How to Succeed Online!
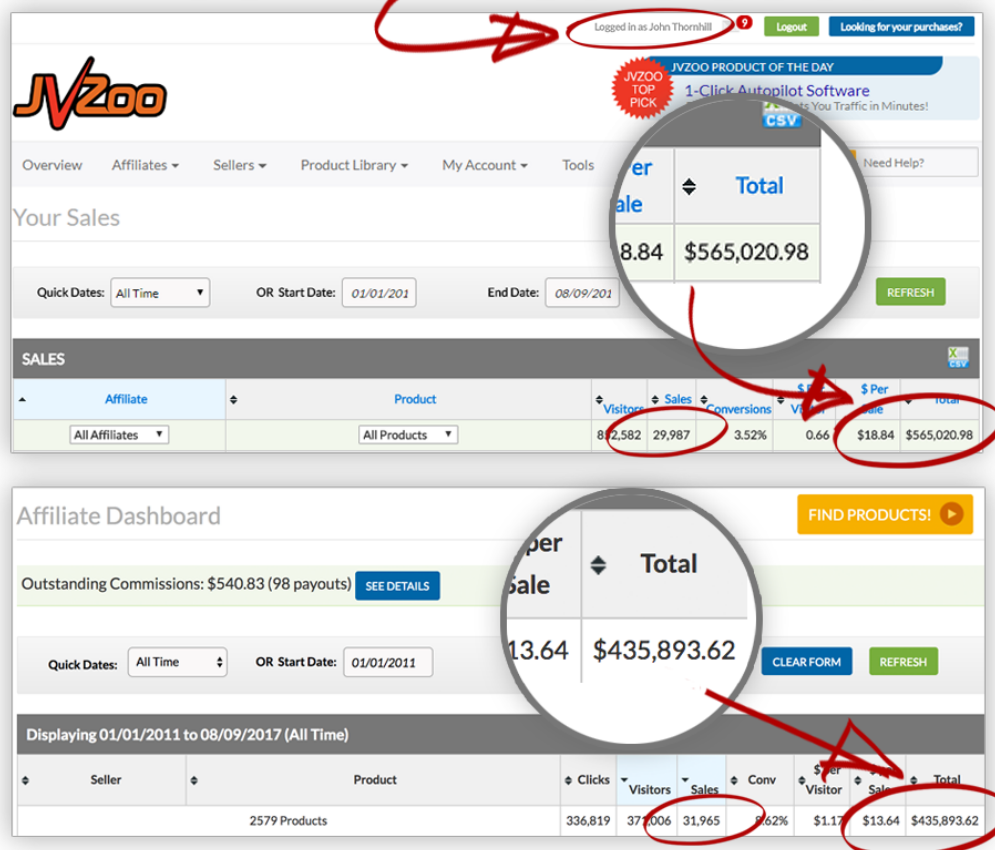
Written by John Thornhill

Feel free to pass this on to your friends if you think it will help them.

Foreword from John

On June 3rd, 2006, I quit my job and have been full-time online ever since.

As you can see in the screenshot above, I recently passed the 1-million-dollar mark in sales on JVZoo, this is just one of a bunch of payment processors that I use, and I've actually generated well over 5 million in sales since I started my online journey.

This report covers all I know about Internet Marketing and, more importantly, the mistakes people make online.

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"You'll Never Succeed Online"

Wow! Did John just say that? Is it true? Aren't you supposed to tell me how to succeed online and become a success? Yet, here you are telling me I'm doomed to fail. What's that all about?

First of all, it's not all doom and gloom, but you have to understand that most people who try to make money online will fail, and not only that will probably spend thousands of dollars on various programs in their quest for success.

In this report, I will tell you what I believe are the main reasons people fail online, and I will give it to you straight. You may not like some of what you read, but that's the whole point. I want you to get frustrated as you read. Hopefully, this will help you avoid these pitfalls that most people face, and hopefully, you will learn what it takes to succeed online. ==Turn these pitfalls around, and that's the secret to succeeding online.==

Before we get to that, I want to talk about something else. You see, after what has happened over the last few years in the Internet Marketing world, I'm kinda peed off, almost to the point of naming and shaming.

Marketers I used to trust are promoting rubbish products after rubbish products. Selfish product creators are spending more than $15,000 on a professional copywriter to make sure their product sells while only spending a few hundred dollars getting the actual product they are selling created.

