax and do one task a day.

Your action will create more and more and more action for you. You simply need to make a commitment to do one proactive thing a day no matter what. Even if you're dead tired and worked a 14-hour shift – come home and mail one letter or send out one joint venture proposal. I'm telling you – just these little tiny proactive things will have an immense impact.

Most everyone has heard of the '80/20 rule' or the Pareto Principle. It says that 20% of your actions produce 80% of your results, and the other way around. 80% of your work only creates 20% of your results.

So go back and look where your successes came from, and I know that they're from a tiny little group of actions. So if you just get that one proactive thing a day (from the 20% group) that is going to propel you further, that's going to bring you to where you want to be.

Make it a point to focus on those "20% activities". In Stephen Covey's famous work "7 Habits of Highly Effective People" he calls these activities "important but not urgent". One of my Apprentices, Peter Woodhead (www.LongLostMarketingSecrets.com), from the UK is a perfect example of simply doing one proactive thing a day. A lot of Apprentices bolted out of the gate during our one year program but Peter was an Internet newbie and he also had a full time job so he was a bit slower getting started. However, he took my advice and simply managed to do one proactive thing every single day. No matter how big or how small. It could be writing one autoresponder message or it might have been writing 50 headlines. No matter the day – Peter was moving ahead. And not surprisingly his project was completed before many of the other Apprentices were finished.

Secret #4: Unless You Deliver Exceptional Value - You Will Not Get Rich

This is something critical that I look at in my planner every single day, when I wake up. This is one of my cores values.

It says “I get rich by enriching others 10 times to 100 times what they pay me in return”.

So any product, any service, or absolutely anything I offer, must deliver 10 times to 100 times in value.

When you deliver that much value, when you over-deliver, the marketplace compensates you. There’s no other way around it. This is an unyielding natural law. This goes along with a famous quote motivational speaker, Zig Ziglar frequently uses and that is “You can get anything you want if you help enough people get what they want.”

There’s no other way that it could possibly occur. If you deliver shoddy crap, you’re not going to get rich for very long and the marketplace is going to find out about you, and you’ll be out of business. The marketplace is always self-correcting.

So the only real strategy to enduring and lasting wealth is to over-deliver as much as you can, and provide as much value.

Think about it. If a customer purchases a product or service from you and they paid \$100 but it makes them \$1000 – do you think they’ll buy something else from you? Of course. Plus, when you are selling dollars for dimes – it makes it a whole lot easier to sell your product. Too many people only want to do ‘just enough’ or just get-by. That’s the wrong attitude.

Secret #5: Build on Your Successes

Each success is going to create another success for you. I suggest you start small at first. You don't have to build a million-dollar or \$10-million or \$100-million business. You can dream big and have a plan for getting there.

My friend John Reese says, "Make your first dollar online." If you make just one dollar online, you're already ahead of a lot of people that are trying to make anything, that are scattered around and doing all kinds of stuff.

So you make your first dollar online, and that builds and builds and builds.

Start with a project that you can manage to get going quickly and easily. Remember, there can always be a version 2 or an updated edition. It's better to put something out there and see the response than it is to be absolutely perfect. Fact is, you will never have a perfect product or service. I don't and I don't know anyone else who thinks they do. But my little 'imperfect' products are still raking in a whole lot of dough because I got out there and started. My first success with Instant Sales Letters really boosted my confidence and helped me formulate my next projects. And each one has helped me build bigger and bigger.

I want to introduce you to something called the "leapfrog theory"

You should get a book called *Winning Through Intimidation* by a guy named Robert Ringer from the 80's. It's definitely one of my favorite books. Inside he talks about the leapfrog theory, which says we don't have to wait for somebody to come anoint us an expert.

There's no person that's going to come up and say, "Joe Blow, you have been proclaimed the expert on self-help. Now you are the true expert. Go out there and make money." That's not going to happen.

Each of you has to be your own expert.

You have to have the confidence, which comes from the knowledge (full circle to secret #1), from starting and doing. And as long as you have that knowledge, the leapfrog theory says you leap over all the other people that are hanging out here in the middle, the mediocre majority and the people trying to climb up. You jump all the way up to the top and you proclaim yourself the expert.

Who's going to challenge you? If somebody challenges you, you know you have the confidence and the knowledge, because you've studied.

If you don't have that knowledge, you'll easily get knocked back down to over here. So use this leapfrog theory and just jump over everyone else, and don't worry about somebody coming up to proclaim you an expert. It's not going to happen.

Remember, success creates success, and that builds more confidence for you.

Secret #6: Decision

This is such a big point. A lot of people have so many problems with decision. That's because they don't like it because it cuts off other options. But frankly that's exactly what you want. You want to cut off other options.

One of our top apprentices, Cindy Kappler (www.WebAdMagic.com), had no other option but to succeed because she quit her job.

It's just like Hernando Cortes during the Spanish Conquest. Cortes was determined to conquer the Aztecs of Mexico and he realized that some of his men wanted to return to Cuba because they didn't think they could walk through 200 miles of jungle and swamps, climb mountains, avoid thousands of hostile Indians and attack the Aztec fortress city which was surrounded by water. To keep his men from deserting, Cortes carried out a desperate and bold scheme. He removed the sails, rigging, compasses, and all other valuables from all but one ship and burned the others.

