

# AFFILIATE JUDGEMENT DAY



It Is Time

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# Legal Page

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# AFFILIATE JUDGEMENT DAY

## CHALLENGE YOURSELF TO SUCCEED - WHY YOU FAIL AT INTERNET MARKETING AND OTHER ENDEAVOURS

At the outset, when I say ‘you’ of course, I really mean ‘me’. Why I have failed at internet marketing and other endeavours is a subject of great interest to me (being utterly self absorbed, of course) and also I hope you.

I imagine I’m very much like many other people. I saw internet marketing as a very useful and easy way of generating good money to try and pay of debts and create financial independence.

So, after first stumbling over the ‘concept’ of affiliate marketing, I began to read. I bought e-books and read. This was back in 2005 – if only I had done something instead of just reading . . . But that’s another story.

I read about PPC, I read about Adsense. I read about content creation software, then why that didn’t work. I read [GoogleCash](#), the [Rich Jerk](#), then [Adwords Miracles](#), [Affiliate Project X](#), [Day Job Killer](#), [Guru Slayer](#), [Adwords 180](#), [Affiliate Rockstar](#), [Blackmask](#), to name but a few.

I tried [Google Cash Detective](#), [AdSpy Pro](#), [Competition Dominator](#), [Keyword Elite](#), [SEO Elite](#), and so forth. You get the picture.

Sure, I made a few hundred bucks a few months running. I usually lost money. And then stopped. I always seemed to miss the boat. So I bought more products, looking for the answer.

I never found it from these books.

So I stopped buying products for a while and I went back and read. I also read forums, like the Warrior Forum, (and the Wealthy Affiliate forum). And I went for a series of long walks,

contemplating several questions. Have you asked yourselves these questions? They were:

1. Why am I failing?
2. What can I do about it?
3. What do I need to do to succeed?

Because ultimately, the test of whether we succeed at affiliate and internet marketing is a question of whether we make any money or not.

That thought is important – lets be clear – the test of whether we succeed at affiliate or internet marketing is a question of whether we make any money or not.

I also revisited some personal development stuff, mainly [Jim Rohn](#), whose seminar events are fantastic and simply incredible at times (especially the 2004 one). I considered the lessons of life I had already learnt.

Back to the plot. I then began to sought out these questions I posed above and my answers.

The log jam has broken, inasmuch I am doing more and making money. I am still learning but I believe I will no longer look back.

I am an English barrister by trade and I can tell you, I found it very difficult getting in to this particular trade. Let me tell you why.

I decided, not for self congratulatory reasons, to consider what I had achieved and what I did to get there. The same for learning to drive. I was never a ‘natural get in the car and drive’ driver, but I slogged my way through it and did it.

So why not affiliate marketing, I asked myself?

I learnt several key truths about myself during several weeks of self absorption and when I read certain forum posts, I see people have the same concerns as me. Some don't know they even have this logjam. When I see a product review on Warrior Forum which says:

“Bought it and read it. Very disappointed not a single new idea, asked for a refund. Rubbish”

I think there is another failure like the 'old me' sitting there. They don't realise it, but their attitude is wrong and their mind is log jammed.

If I knew in 2005 what I know now, I would be very successful now, I believe.

So, instead of leaning from a guru, learn from a flop. A failure. Consider why I failed and why you may also fail. Embrace your failures as an old teacher. Study and learn. Then move on.

Then, do something about it because at the end of this book, I hope you will understand why now you can actually 'do something' whereas before, you 'knew it' but didn't actually believe it.

The Gurus out there have taught me a great deal. Loads, I have to say. However, the single most important thing I have learnt is to learn to think and plan for myself.

The 'Gurus' don't teach us that. They teach us to become dependant on them and not ourselves. They play on our insecurities and fears and although they give us many good ideas, they hold us back.

This book is about breaking the logjam of your mind and how to learn and use ideas from the Gurus but to become independent from them.

I will show you how I became 'Guru' dependant and now I may buy the odd ebook I no longer need

them.

I have learnt to think for myself. For me, this was Guru and Affiliate Marketing Judgement Day.

I wish you good luck in all your endeavours.

Simon

## **Chapter One - The Problem**

In this chapter, I tell you my own self diagnosis and pose various questions for you to consider. This chapter is very important so please don't skip it. See if you recognise any of the thinking defects in your own mind before you read on. Recognising your faults and what issues they cause is crucial to breaking any mental blocks. **The mind blocks for a reason.**

Me. 1<sup>st</sup> September 2007

As I indicated in the introduction, I have many, many e-books, software packages, guru guides, systems, turnkeys systems, hosting packages, domain names, everything.

I started up the computer that morning (slow day lawyering, probably) and I thought, what shall I do??

The realisation hit me. I didn't really have the faintest idea. Blank. Again, too. It wasn't like I had woken up particularly vacant that morning, either.

What I did not have was a successful internet business by any stretch of the imagination and no idea how to get one or get one going.

It wasn't that I hadn't read these e-books. I had. Many times. I had used the software, although I did not fully understand all of its functionality.

Why was I failing?

I looked at what I was doing very hard that afternoon, when at work. (One of the joys of being self employed!)

I asked myself three questions, which were as follows:

1. Why am I failing?
2. What can I do about it?
3. What do I need to do to succeed?

At first, I sat there somewhat empty headed. So I took myself off for a walk and decided to think laterally. I had broken into industries before, including the legal profession. Why not this one?

Actually, the first step I decided to do was to take stock. I decided to approach this like I would a legal problem, because, after all, I have been thinking that way for ten years, so it was a natural way of thinking. So I imagined myself before me and that this was a legal problem.

“So”, I would say to myself, sitting nervously opposite me. (You should see my fees.)

“What’s the problem?”

“I am failing as an internet marketer.”

“Ok,” I say, thinking about this. “What are you marketing?”

“Well, erm, sometimes, for a bit this product, then I try this. . . “Voice trails off without enthusiasm.

“OK, “I say, “Let’s see the websites.”

“Well, er, they aren’t actually written. I have one, but I’ve done nothing on it for nearly two years. So . . . I do a bit here and there, take it off . . . “Voice trails off without enthusiasm.

“I see the problem.” I announce immediately. “You actually haven’t done anything. It’s like saying I keep failing to climb mountains. How many mountains have you climbed? None?”

### **Why I Fail Answer 1**

The main reason why I was failing, on a close analysis, **was that I was actually not doing**

**anything.**

Small wonder I was failing, you might think.

This is the granddaddy of the reason the vast majority of people fail at internet marketing and many other things. The Gurus do not address this enough, unfortunately, for my liking. I know because I looked. Hard.

I met a guy recently at a dinner party. He was telling me he could have been a great lawyer but never had the opportunity. I asked him if he went to law school, he said no. Well, no wonder he never had the opportunity. I will never have the opportunity to be a great doctor if I don't go to medicine school, will I?

I digress. It wasn't even at the time it was the case that I was not doing anything particularly constructive but rather haphazardly.

**I was, at that time, doing nothing at all.**

When I went though and broke it down, I had done nothing constructive for probably eleven and a half of the last twelve months.

→ do this exercise. Get a sheet of paper, or a blank Word document. Work out for the last year, or from when you started, what you have actually done – and I don't mean studying and learning. What have you done? What sites have you launched? What PPC campaigns have you set up? How many Squidoo lenses have you written? Articles? Blogs? Blog entries?

I wasn't actually writing killer 'Leech' landing pages (as recommend by Chris McNeeney in [Affiliate Project X](#)). I had written one in the last year. I wasn't writing excellent articles, cross linked

to my non-Squidoo pages, my non-blogs, (Wordpress, of course!) with excellent non-landing pages with auto responder squeeze throughs linked to a series of killer pre-loaded emails. I had no killer copy, no winning PPCs, or CPAs.

No wonder I wasn't making much money. I wasn't actually doing anything! It was like I expected the money to roll in just because I had the e-books and software on my hard drive.

It's not that I don't know the theory! I have the theory off pat.

So why was I sitting around, doing a lot of 'studying', spending long hours watching videos, reading forum posts?

### **Why was I doing nothing???**

This, my friends, is the question I believe, from all of my studying and reading those fora posts (instead of actually doing something, of course) that most people need to ask themselves. It is at the root of most of the reason why we fail.

### **We do not start.**

We have the intentions, the desire, the will. We, however, do nothing. Zilch. Nulla. Nada.

If we start, we loose impetus, start new projects and there is no cohesion. We stop.

We fail.

→ is this you??

So, I decided to review my legal career to see whether there were any lessons I had learnt along the way. After all, I had succeeded in a very difficult environment before. Why not this one?

Why not me?

So what are the differences, I asked myself between getting into the legal profession and getting into the internet marketing profession??

### Training as a Lawyer

Legal training is very structured. You sign up for the Law Degree or Law Conversion degree. You get a timetable. You go to the lectures and seminars/classes. You get papers to do, which you hand in.

You get feedback on your work, both in terms of marks and comments on your papers and on your ideas interactively with your tutors and at seminars and fellow students.

You revise key concepts for examinations that you have to learn in order to pass.

When you have done the academic stages, you do the practical stages. Once again, you pay a fee (very large indeed, as it happens), you go to classes. You actually do a piece of advocacy and get feedback. You write a piece of legal drafting which is torn into by your tutors. You learn.

