

# Your Road To Success

by Tom Robarge



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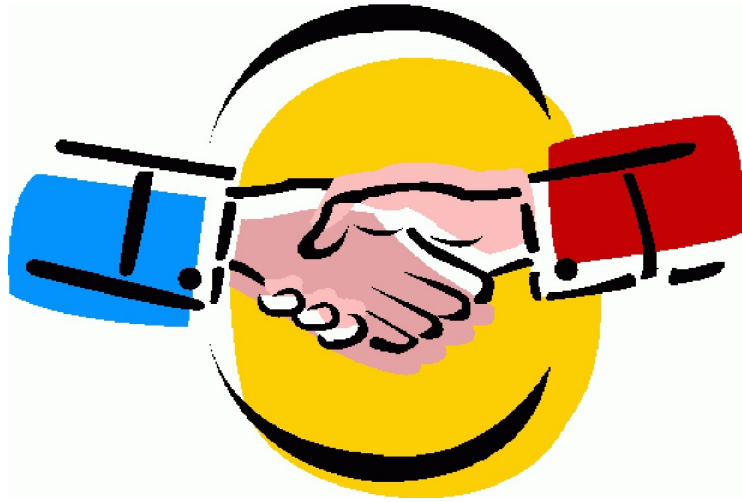
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## Introduction

My name is Tom Robarge and I would like to share with you some of the things I learned over the past 30 years.

I first was introduced to self help back in 1975 while I was in the Army. Back in those days they offered individual training cycles where you could take classes of your choice. The class I happened to sign up for was on self improvement. The course was taken from “Psycho-Cybernetics” by Maxwell Maltz. The trainer was a golfer who was always loosing his golf balls. So he trained himself to spot golf balls. He showed us a photo of himself and his dog with all the golf balls he had found and stated that whenever he passes a Golf Course he can still spot golf balls. This showed that every one has the ability to train themselves.

In 1977 I became an Amway Distributor where I was introduced to “Think And Grow Rich” by Napoleon Hill. Over the following years I have read more self-help books then I can now remember.

I was also on a spiritual quest and found that the truths found in self help books and spiritual teachings said the same thing. This confused me for many years until I realized that a lot of self help teachers where also spiritual and just expressing their ideas without the need to belong to any spiritual group.

As I said before I became an Amway Distributor. I liked their products and marketing plan. But gave up, like so many others, when I did not see the results I wanted.

Over the years I tried different programs with the same result. I did not know then what I know now and that is the reason for this e-book. To help you realize what it takes to succeed. Some of the ideas are repeated over and over again to drive home their

importance or said in a different way to bring a better understanding.

This is a book about you. It is your guide to personal achievement. As you read through this book, be honest with yourself. One new idea can change the way you look at things and lead to a changed life. As you work through this book, you will discover new things about the greatest person in the world and that person is you.

It is my hope that after you have completed this book. That you will find new talents that you did not even know existed and that you have established new goals for your life. But more importantly that you now know how you will be able to reach these goals. This is also a dream book. So dream your dreams and then discover how you can realize your dreams.

It is said that man can do anything that he sets his mind to. Look around you. Every product you see, every company you know of was at one time a thought in someone's mind. Search your mind to find what your dreams are. Then you will be ready to look for the answers to the problems standing between you and your dreams. And then you can learn how to solve these problems and live your dreams. So come on let's take this journey together to a healthier, happier life.



## You Are The Worlds Greatest Computer

When you were born you were like a brand new computer. You are the hardware and whatever gets programmed in you is the software. So who is doing the programming. Every person that you have come in contact with has helped program you. Every experience you have ever encountered has programmed you. Everything you watch on TV or listen to on the radio programs you. Once you realize that you were programmed then you can start to reprogram yourself. You can reprogram yourself because your future is NOT determined by your past. You are pulled into your future by your present day intentions. Napoleon Hill said in his book "Think and Grow Rich." "Whatever your mind can conceive and believe it can achieve." So you decide what your future will be and start taking the steps to create that new future. How do you reprogram yourself by the books you read and the audio programs you listen to. By the ideas you hold in your head. Change your thoughts and you will change your future.

You also get to understand that the actions of others is because the programming they have received and taken to heart. Think of it this way. If you send your child to school and they do not teach your child math. Is it your child's fault that he can not do math problems?



## What Do You Want?

If a magical genie was to appear to you today and told you the only wish he is able to grant you, was the ability remove all the limits standing between you and your dreams, so you could be anything you wanted to be. Where would you be in five years?

What kind of house would you like to live in?

What town or city and in what state or country would you find yourself in?

What would a typical day in your new life be like?

What type of career would you find yourself in?

What material things would you possess?

Where would you spend your vacations?

