

# **Direct Response Millions**

## **LESSON THREE**

by

**Cameron Fulton**

**How to work smarter not harder, to make BIG money!**

**Anyone can apply these proven techniques, simply and easily with start-up capital from as little as £50. Countless others are already millionaires from using these principles and now you can join them!**


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Welcome and a huge ‘Thank You’ for purchasing ‘Lesson Three’ of the twelve part course, ‘Direct Response Millions’.

## Making BIG Money from Writing

Writers fall into two camps:

- Those who seek adulation, fame, literary prizes and the like. They try to get published by the conventional route. If ‘lucky’ they will get a deal and receive maybe 5%-10% of the cover price of each book! **The publisher keeps 90%-95%!**
- Those who just want a lot of money, in as short a time as possible and couldn’t care less whose name was on the product! **They make hundreds of thousands each year.**

Sure, there are a handful of famous *and* rich writers but they are just that – a handful. (97 out of every 100 *published* authors never make more than about £10k a year from their books! And only one in ten thousand would-be writers ever get a publishing deal in the first place!)

Here’s the bottom-line truth. You could slave away for years writing the equivalent of *War and Peace* or *Gone With The Wind* and then only get a lousy 10% royalty on your idea – IF it sells – which is most unlikely.

When they see the words ‘a writer’ this is what most people think of. Decades of toil. Inspiration in a garret. Poverty. Sacrifice for one’s ‘art’ – fame – but only when you’re dead!

What I’m talking about couldn’t be further from that stereotype.

The whole deal has changed with the Internet – it’s an utterly different ball game – and **fortunes are being made as you read this**, by ordinary people with no special ‘writing’ abilities.

**People *right now* are *desperate* for information and will pay big money for it.**

This is not a guess. People have made **tens of millions of pounds doing exactly this** – using *precisely* these shortcut secrets.

But wait!

Maybe you’re thinking “Hang on. Doesn’t this work both ways? Can’t people get all this information from the Internet... for free? Why would they pay ME for it?”

Answer. Yes they can. But this entirely misses the point!



Time is money and people would rather pay YOU to provide a manual and CD which summarises everything they need to know in one handy volume.

**People cannot, in general, be bothered to look stuff up for themselves.**

Heck, we have hundreds of libraries in the country, but how many people have a library card?

Less than 5%!!!

**Right now, as you read this, hundreds of people are getting quietly wealthy in the information publishing business. They are enjoying dream millionaire lifestyles without having to work too hard for it. Even better, they are helping others to a more fulfilling life as well!**

**It's much easier than you ever imagined!**

In fact, **you don't have to write a word if you don't want to.** You can literally **have other people create the words for you!** All you have to do is put them together into the format you want to sell or create – and I'll show you how to do this.

Let's suppose for the minute, that you are a writer (of course you may be)... That's certainly what I tried to become in the early days.

I realised, very quickly, that it was **supremely difficult to become published by one of the large major publishing houses.**

Here is my experience...

After some research, I stumbled onto some smaller publishing companies with published titles like: 'How To Win People Over' and 'How To Win in Love'.

At the end of their catalogue of titles there was a notice that they were **looking for manuscripts on almost any topic.**

**I could almost smell the money!**

Writing was one of my friend's hobbies. He often went on creative writing holidays to France and Spain and I thought this was a great subject to write a book about. It could give the spin on the best holiday spots, which venues were good to take the family, information on the content of different creative writing courses, a host of practical 'how to write' writing tips etc. After discussing co-authoring the book with my friend, I ran the idea past the publishing company and they suggested we send in a sample chapter.

Help!



The problem was we hadn't written anything! Even worse, my friend was frantically busy on other projects. I was so excited at the prospect of a publishing deal that we agreed I would go ahead without him just to get the project off the ground.

I immediately started writing the first chapter.

It took me three weeks to write that chapter and come up with a title – which I struggled with. Eventually I came up with the title: **'Your Journey to a Published Author'**. Okay, not great, but it was my first project.