You and then made to sit a series of papers which you must pass. Therefore you study and learn the main ideas and know them.

You then get more training on the job (as a barrister in the UK this is called pupillage). You spend six months with a senior lawyer who teaches you how to be a barrister. Then you start from the

bottom doing very small cases and work up very slowly. You learn by the feedback you get from judges and clients. If you are under prepared, you find out when you get a kicking. If you aren't saying the right things or get it wrong, you get a kicking.

It's survival of the fittest.

### Training as an internet marketer

There isn't much structured learning. You can't do a degree in it (yet, I imagine.)

You have to find mentors. Or have to find the right books and study yourself.

You have to get thrown in early to really learn on the job, and likewise often get a kicking.

I paid for all my own legal training with loans and jobs and was therefore pretty strapped when I came into the profession. I also struggled to get in but I did. I persevered for two years after finishing my training before getting a 'pupillage' which allowed me to get my foot on the ladder. Even then, I found it difficult to get into a chambers (barristers offices) and start.

I did though. Through perseverance and luck.

### Conclusions

I decided that I had probably, in all the e-books I have read, got the necessary 'course books.' Because there were no exams, there was no way of checking my theoretical knowledge and perhaps there was a problem there.

I also realised, much like in law, being a mechanic, a teacher, a chef, or just about any possible job,

you learn on the job and through no other way. And 'on the job' as an internet marketer means by throwing up sites, lenses, articles and trying.

I didn't learn to be an effective trial lawyer academically. I learnt by starting small and learning, getting better through experience and trying harder.

Why did I think that being an internet marketer was any different?

This may be pretty crass to you, I don't know. But to me, it was a vital concept that I absolutely needed to understand and internalise.

When you read much internet marketing or affiliate marketing material, it leaves you with the impression that all you have to do is this thing and that thing and very quickly, you will make money.

What I realised was this:

1. The e-books are themselves sales materials as for the dream to make you return to buy more and more (which I did and still do, but to a lesser extent,)
2. they are written usually at speed and without much thought;
3. they are not actually often a business model as such but a collection of ideas only;
4. they deliberately portray an image that it's very easy and rather effortless to lull you further into 'the dream' . .

We all develop these thoughts when reading these books – it's realising and doing something about it that counts.

**Knowing something intellectually simply is not as good as knowing something in the heart.**

My view, for what it's worth, and I shall go into these matters much more deeply later, is that these e-books must be studied carefully but with great caution.

Don't forget, you don't learn overnight to be an outstanding lawyer, or doctor, or chef, or mechanic.

Some people may very well be very successful very quickly and make hundreds of thousands of dollars. Many do not, however. (Look at this excellent blog, called Lost [Ball in the High Weeds](#). This is a great resource, by the way)

So I wrote down this thought:

➔ is the fact that I am not an overnight multi-millionaire internet marketer somewhat holding me back?

Mmmmm, interesting idea, don't you think?

Let's take a very successful internet marketer, called Andrew Fox (who wrote a series of excellent guides such as [Guru Slayer](#), etc.)

I'm not criticising him, by the way. I have bought all of his products, and enjoyed and learnt all of them and I shall discuss him and them a bit more later. (Indeed, I duly signed up to his relatively recent program [CB Affiliate Formula](#) which I recommend )

The fact though is this. He sends out these newsletters saying that "Look at me. I've just bought a new sports car." I got an email from him pre-launch saying he has just been down in Southampton buying a boat. In earlier newsletters he has told me (yes, me, my name is in them!) he sometimes makes \$70,000 from a single affiliate campaign.

I believe him.

But that does make me feel kind of inadequate too. I mean, he's the competition. Wow! How can I compete?

However, I realised, of course, once I had intellectualised the problem, it was an easy one to deal with. Forget it! If you go into any profession with that attitude, unless you are the best by god given genius and talent, there will be people better than you. Certainly at the start, maybe all the way through. However, that doesn't mean you shouldn't start!

Everyone starts at the bottom!

I think, if I'm honest, I always knew this to be so. So although this is a factor, I don't believe it's the reason I'm not doing anything. But it's a certain factor that adds to my lack of confidence and insecurity that combines with the others.

It's like a rope that binds you – you need to break each strand to cut through it.

So what could it be?

### **Why I Fail Answer 2 - I don't know where to start**

This, if I'm really honest, is one of the real factors, one of the real reasons, why I do nothing and why I fail. If you look at it closely, naturally, if you are honest, it throws up some other gremlins that need to be considered.

→ Lack of confidence.

→ Lack of self belief.

So I asked myself, do I lack confidence? Do I lack self belief?

I think it's very important for us to realise (and I have dealt with many, many different people from all walks of life, colours and creeds) that there is a truth that many people (including myself at times) often forget.

You can have real self confidence (not egotism born of insecurity, which people sometimes mistake for self confidence) in certain areas of what you do. Real self belief, too. And not in other parts of your life.

It's a pretty obvious fact when you think about it, but I realised that I thought "hey, I'm a good lawyer, I am therefore a good internet marketer" and when I wasn't a great internet marketer, I stopped doing it.

Some people can be incredibly powerful at work, make business presentations, work a room, public speak with authority and presence. But ask them to ask a member of the opposite sex out for a date, and then they turn into an inarticulate, quivering, back cowed mess that frankly would be unable to pull a toilet chain.

Equally, I have members of both sexes who can charm the pants off the opposite sex, with utter self belief, yet in a work environment they become meek and mild, sometimes bullied.

So, I diagnose myself as lacking self confidence in the internet marketing field. I don't start because I don't believe that I will succeed. I believe I will fail.

Now, anyone who has done this kind of soul searching will appreciate that these thoughts don't pop out of thin air. I've abbreviated my thought process to avoid tediousness.

I think we all have to accept until you do something and get better at it you have no basis for any

confidence. As a lawyer, if I am asked to give a legal opinion on something I have done many times before, and by that, I mean I have given advice, written legal documents and tested those before the courts regularly, I am confident my opinion will be accurate. Why? **Because I have judgement.**

Why do I have judgement? Was I born with it? No. I have experience.

It must be the same with all other endeavours and is so, I have learnt.

But we must recognise the vicious circle for what it is. I have no confidence I am any good, so I don't start. Because I don't start, I never get any experience to show me, to convince myself I could be, or am, good at it.

However, like all self limiting beliefs, dragging it out into the limelight can often make you realise it is, like most self limiting beliefs, simply a bit dumb.

So, for me, although it's a factor, I am not sure it's a critical factor. Now I have looked it in the face, I can realise I can break it by just starting.

I do this in law often when I advise on areas that aren't my area. I apply my experience of other areas, the facts and the law, and I get on with it. And I hope my general experience and judgement I have picked up will carry me through and, frankly, it usually does.

So how come I don't know where to start? I mean, this is surely ridiculous? I have many, many guru guides, e-books, software courses etc. How can I not know where to start??

After some time, I realised the answers were simple, on objective reflection:

1. I had analysis paralysis.

2. I had no clear structure in my head where to start.
3. There are certain problems we get from all internet marketing e-books which are not diagnosed or solved anywhere else.

These are other reasons I believe many other people suffer from when beginning many endeavours.

I think I've cracked the solution to these though, and you'll see my take on them in the following chapter. Once I'd broken this logjam, I began to be a lot more productive.

### Other Self Limiting Beliefs

These are beliefs that I have suffered from other the last two years although perhaps less so at the moment. I diagnose them as an act of self honesty but also because they are problems I am sure many other people suffer from and it prevents them from moving forward.

### Time Management

I have, myself, complained many times before that I do not have the time to do something. Which, when you think about it, is pretty funny given I am self employed and therefore have a large degree of autonomy over my working day.

A really fundamental issue I think many people have, and I certainly do, is revealed by a habit I have noticed I have when I am avoiding a complex legal opinion, particularly in an area in which I feel uncertain.

I avoid doing it.

I tidy up my briefs and papers. I make sure all my billing is up to date. I super-prepare my next case and make it pristine. Ooops. There's the day gone, couldn't do that opinion.

If only I had the time.

Work avoidance! We all do it. It can also be called 'Prevarication'. We all do this, in all areas of life.

So, please see my thoughts on time management later. However, the point I seek to make here is a simple one – often, time management issues are symptoms of other causes.

For instance, I allocate my time badly deliberately to prevent me from doing something because, ultimately, I lack self confidence to do it and hence put it off to avoid bruising my own self image, because, ultimately, I don't know where to start, and I'm a bit lost. Which I shouldn't be because I have all this information . . . Maybe I'm stupid, I'll never succeed in doing this. . .

Sound familiar?

So if the problem is genuinely time management, be aware of it and look to my tricks I describe elsewhere.

### I'd Start if I had the Money

This is one I have been guilty of but its' nonsense. See why later,

So, ladies and gentlemen, do these issues strike a cord with you? Do you see yourself? Then read on. . .

Once you have considered these questions, you won't need to by countless guides, read countless forum posts. You will simply get on with it. That will be your affiliate judgement day.

## **CHAPTER TWO – ON THE TYRANNY OF E-BOOKS, SOFTWARE AND HOW TO READ**

If I am really honest, this is what I had done to myself.