What type of church or charity work would you be involved in?

We'll consider your wish granted. Because other than the natural limitations of nature, the only limits that are on you are the limits that you have placed there yourself or the limits that you allowed other people to place on you. We'll guess what, if you placed them there or allowed other people to place them there. Then you can take them off. Yes you can live in that dream house, you can drive that dream car, and yes, you can even have that dream mate. Whatever your heart desires, you can have. The only thing is, is that you have to decide what you want.

This is called setting goals. A goal is nothing more than deciding what you want and then setting a definite time when you want to acquire it.

For now you will want to set one goal in these 4 areas of your life.

1. Spiritual                      Whatever area of worship you believe in.
2. Material                      Whatever material items you wish to acquire
3. Relationships                Family, Friends and Business Colleagues
4. Physical                      Diet, Exercise or other Health Goals.

Concentrate on each as time allows. It is very important that you work on goals in all areas in your life. Put everything you have into achieving this goals. Eat with it, sleep with it, get it, and then let it get you.





## What Will You Give in Exchange for Your Goals?

Let us say that your goal is to buy a new house in five years. The first thing you will have to do is to figure out where you stand today. Then figure what you need to do to bridge the gap to where you want to be.

If your present income is sufficient, then maybe all that is needed is to set up a savings plan, faithfully setting aside so much each pay period till you reach your goal. But what if, like so many Americans today, you are already working two jobs just to meet your current needs. Then you will have to figure out how to broaden your service to meet your needs or wants. This can be done either in your present position, or perhaps in a different field.

The first thing you need to do, is to ask yourself. What can I do to provide a service to other people?

What am I good at and enjoy doing?

Do I enjoy working with other people or am I best suited working by myself?

What type of career would I like to be involved in?

Do I like working with children or elderly people?

Am I interested in sales, and if not, why? Because believe it or not you are involved with sales everyday of your life. You are trying to sell others on our ideas. You are trying to sell your talents and abilities in exchange for monetary gains. You are selling yourself to others to create friendships and relationships

What are my interest or hobbies outside my regular job?

Now take the time to ponder on how you can best serve others to meet your needs.

You may need to do some real soul searching to uncover your hidden talents. Then you can better decide on your area of service.

You have to be able to match your talents and skills with the line of service you are going to provide. In short, you have to enjoy what you are doing.

You may find that after doing this exercise that in a day or two a new or different idea will come to mind. Even if it is a completely different area than what you thought of, or you feel that you do not have the talent for. Do not dismiss it. It may be the answer you are looking for. You may very well have talents that you did not think you possessed.

In the area of service, there are two ways to increase your rewards.

The first is to provide better service. If it means you will need more education, then get it. If it means that you have to do some real soul searching and change some attitudes, then work to change them. Whatever it takes, if it is worth going after, do it.

The second, is to provide service to a greater number of people. That is why movie stars and professional athletes can demand such high incomes because they are providing a service to a greater number of people. The same may be said for salesmen or network marketers. The top paid salesmen and network marketers usually have a combination of the two. They serve as many people as possible, while giving them the best service they possibly can.

Look at your present position to see if you can increase your service. Even if you are thinking of going into another field, give the best service where you are at. It will make you more valuable in your present position, while preparing you for the future.



## Putting it All Together

Now that you know what you want and what you will give in exchange for your goals. You are now ready to put the pieces together.

You will need to decide on your main goal or purpose in life.

Now take the time to write a detailed plan on what you have to do to reach your main goal. You will have to keep in mind that your service must match the reward you are seeking.

Now that you know where you are going and how you are going to get there. You can rest easy knowing that all you have to do is follow your plan and you will realize your dreams.

Just remember that if your first plan does not work out, you can change your plan, but you do not have to change your main objective.

It is said that less than five percent of the population set goals. That means that only five people out of every one hundred plan on what they want to do. While it is estimated that only one out of these five regularly reach their goals, your chances of realizing your dream is better if you set goals than if you don't.

So, set your goals and watch the world move out of your way so you can reach them.



## Steps to Success

There are many roads to success. Be it Multi-Level-Marketing, Affiliate Programs, Writing and Selling Books and E-Books, Coming Up With A Unique Product or Service. The list could on and on but the steps are all the same.