**I received a letter straight back from the publisher saying they would publish our book, 'Your Journey to a Published Author,' and pay us £1,000 if we could send in the finished book immediately.**

**Wow! I was ecstatic!**

Ten months later the manuscript was finished and submitted. You've probably guessed already. **It was returned and we didn't get our £1,000 because we were too late.** The publishers explained they had already purchased their quota of manuscripts and had spent their budget.

It sounds bad but I have to tell you...

### **It was the best thing that ever happened to me!**

It made me determined to find a *quick* route to writing and a sure-fire way of earning good money from non-fiction writing.

An article in a writing magazine introduced me to the world of self-publishing. I decided if others could do it, maybe I could self-publish as well!

All of a sudden, I was able to take this product that I'd written with my friend, publish it myself (not have to go through anybody else), and start selling it myself. That started me down the road to self-publishing.

It was astounding...

First, by publishing the book myself, I could earn a *lot* more than £1,000, in fact that was peanuts! And I discovered there was no need for me to spend hours slogging to write a book – **I could get other people to do it for me!**

I was soon creating information products sometimes in a single day, other times in a week or two weeks, instead of ten months to a year. **The faster I was able to come out with these information products, the faster I was able to market them through mail order and the Internet and make money.**

Because I'm involved with self-publishing now, I gave up being famous! Please know this self-publishing lark is not a route to fame. I didn't give up the



rich part though! One of the things I want you to focus on is that with self-publishing you can **keep a large amount of the profits for yourself.**

You're not going through another publishing firm that has big overhead costs and only pays you 5% - 10% of net sales. **Since you can also market it, you keep a large portion of the profits, 70% - 90%.**

Exciting isn't it?

Ready to see how you can do the same?

### **Insider Tip**

**The money is very important, I wouldn't do this if it didn't pay well, but the more people you *help* with your product, the more your reward will be.**

So, instead of thinking "How can I make money?" start by asking: "**How can I help the most people?**" you find a bigger market that way.

By asking, "**How can I help this market of people in the best way possible?**" you will create the highest quality product.

By asking, "**How can I do a fantastic job when I help these people?**" you keep down your refunds, increase your follow-up orders and boost the loyalty of your customers.

**So, just trying to help people through teaching and providing information is a great and profitable way to make a superb living.**

### **Writing Can Be Easy!**

#### **How to produce a 16-page booklet in 3 hours Using The 'Step' Method**

When you write non-fiction, 'how-to', money making, or money saving (whatever the topic is) product **you do not have to be a great storyteller.** You just have to know something about the subject you're writing about.

The 'step' method is the ABC approach to writing. You do it cookbook fashion.

If someone said to me, "How do you make a great chocolate cake? I sure would like to eat one, but I'm not too good at making one." Well the answer is that it's pretty simple when they do things 1, 2, 3, 4, 5 by following a recipe.

That's the formula I'm going to give you.

That's the challenge people have. That's the block they have in their mind because **most people don't realise that there are shortcut secrets to**











**You don't have to be a writer at all. You don't have to be a recognized expert. Best of all, you don't need a lot of money to invest. You can get started with pocket change.**

This is the world's greatest way to make money.

## **How to Write a Full Length Book**

Now, very briefly, here's how to write a full length book or manual. If you can do that, you can do anything! You can do CDs, reports, or whatever.

First, here's how to pick the topic that's going to be a good one. Make sure you do your research and know there's a market for it first.

### **Always find the markets before you pick your topic!**

Then, write your advert or sales letter, or both, and also the table of contents. **Fill it with benefits.**

Even before you start writing this book, manual, or whatever, you want to know what you're going to put in it. You want to fill it with benefits. It will help you write it. So, when you have the advertising material, you then have to put into the book or manual every benefit that you mentioned in your advert.

Next, start gathering material. You go to the library. You'll find so many things on almost any topic. If you go to the Internet, you'll find ten times more. I don't care what the topic is, you can go to the search engines and you can find more about that topic than you ever wanted to know. So, between the library and the search engines, you're going to have all the reference material you absolutely could ever want.

