

YOU THE GURU

by

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There may be errors and typos in this publication. C'est la vie

It seems that most newcomers to Internet Marketing have stopped asking ‘How can I get rich?’ and instead have woken up to the fact that they can learn more by asking

‘How did YOU do it?’

And by ‘you’ I mean all successful marketers.

I’ll get onto that part in a minute.

First of all I’d better define what I think success is. It’s important because it underpins where my money comes from, and more importantly, WHY I’m an Internet Marketer.

This is my personal view of success:

1. Having control of my own life rather than handing it over to someone else in exchange for a wage or salary.
2. Having time to do what I want, when I want without having to ask anyone if it’s OK.
3. Being free from money worries.
4. Being healthy (the biggest mailing list or fattest bank balance can’t help with this so I try not to worry about it too much)

And (touch wood) I have all the above.

I keep meeting people who are millionaires (there are fewer Elvis Impersonators in the **world** than millionaires in the USA I’m told) who rush around like madmen (they are mostly men I’m afraid), making phone calls, arranging meetings etc but can’t stop for a coffee and a chat because they have a big meeting the day after in Paris – even though it’s Sunday.

Are these people happy?

Well Yes I suspect they're *extremely* happy, not because they're millionaires but because they're doing what makes them BUZZ. They love the whole rushing, arranging, and frantic businessman thing.

They've found the thing that makes them happy.

Likewise I also work with people (and I include myself in this) who are what can best be described as '*Internet Marketing Hippies*'.

They make a lot of money online but are at their happiest emptying compost bins, planting beans and spending time with their families. They may or may not be millionaires, but they're almost all financially secure because of their online businesses.

A friend of mine – a very successful Internet Marketer tells a story that I like.

He's not the best dressed of people, and is often unshaven, but he has a talent for spotting niches and making money from nothing that amazes me.

He was walking his dog in winter, dressed in big boots and wearing an ex-RAF overcoat in which he had attended a bonfire the night before and was a little messy to say the least.

A king hearted lady smiled sadly at him then looked around before gently pressing some money into his hand to 'get yourself a hot cup of tea' thinking he was a hobo.

My friend, who rarely launches a product that takes less than 5 figures, took the money, still quite shocked, and opened the back door of his \$50,000 4x4 SVU, let the dog climb in then drove off leaving the woman thinking that homeless people were given better state benefits than she'd imagined.

He has smartened up a little since though.

So it's all about finding your level.

If you want to be a millionaire or billionaire then that's cool, just realise that it's going to take quite a bit of work.

It's perhaps a better idea to find what you want and work towards it. When you actually start to think about it, you might be amazed to find although money is part of your goal, it's not the end result.

One of the biggest wake-up calls I had was when someone very close to me died. I realised then – *really realised* – for the first time in my life that this IS it. I don't want to offend anyone's beliefs but I don't think we're coming back guys.

I think that as John Lennon said 'Life is what happens while you're busy making other plans'

Life isn't about to start when all your plans fall into line. It has started, and the chaotic shambles that most of us stumble through day after day IS our life 😊

Planning for tomorrow is great, but to paraphrase Billy Connolly - 'It's OK to say that we're living an extra 10 years these days, but it's on the *wrong* end – I want it when I'm young and fit – when I'm shagging like a Rhino, not when I'm dribbling and farting'.

And I agree.

And this is why I made the decision to achieve all the four 'success' points I list above *as quickly as possible*.

...So that I could enjoy life to the full, not sell my valuable time to other people, and live each and every second of my life as I wish.

Me, you and I suspect most people reading this are incredible lucky. We live in an age where technology has ripened like a red apple and is at JUST the right stage for us to make an awful lot of money online.

The time may come where the Internet is far too regulated or controlled by big business to enable people like you and I to compete. But at the moment we've been dropped into an age where we can exploit fully the technology that's available to let us live like kings.

This has never happened before in any period of history. Never has a target market been as reachable – as accessible as it is today. So jump on it with both hands and both feet, and *hold on*.

I'm going to *try* to show you how to get your business up and running as quickly as possible with as little work as possible.

Shouldn't be too difficult eh?

Wage Slaves

I cannot write any further without giving you my opinion on the 'work con'. If you've read anything of mine in the past you might want to skip this bit because you'll have heard it before.

I don't mean to insult anyone who has a job – because that will probably be most people reading this – and because I was a wage-slave myself for more years than is good for any human being.

When you work for someone else you hand over your time to them.

You *give* them your life in exchange for the lowest amount of money they can possibly get away with giving you (if you were a boss wouldn't you do the same?)

If you disagree with me think about your working day:

Can you wear what you want?

If you can then try this:

Go home, eat a chocolate cake, drink a few beers but make sure you get most of it down the front of your T-Shirt.