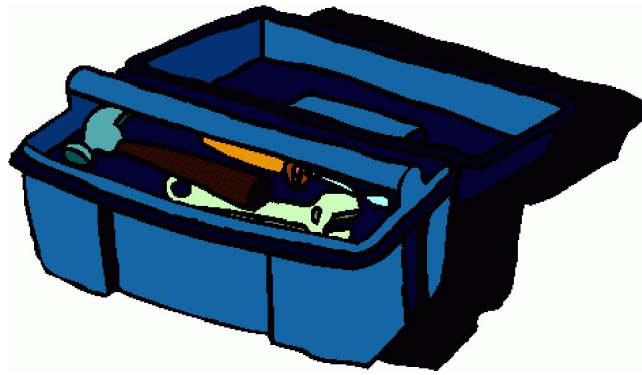
Before you can succeed you have to see yourself as a success. You have to believe that you have what it takes to complete the task necessary to reach the goal. The first thing you should do is take the time to list your strengths and weakness. What talents do you have that will help you achieve your goal? We may all be born equal but we are not all the same. Once you know what strengths and talents you process. Look for an opportunity that is in line with your strengths and talents.

You have to have a definite of purpose. Why are you getting involved with this program? What do you plan on achieving? With all the opportunities you have online today, a lot of people are joining them because they claim to be the road to easy wealth. The fact is no matter how easy it may seem to be, online marketing takes a lot of time and work to reach the success you are dreaming of. So if you do not have a good WHY you are doing it, most people will give up before they see any kind of success.

You have to have a good support team. You need to surround yourself with people who believe in your plan and believe you can do it. More often then not people give up on their dreams because of the negative response they receive from their friends and family.

You need to always be learning. The most successful people are life time learners. They are open minded to new and different way of doing things. They get training in the field they are involved with, along with training on how to improve themselves.

If you follow these steps you will find you are well on your way to success.



## Aids to Reaching Your Dreams

### Failure

Every great inventor, every great statesmen, and every great industrialist have had some form of failure on their road to success. Review the life of any successful man or woman and you will find that they all have failed along the way. Failure is a part of life, so accept that fact. Just remember that the person that succeeds is the person who can face their failures, learn from them and turn them around to success. If you fail at something, it does not mean that you are a failure. What it does mean, is that you need to find out why you failed and learn from it. Not everyone can be a great salesmen, movie star, famous doctor or the President of the United States, but everyone can find what they are good at and become a success.

### Positive Attitude

There is only one person who can control your attitude, and that person is you. You can decide to let the world or outside forces control your attitude. Or you can take control and set your own attitude. What are the benefits of having a positive attitude? You will find it easier to deal with daily problems, you will have a better outlook on life in general and people who have a positive attitude live a longer and happier life.

### Helping Others

We all face problems from time to time and we can come up with answers to our problems most of the time. There are times we find ourselves unable to solve a problem. It is at these times we need to look around for someone else with just as

great or a greater problem than we have. Start right there to help the other person solve their problem. As we get our mind off our self and on helping someone else, more often than not we will come up with a way to solve our own problem. .

## **Giving a Little Extra**

You should not expect to receive any more than you are already getting if all you are doing is just enough to get by. On the other hand, if you are always giving a little extra than is expected of you, you may find that better paying positions become available. Also, when times are hard, it is the person that gives a little extra that is usually the finds things work out better for them because those who give a little extra will have help available to them when they need it.

## **Flexibility**

In this fast paced world we live in today, you have to be flexible to change. The person who can see the changes that are coming on the horizon is in a better position to take advantage of them. We can do things today that were not even thought of five years ago, and tomorrow will hold even greater rewards for the person who can meet the upcoming needs.

## **Visualization**

Visualization is the ability to see yourself in possession of your dreams before they materialize. Ask yourself, how would I act if I have already reached my goal? Then, start acting that way. Success attracts success, so start acting as if you are already successful because in reality your are.

## **Faith**

Before you can succeed in any undertaking, you have to have faith in yourself. You also have to have to believe that you can see this task through to its successful conclusion. If you set the goal that you will be financially sound and independent within the next year, you had better believe you can do it.

## **The Small Voice Within**

Some people call it the conscious, while others call it your inner man. It may even be considered a hunch. Whatever it is, it does not matter. What does matter, is that people who have learned to listen for it and follow it's lead, have enjoyed a greater

success then they would have otherwise. So go off somewhere quiet, and take the time to listen to the small voice within.

## **Stay Motivated**

Write down your goal on a card and carry it with you. Read it whenever you get a chance. If your goal is a material item, get a picture of it and place it somewhere you can see it often. Locate motivational aids to place in your work area if possible. Whatever it takes to keep yourself motivated, do it.

## **To Do List**

You should do something every day that brings you closer to your goal. What happens a lot of the time, is that you find you just don't have the time. One way to help you manage your time is to make a list of five or six tasks you need to get done. Then number them by their importance and start working on number one. Stay with it, if possible, until it is finished. Once you have completed this list, make up another one and work on it. You will soon find that tasks are getting done faster, and that you have more time to get other things done.