I buy loads of products (and I have said before).

I start off by looking for them. They are all over the place, some on my USB Memory stick, some on my work computer, and some on my home computer. Some are in this sub-directory and some in that sub-directory.

I decided after my self chat, (as detailed above) that this could of course be the reason why I had analysis paralysis. My e-books have caused me to have analysis paralysis.

### What is analysis paralysis?

Analysis Paralysis is a very common complaint I think we all suffer from. I certain do. A lot, legally sometimes, personally, and internet marketing-ly.

Essentially, you read, read, read, study, analyse, analyse – and do nothing. The act of the analysis takes over from the act of doing. Your e-books and notes become a tyranny, a prison from which you may find it difficult to escape.

LET ME OUT!!!!

If you are at this stage yourself, relax. Help is at hand.

First, if you are not this organised, go through all your hard drives, looking for PDF files, or mp3s.

It's time to get organised to use these things.

### Get Organised!

Recover all your software you've downloaded to one directory. Collate it all in one place. I myself keep them all on my USB Memory Stick, backed up to two computers so I won't lose it (again but that's another story!).

I then created sub categories in an 'Affiliate' directory – so I would put all the AdSense guides together, all the PPC guides, all the PLR guides etc, Web 2 guides etc.

I also collated all my PLR together in one place and realised, boy, I certainly have picked up a lot of PLR stuff over the years. Wow, look at all those products I could create!

This was actually quite liberating. After quite some effort, I could open a directory and see all of my products listed in themes. Wonderful!

I also have a category of products I call 'Guru Guides'. These are the best of the best guides that I use and like which I return to as necessary (although, as you will see from what I say below, not too much these days.)

This process created a slight easing of the logjam. After all, we do what is easy and put off what is difficult. So make life easy for yourself by organising all your e-books thematically for easy access. So you have less excuse – when you want to write a PPC ad, you know exactly where your guides are to help you do that. That landing page you want advice on, I know, I look here, it's in that sub-directory . . .

The next stage I did was to get together all the software I had bought. (Actually, I have always kept all my online receipts, so this was easy).

Next, I actually figured out if I had installed them. I found out some, I actually had not even unzipped. How bad is that?

I then installed everything and made sure I created a special Start Menu Program file with all the programs in, organised thematically again. All the Keyword software in a directory 'Keyword', Competition software in a directory 'Competition Analysis' etc.

I then wrote myself a big list of all the software I had and what it actually did. I would actually, shock, horror, read the manual and take notes. How could I work out what things did and how they helped me if I had no idea what even the basic purpose of the software actually was?

(If truth be told, I posted rather a desperate email to Warrior Forum but got very few responses.) I was pleased a week or so later that I was not spoon fed as it forced me to start thinking things out for myself.

This eased the logjam a little bit more. Now I had a list of what software I had and approximately what it did.

Did I start producing legendary work that wowed the gurus thereafter? No.

Why not?

The cynics might think this was, as I detailed above, work avoidance and it was. But sometimes you have to get organised in order to see what you have and where you are at.

I started to read through my e-books again to try and organise my thoughts. Then, two thoughts hit me:

1. As a lawyer, I think for myself very often. This is why I believe I am a good lawyer. I take the facts, the law and I think about them. Deeply, if necessary. I was not doing this as an IM-er.
2. What I was looking for was not in the e-books.

Let's break down these thoughts because considering these questions really helped me a good deal. They are inter-related, of course too.

### Think For Yourself

This is simply a marvellous concept that if more people did, we'd all get along much better and be happier. Unfortunately, very few of us engage that brain of ours to any significant degree and simply go along with the flow. This is no good.

George Clinton summarised it perfectly: "Think – it ain't illegal – yet"

What this was related to was perhaps what the key concept of this book is for me. Let me throw it at you and see what you think:

**I was looking for a system that made sense to my brain that I could use logically and methodically.**

Just ponder that thought if you would for a few minutes.

I'll repeat it:

**I was looking for a system that made sense to my brain that I could use logically and methodically.**

The problem with all learning materials is that what works for you will not work the same way for me. We all think and learn slightly differently.

This thought came to me when I was learning Spanish. I love learning languages, actually. I find them fascinating. However, I learn a certain way and not others. For me, I love the Michel Thomas/Pimsleur type learning method. I put the CDs on my iPod and I listen to them when I go to work, home from work, or commute. (Amongst other things, as I discuss later in 'Time management'.

My brain is quite good at learning languages through repetitive listening. So I listen to one course very quickly, then another, go back and listen to the first, and so forth. I hate sitting down and doing writing exercises. I don't have the time or the discipline to do that. I don't enjoy doing them and so I simply just don't do them.

I'm also improving my Italian so I bought an audiobook in Italian and am reading it as well on the train as I go along, to improve my listening skills.

This is an example of 'thinking for myself'. I worked out that I don't like one language learning method (like going to classes) so I would do the method that works for me.

In fact, what works for me is not taught anywhere. I have not read any language guide that tells me to study languages in the way I do. I just figured it out myself and it works. For me. It may not work for you. Maybe you would need to go to classes once a week, for three terms and sit exams. I'd rather chew my own arm off than do this. Not to mention I would also get caught at work, or go to the pub and never go. It would be a disaster.

So I rip through the books (like 'Teach Yourself Spanish' or 'Spanish in 3 Months', both very good and recommended) when I am on the train in the mornings. So I can do about half an hour a day and I do it in 'captive time'. I rip through the book, forget the written exercises, maybe doing them in my head. Speed is the key because I know I will return and re-read and listen to that book several times again.

When I used this method to learn Italian, I did quite well. Now I'm not saying if you spoke in fluent Italian to me, I'd understand much. But I can get by and can understand more and more. I have a core basic understanding now. I never took a single written note.

The problem is that no books ever explain to you that what you are learning in their book may not be the best way of doing it for you. Of course they would not. You might read that in the book shop and decide, 'Hey, that's right' and return the book to the shelf.

There are very few 'Meta libraries' in this world that set out what the literature is and what does what best if you think a certain way, or does that best if you think a certain way.

**You must figure this out yourself.**

So if you have analysis paralysis, and the mental logjam, take a few days to think 'How do I learn best?'

So back to the subject material of this chapter. I realised, when considering language learning, several considerations leapt to mind:

1. I wanted to learn languages, actually, a lot, because they interest me;
2. I had, without really thinking about it too much at the time, created a learning method that worked perfectly for me that I had not read elsewhere.
3. I used other people's products but in my way, in a way that meant I learnt quickly.

I realised therefore I need to approach IM in the same way. My failure to do this in the past was a key reason why I had failed. I had not found a way to use the material in a way that made sense to my brain.

So my brain didn't really get it, I mean, really get it to the point when it was internalised to the point of becoming habit or even done.

What was I looking for?

This was quite a tough question, so I went for a walk around the park opposite my workplace in central London, with my trusty iPod, listening to music I like to get my thought processes going.

[Irrelevant detraction from main subject area: Do you do this? I love the fact that I have many different types of music on my iPod that I can use to stimulate my brain when it needs it.

Sometimes, classical, sometimes dance, sometimes pop is what I need to stimulate my brain. And my brain always works much better when am walking around. Knowing this fact can be a real shot in the arm. I know that if I am feeling out of ideas and inspiration, I can have a cup of coffee, listen to some music and walk and ponder. Almost always I come back enriched with ideas and thoughts.]

Let's take a typical legal problem. This is how I approach it (I don't know if others do, maybe, I just don't know).

1. I read the material quickly so get a gist of what's it's about and what the main subject area is i.e. is this a personal injury case, a contractual dispute, an employment law/labour law issue?
2. If I don't know the legal framework, I read enough to understand the parameters of what the law can do; [Not so much what it is or why, please note]
3. I then go back and break down the facts, usually chronologically so I can see what has happened.
4. I work out what the client wants;
5. I apply the legal framework to the facts, doing further research if necessary;
6. I apply general or specific expertise and judgement to the problem and come up with a definite opinion on what needs and can be done.

7. I work out a plan for that plan to be put into operation.

Again, this was never anything I necessarily thought about, it just evolved logically as a result of trial and error.

**I was looking for a similar method in IM.**

**And I didn't find it.**

**That is the main, huge reason why I actually do nothing. I have no system that my brain understands, knows and can easily follow.**

Sorry for all the bold, but these ideas are key for me.

I'd like to explain how I came to this realisation because it illustrates for me the problem of the tyranny of e-books and software in many ways and how I got out of it.

**Chris McNeeney**

I'd like to use the products of this English guy as an example. Why? Because they have infuriated me to some extent but also, when I figured out what to do with them, I found the ideas very, very helpful.

So please don't read what I say about his stuff as being too critical. I don't mean to be so and I recommend you buy these products if you can. I certainly will buy his other products because I learn a lot.

He has several main products which I consider his (or where written with co-authors or were so inspired by his stuff as to be his prodigies). These are

1. [Adwords Miracle](#)
2. [Affiliate Project X](#)
3. [Affiliate Commandments](#)
4. [Day Job Killer](#)
5. [Affiliate Rockstar](#).
6. [Google Nemesis](#)
7. [Google Shadow](#)

I firmly believe contained in these books are the main ideas than can create a very successful internet marketing business. But please consider that sentence again – it contains many useful **IDEAS**.