You probably don't need to be that bold but if you cut off your options, you're much more motivated. You make that decision and make decisions quickly. That's a sign of successful people.

There's a magic of attraction when you make your decision. However, when you're hemming and hawing, you don't experience this magic. I don't want to get into too much woo-woo or metaphysical or spiritual stuff.

But there's this magic of attraction. I can't even explain it. When you set your mind up that you're going to do this, all of a sudden, at the next dinner party you're attending you meet somebody that can help you get to where you want to go. Is that luck or is that something else?

I don't think it's luck.

It's like once the decision is made your mind is tuned into the solution and all kinds of 'freaky' coincidences and occurrences happen.

And that brings me to another important point about decisions – fail quickly. Don't be afraid of failure. A lot of people are so afraid of I'm going to screw up, I'm

going to make a mistake that are forever frozen. Who the hell cares? Screw up quickly! I screw up all the time. And you want to fail quickly.

That's the great part about the Internet. You want to go out there and find out if your dumb idea is going to work right away. You can do it in days instead of months. Sometimes hours and if it doesn't work, you move on. You say, "Next!"

Look, I know a lot of people who are working on their products for the last two, three, four years. Get the damned thing out! If it's crap, it's crap. At least you'll figure it out. And you can sell crap. You really can – you just make it better as you go along.

Instant Sales Letters, our first product was not where it is now. We've added a ton of stuff to it and made it better. But I just wanted to see if the thing was going to sell.

It wasn't complete and utter rubbish, as my British friends say, but it was enough that it made the point. It found out if there was a marketplace for it. So find out.

Some people like to go around at dinner parties and so on and say, "I'm writing a book. I've been writing a book for five years. I'm an author."

Uh huh. I can show you 6 different ways to have your book done in days. It's a cop-out and complete B.S. Bottom line – make the decision to get the product out there. See what happens and fail quickly.

Secret #7: Continual Learning

I cannot stress this enough, I spend \$30,000, \$40,000, \$50,000 on my own education every single year. I don't think that I'm so smart that I have all the answers. I am humble enough to understand that there are lots of other people out there that have tons of answers. And I spend money because I know that keeps me motivated to do what they tell me to do.

If I go spend \$10,000 for a seminar (which I have) I am going to pay a whole lot more attention to what's going on and actually follow what they're telling me instead of the seminar where it's only \$195.

Same thing if I buy a package for \$5,000, I'm going to pay attention to it.

Continual learning is the key. Remember, your brain is like a bucket with a hole in it. So you put all of this stuff in it, and slowly it just kind of seeps out. You've got to keep replenishing and putting more stuff in there.

Remember, it doesn't matter what happens to you. Nobody can take away your knowledge, all the stuff that you get. Look, if somebody came, took away my entire business and if they just left me with my customer list, the knowledge in my head and the people I know, I'd be right back on my feet within a month, two months, three months, tops.

My friend Frank Kern is a perfect example of this. His business was wiped out by the government and he's right back on his feet because of what he knows. I know he's making a great six-figure income – all within a couple months of starting from ground zero again.

Knowledge is so important and continual learning. Like I said, if you just study something for one hour a day, for three years, you'd become an expert. If it's one hour a day for five years, you'd become a world expert.

Personally, I'm always reading, listening to tapes or watching videos. I love to turn 'down time' into learning time. I can't remember who I heard it from but they said turn your car into a "university on wheels". I took that to heart and anytime I'm in the car I always have a CD or tape in teaching me something. I suggest you do the same.

This specialized knowledge you keep feeding yourself is going to help you get to any level you want.

Okay I've got a bonus. Like I said, I try to over-deliver. 😊

Secret #8: Gratitude

This is one of those woo-woo, kind of fluffy metaphysical things – but it works.

Every time I check my e-mail and I have orders come in, I actually silently say, “Thank you,” for each of those orders that come in. It sounds strange but having gratitude keeps you connected to the source of what’s bringing you what you want. And the more you’re thankful, the more you’re going to get that.

Think about your own life. If you are grateful for something don’t you get more of it? On the other hand if you neglect it or you simply start assuming it should come to you – doesn’t that seem to turn off the “spout”?

Being grateful is one of the most powerful forces you employ for your own benefit. Take a minute or two right now just to sit and think about absolutely everything in your life for which you should be thankful for. C’mon do it! I mean it.

Do you have a roof over your head?
Clean sheets?
A warm house?
How about your health?
Do you a family that loves you?
A dog or cat that loves you?
Money in your retirement account? Etc.

Keep thinking and I know there is a whole slew of things you should be thankful for right now.

If you’ve done this exercise you can’t help but feel incredibly happy and joyful. You can only focus on one thing and most people tend to focus on what they don’t have. That only gives more of what you don’t have and what you don’t want. But by being grateful for the things you already have in your life you’ll get even more.

I wish you the best of luck and success applying these secrets to your business and personal life.

-Yanik Silver