Products that don't deliver and have zero support are getting launched almost daily. Over the last few months, you've seen the launches saying things like, "*Click your mouse 6 times, and money will fall from the sky.*" Well, they didn't quite say things like that, but they may as well have done so, as most of the sales pages have been full of lies and hype. Don't believe me? Here's the proof.

http://www.warriorforum.com/internet-marketing-product-reviews-ratings/

Spend 15 minutes browsing that page, and you'll soon see many bad products out there.

I am so sick of it I have written about this many times on my blog, and it appears most of my subscribers feel the same way.

Is this really the way Internet Marketing is going?

Well, I'm pleased to report it's not. If you think about it, all these marketers are doing is burning their lists and ruining their reputations, and that's fine by me. I'll carry on telling it like it is and making tons of sales. You see, you don't need to use hype and lies to make money online.

Have you ever seen me hype up a product or constantly promote the offer of the week?

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You already know the answer is No!

The truth is no matter how long you've been a subscriber of mine, you'll know I've always tried to be honest, and I've always had your interests at heart, and that's the truth.

If you can take anything away from this report, being honest works much better than using hype. The people who genuinely care about their customers and subscribers will have much more success long term. So if you are using hype, think long and hard about what you are doing, as it isn't going to last. People are wising up. They've seen it all before and are not buying like they used to. JV partners have had enough of promoting rubbish (at least the wise ones have) and are finally starting to realize that hype isn't selling anymore.

So what does this mean for you? Hopefully, you've realized that most of the stuff out there is rubbish or is so complicated to follow it's almost impossible to get it going.

Maybe you can relate to this? Here are a few snippets of the sort of messages I receive on a daily basis.

Does this sound like you?

"I have tried many different types of business but have yet to succeed. I need a low-cost, very easy (broken way down, step by baby step) way to see some success so that I feel I can accomplish what others have done. A lot of Internet Marketers assume too much and skip over some of the very basic steps to succeed online."

Or this?

"It's great to tell people how to succeed. There is no shortage of that type of product out there. However, showing someone how to succeed is much more important... I consider myself a bright person, but much of this info - marketing info products - is overwhelming. I need a step-by-step guide to the entire process."

Or this?

"I'm tired of everyone PROMISING that they can make me a millionaire. I want to work at this and make it happen. I'm an honest person and don't want to lie or cheat in order to make money. I know there's got to be SOME honest people left in this world."

Could this be you?

"John, I feel so brain-dead and up against a wall with this stuff. You would be my hero if you could somehow help me see through all this maze of stuff and make serious sense of it all to where I can just take off and do it with confidence."

Doesn't that tell you that most of the stuff out there is rubbish?

Perhaps it does. However, everyone's situation can't be blamed on buying bad products. Sometimes it's down to the individual's attitude to making money online, and this is what I really want to get to the bottom of in this report. Hopefully, you'll be able to relate to this, and if so, you can put it right.

So let me reveal the main reasons you may be failing online.