Wear the T-Shirt to work tomorrow then come home and tell me that nobody said anything. Bet your boss did.

And what about if you work serving the public, or on some kind of production line – I bet you have to hold your hand up or ask when you want to PEE?

And then there's the small matter of taking time off?

Suppose you and your husband/wife/lover decide to drive up to Scotland, or through Colorado for a week instead of going to work?

If you do take the time off it'll be under one of these conditions:

1. You lie and say you're sick
2. You pre-book the time weeks in advance
3. You make up some excuse like family illness or even death.

If you weren't a slave wouldn't you just phone and say 'I'm going for a romantic week with my lover – I choose not to sell you my time this week – I'll give you a ring when I'm coming back to work?'

I know that's silly but do you see my point?

You're NOT free. I could do it, and most full-time Internet Marketers could do it, but not a wage slave.

And it's not about the money, despite what you think. There are many full time Internet Marketers who earn much less than you as a 9-5 worker, but they can afford to take time off.

As an employee I'm sure you could afford to take an unpaid week now and again to enjoy your family, your lover, nature or whatever, but the point is in our society when you're an employee

You're NOT ALLOWED to do it

Not unless you ASK first.

Is there a better reason for getting out of the 9-5?

The thing that really gets me about wage-slave-ism is that it's all a carefully premeditated con trick that starts when we're born.

(The truth is out there...)

The Protestant work ethic that prevails in most Western societies has only been around for about 500 years, and it's not been kind to us working-class types (by working-class I mean anyone who doesn't have an independent income)

We're told that work for work's sake is a good thing and it's better to be out doing some mindless drudging task for a pittance than walking through a field of corn on a summer's day penniless.

Romantic ideal?

Of course – but I know we all need money to live on too.

However think about this.

Who came up with the 'we must work 40 hours a week'?

It certainly wasn't the poor man or woman on the factory floor.

I'm not a conspiracy theorist but think about this:

Employers/The Government/Big Business or whoever *know* that they can get away with paying us a pittance. Any less than this amount and there could be social unrest. Any more and people will start investing their money and living off the interest, or will be able to work less.

I know different work pays different rates but the principle is the same. This pittance would be the same whether we worked a 20-hour week or a 60-hour week.

It's the minimum amount people can live on while being a consumer, and yet having just enough free time to stop going crazy.

I'll lighten up a little.

After tax has been paid (whether it's at source or you submit a tax return) there's very little difference, maybe a couple of hundred dollars per month, between someone who earns \$20,000 and someone who earns \$40,000 because the tax increases, your deductions increase and Hey Presto - you're working for much the same amount.

And of course the majority of people are in this earnings bracket – we just think we earn different amounts.

Work is designed to keep us busy – to stop us thinking too much. Because when we have time to think, we realise there is a better way to earn, and a better way to live than being a wage-slave.

But who can think about setting up their own online business after working 5 or six days a week?

Most people are too exhausted or busy trying to fit in some precious time with their family.

Here's the secret though. Once you DO manage to quit your job, you have much more time to think, and that's when you realise it's actually not that hard coming up with business ideas, putting them into place and earning more money than you ever have done in your life.

What's more, it's a Hell of a lot easier.

Getting out?

There are more ways than one to get out of the job trap.

I quit just before I was pushed, and luckily some small areas of my business were already in place. I'd spent quite a bit of time working nights and weekends to make sure I would be able to quit when the time came. It came

quicker than I'd expected but it was enough to allow me to escape the 9-5 for good.

Other people have done it in different way. I've written about it in my [newsletter](#). Some people take part time jobs and quit them one by one so the income drop isn't too severe, others save up so they can support themselves for 6 months while their business builds.

Others just leap.

There's no doubt in my mind that the *fear* of quitting is far worse than the struggle you might have once you've quit. If you're the sort of person who is paralysed by fear (I used to be) then think about it long and hard but I like to think about it in *this* way.

If I held out a suitcase containing a million dollars and said it's yours if you can earn just \$2000 a month just using your PC and the Internet for the next 4 months you'd find a way to do it.

You've got to want it, and you can't go into it half-heartedly.

I know about human nature and I'm the laziest person you'll ever meet, but the consequences of NOT setting up my own online business were much worse than a few 60 hour weeks and sleepless nights setting it all up.

It's even scarier if you have a family, but being there to watch your son or daughter take their first steps, or say their first word rather than being stuck in a meeting or sweeping the factory floor well it's priceless isn't it?

But we live in the real world and money makes it go round. I will say that I've never met anyone who started an online business who's had to fight off the debt collectors but that doesn't mean it doesn't happen.

There are hardly any start-up costs when you set up an online business, whereas most offline business people are fifty grand or so in debt before they even open for business.

At the end of the day you're either going to take the plunge and go full-time online or you're not. It's your decision.