## **Sick and Tired of Being Sick and Tired**

When you have finally reached the end of your rope. When you are finally tired of living from payday to payday, and when you find yourself working as hard as you can, but still come up short at the end of the month. Then it is time for a change, maybe it is time to take control of the life you are living and do something to turn things around. Maybe it is time to set a goal and start looking for a way to reach it. Maybe it is time to start living the life you know you should be living.

## **Being in the Flow**

There is a natural flow in nature, and there should be a natural flow in your life. Some people discover their place in the flow at an early age, while others stumble across their place in the flow at a later stage in life. There are still others who go to their grave never finding their place in the flow. That is why it is so important to match your talents and temperance with the line of work you are planning to go into.

You can tell you are in the flow when you can make a hard task seem easy. When you find the task that you are doing so rewarding, you do not consider it work. When you enjoy going to work and meeting problems head on and solving them. These are just a few signs letting you know you are in the flow.

## **Pace Maker**

Once you have decided your main purpose in life. Find someone who has accomplished the goal you want to reach. Then, to yourself, claim that you will not only accomplish his or her success, but you will surpass them.

## **Meditate**

To meditate is to spend some time away, quietly thinking or planning. It can also be used for problem solving. If you have a problem, you cannot come up with a ready answer for. Find a quiet place, and take time to meditate on it. Then turn it over to your subconscious mind. Before long, you will usually come up with an answer.

## **Incorporate Yourself**

Think of yourself as a corporation that is providing a service to an employer. Because the days of working for one employer until retirement are long gone. In fact, it is said to reach your career goals in the market today, you should plan on changing jobs about every three years. This does not mean that you should be disloyal to your current employer. This simply means, plan for your future.

Companies even make it easier today for you to be able to change employers. Your retirement program today is probably a 401K program that can be rolled over to your next employers plan. You are now able to keep your present health coverage until you will be covered by your new employers health plan.

Employers today realize that from time to time they will lose employees to other companies. In fact there are very few employers today that will stand in the way of their employees changing jobs to better themselves.

Some people call this looking out for number one. The truth of the matter is, that by incorporating yourself, all you are doing is being responsible for yourself.

## **Freedom and Personal Liberty**

In this great land of ours you can be anything you want to be. This is our country's greatest asset. A child raised in the inner-city can grow up to be a great statesman. A person born with a disability can learn to overcome their disability and become a successful business man or woman. We can be anything we decide to be, all we have to do is decide what we want to be. So take the time to find your dream, and set out to do it.



## Use Power not Force

What is the difference between Power and Force?

Force is trying to make something happen while Power is letting something happen.

It all has to do with intention and intuition .

A lot of people believe that their future is driven by their past but in reality you are pulled into your future by your present day intentions. So you can change your future by your changing your intentions.

Intuition is that gut felling, an insight on what you should do to get the results you want.

When you combine the two together. Then you have the Power to let things happen.

When you try to market using force. You will find yourself getting discourage about the results you are getting. The people you are trying to market to will feel the tension of your marketing efforts and respond negatively to your offer. This is the main reason so many people quit the programs they are involved in. They are trying to make something happen instead of letting something happen. So when they find that the effort they are using is not getting the results in the time they believe they should. They give up because force requires effort.

When you put out an intention and then let your intuition guide you to what you should do. You will find that you have more confidence. The pressure is released. You can be yourself and present the products or services you are offering with more Power without trying to force your prospect to do anything. You will find that you are just giving the facts and benefits of the product or service you are offering and let your prospect decide if it is something they can use. You are giving your prospect the Power to use his or her own imagination on how this product or service can be of value to them.

One last word about intentions. You may have a conscious intention to achieve a certain goal but if you have an unconscious intention that is stronger then your conscious intention you will not achieve your goal. So if you find yourself falling short of achieving your goals. You may have to do some soul searching to discover what may be holding you back. It is probably an old believe that no longer servers you. If you doubt that you are worthy, you will not succeed. It is up to you to find a way to overcome these doubts. This is not something someone else can do or you, it is all up to you.

## All We Know Are Labels

If you were to remove all labels then you would know nothing. Which is also a label, so you would not even know nothing.

Think about this for a minute.

What are labels?

Labels are things we attach to persons, places or things.

So where did our labels come from?

All our labels came from what other people have told us about that person, place or thing. Or labels we have created from past experiences

When we were born we had no labels at all.

So if you were to what to change the way you feel about a person, place or thing. All you have to do is research your own mind to find out what your personal labels are and where you got this label from. If your current label is no longer a service to you. Then all you have to do is change that label to one that does service you. Or recognize that all that is is a label and is not really the truth.

Are labels a bad thing or a good thing?

For the most part labels are bad because it limits us to generalize.

If you had a bad experience with a dog in your earlier life. Whenever you see a dog, all those past negative labels come to mind and the old fears will come up. Which has nothing to do with that particular dog.