Unfortunately for me, and this may not be for you, I found them unstructured to the extent I had no idea what the actual model was.

This was the main reason why I felt I was failing. I felt I lacked a coherent model.

That's a big problem I think for many people and when I read Warrior Forum, I diagnose this in many posts as the issue. After all, if you've had it, you can spot it in others very easily.

Part of the problem is you need to read widely to fully see the whole picture. So you need to think about Adsense, PPC, Landing pages, Blogs, Web 2, bum marketing and all the stuff together.

I needed a strategy I could see the whole picture, split into bite sized chunks that I could implement gradually to finish the whole picture myself.

Let me tell you, no single product did it for me.

Let's get back to Chris's stuff.

When you break it down, he actually has a very simple business model (that he talks about, anyway.) I'm not giving away his methods here, you understand, just talking about some of them in the abstract and you'll have to buy the e-books if you want to get the full picture.

He has several types of products he advocates selling, be they Clickbank type downloadable e-products or Ebay/Amazon products. He sells them in slightly different ways.

His main ideas are not, when you actually analyse them, particularly revolutionary:

1. Reverse engineer popular sites and recreate them (this is big for him and rightly so, because it's a fantastic idea);
2. According to what types of products you are promoting and the extent to which they are being promoted and/or launched, you then pick several different methods of landing pages/PPC campaigns to most effectively exploit certain trends;
3. Coupled with that are various Web 2 methods, such as blogging, Squidoo lenses, bum marketing and the like to drive traffic to those sites.

The point is, nowhere really in his books does he sent out that simple structure.

He also tends to have information in different places. For instance, he has several really good ideas about Clickbank product selection in [Affiliate Project X](#) and [Day Job Killer](#) but they are spread all over the place.

I can see why he did it. For instance, he has a method called the 'Leech' which is a way of promoting certain products which have been launched. He tells you how to go about finding those products and then how to write a certain type of landing page to sell it. However, elsewhere, he recommends for the 'Workhorse method', other product selection methods for

finding products to promote with this method.

This, in this context, makes perfect sense. He elaborates many methods of promoting certain products and certain stages and splits it up according to method. Makes sense.

Except, you try putting that into practise, if you have a methodical brain.

So you want to do a Leech, or maybe a Leveller? Which one? You are looking Clickbank for the products, where are those criteria again? So, back to [Day Job Killer](#), of [AFX](#) and then back to Clickbank, hey what about that product, that looks good, what method do I need for that again . . .

Analysis Paralysis sets in. I go for a cup of tea instead and then go and do some legal work.

The problem was for me the ideas were fantastic and very useful but for me they were imprisoned in a structure I couldn't work through logically. My brain rebelled and stopped me doing anything.

If you are unsure how your brain works – do this. If you have a voice recorder, or a webcam or an old fashioned tape recorder do this. Sit down and start doing something for half an hour. As you do this, record your thoughts and see where they go. Then listen to them (on an iPod, walking, perhaps?)

I did this. I realised how incoherently my brain was thinking and how it leapt from topic and subject to subject. It was like an eagle that could never land because there was no safe outcrop to land on.

This is a very useful tool by the way, if you ever wish to analyse how you are thinking.

[I am a chess player too (not very good but improving steadily). I like to play games on the Internet Chess Club. I set up a proper board with pieces and record my thinking as I play the game. I then transcribe my thoughts into a chess computer program, which analyses them and then I consider them. I found it a fascinating insight into how my brain thought at various times. It reveals what I don't know, what I get wrong and what I need to learn. ]

These books are not unique for that problem. They, for me are all the same. Site Swiper, for instance did not turn me into an overnight success, not did Blogging to the Bank 2 o 3.

I had diagnosed the problem and so I needed the answer.

**The solution for me was to rewrite these books into an order I understood.**

This way I could release the ideas, like Hans Solo from the Carbonite, from the tyranny of the ebook. Which takes me onto the next sub-section.

### **How To read And Take Notes**

This may seem an odd concept, after all if you are reading this, you can, obviously read.

However, I do a great deal of reading. I read for pleasure, I read for instruction and I read for work. I read differently for each type and purpose.

I read thrillers – I love them. John Grisham, Tom Clancy, crime thrillers, Da Vinci-esque spin offs, I read them all. I read them very quickly and if I get bored, I stop reading and move on. Life's too short.

However, if I am reading Henry James or Steinbeck (two of my favourite modern writers) I read them differently. Firstly, I rarely read such books when going to bed. I like to savour the language, like a fine wine. Why do that when you are too tired to enjoy it. Literature should be

enjoyed (and sometimes endured) at the right times. Like poetry. I read these books very slowly.

I love reading history books too and I read these any time, usually pretty quickly too.

Language books, I rip through them usually when I am captive on a train – because, they aren't exactly thrilling and I'd always rather read something fascinating or exciting. But I want to learn the language, dammit, so I subject myself to them on a train, as I have explained above.

Law reading is different again according to purpose. Quick read over to start gives me the gist. When reading Statutes, sometimes I have to almost read word by word slowly, aloud and sometimes certain cases can be so dense they are hard to follow too.

Sometimes, I have to print them off and read them on paper to get the full meaning, although much of my legal reading is done on the computer screen.

Sometimes, as I have said above, the material is not presented to me in a way I understand it, so I need to break it down to a structure I get. Hence, I often do a slow read through if a legal case I have to deal with is factually complex and break it down into chronologies so I get a full, structured picture. As you can tell, I dig structure, man.

The point of this (perhaps tedious and lengthy) exposition is this – not all reading is created equal.

People often discard material they are reading because they don't get it. But are you not getting it because of structural problems?

Maybe certain concepts you will get when you see the whole picture and not when you are only in possession of a quarter of the facts? If you don't get something, make a note of the question and plough on. Later, most of those questions you will be able to answer yourself.

Books therefore that you are reading for instruction should have the ideas torn out of them and put into an order you personally get. Therefore be brutal and do this in a way that you like.

When you are buying and reading e-books, or any instructional books, you are buying the ideas and the ideas alone. Not really the e-book or the dream. Just the ideas.

It took me a long time to appreciate this fact and I think it is key to succeeding. Some people, I think understand this intuitively, but many of us do not. I did not, for a long time.

For me, I read instructional IM e-books on the computer screen.

Why not print them off?

Well, then I tend to read them in cafes and the like and I get swept along with the dreams and excitement and not the logical structure and quality of the ideas. I walk out inspired but no further forward because I am reading too quickly.

### Don't Buy the dream

I was tempted to call this e-book by this title. It was a good reason why I have failed in the past because I have got wrapped up in the dream and not in using the ideas.

**After all, we are buying instructional material to use and not admire.**

The same for software.

I was talking about Andrew Fox earlier and his dream. Look at an email just before setting my timer to write this morning (see later for my timer.) (as of the date when I first wrote the first

draft.)

It's from Chris McNeeney again.

By the way, before I get onto it, time for another slightly irrelevant but hopefully useful tip.

### **Sent Rules for Your Emails if you can**

Boy, this saved me a lot of time. I use Outlook and other programs do this. I am on a list for a lot of gurus. You can learn a lot from successful email campaigns for the purposes of replication. Some, of course, are also plain helpful and provide fantastic content.

I set up Rules which sends these emails to sub-directories automatically. So whenever I get an email from Andrew Fox, it goes into my 'Andrew Fox' directory, from Chris McNeeney into my 'Chris/AFX' directory, Michael Cheney into a 'Michael Cheney' subdirectory, Joel Comm, into a 'Joel Comm' directory. You get the picture.

Of course, you can do this manually, but setting up Rules automates this process fantastically. Then, if I want to run a campaign promoting a certain product (following my plan as I set out below on how to construct this) I have many examples already in sub directories on how to send out auto responder emails.

Anyway, back to the project.

I was talking about not buying the dream and Chris McNeeney.

This was his email to me: (Yes, me, dammit, its' addressed to me!) regarding [CB Affiliate Formula](#): (slightly edited)

Simon,

It's been PROVEN dozens of times: over the last few months, one of the top affiliates in the world has been Andrew Fox.

The numbers just don't lie.

He was by far the top affiliate for my Day Job Killer guide, earning over \$39,000 in just a few days.

He has beaten that figure on multiple occasions, too:

- he made over \$70,000 commission in 7 days at the tail-end of May

- he sold over \$100,000 gross of another product in June... in an HOUR.

... but here's the really impressive part: Andrew doesn't just walk the talk - he knows how to teach others to do the exact same thing too.

He's one of a few affiliates in the world who can generate millions of dollars of sales... and has a track-record of breaking the formula down into simple steps that even non-techies can replicate and profit with.

He's also not just one of the top affiliates on the planet, he's a close, trusted friend of mine.

Which is why I am so excited right now: tomorrow marks the release of Andrew's CB Affiliate Formula Coaching course. It's basically a "brain-dump" of everything that Andrew knows about profiting with ClickBank.

I am to my knowledge the only person in the world who has seen inside the member's area (apart from Andrew and ClickBank staff), and the content is extremely comprehensive, and up until now never-seen-before, underground gold.

