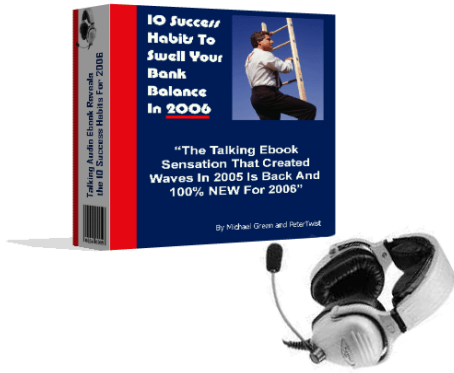


**10 Success
Habits To
Swell Your
Bank
Balance
In 2006**



**“The Talking Ebook
Sensation That Created
Waves In 2005 Is Back And
100% NEW For 2006”**

By Michael Green and PeterTwist



10 Success Habits To Swell Your Bank Balance In 2006

Talking Ebook by Michael Green & Peter Twist

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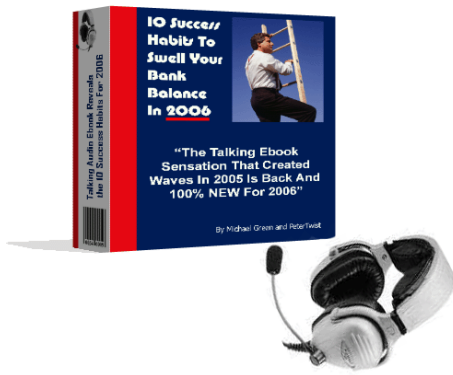
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SPEED INTRO...

Peter: Well, we're here again in yet another year and this is Peter Twist here with Michael Green on the line. Hello, Michael.

Michael: Hey, Peter. How are you doing?

Peter: I'm fine, thanks. I can't believe a year has gone by since our last one of these.

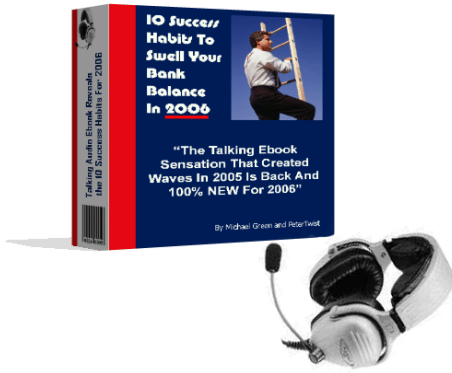
Michael: It's incredible, isn't it? And I think this is now, I was trying to look it up, I think our fourth year straight that we've recorded one of these e-books.

Peter: Yeah, fantastic.

Michael: They're just so popular, it's a shame to not carry on.

Peter: I know. It's unbelievable, the feedback. I mean people probably already read it. The feedback we got from last year was phenomenal, wasn't it?

Michael: Well, I was just checking out some of it because I'm going to post it up on the site when we put it up this year. And it's just tremendous. I mean people saying, you know, "I bought products, downloaded them and stuff for hundreds of dollars and not get anything like this value out of it." And you just think, wow, you know, it's just incredible isn't it?



Peter: Exactly.

Michael: It's great to be doing it again and I hope we'll have the same feedback this year.

Peter: And there's been a bit of it, I don't know if you've heard it this year. I've heard a few people saying to me about, oh yes, offering free stuff and what's the catch? But really, we'll just make this clear to people. The only catch is that we collect your e-mail address and first name. And we ask to be able to separately, myself from Mastermind Lounge and Michael from www.howtocorp.com is to continue to talk to you via e-mail.

Michael: That's right.

Peter: That is the only condition, and at any point you can unsubscribe.

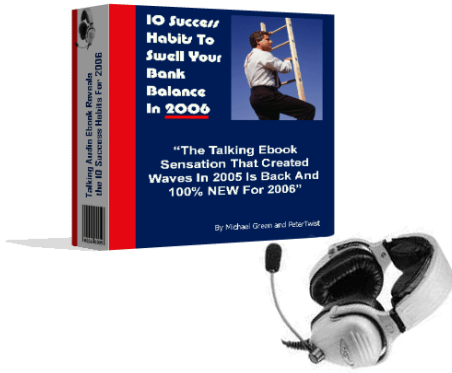
Michael: No obligation at all.

Peter: That's it.

Michael: This is basically a free lunch piece of information. And we're going to make it really good this year, yet again. I think we taught what is it, ten of the greatest tips to having a wonderful, successful knockout 2006.

Peter: Exactly. So I'll announce number ten, shall I?

Michael: Okay.



Success Habit #10

DEVELOP A THICKER SKIN

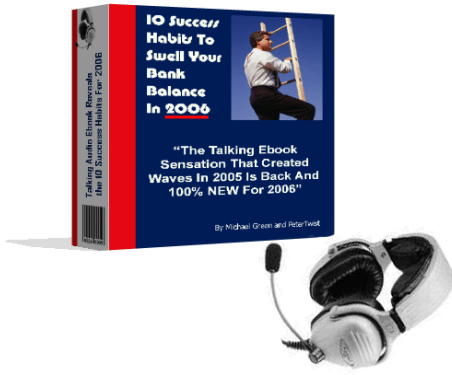
Peter We'll get started straightaway. It's a good one. This is develop a thicker skin.

Michael: That's right. Well, I've noticed this a lot, particularly in the last year and I see this on my Internet marketing form, where people get on there and they're really upset about something someone's written something to them about their Internet marketing business or something like that. And they're just up in arms about it. And I just think, you know what, no one cares apart from the person who has insulted them and the person who has been insulted. No one else cares and it's just kind of to say to people: If you're going to be in internet marketing, in fact, if you're going to be in business, in fact, life in general, you have to have a skin thick enough to take sometimes a degree of dissent or disagreement or sometimes just rude people who are out there. It's one of those things. And that I think is really the essence of developing a thicker skin. You know, get over it and move on with the next project.

Peter: Unless I think you have to remember that when you're trying to tell somebody about your idea or project that you are working on, they are never going to be as emotionally attached to it as you are.

Michael: No way.

Peter: So, if you get indifference even, I mean indifference can be frustrating, not even someone saying to you, "That's a terrible



idea,” but just someone shrugging their shoulders to you, it’s just because they are not as involved as you are.

Michael: Yeah, that’s a really great point because the funny thing is about that is that that can be a killer. People, you have them really excited about an idea. They mention it to somebody else. Somebody else shrugs their shoulders or makes some kind of sarcastic comment back. And the whole thing’s dead because the individual panel take the sense that person wasn’t as keen as they were. And again, it just comes back to just developing a thicker skin so that you are capable of driving the idea forward, even when people around you think it’s not such a great idea.

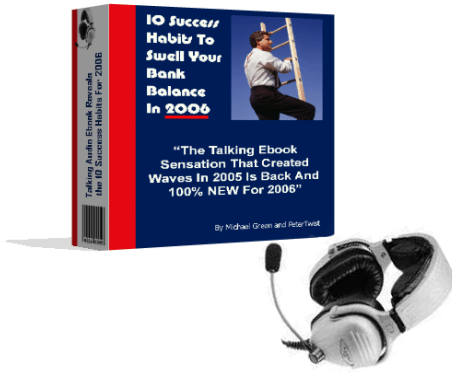
Peter: It’s also being able to focus on who to take notice of and who to ignore as well, isn’t it?

Michael: That’s right.

Peter: You do have to take things onboard that people say, but I think you have to qualify them first.

Michael: Absolutely. We’re not saying here don’t listen to anybody ever under any circumstances. We’re just saying don’t take everything to heart. You know what, this always reminds me, someone correct me if I have this wrong. But wasn’t it the Rolling Stones magazine who said the Beatles would never amount to much? You can imagine if they’d just gone, you know what, the Rolling Stones are right, we’ll just back off. We’d never have had the Beatles.

Peter: Exactly.



Michael: It's incredible.

Peter: I know. So yes, develop a thicker skin and just don't get as upset as possibly you have been. Especially in the early stage, this is when you get upset. It's all right once the money's coming in, and once everything's, you can turn around and say to everybody, "Look. I told you so." But there can sometimes be a gap between the beginning and that.

Michael: Well, you know, the thing about Internet marketing online products is we always offer, or everyone should always offer a full 100% guarantee up to a certain amount of time.