Next, decide on the chapters. You decide on the headings of the chapters, whether it's nine, ten, twelve chapters or whatever. Then, get an A4 folder and label each with a chapter heading. For every chapter heading, start putting the reference material that you've gathered from the Internet, the library, or both into the proper folder, ten folders or whatever you have.

Continue to do that for a while. You'll be amazed. They'll be getting thicker and thicker. Once you've done that, then you have the advert, the sales letter and you've done the table of contents. You've got ten folders full of the chapter material.

**Now it's going to be very simple for you to write that book or anything else you want to do. It almost writes itself.**

**If you don't want to create a product yourself, go find an expert and let them write the words for you.** Now, I'm not talking about having them write a book, or having a ghost-writer write a book for you.







paragraph, or the first page to this introduction or manual or whatever it is that I need to write”.

Sit down and just play with that first paragraph or page. Don't check the grammar, don't check the spelling - and don't polish it. It's much easier to write when you give yourself permission to do it that way.

Then when you finish that first page, take time and read it, look at it very carefully but don't look at the grammar, don't look at the spelling and don't judge it.

Look for the good idea, or the nice thought, or the clever introduction, or look for the content, something buried in the middle that you like.

### **A Neat Trick**

Then when you see something that you like, congratulate yourself, saying, “Hey, that's pretty good!”

**Then screw-up the paper and throw it away.**

Now, put a new sheet in the typewriter, or clear the PC screen, and start over. Write that first page again building on the good part of the content you liked in your first try.

Now I know that doesn't sound like a shortcut, but believe me it is. What you've done is get over the hurdle, you've got started, you've blown out all the crud that was in the pipes and you've acted just like an athlete preparing for contest. You've stretched your muscles - you're warmed up and you're ready to write.

You might think that the next thing to do is to write the second paragraph or the second page, but no, here's what you do next...

Write the conclusion to your publication.

Sit down and write how this publication is going to *end*. The last paragraph or the last two or three paragraphs, whatever is comfortable for you.

Take as much time as you need; again don't judge. When you've finished, polish and make it as good as you possibly can. Now you have a beginning and you have an end.

You've got a start that you're happy with. You've got a conclusion that you're proud of.

Now something goes to work here that I can't explain.

**Your mind then makes that whole writing process easier, because it knows where it's going and how it's going to end up.**





There's something about our minds that will give you the information you need to connect the dots in the middle. You've got an outline, or a plan, or notes, it'll just flow into place. I know it sounds silly. I know it sounds goofy. The truth is that this can reduce the pain of writing *and improve* your writing at the same time.

Another tip is: **don't correct your writing as you proceed**, don't reread your writing at all as you go along. Let's say you're writing a chapter or a section. Don't evaluate as you go. Most of us type a word and we see it's incorrect and we change it, or we say: "No, no, I need to change my grammar here". Don't do that.

**Concentrate on content and not on the form.** Write as rapidly as you can. **Make an agreement with yourself that you won't make any corrections until you finish.**

## **The Sound Psychological Reason Behind This Technique**

Our mind is divided into two hemispheres, the right mainly controls the creative section and creative processes, the left handles our more analytical processes. Those are overlapped somewhat but basically for discussion it's the right side which controls the creative process and that's the part which is doing the writing. The left side is the judgement side.

If you were writing and absorbed in your creative thought and you suddenly say: "Oh, that word is wrong", you've now switched hemispheres. You're now thinking *critically*. The critical side of you is the side of you that is already telling you that you 'can't write', that 'this is hard, this is difficult'.

The creative side may be enjoying the process. So make an agreement with yourself and promise you will honour it. You will not do any criticisms, evaluations, reread, or change grammar until you've finished the section you're working on. Do this and you'll find that your writing will flow much faster, much easier and you can find it almost fun. Almost!

There's a lot of information about how to write written by famous authors that are making millions of pounds and they tell you exactly how they do it. You can go through their different process, figure out what's best for you, what works for you, then start using those processes yourself in your own writing.