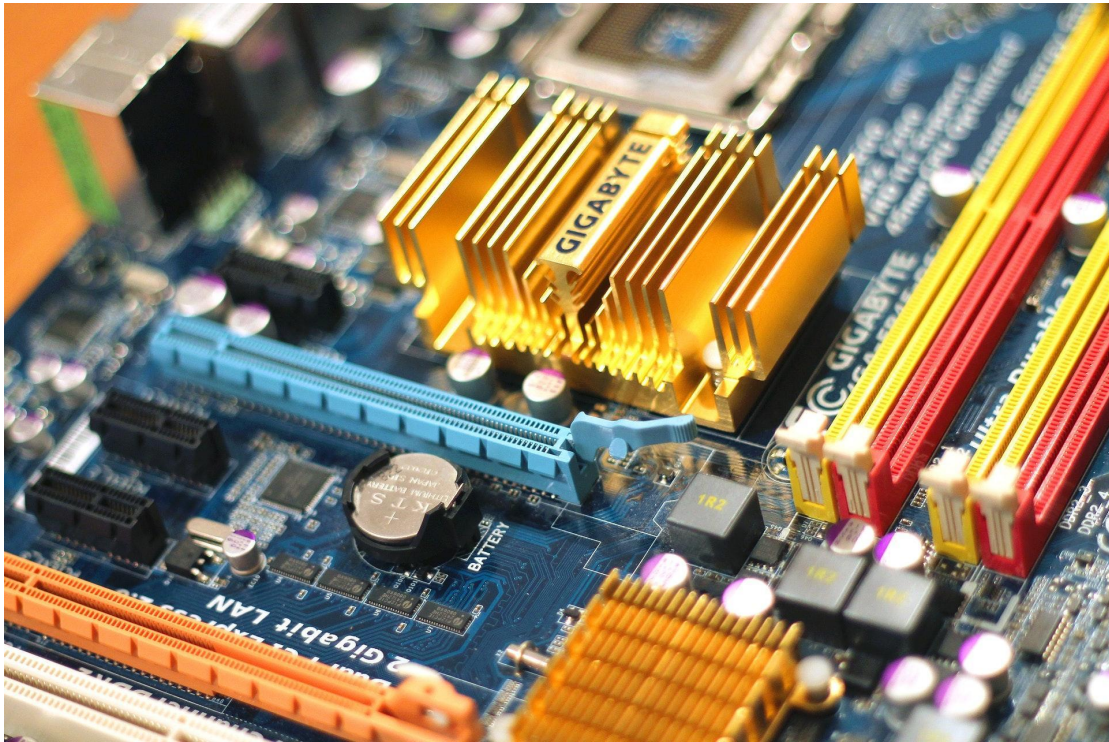**You'll Never Succeed Online If You Have The Wrong Mindset!**

If you have the wrong mindset, you are doomed to fail right from the start. The truth is most successful marketers all have one thing in common; they have the correct mindset. They believe they will succeed eventually, no matter how long it takes.

If you start online full of negativity, doubts, and very little self-belief, it is inevitable that failure will come very easily for you. So right from the start, you have to believe in yourself and keep believing in yourself no matter how long it takes to become a success, whether it's a matter of weeks, months, or even years. Believe in yourself, be positive, and it will happen.

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You'll Never Succeed Online If You Think Everything Is Too Technical!

This is probably the biggest excuse I see online. Yes, I did say **excuse,** as that is all it is. I see people making excuses every single day as a reason for their failures. '*It's too technical for me'* should not be part of your vocabulary if you want to become a success online. Do you know what I do when I find something too technical? I simply go to Google or YouTube and find out how to do it, simple as that.

Allow me to give you some examples:-

Want to learn FTP? Here you go.

YouTube

Google

Want to add a picture to an eBay listing? Here you go.

YouTube

Google

Want to learn how to install a WordPress blog? Here you go.

[YouTube](#)

[Google](#)

See how easy that is? So next time you tell yourself you can't do something, let me tell you that you can. You have the most advanced educational tool at your fingertips. It's called the Internet. Never forget that.

**You'll Never Succeed Online If You Want To
Earn Money For Doing Nothing!**

We all wish we could plant dollar bills and grow unlimited money while sitting back and doing nothing. All I will say is good luck with that money plant.

This is actually one of the biggest reasons people fail. They see promises of easy riches for doing very little work when there are no easy ways to make money online. Here is the usual scenario. See if you can relate to it.

You see a program online that looks fantastic. It promises you overnight success. In fact, hardly any work is involved, and this program looks so good you decide to buy it. Only to find that a ton of work is involved and things are not as easy as you thought, so you give up.

The next day another offer lands in your inbox, and the whole process starts again, and again, and again…

This is a terrible cycle people find themselves caught up in. They chase the dream of easy riches and will buy into almost every program that is put in front of them. If you find yourself in this situation, you need to stop, as you are doing yourself more harm than good.

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You'll Never Succeed Online If You Are Part Of The Herd

There are two types of marketers online, there's the herd, and then there are the people who sell to the herd. *Now before we go any further, I still act like part of the herd sometimes. I can still be 'sold to' just like anyone else, but the trick is to spot when you're being 'sold to' and learn from it.*

The herd will buy just about everything that's put out there, especially the big product launches. They will act upon scarcity, urgency, controversy, rave reviews, and so on. They will follow everyone else, especially when taking part in online forum discussions. They will also buy into the dream, whether this is to lose weight, improve their life or make more money online. This is called herd mentality. To be truly successful, you need to separate yourself from the herd and start selling to the herd. You need to be the one creating products that the herd will buy. You need to be the one creating urgency and scarcity. Once you can truly separate yourself from the herd and 'get it,' you will start to see success.