So the next time you see or think about a certain person, place or thing. Check to see if the label you place on that person, place or thing is a negative label that is of a service to you. If it is not research your own mind to find out where this negative label came from and change it to a positive label that services you or at least recognize that all it is a label and may not be the real truth.

## Taking Off Our Blinders

We all have blinders that we are not aware of. We see only what we want to see, we hear only what we want to hear and we believe only what we want to believe.

## Seeing Only What We Want To See

We all have different ways to look at things. Two people could be viewing the same

picture. While seeing it in a different way. One person may only see the picture as a whole while someone else may be more focused on the detail of the brush strokes or what the artist was trying to convey.

### **Hearing Only What We What We What To Hear**

Unfortunately, many of us do selective listening, which means we only hear what we want to hear. We sometimes use selective listening when we don't really want to hear what someone is saying or when we already think we know what they are going to say.

In one ear and out the other.

Sometimes we get so excited about something that we only hear what we want to hear and disregard what is really being said.

### **Believing Only What We Want To Believe**

Beliefs are just that beliefs. They are not good or bad they just are.

Let's take Johnny for an example. When Johnny was a toddler his older brother, as a joke, told him that  $2 + 2 = 3$  and not knowing any better Johnny believed him. A few years later when Johnny was in first grade he learned that  $2 + 2 = 4$ . All Johnny had to do was replace the false information with the true information.

If someone was to tell you that you have the potential to write a book or earn over 1 million dollars a year. When you have never written more than a shopping list or your current income was only about \$40,000 a year. You would probably find what you just heard hard to believe and dismiss it completely.

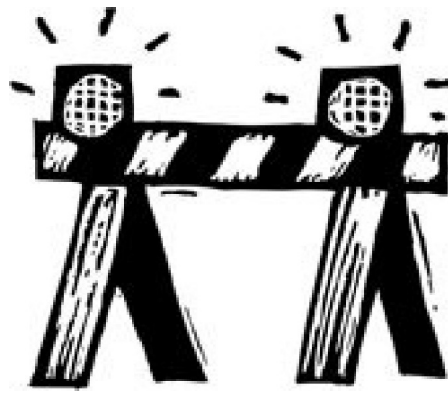
These are only perceptions. Let's take another example. Your U.S. Letter Carrier (Mailman). If his delivery area is in a poor part of town. The people he delivers to feel that he has a good income but if his delivery area is in a middle class area. The people there believe he has an average income. Still yet if his delivery area is in a rich part of town. The people there may believe that he is not getting paid enough for the amount of work he is doing. Yet his income is the same no matter what part of town he is delivering to.

Ideas are like that too. Just the other day I was listening to a tele seminar on internet marketing when one of the listeners asked advice on how he could earn money online. It turns out that he has been building and installing pool enclosures for over the past twenty years. Right away one of the people on the panel seen a great idea for an e-book. Showing people what to look out for when they hire someone to install a pool enclosure. How not to get ripped off. This guy knows the good, the bad and the ugly about pool enclosures and could save people hundreds of dollars by sharing this

information.

Ideas like this are all around us but we can not see them because of our self imposed blinders. Just knowing that we have these blinders helps us remove them. Just like this gentleman you have valuable information you could share with others saving them time, money or both.

The best way to take your blinders off is to be open minded and willing to learn. Once you say "I know that" you shut yourself off to new ideas and ways at looking at problems.



## Roadblocks to Success

### Unworthiness

The feeling of unworthiness is the major roadblock to success. There are many reasons for feeling unworthy. Most people feel that because of something from their past, they are not worthy to enjoy their future. This is not true, because there are many people who have had past problems and are now living a successful life. You just have to do the research to find who these people are, and come to realize that if they can do it, so can you.

### Lack of Self Confidence

The best way to build your self confidence is to realize that other people do have confidence in you.

Then think of your past success's, and start to build on them. Before too long, you will come to realize that you can do whatever you set your mind to.

### Worrying

It is said that ninety-two percent of our worries are needless worries. Such as worrying about past problems that we can do nothing about. Worrying about future events that may or may not materialize, and needless worry about our health. That leaves only eight percent of our worries that may be considered real problems. Of these, there are two classes. The problems we can do nothing about, and the problems that we can do something about. There is no need to worry about something that we have no control over. That leaves only problems we can solve, if only we would use our minds.

## Lack of Forgiveness

Holding anger at another person hurts you more than it hurts them. It eats away at your insides, and can literally make you sick. You will find yourself telling others the wrong they have done to you, bringing up all that anger again and again. Some people even find it hard to sleep when they are angry at someone else. It can even cloud your judgment as to the way you treat other people. Believe me, you do not need it. Forgive those you are angry with, then forgive yourself.