## **It's Easy to Have Ideas!**

Before I started, I never could think of anything to sell. It wasn't so much that I didn't want to do the work, it was just like, "What can I sell? What can I sell?" Most of the people I talk with are asking, "What can I create? What can I come up with?"







For example all of these stories from different people or governmental sources of information - all of these vast resources I've given you to get the facts, get the information and get material for your book - **all you're doing is tying it together.**

**That way you can make 20 minutes a day turn into five books or manuals a year!**

## **The Man Who Writes and Sells Tricks to Professional Magicians**

Let me tell you a success story of a professional magician turned author.

Most of the big illusions you see on the television specials like the 'Vanishing Statue of Liberty' are really his idea.

He's made a very good income from selling those ideas to other professional magicians. But he sits down every day for an hour and takes notebooks and just sits there and brainstorms ideas and writes things down. Most of them are not really developed ideas.

**Most of them are not even good ideas, but he just does this every day.**

When there's a need for something, somebody comes to him and says, "I really need an idea for this" and describes what they're looking for, he simply goes back to his notebooks and reviews those ideas and evaluates them to see if he has the germ of an idea for an illusion.

He goes back and finds the pieces, and then he has an idea that he refines and gives to them. The secret is that **his mind is trained to think of some new things every day.** He doesn't worry whether it is good or not *at the time.* **He evaluates it *when it's time to use it.***

## **How You Can Do the Same with Product Ideas**

Just jot down some ideas every day. In the beginning it's probably going to be very difficult. At least it was for me. Over time you exercise that muscle and it's not a matter of life and death where you're forced to come up with an idea immediately, so the ideas just flow.

Isaac Asimov is one of the most prolific writers in the history of authorship. He's written hundreds of books. In fact, he was credited in the Guinness Book of World Records as writing a 500 page book in 3 days. But someone asked him once, "I'd love to be a writer. What's the best advice you can give me?" Isaac replied, "Write! If you're going to be a writer, write."



You're not creating the next great British novel. You're not writing *Gone With The Wind*. You're putting simple information on paper, **you're writing the way you speak**, and that's all it takes to get the job done and to make a lot of money.

## **Self-publishers are making more money than almost anyone!**

There are maybe a few hundred authors that are millionaires and their books sell well.

There are a few thousand other authors of books that are making steady money.

But *millions* of people who want to be authors are not getting published, and thousands of people who *are* getting published are not making serious money. That's because the publishers keep the lion's share and most books don't sell that well.

So self-publishing is a great, great way to go.

## **Recycle Old Information**

Product is power, so do whatever you can to build your product. The number of products that you have - that is the potential income in your pocket.

The idea that I would like to share is this. I call it a wealth building shortcut. It's the real lazy person's secret for creating information products.

Here's what it is.

**You recycle your old information.** First of all, it's easier to recycle old material than to create something new from scratch.

You can create a whole bunch of different information products by using bits and pieces of your old information products.

## **You can write or record something one time and you get paid for it dozens and dozens of times!**

If you think about it, this really gives you the same kind of leverage that many of the world's richest people have.

## **The world's richest people do something one time and then they get paid for it over and over.**

People such as famous authors, write a book and get paid for many years for that book. Movie stars, producers, singers, songwriters, or other types of investors, they do something *one time* and then they are able to earn a stream of income from it for many years – sometimes a lifetime. The



singer/songwriter Cliff Richards became very upset when some of his early hits such as ‘Summer Holiday’ dropped out of copyright and became public domain. He had recorded them fifty years previously!

Now the information publishing business, of course, lets you do this, too. If you recycle your old information you’re able to get even more leverage.

**You can get paid many times for each page that you write or each CD that you produce.** The customers don’t care.

Maybe you’re thinking that recycling old information products is ripping-off your customers because you’re charging them twice for something you did once.

First of all many customers don’t buy every single product that you produce and second, if you’re just taking a few pages out of one book and putting it in another, they’re not going to notice.