Peter: Yeah.

Michael: Because, and you know, there is almost no other industry where that is the case. I think it's one of the great things about online marketing. It brings customer care to new levels done right. You know, again I see on the [forum](#) people saying you know someone asked me for a refund and I'm really upset about it. And I just know that they're you know, and getting really uptight and really upset about it. And I've had conversations with some pretty big name guru Internet marketers.

Peter: Yeah.

Michael: Before, who again, and I just feel like saying, "You know what? For the time that you're worrying about this you could have sold another 20 of that package."



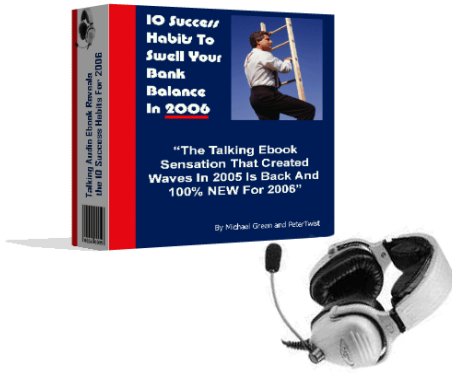
Peter: Yeah, that's right. I mean like yourself, I've spoken to a lot of these top guys and everybody does get affected by it.

Michael: Yeah.

Peter: But you do then have to move on. You have to then, okay you get annoyed but then think rationally and think well, why did they ask for this and dah dah dah.

Michael: That's right. Exactly.

Peter: I'm still a good person. Move on. Okay, so that's number ten.



Success Habit #9

THINK LONGER TERM

Peter: Number nine, we're turning this into a bit of a radio station, disc jockey countdown here, I think, straight up to number one. So number nine is think longer term.

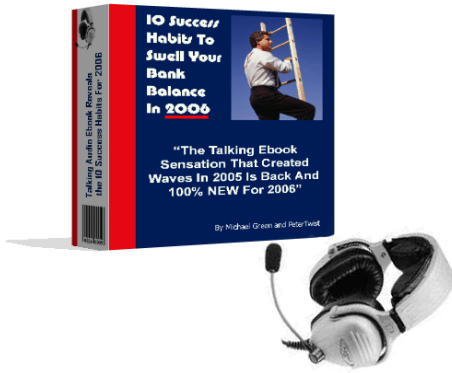
Michael: Yeah.

Peter: Please explain what that means.

Michael: That's right. Well this is a problem that seems to afflict online businesses more than offline. Although I'm sure it's a problem everywhere, really tends to be the online marketers who want everything to happen tomorrow. Actually they want it to happen today. But tomorrow will do. And it's a mistake. I mean, if you're setting up a business offline then you might quite reasonably. I mean the classic business model is to have three years to break even.

Peter: Yeah.

Michael: First year you make a loss. Second year you're kind of getting there. Third year you break even or start to make profit. But on online marketing, no one would dream of a time scale that long. And in fact, it's quite right to say that it shouldn't need to take you three years to start to make money. But nor should it happen within a week, or a day or whatever. And people have to establish longer-term ideas and longer-term views. And I know we're going



to be talking about that a little bit more as we go through these success habits for 2006, but just the concept of thinking longer term in every way, in terms of the way you shape the business, in terms of the way you set up the business, in terms of your sort of horizon for success. I think that's what's really important.

Peter: I'm picking up on what you're saying there. I think also when you are working with the Internet, you tend to be on your own more than you would in another kind of business. So, the demons in your own head can start to bring in those doubts, can't they? You know if something doesn't happen within a week, "Oh, my God, this is it. This has all gone wrong."

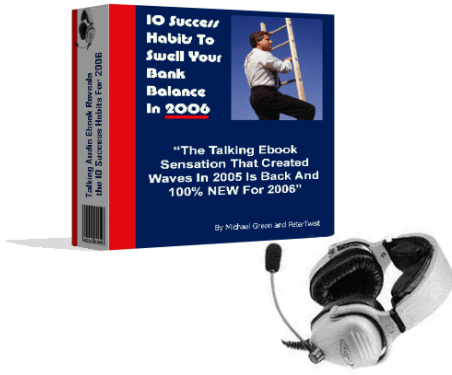
Michael: And lose interest.

Peter: Yeah, and there's nobody there around you like work colleagues or whatever to reassure you. And again, I think the thread that'll run through this is just kind of -don't be too emotional about everything. Just try to look at it in sort of a cold, clinical way.

Michael: That's it. Every now and then think to yourself now if this is an offline business rather than online, what would I be doing right now?

Peter: Yeah.

Michael: And the answer is I think you'd be having a much longer timeframe in mind for success. You would be working on it consistently. Everything doesn't happen overnight offline and it doesn't online either. And that's really the key message here.



Peter: Well, I've said to people, I've said, "Look, do you want to put together a business plan? Do you want to go and see the bank or 20 banks and, you know, be turned down by 19 of them? Then, do you want to spend all the time building the business? And then when you build the business, say even if it's a shock, do you want to spend 12 hours a day waiting for people to come in?"

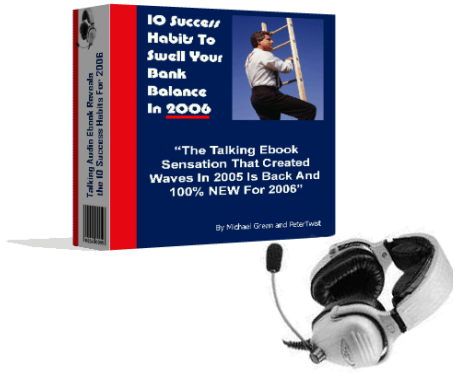
Michael: That's it.

Peter: The Internet compared to that is fantastic.

Michael: That's right. Absolutely. You've got to be prepared still to give it some time.

Peter: Definitely. Definitely. Right.

Michael: Yeah.



Success Habit #8

DON'T REINVENT THE WHEEL

Peter: Okay, number eight is don't reinvent the wheel.

Michael: Moving up to number eight?

Peter: Yeah.

Michael: The whole point here is, if you've got a winning formula, if it's worked before, then use it again. Sure, tweak it> Make it better still. But don't feel the necessity to kind of reinvent everything from scratch. And I think, well, even you and I fall into that trap sometimes.

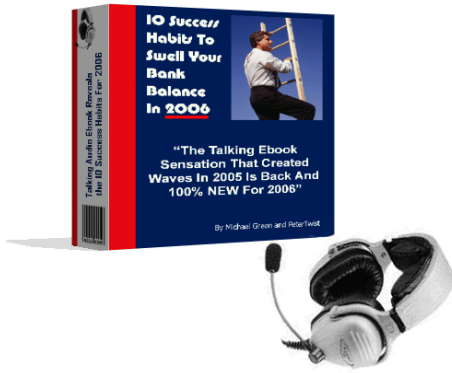
Peter: Oh, yeah.

Michael: I think we were just saying this is the fourth year we've done this. And we've spent some time trying to work out the exact approach that we take this year until one of us will hold on. Last year was the most successful ever. We had this great feedback from people. It was downloaded better than ten thousand times. Why on earth are we trying to . . .

Peter: . . . come up with something new. Yeah.

Michael: Yeah, absolutely.

Peter: That's right.



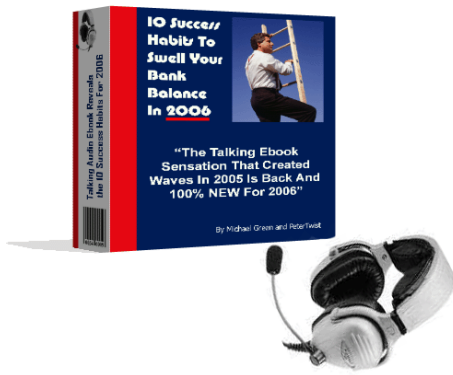
Michael: So, you know. Again if it works, then use the formula again and if you keep that in mind in lots of different ways, this works on lots of different levels. Then you'll encounter some real success cause what you do is you refine and you improve what you last did. But don't go back and kind of start again. All right, how am I going to change this entirely? That's pointless.