If you are thinking, "how the heck can someone make \$100k of sales in an hour", you will find the answer inside the members' area of CB Affiliate Formula.

But here's what really makes the coaching club a killer offer: Andrew's made sure it's all SO easy to follow... and VERY profitable when you do follow it.

Like I say, Andrew really will walk you through the process he followed to have \$70k pay-days as an affiliate.

The formula is the reason that Andrew has got two Ferrari's outside his million dollar mansion (which the pictures don't do justice, by the way).

Beyond that, the second reason I am very excited about tomorrow is this: we have done a secret deal with Andrew so that all of his customers get the chance to access something very special: it's code-named "Exclusive X" and its a very limited, very secretive club created by yours truly.

Think the Stone Masons, but better funded - and a lot tougher to get into.

In fact, if you don't hit the sales letter, hit "END PAGE", and enter your credit card details quick enough... you will probably miss our fast action bonus (the first bonus is called Campaign Kidnap, you can work out what it does).

Consider that the second reason to be in front of your PC tomorrow at 12pm eastern.

Expect to hear from me tomorrow.

If you are a ClickBank affiliate who just wants a simple workable formula that is PROVEN - and very easy to follow, then you're in luck if you act quick enough.

Until then,

Chris”

He really is very good at this, isn't he? I could write another guide (and may do, actually) on how this hits certain triggers.

But, read closely, **he is selling you a dream**. You too can:

- a) have \$70k pay-days as an affiliate;
- b) have two Ferrari's outside your million dollar mansion (which the pictures don't do justice, by the way, of course . . .)

Wow! That's quite a dream. So you end up getting sucked in with the enthusiasm of it all. Hey, I'd like to do that!!

**When reading for instruction, you must avoid the dream and go for the ideas.**

All gurus sell you the dream for several reasons:

1. If you on their sales pages, the dream creates enthusiasm and desire which is more likely to make you buy their product;
2. the dream perpetuated in the product makes it more likely you will buy more products from that guru so you can continue to strive for that dream

**You aren't buying the dream. You are buying ideas you can constructively use in your own way to build a business you understand and can repeatedly do.**

The dream actually put me off for a long while, although I didn't realise it until I really analysed my thinking.

Dreams and big successes are important to sell products (oops) but they put me off. Instead, they made my either:

- a) feel inadequate;
- b) feel I couldn't compete;
- c) excited but mentally haphazard rather than being methodical and logical.

So remember, read for purpose. If you want to be enthused and excited, print it off and read [Day Job killer](#) in one go, or [Affiliate Rockstar](#).

If you want to take ideas and learn from them, go through it very slowly and take notes.

So always remember when you are reading something, ask what do I want to achieve??

### **How to Suck the Ideas out of Products**

The answer, really, is very simple.

Begin a new document called 'My Affiliate Plan' or something like that and start to fill it with notes. Structure them as to how they make sense as you go along.

This is a key idea. You won't know what structure you understand and get until you begin this detailed process.

I only realised myself what structure my brain likes by doing this exercise. Remember, you can rewrite later or as you go along.

For me, I have created a 63 page guide to Chris McNeeney's products. I'd love to sell it to you as it's my basic program now. Unfortunately he'd probably kill me and also, frankly, it would be unethical so I won't. (Unless Chris asks me to JV with him perhaps, then if he agrees I will!)

I have all his e-books in a sub directory with my own e-book on his e-books that I follow. I have sub directories within it of the example websites he gives you.

This is how I created my guide to Chris McNeeney's products

I started chronologically with [Adwords Miracle](#). This is less a business resource and more a guide on how to use and create PPC ads and landing pages for affiliate marketing. On its own, I think you would fail to make much money as you need the whole picture. However, it has some really excellent ideas on landing pages, how to write PPC ads and so forth.

I took detailed notes straight into a Word document as I read. As I came across each idea and trick or tactic, I wrote it down, in my own words.

As I did this, I tried to structure the ideas in a way I knew I could follow. I.e. for me, 'A' then 'B' and then 'C'. For me it was 'Product Selection', then 'Landing pages' then 'Writing the PPCs' etc.

When ideas were, I felt, out of sink with my structure, I re-ordered them in my document. So I took the ideas on certain types of Clickbank products and wrote a comparison chart. I wrote a full structure for myself, re-writing the ideas until I understood them without losing what he was saying.

I then re-read the [Adwords Miracle](#) e-book to see if there was anything I was missing. If he gave example websites, I would study those.

I therefore had his ideas, but re-structured. All of his product selection methods were listed in one place, linked to the promotional method. Then all the promotional methods were detailed, cross referenced back to the product selection criteria.

I wanted a structure where I knew that these were the product selection criteria, and then when I went to Clickbank and identified a product using those methods, I would know immediately which method he advocated to promote it,

Then, I opened [Affiliate Project X](#). There were loads of great ideas in here, but again, for me, not in a logical structure that would allow you to have a process, a step by step guide to setting up projects and making money.

So, I ripped those ideas out of the book and put them into my own e-book, the one I had started with [Adwords Miracle](#) as I went along, in the order that made sense to me.

I added methods to the comparison chart and weaved them into my existing notes. So my notes where a composite of [Adwords Miracle](#) and [Affiliate Project X](#), fused together into a structure I understood.

I re-wrote as necessary, forcing myself to make sure the ideas were in an order I understood. Anything I did not understand, I made a note for myself in the text.

I did the same for [Day Job Killer](#). Ideas I didn't think I'd use I dumped into a separate file. I realised he was actually advocating different business models as well for different types of affiliate selling, so I split my notes up fully, cross referencing them so I understood his different methods exactly.

Then I took [Affiliate Rockstar](#) and did the same.

Both these books have great ideas in them. Fuse them altogether you have a great plan, I can tell you.

I can tell you, it's bloody hard work sometimes. Sometimes, when you start to put the ideas thematically in an order you would apply them they don't make as much sense or flatly contradict themselves.

This is natural, given his products span a year and a half and therefore some methods no longer work as well as others. The work is evolutionary and you have to understand that and you understand it the most when you work it out for yourself.

For instance, I realised one of the confusions in his products is that he identifies two distinct methods of identifying products, but he doesn't tell you this. Hence, you can get really confused. I certainly did.

For instance, you can identify your niche and emulate your competition in terms of what they are doing, looking at certain trends and relating them to certain methods. Or, instead, you can just go straight to a product that looks like it could sell and work backwards to ascertain demand.

He doesn't talk about it in such terms as his books are organised thematically according to promotional method rather than according to how you, as an IM-er would approach it, sitting at your computer.

However, the great thing about this approach I advocate is that you begin to add your own ideas into the mix and answer certain questions. For instance, when do you use a Leech rather than a Leveller? It's in my notes but not in his books.

For instance he has many methods he recommends for pushing products in certain ways. Some are perfect for identifying which products should be really pushed and others are methods to really push certain products.

For instance, he recommends that can identify rising products either by doing the 'Google Dance' (as identified in Adwords Miracle and Affiliate Product X) However, this method would not work for, and is not necessary for, already launching or established products – unless they have hit a certain time on the market when the method can be re-used to sample the market.

These books don't tell you this, but when you break it all down, this becomes pretty obvious. Obvious, but you need to mine these ideas first.

Split testing and tracking is a big idea of Chris' and rightly so. He recommends one idea of setting up either direct linking or cloaked campaigns to test markets first that are simple affiliate links to the sales page with the necessary hoplink (affiliate link). Successful campaigns can then be promoted in different ways.

However, perhaps what he makes less clear is when you use this method. It's a method for identifying rising products not launched ones. What he often doesn't explain clearly enough is that you should not merge certain PPC ad writing ideas with this idea. Because the ideas are not chronologically presented, this may not be clear to all.

For instance, when [Affiliate Product Storm](#) launched, I monitored the launch week in competition analysis software, but also by hand (by hand is very informative, by the way).

(Also check out the new direct linking is back strategy in [Google Shadow](#).)

I noticed a fair number of [Rich Jerk/Day Job Killer](#)-esque ads that had been posted up but they didn't last. A fair few were like this:

#### [Operation Affiliate Storm](#)

Proven - Killer Launch Secrets...

Can you afford to miss this?

Fair enough, a direct linking campaign through a redirect. It was up for a bit, maybe it did ok, and I myself have run campaigns like that and when I've done the maths, have got a kicking.

This was an interesting one:

#### [Operation Aff Storm? Lies](#)

Check it, I Want A Refund And I Am

About To Diss Steven From OAS"

Not only was this a word for word ad that Chris McNeeney has used himself, his landing page was almost word for word with a rewrite the one Chris uses as an example. Hat's off, I thought,

for getting there first. He offered a bonus (not a very useful one, but a bonus) and I think the ad hang around for a good while. He has clearly learnt from Chris well.

There were, however, a lot like this that went up and down again very quickly:

“Operation Affiliate Storm

Proven Affiliate Launch Secrets

Official Site Check out our FREE..”

So you click on this, looking for the FREE and it sends you . . . to the landing page of the product. No Bonus. It was simply a cloaked affiliate link through a re-direct.

I wonder whether this converted much. I doubt it but could be wrong.

The problem is, this ad was one Chris recommended in the product [Affiliate Rockstar](#) (or his students recommended it). So clearly, the author had read this book and threw up a cloaked link campaign for the next product launch that came along and used this ad method recommended in the book.