**What they *are* going to notice (and this is all the customers really want) is value.**

They’re not going to notice that you took pages 90 through to 100 out of one book or manual and put it in another. Any that would complain, of course, you could do something to make it right.

I’ve been doing this for years and I’m doing more and more of it all the time **and I’ve yet to receive any complaints whatsoever.**

## **Different Ways to Recycle**

All you have to do is find as many ways as possible to recycle your old material. A chapter from one book could be a chapter in another book. Excerpts from one CD can be used in other CDs.

The printed transcript from one CD could be used in any manual that you do. **Small reports could be added together to create new material.** Single CDs can easily be grouped together into an entirely new programme by simply extracting excerpts plus maybe you have to do some re-recording to link those sound bits together.

CD programmes that you’ve already done can be transcribed, mixing some new material in there, and in a fraction of the time it would take to produce a product from scratch you will have a brand new product.

You build products up over the years and soon you can have about a thousand pages of material. If you then go back and take a few pages here a few pages there you can re-mix it all to create a brand new product.

When you create new products that are integrated, they offer great value. Not only does the customer not feel cheated but the customer is ecstatic.









## The Power of Planning Ahead

When I created my first product someone asked me, “Will each chapter stand alone as a separate product?” I said, “What? I never even considered that fact.”

He told me to look at it this way. **“Write your book, but make sure you get at least eight or nine separate products out of it, even just printed products.”**

“Can you take chapters out of that publication, re-title them and will they stand alone?”

“If you can’t then go back and look at what you plan to do because you should get another six or eight products out of that.”

That was my first exposure to this idea. It had never even crossed my mind that it would have that multi use.

## A Chapter Can Become an Article That Creates Sales

If you do ten chapters and they stand alone, then in addition to getting ten products you can also take those ten chapters and turn them into ten articles in magazines.

Then you tell the magazine publishers that at the end of the article you want a resource box that explains this is a chapter from your book. And if they send £29.95 (or whatever) you’ll send them the complete book.

**One chapter equals one article equals more sales!**

## Another Great Idea for a Book

One magazine, I think it was *Family Circle*, I read once that their most popular column over all the years was this column ‘Can this marriage be saved?’ Women *love* to read that, because they read how someone overcame their relationship problems, every month.

Collate all of those articles on marital trouble and you have a book. Even the title is there - just call it ‘Can This Marriage Be Saved?’

Here’s another neat idea...

## Changing the Niche

Take a product that you have and if you can, change it in such a way that you can sell it to an entirely *new* group of people.

Really, you’re not doing a whole lot of new writing to create your new product. Maybe you’ll have to write a new introduction. Now you’re selling it to an entirely new group of people - people who’ve never seen that product before.



I'll give you some examples so you can see exactly how this would work. For example, let's say you've written a book about travel and how to save money on vacations.

There's a large senior market out there. So, let's say that you've written this book and it's called '**The Senior's Guide to Discount Travel**', and you're selling tons of these.

Maybe your sales are slacking off a bit. Now you can make a small change and breathe new life into it.

Let's say you change the introduction, but you keep most of the information. 75% of the information in there stays the same because it's all about getting discount travel.

**Now you can re-title it and call it 'The Business Person's Guide to Discount Travel' and sell it in business magazines.**

Maybe you can change the introduction again and call it '**The Adventurer's Guide to Discount Travel**' and advertise it in maybe cycling magazines or sky diving magazines.

You take basically the same 75% of the information and maybe change the introduction and a few words around and sell it to a different niche market instead of the same niche you're selling it in right now.

### **A Real Life Example**

A marketing company is doing this and making it very simple. They had quite a bit of information on mail-order marketing and then the Internet popped up. As you know soon it was big and so many people wanted to learn how to do Internet marketing.

So, what did this company do?

They took all their existing mail-order marketing information, deleted all the references to mail-order and popped in the word Internet in its place! The principles are pretty much the same for both vehicles.

### **Immediately they had an Internet Marketing Course that doubled their profits!**

It was a very good course on Internet marketing because marketing for the Internet and mail-order (and other types of areas as well) *are very similar*. They did a great job of that.