It's deciding *when* to do it that's the hard part. It's like having children – there's never a perfect time, but when it happens it's wonderful and you just get on with it.

How to make a full time living online

If you read through the posts in any Internet Marketing forum you'd come away thinking that there are only two kinds of people in IM – gurus and failures.

Now I'm not going to tell you that this isn't true and the average marketer earns \$30,000 a year or something because the truth is I haven't a clue. *I don't know* the facts and stats about IM.

But that also makes me pretty sure that nobody else does either.

And it doesn't matter. This is a business for individuals not statistics or averages.

Individuals are the people who succeed in IM. That's why when you post on a forum and invite other members to constructively criticize your latest website you should be pretty happy when they tell you it won't sell.

Obviously you should take note when a colorblind person tells you that the green and red headline isn't great for them but on the whole if they say it's a crappy website, run outside into the street and CHEER!

Because if you *do* listen to what they say, you'll end up making subtle changes until – guess what – your individual website looks exactly like a typical IM website.

18 point Verdana at the top – red headline or whatever it is they all do to look the same.

Instead, why not just **launch** the website and see if you get any sales?

Absolutely you must test
Absolutely you must test
Absolutely you must test

But do it while your website is making the odd sale here and there.

It's very rarely the website that's the problem – it's most often the copy.

If you can write copy you can make money online. If you can't write copy you have to learn.

I learned to write copy (and I know I'm good because of how much I earn) by reading other people's stuff and pinching bits. Not big enough bits that anyone would notice, just a three-word combination here, or a bit of phrasing there.

Knowing what to 'borrow' was easy – If it appealed to me – if it threw my switches then it was good, because I was looking for the same thing that everyone who reads your copy is – an online income.

The 'extras' principle

In my opinion I think that if you follow the 'extras' principle you'll make sales.

When you buy anything – a house, a car or an IM product you're not actually buying the product. What you're really doing is reading a script and preparing for a role.

When you buy your new jeep you're imagining yourself with the top down, wind in your hair, driving to the beach....

Because if you weren't you'd buy the small, economical boring thing you skimmed past in the want ads – after all it gets you where you want to go.

I buy houses not because I think they're a good investment, in a good area or are well placed for schools, travel links etc.

I buy houses because I can imagine myself opening the doors onto the garden, walking through the grass with a glass of wine and watching the sunset over the hills with my friends.

And it's the same when you're buying (or selling for that matter) your IM product.

People are imagining the new lifestyle that your product will provide.

Why do you think so many of my best-selling sales pages have nothing to do with the actual product, except for the *change* they can bring to your life?

Because people do not buy for practical reasons.

They buy for emotional ones.

The thing is that most IM-ers realise this on some level and try to write copy that fits the bills. Mostly it doesn't and just reads like a parody of itself.

'You too could sit on the beach sipping Pina Coladas' while you check your emails and watch the sales come in ...blah blah'

Doesn't work. Maybe there was a time when it did, but not any more.

So you have to think about the 'extras' principle.

Think about people preparing for a role as an extra in a movie.

On first reading they're not sure exactly what the role entails. The more they read they more they like it because they're *practising* becoming the person in the script. It's your job to make them see their own face superimposed over the 'lead role' in your copy.

It's easy to do this.

Tell them about the things you love most in your life.

I talk about (don't laugh) being free to dig my potatoes in the afternoon when everyone else is at work, or spend a few days on my boat watching the

gulls and dolphins as I outline my next product. Maybe just grabbing my laptop and spending a week holed up in France just reading or walking.

It's not the millionaire lifestyle (well actually it is without having to be a millionaire) but it's something I love, and most importantly of all – IT'S REAL – it's how I spend my time.

Now the reader might not be remotely interested in France or boats but he's substituting these things for what he *does* love – horse riding, fast cars, loose women – whatever.

He's behaving like an extra practising for a role and getting 'into character'

All you have to do is provide the script.

Ready-made IM plans

I'm actually quite a fan of ready-made IM products that are aimed at other IM-ers.

They do serve a purpose.

But you have to get them from someone who does the biz. You need to buy 'how to' methods from people who are making money *using* the methods. NOT from someone who only makes money selling these products – see the difference?

Using myself as an example (and in the hope of getting a couple of sales in the process of course) I'm going to use 2 products of my own as examples.

www.viralsneakiness.com is one of the cornerstones of my business. It's a method I use every day of my life and GOOD LORD it works for me. I'm doing exactly what the sales pages promises – I'm offering up my secrets. This is one of my best secrets too.

www.nakedniches.com Does exactly the same but for niche marketing.

But for both of the above I still get the occasional refund request because it's not a 'business in a box'.

Yet both the above are complete, workable gorgeous, money-producing methods that have helped to give me the lifestyle I could only dream about when I worked at a job I hated.