You'll Never Succeed Online If You Quit At The First Hurdle

If you encounter a problem and give up, you will fail. I don't really need to say much more here, do I? If you give up each time you hit a roadblock, tasks won't be completed, products won't get finished and brought to the market, and all your time and effort will have been wasted. Remember what I said earlier about using Google and YouTube to learn how to accomplish technical tasks?

I see each problem as a challenge, and I never give up. It's this mindset that has enabled me to generate millions of dollars in sales.

Never ever give up, ever!

You'll Never Succeed Online If You Don't Have Your Subscribers' & Customers' Interests At Heart

I know most of my success is due to the fact I am willing to help others as much as possible. If you contact my helpdesk or send me a personal email, you will always get a response from me whether you are a customer of mine or not. I do my very best to help everyone who contacts me, no matter the problem. I provide help for free, and I take pride in the fact that no email or support ticket goes ignored.

Now what do you think that has done for my reputation?

Well, let me tell you, it's done a great deal. In fact, if you Google my name you will probably find 99.9% of the stuff you find about me is positive and that's the way I want it to stay, so I will always look after my subscribers and customers.

It's very important you get what I'm trying to tell you here. So many people simply chase money when they should be concentrating on helping others. Do that, and the money will naturally come in all on its own.

You'll Never Succeed Online If You Don't Build a List

The list, the list, the money is in the list. How many times have you read that? Well, it's true, you must be building a list, or all of your efforts are in vain. Almost every single web page you have online should have some form of lead capture in place. You must try to capture your visitors' email addresses, as they are gone forever once they leave your site. However, capture their email, and you can bring them back to your products, sites, services, and recommendations time and time again.

Ask yourself how you are reading this report. You received an email from either myself or someone else promoting this report. Nothing will if that doesn't tell you how important list building is.

And it doesn't stop there. It's not just about list building. It's also about relationship building. You must give your subscribers value in the form of providing quality content. So many marketers simply sell sell sell to their lists and then wonder why they can't make any money. The truth is you will never get any results from your list if all you do is pitch to them. Provide value, build a relationship, and get your list to trust you, and you will have no problems selling to them when you have good quality products to help them with.

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You'll Never Succeed Online If You Always Moan About Your Current Situation

I may get some flak for this one, but it needs to be said. So you hate your job, or even worse, you've lost your job, or maybe you've recently been divorced, or you are up to your eyes in debt, or are in some other similar situation where your luck is down. You can do one of two things. You can moan about your situation or get down to business.

I was in a ton of debt before I started to see success online, I had a job I hated, and I used to live from month to month. Guess what I did? Well, for starters, I didn't moan about my situation. I got down to business. Sure, it took a couple of years to see any money, but I never gave up (positive mindset) and kept at it. You need to do this if you find yourself in a situation you don't like.

In fact, many successful online marketers usually hit a massive low before they really get down to business. Something happens in their life that makes them so angry they change their mindset and become determined to succeed. If you can relate to this and hate your current situation, then get angry, change your mindset, and get to work.

You'll Never Succeed Online If You Think
The World Owes You Something

This sort of ties in with the last topic, but I wanted to separate it to get a new point across. Some people think that it's someone else's fault they are in their current situation. They constantly moan about having to commute to a job they hate and blame others (the world) for their situation.

Let me tell you something; the world owes you nothing. In fact, there is only one person who can change your situation. It's not me, not the lottery board (I wish), not your boss that you may hate.

It's you… Never forget that.

You'll Never Succeed Online If You Think You Have No Time

"I could never have an online business that can be successful as I work 12 hours a day, have to go home and look after the kids, have to do the shopping, cleaning, ironing, wash the car, and cut the grass, etc."

You get the picture, don't you?

So, you really have no time? Let me ask you if you have a TV or a games console, if you spend time on sites such as Twitter or Facebook, or if you're constantly browsing through the forums.

Well, take an hour or so a day and work at building your business instead of wasting your time. Turn the TV off, stop wasting your time, and get some real work done. The latest box set can wait.

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**You'll Never Succeed Online If You Think Having
No Money Prevents You from Becoming Successful**

I see this is another big one, and I want to ensure I don't say the wrong things here. Obviously, if you are in a situation where you are struggling to put food on the table, then you have a perfectly valid excuse to say that money is an issue. However, it needn't be. You see if you don't have any money, you do have something else that can work in your favor, and that is time.