Instead of having to write an entirely new course on Internet marketing they were able to make a few very simple changes and immediately they had a brand-new course that they could sell to people interested in Internet marketing.



There's also a company that created books on *How to Get Freebies*. They did the exact same thing.

**Instead of just creating a book on freebies, they had 95% of the information on how to get free things and then they titled each book differently so they could sell it to a different niche.**

They have the **senior's guide to freebies**, the **teacher's guide to freebies**, the **kid's guide to freebies**, the **student's guide to freebies**, the **parent's guide to freebies**, and they would sell it to different niches, but with basically the same information.

In summary, by taking a core block of information and just changing maybe the introduction and a few things inside the package, you can actually sell it to different niches and make a lot more money with the same product.

Are you beginning to see how this business works?

## **Five Simple Steps to Write a Book that will Sell like Crazy!**

### **Step One - Brainstorming**

Brainstorm all the ideas you want included in the book. Brainstorming is the easy way to start writing your book – even if you can't spell! Simply jot down in any order everything you can think of about your subject.

Write as quickly as you can, in phrases or topics or even one-word lists everything that pops into your head. Do not worry about spelling or repeat ideas at this point. Just search your mind for anything that occurs about your topic.

Initially, when you are first excited about a project, you should use your enthusiasm to help you.

This is how to get more ideas than you can possibly use! Your enthusiasm becomes that catalyst of your creative efforts.

### **Being excited about something that's brand new gives you a power that you can tap into!**

A good analogy to compare this idea to is falling in love. When a person first falls in love, they don't see any faults in their love at all. Their love is perfect in their eyes. The same is true with the enthusiasm that comes with a new project. When you look at a new project, you will be excited, elated and enthusiastic. You won't notice any of the faults inherent in it.

These are the times when you should really work on your ideas. When you're infatuated like this, you will get the ideas that you won't be able to reach after







This research may trigger more material for your own book, and it will help you see what is already available to the consumer.

### **This is how research = big bucks!**

You have to do as much research, dig up as many facts and take as many notes as you can. Spend some time in the reference section of the library. Track down every article that deals with your subject, check computer bulletin boards, everything you can find dealing with your topic. Then you can take ideas out of those articles and incorporate them into your products.

Remember, you must give the reader a new approach, a better way, or totally new ideas if he/she is to be attracted to your book. Make your book so appealing the buyer cannot refuse it!

### **Step Four - Write Your Chapters**

Check your Table of Contents. Look at the list of ideas carefully. Combine similar topics and discard ones that completely stray from the subject. Perhaps an idea doesn't fit in this book, but it is an area you could include in another book in the future. Keep these stray ideas on file for future consideration.

**Group or divide the parts of your Table of Contents list into chapters.** Then you refine and reorganize all the ideas for a chapter.

#### **This is something I personally do before I begin writing...**

Once I have my chapters worked out, I collect clear folders and label them up, "Chapter 1", "Chapter 2" etc. along with the title of the book. As I write, or collect information relevant to the subject matter of each chapter I simply insert it into that chapter folder.

This is a great technique for making it easy to write a book.

Now let's take a look at the writing style for the text of your book. Take each idea and explain it in easy-to-read, simple language. **Write the way you would tell someone the same information if you were face to face with them.**

Do not worry about which idea you write first, second, third, etc. Just begin, and continue with those you know the best. If you write each idea in a paragraph or two on separate pages, you can later put them in a logical order.

**Think of shuffling and sorting the ideas like a deck of cards.** A computer can do this automatically for you, but if you are writing your book in long hand, you will want the flexibility to move these ideas around.

### **Step Five – Revision**

After you have all your ideas in paragraphs and have put them in order, it is time for you to revise and rewrite.





Is there a weak or incomplete chapter? Add the information necessary to make it better. Try to have your chapters about the same size.

If the book topics are balanced, you have likely included everything your customer wants to know. **Read your book aloud.** This is a good way to see if all your sentences make sense. If you or someone listening to your book is confused, rewrite the trouble spot. You must be perfectly clear for two people only - yourself (the expert) and the reader (the novice).