Peter: I think also what happens is say, for example, if somebody buys a product from yourself and in that product you've outlined a formula for, you know, [setting up a forum](#) or whatever it might be, one of your [how-to products](#). What a lot of people do is they always miss one thing out because they think they know better. Then they'll turn around to you and say, "Oh, Michael, I bought this book and it's rubbish. It doesn't work." You say, "Well did you follow every tip?" "Well, I did apart from number three and number six."

Michael: Yeah, that's right. One of my products is [Create and SELL Products ONLINE](#) and it's just a toolkit, this tool kit which is just a very, very, it's not flash. What it is, is very detailed analysis of every step that you have to take in order to get your online business to running from beginning to end. And what I also offer with that is that people who want it, is some mentoring time.

Peter: Yeah.

Michael: Where I'll actually go over what the, what my client has done and check out, you know both the sales page and also the product itself. One of the interesting things is this on that feedback form, before they can access the mentoring, I actually go through and ask them



whether they've taken up every single one of the steps that are along the way. And of course, it kind of weeds out people who just kind of say, "I didn't do three, six, and nine but I expect everything to work."

Peter: Yeah.

Michael: Well, you know, three was developing the product, nine was marketing it, you know which bit did you do? Oh, well, I just took something off the shelf and tried to promote somebody else's product or whatever it is.

Peter: Yeah.

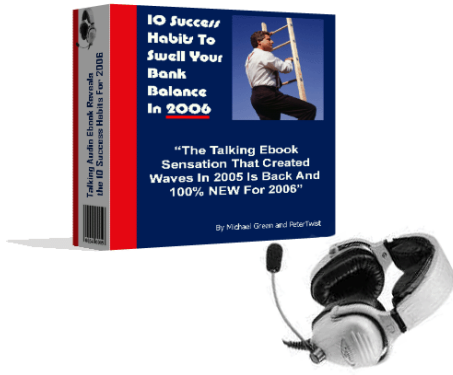
Michael: You know these kind of shortcuts don't work.

Peter: Yeah.

Michael: So, yeah, I do know that's very valid and you've got to follow everything in turn.

Peter: I learned that from, oh, I think it was from Brian Tracy who said, you know, try the, I think he called it the chicken test. If I've said this before, please, I apologize to everybody. He said, "If a chicken with a brain the size of a pea can sit on an egg for 30 days or whatever, then I'm sure that a person with all the intelligence can just follow something without questioning it."

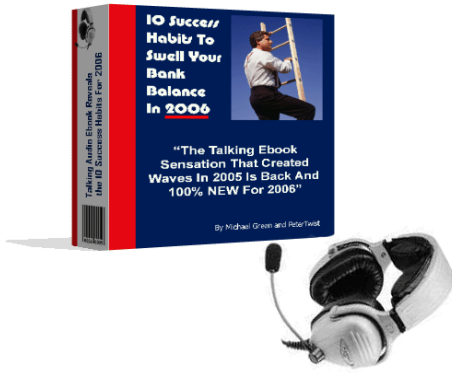
Michael: Well, you know that's right and if more people did that, there'd be a lot more successful Internet marketers out there, of course. And people want shortcuts as we were saying in the previous point.



And they'll do almost anything to shortcut their success. Unfortunately, short-cutters' success usually means not getting the success.

Peter: Shortcut to failure. That's what it usually means.

Michael: That's right, shortcut to failure.



Success Habit #7

START AS YOU MEAN TO FINISH

Peter: Exactly. Right, number seven. This is a good one, you know. Start as you mean to finish. And this is for anybody who has literally just got their computer booted up and they're throwing together a website or whatever.

Michael: Yeah, this applies to newbies and anyone who's more experienced listening to this will be saying to themselves right now, that is absolutely right. I've made exactly that mistake. Cause we all have. And this is about a classic example would be to say, "Look. I'm going to start online. I'll get the cheapest auto responder. In fact, I'll go for a free one.

Peter: Yeah.

Michael: You know what, free auto responders don't deliver. They don't deliver because everyone uses them because they're free and they've spammed so much by that auto responder that the auto responder itself has been struck off by [spamcop](#) and all the rest of it so that most of the mail won't get delivered. The trouble is, the person starting in business, having thought well I'll use the free auto responder to get going and then I'll switch later on then finds out that they've made themselves so much extra work in the future...

Peter: Yeah.



Michael: ...because they've then got to move this whole auto responder theories over to a workable auto responder, something like [AWeber](#) which is just top class. You know, no problems, you'll get your mail delivered with someone like [AWeber](#). But the hassle of moving over from a freebie like [freeautobot](#) to [AWeber](#) is absolutely immense and you regret not having started as you meant to.

Peter: I had that problem a couple of years ago because I can't remember how many names I had but in the software that I was using, it wasn't collecting the IP addresses and the condition of moving to this other, more professional one was that was what I had to do. They said, "Where are the IP addresses?" and I didn't have them. They said, "Well, I'm sorry but you can't do it."

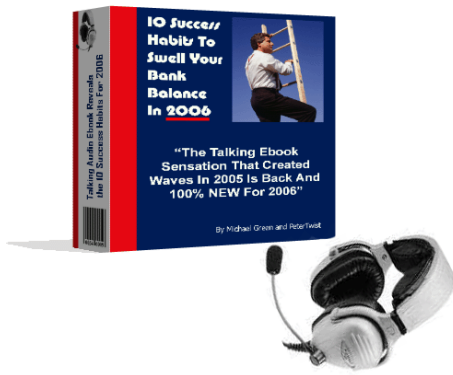
Michael: Well, all right I speak from experience as well.

Peter: Yeah.

Michael: Which is exactly the same thing. I started with freeautobot. It was in the days when they weren't getting, mail was getting delivered. It didn't matter who it was from, it would be delivered.

Peter: Yeah.

Michael: Nowadays that's not the case. E-mail doesn't get delivered unless it comes from a credible source. Free auto responder is not credible and I still have some what I call kind of legacy mini courses, which are attached to the wrong auto responder. And it's a major hassle to move the stuff over. And I can't import it both because of not having IP addresses and also, if you move over to an auto



responder in a later stage, certainly any good autoresponder, they'll expect you to actually have a double octave.

Peter: Yeah, yeah, as well.

Michael: And so you'll lose most of the people you have signed up and the rest of it.

Peter: Yeah. Yeah.

Michael: So start as you mean to finish can be taken on again, lots of different levels and in lots of different examples. The auto responder I think is the classic one. But there are others, kind of a lot of the back-end things, that people don't much talk about, you know, like which bank accounts are you going to use?

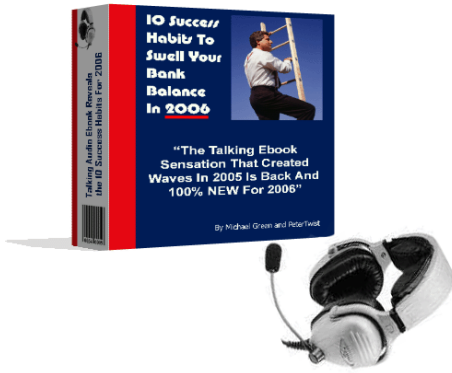
Peter: That's right. Yeah.

Michael: People don't talk about this stuff very much.

Peter: Just little simple systems, like I remember you saying about having, you know if you are doing some offline stuff where you're doing fulfillment is just to have those what we call in the UK, the jiffy bags, you know the little things that you are going to put the CDs in. Have them in place.

Michael: Yeah.

Peter: Yes, so that if somebody orders something from you, they're not waiting for a week until you . . .



Michael: Again, I've fallen into this trap and I don't mind admitting it. You know, I launch a product and I kind of think, well I probably won't sell more than, you know, a hundred of these so I just do a hundred. And actually, I then spend weeks, if not months, duplicating more one at a time or ten at a time running out, doing some more, running out. You know what? I should have just shipped the whole thing out to a production company right at the beginning...

Peter: Yeah.

Michael: ...or had been prepared myself to do more right at the beginning and got it done. I've wasted so much time in kind of going around the houses with these things.

Peter: So, yeah.

Michael: Start as you mean to finish.