Most products can be created 100% free. All you need is some hosting and a domain name to get started, and I'm sure no matter what your situation is, you can afford it. You can grab a domain for a few dollars, and hosting can be bought for around $10 per month. If you still can't afford to get a product online, then why not offer some form of service at the Warrior Forum, such as an article-writing service?

After all, it's not costing me anything to sit down and write this report, is it? And it needn't cost you anything either.

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You'll Never Succeed Online If You're Scared Of Failure

The road to success can be a long one. I struggled online for years before I started to see anything happen. Was I scared? When I look back, I suppose I was, but I didn't let it stop me. It's a fact not everything you try online will succeed. It may take months, even years, of failing before you succeed, but please don't let failure scare you or put you off, as it's part of becoming successful. Again, we go back to having the right mindset from the start. Successful people will fail time and time again, but they don't let failure scare them, and eventually, they will succeed.

You'll Never Succeed Online If You Think Everything Online Is a Scam

Are there scam artists out there? Yes, but we're not all scam artists.

It's natural to put your guard up when you're about to spend money, but some people think that everything to do with making money online is a scam. Usually, it's because they've either been burned in the past or know someone who has been burned.

So now they trust no one. They think everything is a scam and will never invest time or money in any product that's put in front of them.

Who loses out here?
You!

Sure, do your research if you have to, before investing any money, but please don't paint us all with the same brush if you've been burned before.

You'll Never Succeed Online If You Jump From Product to Product

How often have you bought a product, tried it for a few days, and thought, "This doesn't work," and then moved on to something else?

I'm guessing quite a few. This usually happens once some real work becomes involved, and you end up looking for something easier (chasing the dream), and the process repeats itself repeatedly.

My advice here would be to stop jumping from product to product, do your research and find something you can stick with. Make yourself a promise never to buy another thing until you've completed the product you've just invested in. Do this, and not only will you save a ton of money, but you may also start to see some substantial results.

You'll Never Succeed Online If All You Think About Is Making Money

I have sort of covered this, but again I wanted to make a separate point. How many times have you read in a forum something like this?

Dear All,

I seem to have problems making money from IM, and my goal is to make a decent 2nd income online.

I seem to be reasonably successful in my job, I seem to understand new processes easily and be able to run departments and develop them into reasonably successful business units.

However, for some reason, I am unable to transfer this skill to IM. I think that my gross total for IM income is somewhere in the region of 7 to 8 dollars. Divide this by 100s of hours of niche research I have, and I am getting paid peanuts.
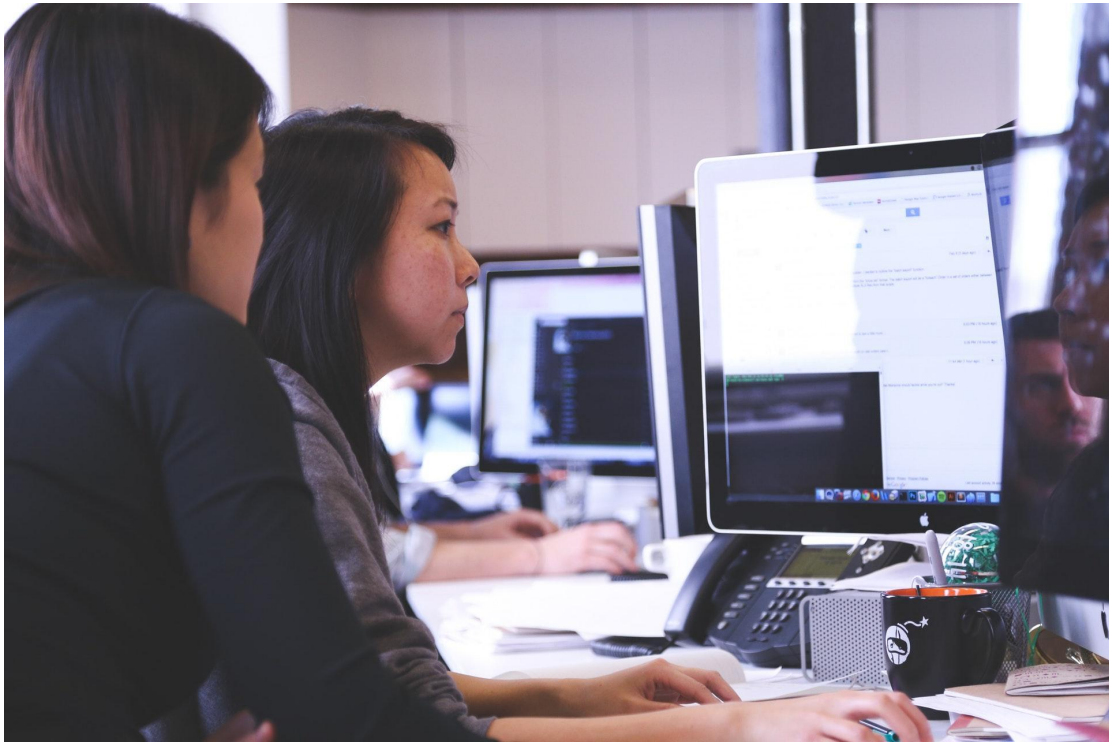*This is quite funny, as I feel a bit like a monkey regarding IM.*