If you have written in down-to-earth language so that a beginner can understand, and have included all the information an expert knows, you will have a successful book every time.

### **If You Can't Write or Won't Write!**

If you feel you do not write well enough, or are not interested in writing, you can hire a "ghost writer."

They can be hired for a fee at any stage in the writing process. They advertise their services in literary magazines such as *The Writer* and in newspapers.

Run a classified advert for a ghost writer, for example, "WRITER WANTED" and chances are you will be flooded with inquiries. Search on the Internet by typing in "ghost writer" or try [www.elance.com](http://www.elance.com).

Maybe you write but need an editor to polish your final product. Editors will correct your word usage, sentence structure and punctuation. Submit your work to them in typed form.

So you can either proofread all the material yourself, or hire someone else to do it.

The final copy has to be error free, because a printer will print what you give him/her.

### **Copyright Your Books!**

This is how to protect yourself and your heirs from getting ripped off!

Any book you write should be copyrighted before it is printed. A copyright is very inexpensive when you consider it protects you from anyone else reprinting, publishing or copying your work. No-one else can steal it and then profit from your book.

For the UK copyright can be done by simply placing **your name © year (e.g. 2008)** usually on the first inside page of a book. The remaining "protection" text can be easily checked out by looking in any book and copying the standard wording – The moral rights of .... to be identified as the author etc. See the front page of this course for sample wording. There are minor differences in the wording so I check out several books and decide which one to use.



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## How to Be a Success

**Here are tips used by the gurus and millionaires to help you be a success in all areas of your life.**

### One - Dream BIG

We're all scared little rabbits who are frightened of failure. Imagine what you could do if you knew you could not fail! We take timid little bunny steps, testing the path ahead with our paws. Take a risk! Who cares? You're going to be dead soon, so why not go for it? Nobody, but *nobody* will remember your mistakes in a few years time so what does it matter? You cannot get away from making mistakes, it is an inherent part of human nature; without them we don't learn anything. So if you're going to make mistakes anyway, you may as well go ahead and make them and stop worrying about it.

Billions of mistakes have been made by people in the last hundred years and at the time each and every mistake caused untold angst, misery and upset, yet were they really all that important? No. People attach the most ridiculous amount of meaning to the silliest things. **Stop worrying about what people think about you.**

### Two - Passion

Don't bother running a business if you don't have a passion. **Passion comes first.** Without it you end up running a mediocre, sad little company. Only get involved with things that you feel passionately about. Sell your dream with passion and people will believe in it and support you.

### Three - Perception is reality

Very important this. People see what they want to see. Dress like a millionaire and people see a millionaire. Dress like a slob, and they see a slob (and treat you accordingly).

### Four - No amount of money is too much for a seminar that changes your life



There are many excellent seminars run by people who 'walk the talk' and you should attend as many as you can possibly afford. The value you will gain is often fifty to a hundred times greater than what you paid for it.

### **Five - Mix with winners not losers**

This is absolutely essential; there is nothing more likely to hold you back than negative people. I have ditched many negative people over the years and boy do you feel a thousand times better for doing it. **Just being around negative people will destroy your hopes of becoming wealthy and successful.**

Few, so very few people are positive and motivating. Seek them out and cleave to them! Avoid negative, whinging and moaning people. They'll bring you down faster than you realise. Try and talk to rich people, mix with rich people and you stand a good chance of becoming one. Mix with poor, sad losers, who waste all their time watching TV and hanging out with their mates down the pub and that is how you will end up. Truth. Don't just walk away from negative people. RUN.

### **Six - Get out of your comfort zone**

This means doing things that you wouldn't normally do because they make you feel uncomfortable. For example, if the idea of public speaking makes you feel uncomfortable - find a way of fulfilling this. The sense of achievement you will feel after doing so is worth the initial discomfort a hundred times over. It will also make you question the validity of your fear towards other things that you shy away from doing.

See you next month!

*Cameron Fulton*