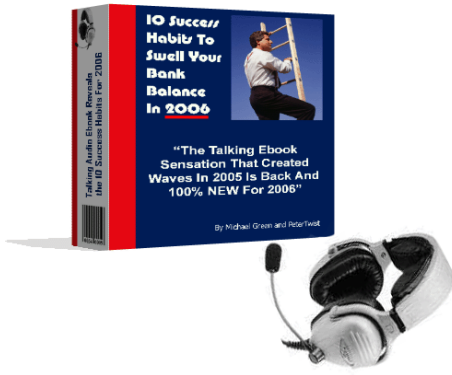
Peter: It's not deluding yourself to say you're going to have a multi-national company within a week but to just try and get the systems in place...

Michael: Absolutely.

Peter: ...so when it does take off, as you said, you don't have a lot more work to do in the future.

Michael: It's a system thing as you say.

Peter: Systems, yeah, yeah.



Success Habit #6

AVOID FOLLOWING THE LATEST FAD

Peter: My number six is avoid following the latest fad - -

Michael: Well you and I were trying to decide if we mentioned this every year or every other year.

Peter: Yeah. (Laughing).

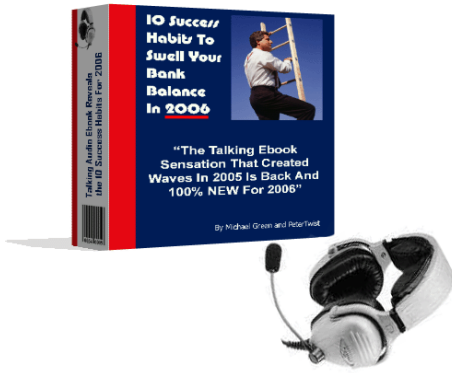
Michael: I mean the truth is that if you want to destroy your online reputation fast, directly and to the point, just do what everyone else is doing that week and presto, you'll have no reputation online and you will have destroyed any kind of following that you may have been picking up because unless you really do have a special inside track to whatever the latest product release is, the chances are that you'll destroy your credibility by promoting it, particularly if you put out the standard email that's going around.

Peter: Yeah, yeah.

Michael: And you know the ones, "Hey, my good buddy's done such and such and I got on the phone and I twisted his arm." That works fine if it's true.

Peter: Yes, that's right. I once did have a photograph of me twisting Frank Garon's arm to prove to people that it was true.

Michael: I mean that's good though, isn't it? That's much better.



Peter: I think the flip side of that as well Michael is in terms of following the latest fad. Even if you're not in the market, you're learning to do something. And you see all of a sudden that one minute somebody's doing search engine optimization so you buy the e-book about that in order to make some money for yourself and then you see an email the following week for something completely different. So then you buy that book. You know I think it applies to the consumer as well doesn't it?

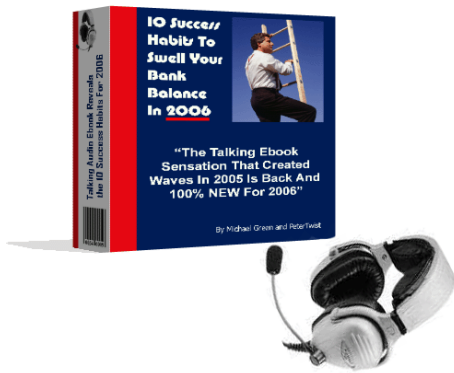
Michael: Yeah, yeah.

Peter: Stick with what you're doing.

Michael: That's right. Get to know an area. Really learn that area and become a bit of an expert, I want to say a geek in that particular field. So as you say, if you're going to concentrate on the affiliate marketing, then kind of learn the ropes of that area before you move onto the next thing that you're going to do.

Peter: Stick at it for three months before you decide to do something to change or whatever.

Michael: I think that's right. If your aim for the next three months is going to be to better promote your existing product and website, then that's a great idea. Pick up the manuals and books which are all about that subject. I mean something like I have a talk how to promote a product and it lists 24 sort of different, I call them power keys, to promoting a product. Now I would suggest to someone, do that. Get hold of something like that -- my product or someone else's. Work through and get to the point where you can actually say, as



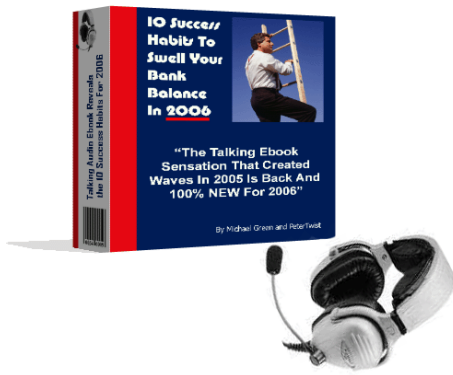
we were saying before, consistently follows every step and then the next move shouldn't be to shoot off in another direction. You might want to invest a bit more time in that same subject, jump on the forums ask the questions.

Peter: That's right.

Michael: You don't want to be an obsessive but you want to be reasonably obsessive.

Peter: And I think a good example, presently we're in December 2005, and I got a bit of flack for this because I started talking about ad sensors everybody had been doing and people saying, "Oh yeah, this is the latest thing." But I'd met a lot of people who were doing it and I thought I'll have a go myself and in the beginning didn't make a lot of money, you know. I just poodled along with a couple of websites. But then I developed it following formula but what I did was I knew I was actually missing some of the formula so I know that my income is not as much as some of the other guys because I know that I am missing part of the formula and I know I need to improve that but that's taken at least six months, I think, for me.

Michael: Yeah, yeah, and that's where you can kind of fill in those gaps by staying on the subject so I think this kind of avoid following the latest fad works both ways. It means as marketer, particularly if you're an affiliate marketer in any other sense, in other words, you own an ezine and what you do is you send out latest promotions, you want to avoid just kind of following fads there. That's number one, but number two you also want to avoid following the fads



when it comes to your own research and to what you're going to do with your online marketing future.

Peter: Yeah, yeah.

Michael: Yeah, I think it works in both ways.

Peter: Can I, can I something has just come to mind here that a lot of people do. I don't know if they do it with you. When I send out an email it's to people who have opted into my email list and one thing that really annoys me is well some people have auto responders and they'll say, "Thank you. I got your message," but then other people as a matter of course will send an email back saying, "Thank you for your offer but I'm doing well myself. Have you thought about this?"

Michael: Reverse spam.

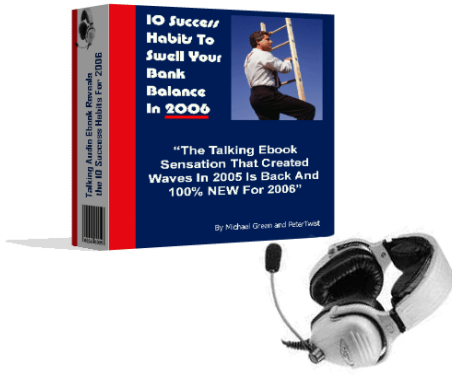
Peter: Yeah, reverse spam. It really annoys people.

Michael: Never ever get tempted to reverse spam. That is again a bit of a fad isn't it?

Peter: Yeah.

Michael: And it's deadly and you know what I do? I rarely unsubscribe people from my lists. In fact, even if somebody writes to me and says can you unsubscribe me, I may do it for them, but generally I just say well the links right at the bottom go ahead and click on it.

Peter: Yeah, definitely, definitely.



Michael: I may do it for them. The time I will definitely do it for them is if they reverse spam me as you just mentioned. I will deliberately go and remove them from my list. I don't want to hear from that person again and it must be completely ineffective.

Peter: I think so because some people think well Pete I've signed up to your newsletter so therefore I have the right to write to you as well.

Michael: But it doesn't work that way.

Peter: Yeah, write to me but not sell to me.

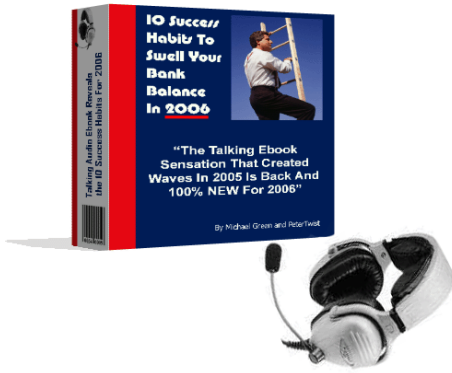
Michael: And it doesn't work that way. They've signed up to your newsletters. If you want to sign up to their newsletter...

Peter: I will do. If they want to say, "Pete come look at my offers and sign up," I'll decide to do that.