I was wondering if some of those who are actually making money can either give me some sound advice or could point me in the right direction?

Can you see the problem here? The fact is the person who made the post is simply thinking about making money and nothing else. I can almost guarantee they won't make it, as their mindset is all wrong.

As I have already said, stop thinking about making money and think about helping others, and the money will flow on its own.

You'll Never Succeed Online If You Are Not Willing To Help Others

If someone emailed you today asking for you to help him or her fix a problem they have that you knew how to fix, would you help them?

I'm guessing you would.

What if 10 people emailed you or 100?

I know most people would hate to have a situation where 100 people per day needed help, and the chances are email or support tickets would go unanswered. Let me tell you this if you ever get to this sort of situation; then you've made it! Help these people, and they will stay loyal to you. They will buy your products and recommendations and stay loyal to you, but the best thing is that they will tell you what their problems are. Create products that solve their problems, and the amount of money you can make is limitless.

You'll Never Succeed Online If You Create Poor Quality Work

This is actually quite a big one. A lot of people think they can create poor-quality blogs, websites, review sites, and products and expect them to make money. This is mostly due to buying 'done for you' products in the hope that they won't have to do much work. Don't get me wrong; there are cases where you can use the content you haven't created and make money from it. This is usually PLR content, but as a general rule, nothing beats the work you have created yourself.

However, the work can't be something you've spent half an hour creating that won't give your customer any value. You need to put 100% effort into everything you create, which means working hard to look after your customers' interests.

You absolutely must learn product creation if you want to become a success online. Every successful marketer on the planet offers their own products and services. Anyone who tells you differently is trying to sell you something, guaranteed.

That's it from me, I hope you enjoyed this report, and if you take anything away from it, remember this, it's not easy, and you do have to work hard.

However, work hard, and you will reap the rewards.!

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Here Are The Top 16 Secrets To Succeeding Online!

1. Have the Right Mindset - believe that you will become successful eventually, no matter how long it takes.

2. Learn the Technical Aspects of Building and Growing your Online Business.

3. Put in the Hard Work that is Required.

4. Don't be Part of the Herd - be the one creating products that the herd will buy.

5. Never Quit!

6. Have Your Subscribers' & Customers' Interests at Heart - your subscribers & customers always come first!

7. Build a List - the money is in the list!

8. Don't Complain - just do the work it takes to succeed online!

9. Don't Think that the World (or Anyone) Owes You Anything - if you don't like your current situation, then change it!

10. Put in the Time and Effort!

11. Don't Think that Having No Money Will Prevent You From Becoming Successful - invest in the necessary costs for your online business.

12. Don't Be Scared of Failure - you can't fail as long as you don't quit!

13. Don't Think that Everything Online is a Scam - do your due diligence first.

14. Don't Jump from Product to Product - find a good mentor and follow his training step-by-step till the end.

15. Don't Think that It's All About Making Money - think about how you can help others, and money will flow naturally to you.

16. Create Good Quality Work - maintain a good reputation.

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Follow these steps, and you will achieve online success!

Here's to **Your** success online…

John Thornhill,

Do You Want to Learn More?

If so, I am holding a free webinar where we will go over everything in more detail. I'll explain how I managed to generate over $5 million in sales online and show you how you can do it for yourself. If you like what you have read in this report, then you will be blown away by what I reveal on the webinar, and it's 100% free to attend.

Click Here to Register For The Free Webinar

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