They are stunning, 'answer to your prayers' products that can change your life. They work for me – I use them all the time.

They can work for everyone, and they are simple and precise to use.

Except for one thing.

They DON'T tell you what to sell.

YOU have to come up with the idea for the niche site, or the product to sell.

They tell you HOW to do it, where to find the information and how to put it all together. They show you the best ways to do it and how to make a lot of money from doing so.

But the core idea has to come from you.

This scares the pants of some people. In fact some of you reading this now will feel 'disappointed' that this book didn't contain some ready-made plan that every man and his dog can follow to make money

But what more can you want?

I give examples of my own products, both IM and niche along with screenshots, real-life website etc but the final little cog in the whole machine has to come from you.

Yet that's why some people don't like it.

And that's why some people make it in IM and some don't

Yep – here it comes.....

YOU HAVE TO PUT SOME WORK IN.

Not very much to be fair.

But you DO need a tiny spark of creativity to succeed as an Internet Marketer. This is not a job for sheep. This is a job for the Shepherd (ask Tony ☺ and check out [The One Month Magnate Newsletter](#))

This what you'll need

You'll need a product to sell, somewhere to sell it from and some people to sell it to.

To start with, the product doesn't matter too much as long as it's decent.

Find a good quality Clickbank product that pays 50% commission or more and practise selling it. You need to learn how to put together decent copy. If you can write good copy you can sell anything.

Once you find that you can sell other people's products you can move on to either creating your own product or paying for one to be created for you.

That's it – that's how to make a full-time living online. Actually that's how to get RICH online.

Let's go through it again in case you missed it.

1. Find a product – start with someone else's – you need practise in selling at this stage, NOT product creation.
2. Learn how to write copy that's good enough to sell it

3. Do the same but with your own product.

Of course there are a gazillion other things to do while you're doing the above – list building, website building, membership sites, seminars, forums, Adwords, Squidoo, Video, Audio etc

Don't even look at these until you know the basics.

It's like driving – you can tackle the motorways, interstates and autobahns when you can use the clutch to set off without stalling.

So if you're going to buy a thousand dollar membership script from some guru then great, but get it when you know what you're going to do with it.

It's a waste otherwise.

It's like a 21-year-old boy spending the night with Pamela Anderson – good to experiment and have fun with but if you come back a few years later when you *really* know what you're doing, it's a different ball game (excuse the pun)

Cut your teeth on selling.

I know you'll have to learn to build basic websites, ftp etc while you're doing it but if you do it in this way it'll follow a natural progression.

If you've built your website using, for example, Frontpage and need to upload it you're going to have to learn how to ftp files.

You didn't need to know how to ftp files while you were building the site though. Likewise you really don't need an in-depth course on Google Adwords while you're still trying to figure out how to put a Clickbank hoplink together.

I have no idea how 90% of my Aweber account works. Not a bloody clue.

But I get emails from people – subscribers – who are in a panic because they don't know how to set email parser expressions in their own account.

They don't need to know (probably never will) but they've seen it in their account, or read a forum post about it and think it might have something to do with why they're not making any money.

I gently tell them that the reason they're not making any money is because they're trying to run before they can walk.

You do have to learn your craft.

It's also OK to admit you don't have a clue about a certain aspect of IM. You can learn it *if and when* you need it.

Beware of forum posts that tell you that you *must* know something to succeed in IM. It might be true, but you need to discover what you *don't know* for yourself, not be told by someone with a funny username on some forum.

I've said before I've had phone calls and emails from 'professional' web designers who sneeringly (really) tell me why my websites won't work as I click the refresh button on my browser and watch as I pull in \$5,000 in the space of a 30 minute phone call as I launch one of my 'useless' sites.

Who should tell you what you need?

The obvious answer is *you* should.

There are a lot of people – gurus especially – who try to sell you the latest product that 'you won't succeed without'.

I'll tell you now there is ALWAYS going to be a 'latest' product.

Read [GuruScam](#) for more about this. I don't agree with it all but there's an awful lot of sense about how to start making your own mind up when it come to *your* business.

YOU THE GURU

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You only need the latest product when it's TIME for you to need the latest product, and only you can decide that. If you follow the sheep and buy the latest super-duper membership script or ebook you're possibly jumping steps that you can't afford to miss.

However if you buy the latest guru release 6 months later than everybody else, when the time has come in your business so you actually *need* it, then you could end up very rich and very happy.

We are in a business that has some of the greatest copywriters in the world and it's very hard to resist when a new launch comes out. But if you follow your own path and only learn skills or buy products when they're actually needed then you'll stay focused and on track.

You'll also probably end up very successful.

That's it.

Hope this helped.

Wishing you happiness, prosperity and hoping that you sign up to my free newsletter at

<http://www.sara-brown.com>

for more.....

Sara