Michael: Yeah, absolutely kind of avoid those and you know the other emails I hate are the ones which have little adverts packed within the email itself. I forget the company that's doing that right now but I know it's a company and what it does is it destroys the message the writer is trying to put across to you because you are distracted by this email promotion. So avoid signing up for these things.

Peter: Long term, I don't think it's going to work.

Michael: No. No serious marketer will use that stuff.



Success Habit #5

GET EXCITED

Peter: Right. Down to number five halfway through now: Get excited.

Michael: Yes.

Peter: About your product, I suppose or all the business that you're involved with.

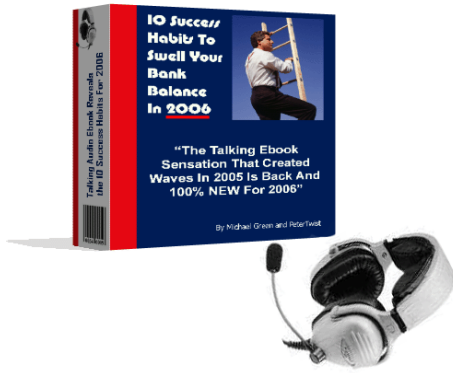
Michael: My theory here is that your attitude really, really matters. Let it really show and if you're excited about your business then other people will be as well. If you're just kind of lulling through it you know then you cannot expect anyone else to get excited about it.

Peter: Yeah, yeah.

Michael: And you've killed it up front.

Peter: Exactly, and as you say the whole thing of body language and even people can sense things in your voice. They can, you've probably had it and I've had it some days you will talk to somebody and they'll say, "What's the matter?" and you say, "Oh, what do you mean?" And people can just tell.

Michael: Absolutely.



Peter: It's the same as writing an email as well. If you don't feel committed to it and you don't feel that excitement, then don't do it straight away because people I think will sense - -

Michael: People will see through it.

Peter: Will see through it. Definitely.

Michael: But I'm getting excited about your own business is a principle, again it extends way outside in Internet marketing, way outside being in business and it actually, I think, this is something kind of transcends that you're excited about what you do in life in general, you will be more successful in what it is you do.

Peter: Definitely.

Michael: That's kind of the basis for this one. It's just a sound way in which to go about living your life I think.

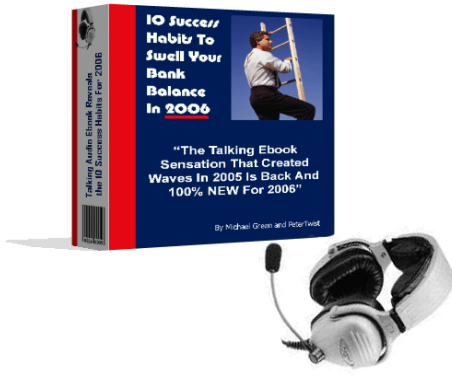


Success Habit #4

BE ACCOUNTABLE TO SOMEBODY ELSE

Peter: Exactly. Now this is a good one number four now sums up this project that we're doing now. It's a couple things to be accountable to somebody else, which is a very general statement, but we'll dig down into this a bit now. I think be accountable for somebody else is just saying yes I will do that next week at 10:00 o'clock on Monday morning or whatever.

Michael: Yeah, yeah. It's getting, here's the thing. Online marketers have a real problem more so than other people because it's them and their computer. That's the relationship generally and so the real problem is how do you commit to something in a way in which you're going to ensure or how did you build in ensuring that whatever it is you said actually happens? And the best way to do that is to become accountable for somebody else. And to do that in offline business is pretty easy. Your customers calling, they're waiting for something to be shipped, you've promised somebody to complete a project, on time, etcetera. Online, none of those things may exist. Your product fulfillment is automatic so you're not sort of kind of accountable in that way. You know, if you're writing a new project or product and you need to write an article in order to promote a product, then those things can always go onto the back burner unless you have somehow promised that you will have it done by X time to somebody else. Now I think that somebody else could be your spouse, it could be your partner, it could be a joint venture partner, it could be as in our case now, each of us. I mean I have no doubt at all that if you and I hadn't put a date in our



diaries and sort of said, “Look, this is when I’m going to be calling you” that we’d have something more important to be doing today in the short term.

Peter: Well to be honest to people, how many times did we cancel this? I think twice. This is our third attempt. It is. But the good thing about this project is our deadline is before Christmas isn’t it?

Michael: That’s right.

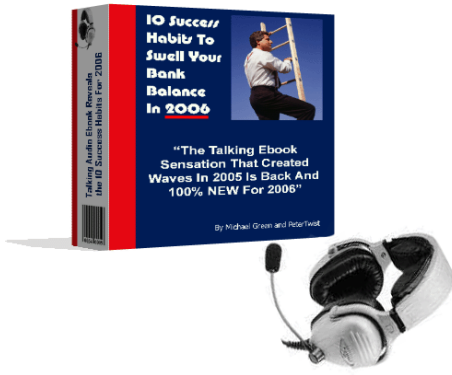
Peter: If we don’t get it done then there’s no point in doing it.

Michael: And you know, things come up in life and the other side to this is you have to have flexibility in your life, in your diary.

Peter: Oh definitely, yeah.

Michael: That’s absolutely right as well. But what we are saying is if you want to get something done, make sure there is a deadline that you must reach. Now I think you can make yourself accountable to yourself. That is possible to do. Like what I often do or used to do in the past, I had a specific day I used to do Fridays for online marketing. I no longer do that because of other things in my life but I made that a religious sort of habit almost of doing it every Friday for what two or three years and that was when I ran my entire online business. It was just remarkable. Now I run it for about half an hour before I go to sleep each night.

Peter: Yeah. That’s why I get those emails from you late in the night. And the other thing which I think this, what we’re doing now is a



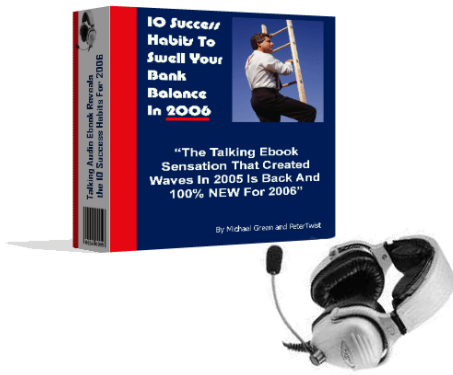
good example is that it's not just accountability but by doing the JV, each of you can bring different things to the table.

Michael: Well joint venturing is just tops. I mean you know I was actually, I've been online since 2002, spring of 2002, so when I started www.howtocorp.com and it took me a long while to really appreciate the awesome power of joint venturing and for exactly the reasons you just highlighted, each side in a joint venture in a good joint venture will bring something to the table. And again talking ebook right now is a great example because your expertise is on the recording, the professionalism side. You are in fact, people who don't know Peter is a professional broadcaster and so you're bringing all that and I'm bringing some of my ideas. I package the thing up. The packaging you see with this when you download it was on my side of things. We're both bringing different aspects to this and that's the great thing about joint venture. I couldn't easily do what you do. I have no idea whether you designed product boxes or - -

Peter: Oh, yeah, I could do but as I say what one thing what you bring to it I think is discipline and enthusiasm. You know I'm the creative type who sometimes can't get out of bed in the morning to do these wonderful things, you know, and that's what you bring to it. You bring that.

Michael: Well in fact, we once examined this in a lot more detail because I came to one of your seminars and did a presentation called "[How Joint Venture with a Twist.](#)"

Peter: Yes.



Michael: It was only a slight pun on the Peter Twist name of course but it was kind of all about these kinds of different aspects of joint venturing, what you really must do if you're going to have your joint venture be successful. It was learned through not a bitter experience, but a very pleasurable experience, discovering that really successful accountabilities of somebody else joint venturing etcetera can really make the difference between success and failure.

Peter: And also people by admitting people will probably criticize me for admitting things like this but I think it's important to do so because the worst thing you can do is say, "Oh yes I can do all of this." You feel that you're inadequate because you're admitting you can't do this or can't do the other that somebody else could help you with and I think you've got to reach that point, that humility if you like, to enable to do a joint venture.