## Fear

There are only two things that you fear as a baby. The fear of loud noises and the fear of falling. All other fears are learned as you grow up. Some of them are for your own safety, while others just serve as roadblocks to your success. If you see a mad dog, you have every right to fear for your safety and should take the necessary steps to protect yourself. On the other hand, if you are held back by the fear of what they will say, you are not hurting anyone but yourself. Some fears have to be unlearned before you can realize your dreams. Everyone has fears from time to time, but the fear of failure should not be one of them. If you have faith in yourself and feel the plan you have devised will work, but are held back by fear, then you need to sit down and write out all the reasons why your plan may not work. Then, take them one by one and find a way around them. As you overcome all the things that may go wrong, you will find the faith in your plan growing and your fears diminishing.

## Negative Thoughts

There are whole books written about self talk. The things you say to yourself can make a difference between success and failure. Yet even the most successful people have to deal with negative thoughts. The best way to deal with a negative thought is to turn it around into a positive thought. Let's say you make a mistake. The thought that may cross your mind is, "I always mess up, I can't do anything right". To turn this around, say to yourself, "I messed up this time but that does not make me a failure, it just means I'm human. Everyone misses it from time to time. I will do better next time."

## Money

Some people believe that money is the root of all evil. In fact, it is the love of money that is the root of all evil. Money in itself is nothing more than a tool. It is the payment exchanged for goods or services provided.

Money can be a measurement of where you stand towards reaching your goal, but in itself, it should not be your goal. Let's say your goal is to have a million dollars in sales this year. You can check to see how you are doing towards your goal by checking how much you have sold so far but when you are with a customer, that customer's needs should be first and foremost. Serving and looking out for others is the only true road to riches.

Your attitude towards money will affect your success in reaching your goals. If lack of money was in your past, you may not feel comfortable earning large sums of money and do things that will affect your earning capacity. In this case, you will need to reprogram your mind with a short statement that you repeat to yourself over and over. Such as "I enjoy earning a hundred thousand a year."

One thing many people found is the fact that if they give to a charity on a regular bases. It is like a seed planted in good soil. Somehow the money is multiplied back to them and in the end they are better off then people that did not give to charities.

Learn to be a master over your money, before your money becomes a master over you.



## What Type of Person Are You?

We are all born equal, but we are not all born the same. Each person has his or her own talents and abilities. Their own special gift to give the world. No two people are exactly alike, each person has their own dreams or goals, their own way of doing things, and their own special and unique personality.

What would be considered a success to one person would be considered a failure by another person.

We do not all see things the same way, nor should we.

We all have to learn to be ourselves and not conform to what other people think we should be. You are a very special and unique person with a gift only you can give the world. Whatever you do don't let people or circumstances change the person you are and don't try to change other people. Love them for what they are and trust in them for all they can become.

All you need to do is to take the time to find out about you. Not who other people believe you are but the real you.

Are you success conscience or failure conscience. Do you look for ways to make things work, or do you automatically see all the reasons why it won't work. If you want to become a successful person, you have to be open to new ideas and new ways of doing things.

Another area that you have to be concerned with is if you are a problem solver or a rewards seeker.



There is nothing wrong with either type of person, but you need to know what motivates you. Some people will work harder if there is some type of reward to work towards.

Then there are those that will go out of their way and are happiest when there is a problem for them to solve.

Then there are different work environments to take into consideration. In a structural environment you will have certain tasks that you are assigned to complete and a boss or foreman to answer to. You will also have the support of co-workers if any problems should arise. In a free lance environment, such as the self employed, you will stand or fall on your own, but you do have the freedom to make your own choices on how and when task will be completed.

There are advantages and disadvantages to take into consideration in either type of environment. In the structural environment you will receive a regular paycheck but you are usually limited to the amount you will be paid unless you are working on commission. If you are self employed you will not be able to count on a regular paycheck but you are not limited to a fixed amount.

In a structural environment you usually have some form of a support group to turn to. If you are self employed the only support you can count on is paid consultants or creative thinking.

One problem with structural environments is that you are usually required to work a 40 hour week and at times mandatory overtime. Where with the self employed you set the hours you want to work and have the choice to turn down work you feel will overload you.

As you can see the main difference between the two environments is the choices you are allowed to make and the risk you are willing to take.

These are just a few things you will have to take into consideration when deciding on what area of service you want to pursue. The main thing is that you take the time to find your strengths and your weakness.



## What is Out There For You?

Since the introduction of the personal computer, more and more people are working from home. Just as the introduction of the automobile in the late 1800's and early 1900's changed the way people moved around. The computer has changed the way people do business today.