The trouble was that I, ‘the clicker’, had a certain expectation of what to expect – a pre-sell page maybe, a standard review with bonus maybe, a leech, a leveller (heaven forbid!) or the like.

But not the basic product page.

So I went back to my Google searches and instead clicked on other ads. I was looking for a bonus.

I think the author of this ad had no thought enough. He simply took two ideas out of context and threw them up. Anyone who was searching for [Operation Affiliate Storm](#) after all, is probably in the IM industry to whatever degree, newbie to expert. You are not going to stumble over the product name unless you are looking for IM products.

As someone well versed in IM, if an ad promises me a bonus, I want to see what it is. How many people clicked on his ad and then didn't buy because they went back to the results and looked for genuine bonus offers?

I saw lots of those ads. They are also dishonest in my mind because they get you to click and try and buy on the lure of something that is not there. Maybe that's just me though.

It seems to me perfectly obvious you cannot offer bonuses and incentives without your own landing pages. Maybe, however, you need to break all the ideas down and put them side by side to realise that.

That's the problem with the structure Chris McNeeney adopts in his books. Once you break it down though, it becomes absurdly clear what methods work for what.

So, my notes are as follows:

1. Product identification routes one and two; keyword analysis and niche research
2. market skimming for rising product identification
3. the 'Google dance' and when to use it
4. the 'Leech'
5. the 'leveller'
6. the 'undercutter'
7. bum marketing
8. blogging and getting your blog noticed
9. Squidoo
10. building a list using these methods; combination methods (what is called in AFX the 'Affiliate Diary')
11. building backends and other concluding offers;

12. Business Model 2 – Ebay and Amazon products.
13. all the different PPC ad methods from all the books clumped together

So there is my structure.

I can tell you, writing that 63 page book (that will never see the light today, but for me) was hard work. I also wrote into the structure ideas I got from other e-books, like Site Swiper, [Blogging to the Bank 3](#), Michael Cheney's Traffic Secrets, [Adwords 180](#) etc.

However, I saved it with a different file name. So I have a file with all my McNeeney ideas in and then those ideas annotated with other ideas. It works for me.

For instance, there is a very good set of ideas in [Affiliate Rockstar](#) that is explained in much more detail in [Adwords 180](#). So I interwove all the ideas on this concept together in the book.

### **It also broke the analysis paralysis.**

Why? Because I no longer felt I needed to study to get started. I already had a step by step method that, as I had written it and rewritten it for myself, made perfect sense to me.

Because of the effort of writing and re-writing it, I had to understand it to make my guide clear. This therefore forced me to think for myself. As you rip ideas out, you have to re-express them when putting them back.

I have built in references to my software and how to use it at various stages of the plan. I have links built in. It's as simple as it could be.

So now, if I set aside two hours to do some IMing, I open up 'My Affiliate Plan'. I start at the

first concept of product identification, if I need to and I work through. Because it's step by step, with all my resources and links built in, it's quick and easy to use.

Then it's simply a matter of trial and exercise and suck-it-and-see.

### **But the logjam has broken.**

I have a plan, I know what to use my software for and when

I have found this process is very useful for several reasons:

1. It broke the logjam and I am now 'doing' rather than exclusively reading;
2. I now see the context of IMing more. For instance, when you put the ideas of [Guru Slayer](#) together with your notes from these products, you have a very powerful set of techniques on creating your own products and selling them on Clickbank and promoting them yourself as well like I will be doing with this ebook if not already.)
3. I buy much less.

Seeing everything in context is very important. After finishing 'My Affiliate Plan'

I saw for the first time the whole picture. However, because in my structure it was incremental, it no longer frightened me. I realised you can't write a landing page leech and a bonus, 20 articles, a Squidoo lens, 2 interlinked blogs and make twenty intelligent forum posts all in one day (Maybe you can, but I can't.)

But I have now created for myself a 'day by day guide' for what to do for various product launches and type of products that I can follow, day by day. Maybe I'll release this one day too.

So I know on Day 1 I do product research, day 2, keywords research, day 3 write landing page or whatever. Each plan is different for each type of product.

I have files for each product type, split up into day by day, with what to do and when. It makes life very easy as all I need to on a given day is start a project and I have several weeks of tasks inbuilt to my plan to do. I then just do them, day by day.

This is quite an important concept. Because I have split tasks up day by day, they are therefore much more intellectually manageable. In some literature, it's called 'chunking'.

It is an effective antidote to being overawed by something you have to do. If you take in a huge task in one go, it's very hard to do anything any about it. You get rooted to the spot with fears of failure. But 'chunked', day by day, it's easy. You take each day as it comes.

How easy is that?

I have taken the ideas from the e-books, refined them, and made them my own. I have created my own structures and plans and because they are mine, I follow them.

Although I could give them to you (or sell them) and I might, in many ways you need to do this yourself.

Yes, it's hard work but too many people get lulled into IM because they think it's really easy, no work. It is hard work, but worth it.

I Buy Less

Yes, this has been a very financially beneficial result!

I taught myself this discipline a few months ago. It works now for me very well.

When I read a sales page, I often get sucked in and want to buy.

Now, what I do is this:

1. I save it as a great example of compelling sales literature
2. I copy from it the benefits and paste them into a word document;
3. I compare them with my plans – do those ideas fit in? Are they likely to be anything new?

In the main, the answers are nothing new. I know this to be so simply because I have lifted all the ideas I can use already and know them. If I hadn't done what I described above, I would never know what ideas I already possessed.

**Don't forget you are buying ideas, like you would buy tools when you buy IM books.**

Carry on Studying

This could equally be in the time management section.

Just because you have ripped out all the ideas, don't think you know everything. I certainly don't.

I still allocate study time to myself.

It is vital to keep learning. If there are new products which come out from authors I respect I do buy them and do the same as I have done above. Don't forget these plans to write for yourself are evolutionary too.

I read the 'Wealthy Affiliate' forum and the 'Warrior Forum'.

But I set myself time limits as I describe later. If you read Warrior Forum, you will see certain people whose opinions you trust and I buy on certain review recommendations as well.

In September 2007. I watched the [SEO Elite](#) and [Keyword Elite](#) instructional videos, which I had not done before and I learnt a huge amount. I limit the amount of time I do such things so I am still actually doing stuff during my time. But learning is very important. In fact, in the [SEO Elite](#) video course, the narrator flips out several business ideas that were eye opening for me.

It was the ideas in this chapter that changed things for me and I hope you find them thought provoking and interesting. Better still, I hope you get to work writing your own plans and perhaps day-by-day-guides from ideas you rip from your e-books so you create you own plan to your own way of thinking.

I believe if you apply these ideas to can create our own master plan and this will break your dependence on Gurus and other e books and products. You will stop being a student and start being a practitioner.

Now, onto time management.

## CHAPTER THREE – TIME MANAGEMENT

I realised that I often failed in the past, or certainly did not succeed because of poor time management skills.

This is a biggie for me.

### A Typical Day

By the way, if you ever want to break your day down like this, simply write down on a piece of paper what you have done during each hour – and be honest!

1. I get up at between 6 and 7.30 depending on what I want to do and what I did the day/night before. I have breakfast.
2. I listen to iPod or daydream commuting.
3. Go to Court.
4. Let's say I finish at twelve o'clock. I walk back and stop off for a coffee and perhaps an early lunch. I read a book, like a thriller or a newspaper.
5. 1.30 – back in office. Put admin from the morning on one side to do later. It's boring.
6. I am still a bit tired from the morning. Being in Court is tiring, ladies and gentlemen.
7. I decide to play a few games of chess on the internet chess club. I also read my emails at the same time and often my mobile and/or office phone start to ring. I also browse Warrior Forum and read parts of an IM manual, while speaking to clients and answering work related emails.
8. Oops. It's now 4 o'clock. I have an urgent piece of paperwork to do, so I do it, in an hour and a half.
9. It's five thirty. I'm a bit annoyed as I feel like I have wasted the day, so I hang around, but because I'm tired, I don't do much.
10. It's seven o'clock. I prepare for my next day.

11.It's eight o'clock – I go home.

12.It's nine thirty. I've just eaten. What have I achieved today?

Learnt any languages?	No
Read some thriller?	Yes, and a newspaper.
Do anything with IM, like Write an articles, Squidoo lens etc	No
Learn anything with IM	Not really – I wrote nothing down so any ideas I pick up will be forgotten
Go to Court	Yes
Billable hours in addition	1 and a half

Pretty poor day.

So, I was telling myself I didn't have time to do IM, but now I realised that this was due to:

- a) prevarication due to log jam;
- b) wasting time and poor time management.

Now, I'm not going to fool you buy saying it's all perfect now, because we are all human after all. Even lawyers.

However, after doing this exercise, I realised I fell victim to certain modes of behaviour that really held me back. These were:

- a) I waste time by not actually doing anything (as above, to a certain degree);
- b) I waste time by doing unnecessary things;

- c) I waste time by doing too many things at the same time;
- d) I don't use my 'dead time' properly;

### Not Doing Anything or Unnecessary things

This is fairly self explanatory. What I mean is not doing anything that is, for that period of time, beneficial to what I want to achieve.