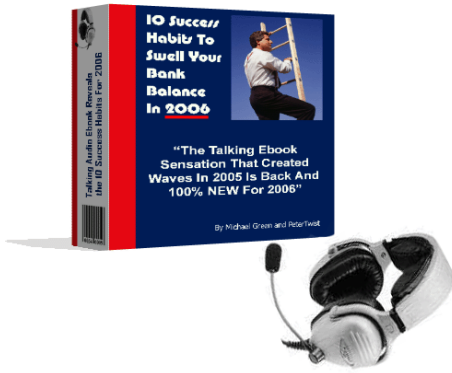
Michael: Absolutely. There's no shame in saying, "Look, this is just not my area of expertise and what I'm going to do is have somebody else involved with this." That's absolutely fine.

Peter: Yeah. No problem at all. Right. Now this is a good one. Down to number two now. Understand your own value.

Michael: Okay, actually. I don't think we've done number three.

Peter: Right! Let's backtrack now. Learn how to count from ten to one. [Laughter] See, if I'd been doing this on my own now, you see, I would have messed it up already.

Michael: Oh yes. That's accountability.



Success Habit #3

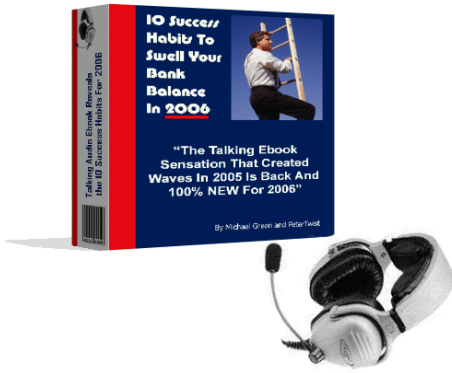
LEARN HOW TO SAY NO

Peter: Okay. Right. Number three now. This is learn how to say no.

Michael: That's right. And here's a real problem, isn't it? I mean, a lot of people really don't know how to say no to something and I see this a lot and again, it transcends Internet marketing in many other areas. Let's just focus on Internet marketing.

Peter: Yeah.

Michael: A request for an interview comes through. Now, one of the things that people need to know about Internet marketing is you don't have to have had any kind of level of success at all. Well, maybe written one e-book, and people will start to say, "You're a guru. Could you please give me an interview on XYZ?" I mean, it just takes no time at all before people start doing that and of course, the temptation is to a) be flattered and b) say yes but both of which are probably, much of the time, the wrong response because doing that interview – and they always say, "It's only about 4 questions. I'll send them over if you say yes." And you say yes, then there's about 10 questions and actually, they're not simple. They're like, "Do you believe in God and if so, why?" These are not 2 second answers and so the danger is you get trapped into that and at the end of the day, you have not achieved whatever it was that you planned to do with your time. And of course, this works on a lot of different levels because one of the things which is really hard to say no to – understandably and rightly – is when people say, "Look.



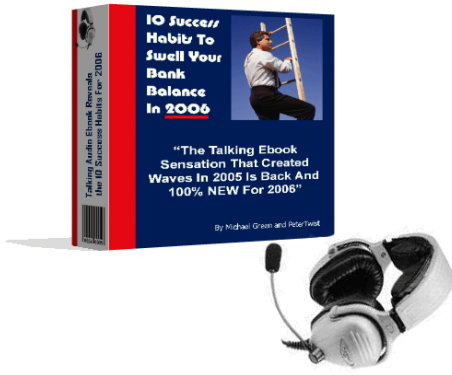
I'm doing this. Let's add another layer in here." Let's say that I'm doing this and it's for charity. Well, how do you say no to that?

Peter: Yeah, that's right.

Michael: I mean, well okay, you know. This is going to pay for X project or this important operation or whatever it is, well how do you say no to something like that? Should you say no? Is it moral to say no? Well here's the thing. My argument is that your number responsibility is to, if you're doing this to make money, then earn enough money to be able to keep your family and so on and so forth. Now what you do then in terms of, you know, charitable donations, etcetera, is entirely up to you but for heaven sake, make sure that you've actually earned the money first in order that you can be generous second. Bill Gates doesn't give millions, billions, in fact to charity by not having earned it first.

Peter: That's right. Yeah. That's important.

Michael: So, I'm not arguing against giving money to charity. What I am saying is people who are taking your time in various different directions, often with very strong plausible reasons for been doing exactly that and I'm taking the extreme of saying it's a charity. But it could be, "You owe me a favor" or something like that. Be weary. Don't always say no. There are very good reasons to do it sometimes – moral or returning a favor, or just being a good pal, or whatever it is. But also do just kind of consider how much time you're eating up by saying yes to everything as well because it may be, it just might be, that you're using so much of your time that in fact, you're never achieving your own set-out objectives. You have



to be ruthless with your time and I think our very first talking e-book was "[How to Manage Your Time](http://www.HowToManageYourTime.com)".

Peter: It was, yes. That's right.

Michael: Yeah, was that our first or second? That was our first, I think.

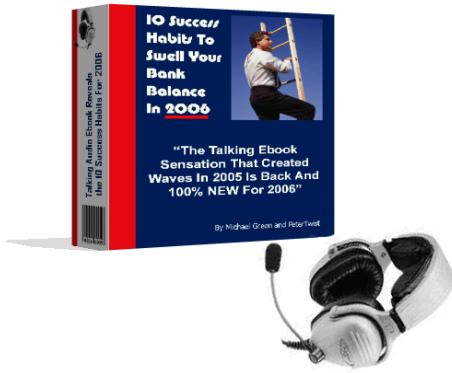
Peter: I think it was the first one, yeah.

Michael: And it's a classic and it's there for downloading at <http://www.HowToManageYourTime.com> at no cost at all because it's one of these Christmas projects that you and I did, and it's all about how to get your priorities in order, to learn how and when to say no, and when to say yes.

Peter: In terms of when one gets email requests, and I will put something in now that there are still a couple of people I haven't replied to recently, so I must apologize for that! But I try my best to reply to everybody even if it is just to say, "Thanks, but at the moment, this doesn't really fit in with what I'm doing," and most people will come back to you and say, "Well, thanks for your time," and at least, "Thanks for letting us know so we can cross you off the list and move on."

Michael: Yeah, that's right. That's right, and again...

Peter: You're not going to get people having a go at you just because you say no.



Michael: No, no. And again, there are a ton of really great tips that people can use in order to make sure that they are responding quickly and efficiently to those kind of inquiries. My favorite is [Type Pilot](#).

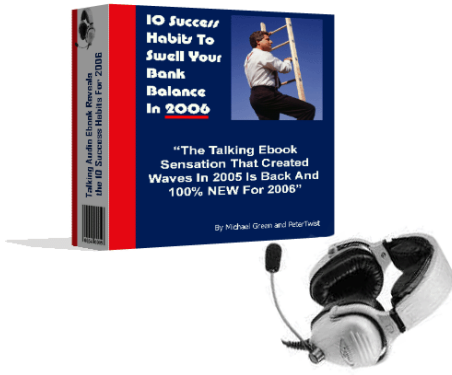
Peter: Oh yeah, yeah.

Michael: ...as you know because I must have, and you know, you can then kind of semi-automate those responses – thanks but no thanks kind of responses – in a way that people feel good because they’ve got a response from you and rightly so, you’re not having to eat up loads of your time in giving that response.

Peter: And just to explain very, very quickly. Type Pilot, what you do is you put these little kind of templates in that you write and then they have sort of shorter versions. Say you just type JV it will then just put the whole thing in there for you.

Michael: Or an entire letter and in fact we’ll make sure there’s link to it. There again, there’s a kind of free version of that as a download.

Peter: Okay. Now we are at number two.



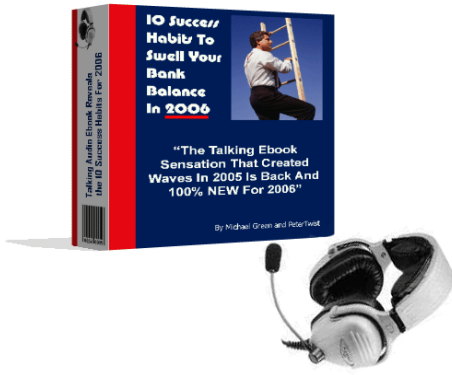
Success Habit #2

UNDERSTAND YOUR OWN VALUE

Michael: Number two.