The opportunities in just the computer and computer related industries are growing daily. As more and more people are introduced to computers, more innovative uses for the computers are created. Tasks that would have taken months with a manual system, are now done in the a matter of hours.

It has never been easier to start your own business. There are many network companies that you can become involved with where you will have a low start up cost. The advantage of these companies is that you can start part time and grow it over time to become a full time career. Just be sure that the products and services is something you believe in and the main goal is helping others reach their dreams.

Today you are only limited by your own imagination. If you can conceive, a product or service, believe that the product or service will be of use to mankind, while making a reasonable profit, chances are good, that you will succeed.

The areas of growth today are in specialization and networking. Today people are specializing in only one part of a given field. One Accountant may just offer payroll services, while another Accountant focuses on taxes. Today, large companies are finding that it is more cost effective to out-source jobs to smaller specialized companies. These smaller companies can usually do the job better, faster or at a lower cost, than to have the job done in house.

So, as you can see the opportunities are out there. All you have to do is figure out how you can take your special skills and abilities, and turn them into a marketable product or service.



## Reasons Why You May Have Failed In The Past.

There are three different reasons why you may have failed in the past.

The first reason that you may have failed in the past, is that you were not detached from the results.

Once you have determined your purpose in life, have set your goals, and have decided on the plans to achieve your goals, you need to believe that the plans will take you to your goals. The desire should still be there to reach your goals, but your focus has to be on the plan. You should be able to say to yourself, " I am not worried about reaching my goals, because I know that the road that I have decided to take will lead me to my goals". Once you have reached this point, you can relax, knowing that it is not a matter of reaching your goals, it is just a matter of time before you reach your goal.

The second reason that you may have failed it the past, is you did not take the time to evaluate your goal in light of you personal talents and abilities. You may have been presented with a business plan in the past that has worked for others, but for some reason you could not get it to work for you. You are a unique person. What has worked for others will not necessarily work for you. Do not be deceived by what people say.

They will tell you , "If I can, do it anybody can". Unless you take the time to measure your talents and abilities to theirs, do not follow their plan. In fact, it is better if you come up with a plan of your own. You will have more faith in your own plans if you just take the time to work them out before you put them into action. Learn to play the "What If" game. All this is, is taking time to work your plan out on paper, then ask the question "What If". If you know the possible outcome before you take an action, you

will not be taken by surprise by the outcome.

The third reason you may have failed in the past, is the timing was not right for you. Success is like waiting in line at the ticket counter, just wait long enough and your turn will come. You have to learn not to force the results. Once you learn to have patience, all good things will come to you in their own time.



## Ways to Succeed on the Internet

There are many ways to succeed on the Internet. With new programs starting almost daily.

### Affiliate Marketing

Affiliate marketing is started up by a web master who wants to increase his sales of a product or service. He will offer his affiliates a portion of the sale that the affiliate creates. A lot of affiliate programs now offer a two tier system where not only can the affiliate earn money on their own sales but also on the sales of people the being into the program. There are a lot of people that have made a lot of money with affiliate programs. The main thing you have to know is how to drive traffic to a web site or have a mailing list that you can promote to.

### Click Bank

Click Bank is a lot like affiliate programs. The difference is that they are a market place for products and programs. You can set up an account and have hundreds of different products and programs to choose from. Click Bank takes care of the payments so there is no worry if you are going to get paid or not. You can select the products that fit in your web site theme or that you feel is a useful product. A lot of publishers provide you with the order page so that you are able to send your customers right to the order page. As with affiliate programs you have to be able to drive traffic to the sales page or have a good list to promote to.

You can also promote products that you create though Click Bank and not have to worry about paying your affiliates because Click Bank takes care of that for you. There is a set of fee and they take out a percentage of each sale. There is also a service free for each check they issue.

## **Multi Level Marketing aka MLM**

MLMs have gotten a bad rap and rightly so. The way they use to teach MLM is to make a list of all your friends and then show them the products and how the program works. Then there was the three foot rule. Any one that comes within three feet of you hand them a tape or brochure. Then you could do cold calling or buy leads. No wonder most people gave up. It was just to much trouble for most people to bother with.

Today however you can go on line and find people who are interested in starting a home base business. The reject rate is much lower and contact is limited to just e-mails and phone calls to people who have earned your support.

Do not be fooled though, it is still a business that takes time to build up but the time line is much shorter today. I know of people who where able leave their regular jobs within a year after starting their network business.

The best thing about MLM is residual income you can earn from your down line and start- up cost could be as little as \$0 to \$5000. The more expensive programs usually have a better payout and your residual income will grow much faster but are harder to promote. The ones that are free to join will usually have an upgrade option to be able to earn any income.