Keeping a log is very important. Being self employed realise how difficult it can be, if you are only accountable to yourself to waste vast amounts of time.

Actually, it's quite easy to solve –set goals everyday. I write mine into my 'To Do' list in Outlook. And I work through them, by starting with the item **I want to do the least first.**

This trick, which I learnt a while ago, is in my humble opinion, very good. If you leave to last the thing you most don't want to do, you'll never do it and instead, you will prevaricate and waste time.

So, my day planner may look like this (I don't put going to court in it because, that's generally what I do. You would I think not put 'Go to work'. You know you have to do that!). I do this when I get in because I need to assess how much time I have and then I stick to it as far as I can:

1. Write legal advice on Mr Smith's legal problem (time allocation: 3 hours) [I really don't want to do this so do this first]
2. Lunch – 30 minutes.
3. 20 minutes recreation
4. Admin – 45 minutes. Make phone calls, answer emails;
5. 20 minutes recreation
6. Write Squidoo Lens – 1 ½ hours

7. Prepare for next day's trial (1 ½ hours) –can be done early the next morning

So, if I get back in at eleven, I know that I must work quite hard to maybe seven to get it all done and have to get up early the next morning.

### Use A Timer

When I now do this, I use a timer on my computer which flashes at various times. This helps me with time allocation and keeps me motivated. I use a countdown clock from [www.plimus.com](http://www.plimus.com).

So, after I have set myself a task, I set a countdown timer. This puts me under pressure, and I simply work best under pressure.

I think most of us probably do to and this is why the Timer is good – it forces you to work to a deadline, albeit a self imposed one. For me, I have found my productivity has really increased.

Then I have to be careful of the next problem I have.

### Doing Too Many things at the same time

Boy, I've waster hours with this one.

There are times when I'm playing a game of chess, answering email, speaking on the phone and having lunch at the same time.

The consequence:

a) I play lousy chess and lose which annoys and irritates me;

- b) I'm not really engaged on that phone call – how did that come across?
- c) I didn't really enjoy my lunch
- d) I didn't really engage with the emails to well.

Achievements – zilch. Then I get annoyed with myself for loosing, for being off-ish on the phone, for not enjoying lunch.

Sometimes I get the most done when my internet connection is not working.

### The Great Internet Time Waster

It can be so tempting to nip onto Google and surf, or check your favourites and email and then . . .

Then 2 hours has just gone.

So I found a radical but very effective cure.

1. If I am work, and am not using it for the work I am doing i.e. legal work or IM (depending on the task), I take out my network connection. I cannot then just nip onto the internet. I sometimes even put my cable in the cupboard or drawer to make it extra time consuming to get it out and get connected.
2. At home, like I have when writing this section at home, I have disconnected my wireless by taking out the adapter. I have put it away, out of hands reach. When my timer goes off, when I have set myself twenty minutes break, I will connect it, go and make a cup of tea, and come back. I can surf, play chess. When the timer goes off, I take out the connection and back to work.

Bloody hell I hate it, but I need the discipline, otherwise I won't be writing this but instead I will be surfing, playing chess, anything really, other than what I have to do.

So I decided a while ago to do this simple plan, for both my legal practise and now I do it when IM-ing. This revolutionary idea is:

## DO ONE THING AT ONCE!!

Wow! Revolutionary!

For me, playing chess is very relaxing and also stimulates my mind. So if I get tired, I play a few games to change the scene and to get my brain into a different kind of gear. Then I get back to work.

By the way, there is nothing wrong with taking breaks during your day. No one can work effectively flat out all day without breaks. You need mental breaks. Just make sure you take them properly.

So when I play chess now, I do nothing other than play that game. I ignore the phone and email now because I do those during my 'admin session'. I focus just on that game and my results have increased a great deal. Then I am satisfied with my play, feel good about myself and go back to work with enthusiasm.

When I have lunch, I never work at the same time (unless my back is really against the wall.) I might surf, go to Warrior Forum, or play chess – but never at the same time now as work. Lunch +recreation = mental break.

Try it.

I have seen people in the gym running and speaking on their mobiles on obvious work related calls. Why do this? Either run, or take a call. Both? Are you exercising properly, focusing on your breathing and form? How do you sound on the phone, pounding away in the background, with music behind you, gasping for breath as you try and talk? That's right. Not professional.

As [Jim Rohn](#) says, when you're at work, you're at work and when you are on holiday resting, you're doing just that. Never both, please.

For instance, I'm sitting at home writing this part of the e-book. I decided I really wanted to break the back of this today, so I set a four hour timer. I started work at 9 a.m and it's now one o'clock. Time to stop and get some lunch. During my lunch hour (yes, today, an hour as I've been writing very hard all morning. I've written 9,000 words and frankly my hands hurt and I have a pounding headache. This could be in part due to the dance music I've had pumping out all morning but this is very good for me when I type.)

I've done all my necessary legal work for today yesterday, so today is a 'project day', as I call it.

I shall take my lunch hour and then walk up to the bank to pay a cheque in. Then I shall return and resume writing this e-book, as I really want to get it finished. I shall go the gym a bit later. During my lunch hour I shall watch maybe an IM video or a chess video (don't laugh, they are very informative for chess players!)

I shall also check to see if there are any urgent phone calls I need to deal with.

This morning, I barely moved from my seat. I didn't take any phone calls. I didn't go to Warrior Forum and check my emails. I just wrote. I haven't played any chess either.

In other words, I'm doing one thing at a time. For me this has in part made me incredibly more productive than I was before. It's the simplest ideas that are often the most powerful.

## Dead Time

I have become a big fan, an advocate, if you will, of using ‘dead time’.

What is dead time?

It's the time that you have doing other things which you could also use at the same time to do something else.

Like commuting, washing up, taking the dog for a walk, preparing dinner and the like.

It is not time that you are doing something else and want to use your time more efficiently, like doing two things at the same time at work.

I think, if you actually break down your time usage, you will find a lot of dead time and unnecessary time you can actually do without.

For instance, I like to get my news in the mornings in the bathroom when I shower and get dressed. It is dead time inasmuch I have to do those things, so why not listen to the news?

I used to be a news junkie and would read newspapers a lot. This, I think now, is a bad use of dead time as I can get the news in the morning and use my other time more wisely.

The principle amount of dead time I have is travelling to work. Sometimes it takes 40 minutes, sometimes an hour and a half, sometimes three hours. It depends which Court I am going to in the country.

I use my iPod to listen to audio materials. Now, yes, sometimes, I kick back and relax and listen

to some music, but rarely.

I listen to usually:

1. some language materials
2. audio books, such as inspiring histories or biographies
3. mp3s related to IM.

For instance, if you upgrade to the platinum package (I think) for [Michael Cheney's Traffic Videos](#), you can also download all the videos as MP3s. This really works for me, as I download them onto the iPod and listen to them when commuting or walking to work.

Also, for [SEO Elite](#) and [Keyword Elite](#), they have quite a lot of training MP3s available. There are quite a lot of MP3 files available for products if you look.

So just think what you can do with your dead time with an MP3 player?

Think of it this way.

It takes, let's say, an hour door-to-door to get to your office. An hour back.

If you listened to audio learning products during those two hours, just think, in a week you could say, spend five hours learning Spanish and five hours listening to IM materials.

After three months, say, you could actually listen to 60 hours of Spanish learning materials. Don't you think you might pick up quite a lot? If you went to evening classes, for say two hours a week, that's the equivalent of 30 weeks of sessions – maybe a whole academic year?

So, ladies and gentlemen – use your dead time wisely. When travelling, commuting, doing the washing up or cooking, taking a shower or bath. Whilst waiting outside school to pick up your children.

Just think what you could learn.

### The Big Timewasters – TV and newspapers

I now that everyone says this, but, let's face it, it's true and we all know it.

TV is largely a huge waste of time.

I have to say, I haven't cut it out completely, because recreation is a very important part of our lives and prevents us burning out. I like watching series like '24', 'CSI', 'West Wing' and movies. I grab the news headlines of Sky News and use a digital TV recorder to record the TV that isn't on DVD. Then, I watch it when I want and not when it wants.

Like when I'm brain-dead tired and watch to relax with a glass of wine or a beer and have done enough dead time usage.

Newspapers and magazines similarly. Do you need to read the newspaper everyday? Can you not get that news from the radio in the morning or read something like the Economist every week if you need to update yourself, or get a podcast?

The point is not to waste your 'prime time' on soap operas, reality TV, and that sort of thing!

Just think, if you spent an hour in the evening doing projects, in a month you would have done twenty hours worth. What could you do in twenty hours?

## I Don't Have Enough Time!!

A common refrain that I myself have often fallen victim too as to many people I talk to.

“You just don't understand. . . “ they say “I get the kids to school, go to work, work all day, I come home, I'm just sooo tired, all I can do is flop in front of the TV . . . “

I understand this predicament. But maybe it's also a question of time management and prevarication?

What time do you get up in the morning? Get up earlier, if you need to.

## **I CANNOT GET UP IN THE MORNING!!**

I commiserate, I really do.

Look at it this way.

If you got up at 6 a.m. every morning and got \$50 a morning for doing so, would you get up? I think you probably would.