Peter: This is understand your own value. Now, what do we mean by this?

Michael: Well just that a lot of people have a tendency to develop a skill in a particular area and knowledge of something and then not realize that that particular knowledge areas has some value and just kind of carry on giving it away for nothing. That's a mistake. I'll give you the most classic example of this is that I had a mentoring student when I was doing some online mentoring last year and she was, people may have heard me talk about this before, but this is kind of being an update. She was just brilliant at developing ideas. Brilliant. I mean, just a [brainstormer from heaven](#). Give her a subject and she'll just be off in a thousand different directions. "Hey, we could do this. We could do this. What about this? Have you thought of that?" and so on. And but you know what? In, I think, 3 or 4 years online, she'd made \$97. Why? Well, fundamentally lots of reasons of course like knowing how to package stuff up and sell it and write sales letters and the rest of it. But actually also because she didn't really realize the value of this brain that she had on her shoulder and the question of getting people to really understand their own value and once you do, then you're going to be less tempted to give it away for nothing.



Now, the upshot, and I said there was an update to this. She has just released her [second product](#) and in 4 to 5 weeks, she made more than \$50,000.

Peter: Oh, gosh.

Michael: \$50,000. This is a woman, and our main host, Lisa Preston. She lives in Lexington, Kentucky. She's one of my mentor students and she had 97 bucks I think in 3 or 4 years and she's just done her last product. This is her second product to \$50,000 in 4 to 5 weeks.

Peter: That's amazing.

Michael: I mean, it's phenomenal, isn't it?

Peter: Yeah, yeah.

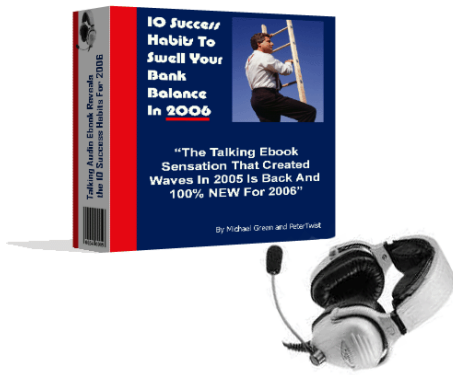
Michael: And I know it to be true. I did a joint venture with her. I sold a fraction of that. It certainly wasn't bad for me that she made those sales but it definitely sold very well and it was a great product idea. And the idea of the product is called [Instant Niche Email](#).

Peter: Oh yes, I remember that.

Michael: Do you remember it?

Peter: Yeah.

Michael: And it just kind of would create emails for people's follow up responder theory. I can't imagine that can be as good as sitting



down and doing them all yourself but it was obviously workable because it just sold in huge numbers.

Peter: So the question you have to ask then is what was the difference between a couple of years ago and now. I mean, she got a bit more experience but it was just the way she turned her head around really, wasn't it?

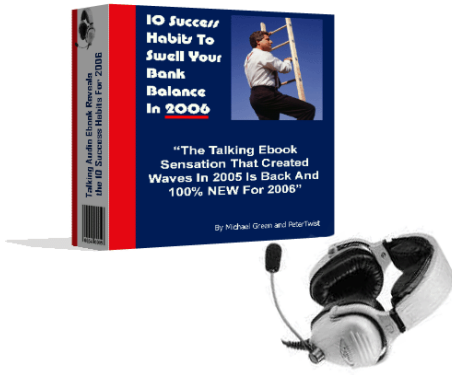
Michael: Yeah. She understood that what she was able to do was bring brilliant ideas to the foreground and actually make money from that. Where before, anybody could have written to her or called her up and you know, "Lisa, I'm thinking about this." And she would have said, "Ah, that's fantastic. You could do this, this, this, and this." She'd forget the stage of actually packaging up and selling her advice.

Peter: Oh yes, yes. Yeah, exactly.

Michael: She didn't understand the value of her own knowledge.

Peter: I think for me, what is linked into learning how to say no and understanding your own value again is you've got people who will come to you because they want something and they will try to manipulate you so you have to be aware of that, whether they're nice or not very nice to you. Just to give you a quick example from my radio broadcasting area because I do these voice spots as a voiceover, you become the victim of your own success because you can turn up and do a voiceover. You're booked for an hour and you can do it within minutes.

Michael: Yeah.



Peter: Now Mr. Client then says, “Well hang on a minute. I’m paying you all this money and it only took you 5 minutes to so it.”

Michael: Yeah.

Peter: And it’s very easy to become intimidated by that kind of person talking to you and you say, “Well, that’s why you’re paying me because I did it in 5 minutes. Anybody else would have taken 3 hours to do because it’s not they’re métier. It’s not what they do.”

Michael: That’s right.

Peter: I think if you can try and keep that in your mind. Remember what you...

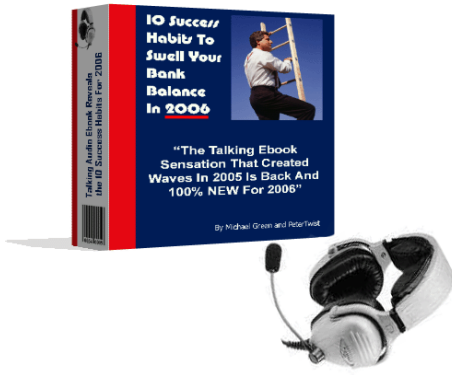
Michael: That’s right.

Peter: Yeah. It’s like the guy who comes to fix your computer, or the plumber. What you’re paying for is the experience.

Michael: Well that’s right. Finding the central heating guy, isn’t it, and he comes to fix your boiler, as you say, and does it just next to no time and you’re left thinking, “Well, hold on a minute. I just picked up a couple hundred dollar bill for this” or pounds or whatever.

Peter: Yeah, yeah. Exactly. Yeah, yeah.

Michael: And you’re thinking, this can’t be right. But actually, did I know that it was this valve that it was in this position? No. This guy knew it because he’s been at the business for years. He



understands boilers inside out and I would have had to sat down, read manuals. I mean, I'd just never have got to that point.

Peter: That's right.

Michael: You would pay for that and if you have the knowledge, and my guess is that every single person listening to this right now, if you're listening to this right now, you have some knowledge in some area that is worth something to somebody.

Peter: Yeah, and just try and think of sometimes when you speak to somebody who doesn't know what you know, the look on their face. Because to you it's obvious. To you, everything that you know is so obvious and you think, "Well of course it's obvious that you would do this," but to most people, it isn't and you've got to remember that.

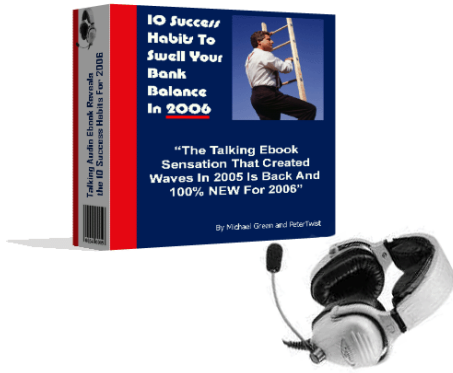
Michael: Yeah. Absolutely.

Peter: You've got to remember that.

Michael: Absolutely right.

Peter: And as I said, don't be fooled into people saying, "Come and do this. It'll only take you 5 minutes." It will but you say, "Yeah, but I've got priorities so you're going to have to pay for this or there's going to have to be some kind of exchange or whatever."

Michael: That's right.



Success Habit #1

MAKE A PLAN FOR YOUR YEAR AHEAD

Peter: Well, all right. I think we're down to number one now.

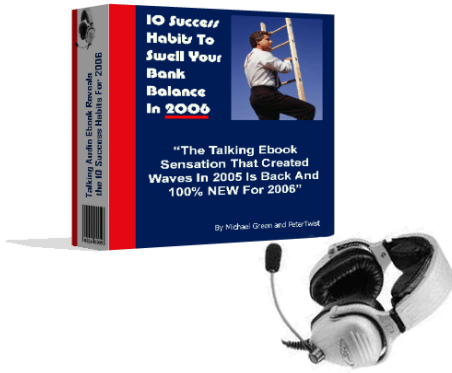
Michael: Yeah.

Peter: This is so fundamental but this, everything that we've mentioned so far, it ain't gonna happen unless you do this. This is it.