## **Membership Sites**

Membership sites were usually limited to specialized knowledge. Depending on the content membership site's could cost as much as \$200 dollars a month to join. But things are changing as more and more sites that use to provide free information are changing over to paid membership sites. Yes membership sites take some work to set up and maintain but the rewards are well worth it.

## **Free Lance**

Today you can outsource just about anything from web design and graphics to have your book written by a ghost writer. There are many sites online today as a market place for finding free lancers. If you are good at designing websites, design graphics, writing etc. You can sign up for one or more of these services and offer your services.

## **eBay**

On eBay you can sell just about anything and a lot of people have been able to make a good living selling on eBay.

## **Create Your Own Product**

You can create your own product from the area that interest you most. It could be an e-book, audio book or a video. There are just three steps to market your product online.

- 1.Create your product.
- 2.Set up a website to sell your product
- 3.Drive traffic to your website.

## **Receiving Help**

I know that if you are new to internet marketing. This can be very confusing but there is help out there.

There is a number of membership sites that specialize in training on how to make money online. Most charge a monthly membership fee but some have a free membership that you can start with and then upgrade once you see what they have to offer.

There are also a lot of affiliate programs that will teach you how to market their products online. This only makes sense since you are promoting their products the more you know the better chance you have to be able to sell more of their products.

There is also tons of e-books out there both free and paid that you can download for free or purchase.



## Do 97% of Marketers Really Fail?

The answer is no.

The truth of the matter is that most people just give up and I personally do not blame them. Marketing is a lot of work be it online or offline.

You can spend hours trying to build your business and see no results. Is it any wonder why most people quit. But there are some that do succeed. So what are their secrets.

### **80% of success is just showing up.**

So what does this mean? Well if you are promoting an online this means that every day you do something to promote your business. Be it sending out e-mails, using Safelist, using Traffic Exchanges, doing Social Marketing, placing classified ads or any other of the many ways to promote online. If you are promoting offline this means make those calls, handout business cards, put up fliers, make personal contact or any other ways that you can promote offline.

### **It is a numbers game.**

People are not numbers but when you are recruiting it is a numbers game. The more people you can expose to your business the greater chance is that you will interest people in your business.

### **Success takes time.**

If you would ask any successful business professional. They would all admit that it took time to build their business. On the average it will take six months to a year to replace your current income. Depending what your current income is and the product or service you are promoting.



## **Realize profits are better than wages.**

When you work a regular job. If you do not work you do not get paid. If you build a business. You will have repeat customers and if you are involved in an business where you sponsor others, you will receive income from their efforts.

## **You become the Super Star.**

A lot of people join business opportunities and hope that they sponsor a Super Star who will explode their business. The truth is you can become a Super Star. All you have to do is develop 4 or 5 key leaders. Just take the time and work with the people you sponsor that want to succeed in your business opportunity.

## **Work with only the people who deserve your support.**

Successful marketers learned early on to only work with people that deserve their support. So how do you know who deserve your support. If they follow your instructions, they deserve your support.

## **Be a life time learner**

What ever field you are involved with take the time to learn more about it. This means that if you are involved in online marketing. Read or listen to books about marketing. Expose yourself to different ways to advertise. Read or listen to motivational books. Know that any changes that take place outside must first take place inside.

By knowing what you are getting into in the first place and what it is going to take to succeed in this opportunity is the best way to success. So take time to research the company that you are thinking about getting involved with. Know up front the time and/or money that you have to invest in this opportunity and if you have the time and/or money that is necessary to invest. A lot of people get involved in a business opportunity just to find out they do not have the time or money that is needed to reach a point where they are making enough to cover their cost. Now more then ever, It Is Buyer Beware with all the different opportunities online that promise the world and deliver nothing.



## Conclusion

The reason I wrote this book, is to show you that you do not have to accept things the way they are. You can change them, if only you take the time to think. Nothing I can say or do will change you. I have laid down the ground work for you, now it is up to you to go on from here.

Take the time to read success books and listen to success tapes. You will not become successful after reading a book on success, unless you take action. Make the ideas presented here, your ideas, success, like happiness, is an inside job. You will not be successful on the outside, until you have become successful on the inside. Each person is different, and they have to learn what works for them. Spend some time at your local library in the self-help section. Find what works for you, then do it.

Remember nothing happens overnight, the overnight successes probably took months, maybe even years of preparation before the overnight success took place. Some people say that the person who has had an overnight success was lucky, or just in the right place at the right time. Luck has nothing to do with it, this person was probably just prepared for the opportunity, when the opportunity presented itself.

Please remember one more thing. Success is different to different people, do not go by what the world considers success, go by what success means to you. It is my hope and deepest desire that you succeed. That your dreams become a reality and your life be full of happiness.

Thank you for reading my e-book.

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Be sure to visit my websites



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