It's all a question of will and need. If you said 'no' what about if that was \$1,000 a morning? What then?

What if someone put a gun to you head and said 'get up everyday at 6 or we will blow your brains out?' What then?

I spent most of my student days being nocturnal. I hated mornings and getting up.

Now I love the mornings but sometimes struggle to get up early enough but I do try.

Why do I struggle to get up?

1. I have got used to getting up at 7 and not 6 so I need to re educate my body clock again;
2. I often drink too much
3. I am unfit.

How do you get up early?

This one I learnt a while ago.

Let's say you usually get up at 7 in the morning.

Set the alarm clock at 6.45. Have that for the whole week.

Then the next week 6.30, the week after 6. Carry on if necessary!

Here are my tricks and tips:

1. Set two alarm clocks in different places out of hand reach so you MUST get out of bed to turn them off. Once you are out of bed, you are much less likely to go back to sleep!
2. You must assess how you feel. It takes a week or so to acclimatise to the new times, so work out if you are getting enough sleep. Go to bed earlier if necessary.

I found out I actually only need really 5 or 6 hours of proper sleep. But you must factor into that the time it takes you to get into bed and fall asleep. If you know, for instance, (like I do), I fall sleep usually an hour after I've gone to bed, preferably with gentle classical music playing while I read.

So I know I must get ready to go to bed at about 10.30, as it takes me about 30 minutes to take my contact lenses out, wash etc. Then, I know, if I had had nothing to drink, I will be able to rise at 6

If I go to bed later, I get up at 7. I need sleep to think.

So, if you train yourself to get up earlier, then voila! You will have time to do an hour a day of stuff!

And if you do the time management you might find other ways to get time. Maybe you could use your lunch hour at work to do stuff (take in your files and projects on a USB drive) I mean, how do you use your lunch hour? Maybe you could print off your e-books and take a note book and work on building a manual list (at least until you get your system?)

Maybe you could go in early and squeeze in half an hour in the morning before you start, or at the end?

What I am saying is this. I believe we all waste time or don't use it optimally.

Get up earlier. Use timers to increase your productivity at work. Use lists of tasks on a daily basis and monitor yourself. Use dead time to improve yourself and your knowledge.

We fail if we don't do anything and use time as an excuse.

I reckon if you got up an hour earlier and used your lunch hour and used your dead time you could in three months:

1. Learn good conversational Spanish
2. Consume a whole unabridged biography or a similar type audio work;
3. build your affiliate plan;

4. write websites, Squidoo lenses and be some way into putting that plan into operation.

How satisfying would that actually be? What would you achieve in six months? A year?

So, you do have time. Use it wisely.

## CHAPTER FOUR – MONEY ISSUES

This is quite a short chapter, simply because the chances are if you've bought this product, you must have some disposal income.

However, if you are very short of money then don't let it hold you back.

First of all, what do you actually need?

1. Domain names are a must. These are very cheap.
2. Hosting is an optional extra but really is necessary. But this too is pretty cheap.

That, largely is it. Start with building through free traffic, using Web 2 methods and build up. Start by reading the [Who Loves Money](#) product that is excellent for this. Once you have made money, invest it with PPC.

In terms of buying products, or having subscriptions, think what you actually really need.

If, like me, you have extensive amounts of products, once you have got the ideas, as above, do you really need anymore?

Instead, use the ideas and products you have and stop buying more. You don't need the latest software, there will always be variations released later anyway that are cheaper and better.

Don't forget you can use free blogs, use free Google pages and use Article marketing to get started.

But GET STARTED!

## CHAPTER FIVE – STICKABILITY

I get disheartened. I run a campaign goes well, then it wavers, I hope it will get better, then I take it down, do the maths and I've lost money.

Not always, but this has happened.

I then get analysis paralyses again or go back to the drawing board.

An essential part of stickability is analysing your efforts and testing all the time.

It's now part of my Affiliate Plan anyway.

I have failed before because I have not learnt from unsuccessful campaigns or things I have done. I did not stick with some, I did not refine some, I gave them up too early or not early enough.

I realise now, with my plan in place, is a campaign doesn't work its no biggie, I just start with another, or tweak.

If you constantly split test you will see what is working and what doesn't. If you run competition analysis for your keywords and find for the time in question you are breaking even, or losing money, or scraping along that you have a competitor who is also running ads at the same time, you have several choices. Consider these questions:

1. Analyse his campaign. Maybe his ads are better than yours?
2. Maybe his landing page is better or converts more or his bonus is better?
3. Maybe he is loosing money too?

4. Maybe he has a backend or a list which is where he has done the maths and ahs worked out that is how he makes money. He breaks even on say the PPC campaign or loses a little but makes it on this list?

Carry on refining and studying. After another hundred clicks, what's the position? If you are still losing money, maybe its time to re refine again or cut it and try another campaign.

Keep plugging away, refining, testing and trying.

As I said above, you won't start with judgement. **You must get experience to learn and this will give you judgement.**

If you follow your own devised plan, which you tweak and refine itself as you go along, you will learn.

You will get confidence from the successful campaigns and learn from the unsuccessful ones. You plug away and learn. Then you have two successful campaigns then three. . .

That's what I did. I realised I had to learnt by experience. I learnt how to spend as little money as possible so not to get burnt on Google PPC. (It's now all I my plan, of course). I test and try and I suck it and see.

If you give up and don't persevere with your plan, it will never have a chance of succeeding. It's like going to law school (devising your plan) but deciding not to practise (not trying it and seeing), or getting a bloody nose in Court and giving up.

I have failed by becoming irritable, thinking I'm better than I am, and being angry at myself for not being like Andrew Fox.

Now I know better. Good luck to Andrew Fox. I have my trusty plan, I know what I am doing, I am now learning by experience, not by guru.

I have broken the tyranny of the e-book. Now I have my ideas, my plan. My judgement. I have no logjam because I have my plan. Even if I lost the document, it's now largely in my head so I don't need it any more.

However, I can honestly say this – I am succeeding now because I failed before.

For me I had my judgement day – when I worked out why I was failing and what beliefs were preventing me from succeeding.

Learn. And enjoy doing so!

## RESOURCES

Here is a list of products that I have used the most when creating my plan. Check them out:

[Googlecash](#) was the e-book that perhaps started the craze. Now released in volume 3, it's still an excellent guide for direct linkage campaigns. For any 'newbies' out there, I would get this first and work out your plan from this structure and add the McNeeney ideas to it

[Google Shadow](#) is a new product of Chris McNeeney – Direct Linking is Back, especially with his new software.

[Rich Jerk](#) is another granddaddy product. Still controversial and contains many good ideas, this is an excellent product that many e-book styles and content was based on.

[Keyword Elite](#) is well worth getting once you have worked out your plan. It allows you to build very detailed keyword lists, particularly long tail keyword lists as well as allowing you to monitor keyword competition.

[Affiliate Elite](#) is a great new-ish product which allows you to look for all the Affiliates promoting a certain product and all of their ads and organic search results. Great and very powerful!

[SEO Elite](#) is not for beginners but, once you have watched the videos, is an excellent tool for optimising your main pages.

[Adwords miracles](#) is the first of the McNeeney guides that I discuss above. Rip the ideas out of it and move on.

[Affiliate Project X](#) is essential reading, in my view. If you can only afford two e-books, get this and

[Day Job Killer](#).

[Day Job Killer](#) is perhaps the best of the series but cannot be read in isolation very easily.

[Affiliate Rockstar](#) complements DJK very well for more up to date Web 2 methods – the combination of ideas in all five of McNeeney’s products formed the bedrock of my strategy, which I have explained above how I devised it.

[Affiliate Commandments](#) is the shortest and perhaps least useful of his products, but get it if you can so you can see all of his ideas together.

[Operation Affiliate Storm](#) is a short guide that simplifies most of McNeeney’s ideas to a certain extent. Its principle benefit is the fact that it gives you a day by day plan to follow. (As I say above, I think it’s better to devise this yourself, but this may be a useful start and you can write it into our own notes and refine it.) Newbies may want to get this but it’s no substitute for the real things.

[Adwords 180](#) is an e-book all about CPM advertising on Google, which is invaluable for those who, like me, didn’t know how to do such things before. (Also covered in [Affiliate Rockstar](#) and complements it nicely.)

[Guru Slayer](#) is a guide on how to sell your own products on Clickbank and is necessary information for you to see the whole picture.

[Who Loves Money](#) is a great Web 2 guide as well as a guide to methods of IMing that cost hardly any money. Invaluable!

[CB Affiliate Formula](#) is a monthly subscription service from Andrew Fox that looks good so far. I have high expectations for this.

[Blogging to the bank](#) is a very good blogging guide, an essential part of the Web 2 armour for all internet marketers.

[Blackmask](#) is a 'black hat' guide to IMing. I've not done any of these methods, but it certainly was an interesting read.

[Jim Rohn](#) is a granddaddy of all personal development coaches and I cannot recommend his downloadable weekend event courses too highly. Life changing.

[Michael Cheney traffic videos](#) are also excellent on Web 2 methods. Video and MP3.

Like all resources, use them and think about them yourself. It's the best way and I believe if you combine a use of these great ideas with the ideas I present above, you will succeed like never before.

Good luck!