Michael: Absolutely and this, and that thing is to make a plan for your year ahead.

Peter: Yeah. Definitely.

Michael: Actually sit down. Take some time when this recording finishes, when you finish with this book, and actually plan out how you are going to play the next year because what happens, virtually everybody under virtually every circumstance is that they just you know get through the year. Yeah, this time next year what has happened will be more or less the process of a random result, as far as your on my markings since probably in many other ways as well. And what we're saying here is don't do that. Hold on a second. Instead of that, actually sit down and make a plan month by month for the year, and course and by course and month by month. You can make this as detailed as you like but get a plan in place and that's really what we're saying.



Peter: And even if you just, what would be good is if you've already started doing what you're doing is look back to last year and just try and take an overview of the year, even if it's down to how much money you earned. Just break it down. Break it down and then multiply it and say, "Well if apply these particular techniques and skills and techniques, then I can multiply that by whatever and make a lot more in this year."

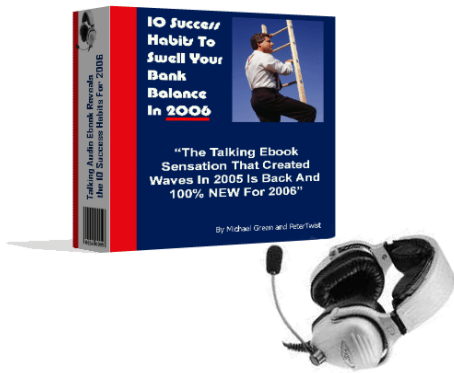
Michael: Yeah.

Peter: But take that overview because I think that's one big mistake we make is that we say for example if you get a check for \$5 or something and when it comes through you think, "Aw, this isn't a lot," but you may get quite a few of those throughout the year. So just add them up and say, "Well from that I got this amount, and from this I got that amount."

Michael: And understand what it's actually bringing. That's right. That's right.

Peter: Yeah, yeah. But not just financially. It could be the number of phone calls you make or the number of letters your write, the number of emails you write. Just try and look at it over the year because it really does give you that better overview and then look at it for the future. Turn it into the future.

Michael: Yeah, absolutely. If you don't have a plan then the chances are, you're not going to succeed. Now is a great time to do it of course, or you can do a Plan A. Let's face it. You don't get a better opportunity than the beginning of the year.



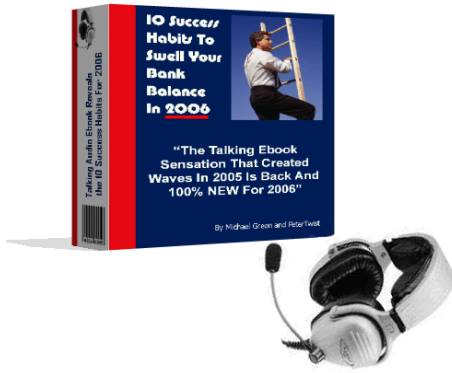
Peter: And I mean, the plan can be as detailed or I mean, some people will become frightened when we mention Plan. They think we want everything written down to the last dot the I's and cross the T's. I mean, it's not about that.

Michael: It's not about that.

Peter: It's not about that. It's just, I find that what happens is day to day or week to week is all the time you're just off course. By the end of the week you're just off course and if you can just have something to refer to, even if you'd have to write Start Again each week, just make sure you take that overview because otherwise you can totally get the wrong idea of how you're going. You can either think you're doing far better than you are or far worse than you are so I think again, that just keeps you grounded and keeps you on the straight and narrow.

Michael: That's right. That's right. And the fundamentals to success virtually regardless of what it is you're doing in kind of any field. You just want to have a plan for yourself. Think about the year ahead. Think about what you want to achieve by 6 months, by 12 months, by 3 months, by a month, you know, next week, and then work back and say, "Okay. If I'm going to achieve that by then, then I need to have this done by this point."

Peter: And I think the two important points that we've already mentioned which will come into this is the success of next year will be determined by how many times you say no to people and understanding your value because if you've done that wrong in the last year, then you're going to do it wrong again next year and not do the things that you want to do.



Michael: I think that's very true.

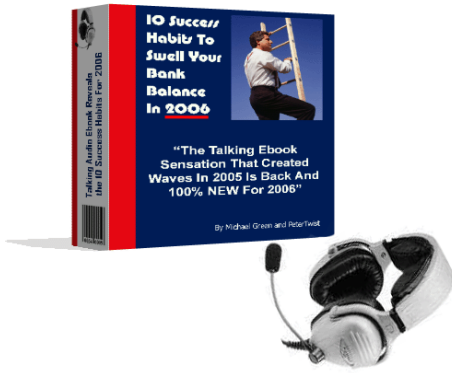
Peter: Some people, probably like yourself, can lay down a goal and say, "I'm going to do this. I'm going to do that." The way I've approached it and probably many other people, I've done lots of things that I've done them once and said, "Right. I'm never going to do that again." That's the way I've ended up where I am. And you do, you say, well people can force you to say, "Well, carry on doing this cause you enjoy doing it." I've given up some of the best jobs ever and people from the outside have thought that I'm mad but I've said, "No. Well that's not really what I want to do," and it takes a lot to do that sometimes.

Michael: Sure, yeah. Absolutely. It must take a lot to walk away from something you enjoy.

Peter: Oh yeah, yeah. And when my wife hits me every time, you know, I'd leave that fantastically paid full-time job. You know, it doesn't go down too well. But the long term, it has worked for me. That's what I can say. So that's it really, isn't it? I think what was nice that we didn't expect last year was the feedback we got from people, wasn't it? So it would be nice to drop us an email or phone Michael's number or my number and leave a message, and tell us how you're getting on.

Michael: Yeah, that'd be great if people could give us the feedback. I mean, as you say, we weren't expecting it last year.

Peter: No.



Michael: It came in. I'm going to post some of that up on the website.

Peter: These are all unsolicited emails.

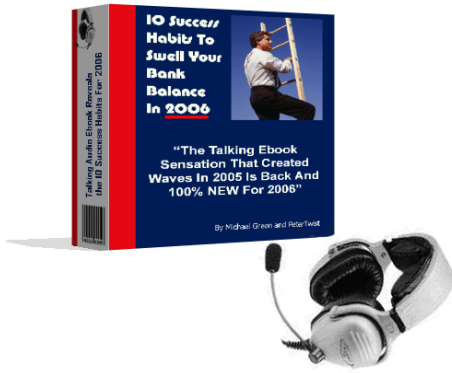
Michael: Yeah, that's right.

Peter: Fantastic.

Michael: I think planning your way to success, success habit, is the way to go and the turn of the year gives you great opportunity because it's an easy point to measure from, and it's easy to think about your life in terms of the year. Use this as an opportunity. Grab it with both hands. Put these 10 points into action and go for it.

Peter: Well thanks ever so much, Michael, and I know you've got lots of exciting things lined up for 2006. All the best.

Michael: You too.



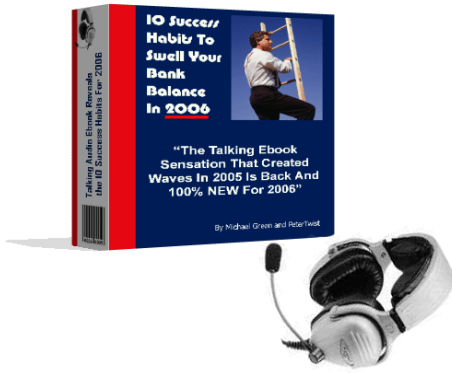
If you'd like to find out more about the subjects discussed in this Talking Ebook, then be sure to check out Michael Green's ~ HowToCorp ~ product range at: <http://www.howtocorp.com>

You'll find professional internet marketing interviews with Peter Twist's here: <http://www.MasterMindLounge.com>

In particular, if you're interesting in developing and selling your own products online then consider getting hold of a copy of (newly updated for 2006): <http://www.CreateAndSELLproductsONLINE.com>

If you already have a product, service or business and want to promote it harder online then check out: <http://www.HowToPROMOTEaProduct.com>

And if you'd like to leverage your income by setting up tremendous Joint Venture adventures, then take a look at: <http://www.HowTo-JointVenture.com>



Finally, here's the complete 'How To' toolkit range. Definitely worth checking them out ☺.

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