

# How to Avoid Failure in 2009

## A Short Report by John Thornhill

### Written & Published by:

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***Sidenote before we begin:*** *I could have turned this report into a full blown information product and sold it for anything between \$27 and \$97, set up an affiliate program and had a ton of affiliates promote it for me as this topic is red hot right now.*

*You can take what you want from this but I simply didn't feel comfortable cashing in and wanted to give you (my subscribers) some valuable free content. Therefore this report is 100% free, contains no affiliate links and I am not writing this because I have some hidden agenda. I just want to provide you with the facts and give you some guidance. You can distribute this report however you wish as long as you don't edit the content. I'm not making any money from this and I would appreciate it if you don't.*

*Thank you. John Thornhill*

“Another hard day at the office”



That's the picture we get shoved down our throats day after day by the goo-roos isn't it?

You can be on vacation sipping cocktails while your online business is making you a fortune on autopilot.

Don't get me wrong, even though the goo-roos paint this picture of making money for doing nothing the truth is while I was on vacation sipping on my cocktail my business was making me money on autopilot. I was taking payments, delivering products and looking after my customers and I didn't have to lift a finger.

Let me tell you a little about that picture, I quit my full time 'proper job' in June 2006 and that picture was taken one month later while I was on vacation in Ibiza. I had just watched the famous Ibiza sunset and had a lovely meal with my family, my son caught me unexpectedly sipping on my Pina Colada. Yes I admit it; I like Pina Coladas, especially when I'm on vacation ☺

Since then my online business has gone from strength to strength and in 2009 my goal is to earn one million dollars online, but getting there wasn't all plain sailing and here's why. There is one thing most marketers won't tell you...

## Getting there takes a lot of hard work.

Yes, you can build a business that makes you money for doing nothing but let me assure you anyone who tells you it's easy to get to that stage isn't showing you the whole picture.

And this is what I want you to take away from this report, I want you to understand that every time you check your inbox and see promises of easy riches and an easy way to make money online you are being sold to. Yes, some of these products and programs will make you money but only if you stick to the program and work hard for a long time.

And this is why most people fail. They buy the latest and greatest product that everyone is promoting and when they find out that the 'easy riches' promised on the sales page are simply not true they give up. Then they move onto the next big thing and the whole cycle starts over again.

*Let me tell you a little story before we go any further. Last year I had someone approach me who had paid out \$30,000 to be coached by some big marketing company. If you spend \$30,000 you would think that success would be guaranteed wouldn't you? Nothing could be further from the truth, even though he had spent this huge amount of money he was still struggling to make any money online. These are the people I feel sorry for. They get misled by the promise of easy riches when it simply won't happen without hard work.*

The story is not all bad though as I put him through my coaching program (after telling him it would take time and hard work to succeed) and he is now starting to see a return on his investment.

So I'm sure you want to know now what you need to do to become a success in 2009. **Well I can tell you in five words**, maybe you would like to have a guess before you read on, are you ready?

## Sell Your Own Information Products

That's it, that's all you need to do. **Really, that is all you need to do**, but of course creating and selling your own information product isn't as easy as it sounds. In fact once again this is why so many people fail, they fail because they think they can't do it, or they fail because once they realise creating an information product is going to take them away from the TV or YouTube they simply 'can't be bothered'. Then the next day they see an email promising them easy riches and off we go again...

If you can relate to this you need to stop this cycle now. Ask yourself what you spent your money on last year. I bet you bought a ton of products showing you how you would make easy money, all different. You may have bought products related to: -

- eBay
- AdSense
- AdWords
- ClickBank
- Affiliate Marketing
- Pay Per Click
- Search Engine Optimisation
- Private Label Rights
- List Building
- Social Networking
- Video marketing
- Internet Marketing
- Continuity Programs

I could go on but I'm sure you get the picture.

You then get caught in the cycle and declare **INFORMATION OVERLOAD**. And once information overload is declared you actually believe you will never make it and the excuses start.

Am I hitting a nerve yet? Well if I haven't I will now. Because once the excuses for failure start you will find you start to blame others for your failure. This is why so many people goo-roo bash, but it's not really to goo-roos fault. They create a sales page to do one thing, make sales. And if that means telling you that you will make easy autopilot money then that's what they will do. In fact I have done this myself, while it's not a nice thing to do I stand by every single one of my products, they will all make you money but I would estimate less than 25% of all my customers make money from my products because they never even get started as they see a lot of work needs to be done, make an excuse and blame someone else.

## Excuses Excuses

Let me tell you the excuses I see people making every day for their failure.

**I can't do it.** If I had a dollar for every time someone told me this I could probably retire now. Don't ever tell yourself this because if you think like this you will probably never get started. You can do anything you want online.

**It's too technical.** Really? So you don't know how to build a blog, upload a website or write an eBook? **Neither did I**, do you know what I did? I learned. You have the biggest learning tool the world has ever seen at your fingertips. It's called the Internet; if I want to find out something all you have to do is visit Google and ask. How do I build a blog? How do I upload a website? How do I write an eBook?

**I have no time.** This is another biggie I see quite often. If you work 16 hour days 7 days a week then maybe you don't have time, but not many of us work hours like that. How many hours did you spend watching TV last week? If the answer is more than 3 hours then stop watching TV and start working on your business. If TV is more important to you than building your business then you are not dedicated enough.

**I can't afford it.** Again, this is something I see a lot and I can in fact relate to this as in the early days I didn't have a lot of money, but if you look hard enough you can find everything you need to create an information product free. You don't have to have the expensive programs needed to create eBooks, video and audio. Of course there are some investments you must make such as web hosting but many offer monthly payment plans and it needn't be expensive. For the price of a bottle of wine or a pizza you can host your websites for a month.

**I can't find a profitable niche.** This is usually where most people give up, they think because there are tons of sellers in a particular niche that they can't compete and succeed that niche. Nothing could be further from the truth. A popular niche means lots of buyers and there is always room for one more seller. Also, they think if they don't know enough about their niche they can't create an information product related to it. This is where research comes in. I can become an expert at just about any topic I wish within a week. All I need to do is research research research. Remember, we have the biggest learning tool at our fingertips, the Internet.

## The Traits Needed to Succeed

I strongly believe that most successful Internet Marketers and in fact successful business people in general share a few common traits; if you want to succeed in 2009 you must share these traits. If you can't answer yes to all the questions below I believe you will struggle.

**Are you prepared to work hard?** I have already said making it in this game involves a great deal of hard work. Now I am not saying you need to work 80 hours per week but you do need to be prepared to put in around 5 hours per week and occasionally a lot more. So if you're someone who has no time to spare or would rather watch TV than work online then Internet Marketing is not for you.

**Are you patient?** You need to have a ton of patience when it comes to succeeding online. You may have to go through months of hard work before you see any real money come in. Are you prepared to do that? Remember that if you are looking for something to work right away you will probably never find it. Whatever you choose to do you must be patient and give it time to work.

**Are you dedicated?** This is the most important quality you need to have. As an example when you have spent weeks working hard on something do you have what it takes to keep it going? Let me tell you now most people don't and they simply give up.

**Do you have a burning desire to succeed?** It is said every successful online marketer shares this one quality and I believe that to be 100% true. If you have always had a burning desire to succeed then success will come, it's just a matter of time.

**Are you an honest person willing to help others?** I strongly believe this is the number one reason for my success. If you are attracted to this business to make a fast buck at your customer's expense you will fail in the long term. I have seen many marketers come and go and I have seen some who think about nothing but the money and in the end they ruin their reputation. Once that happens it is very hard to get your reputation back so never ever try to make a fast buck at your customer's expense. Always provide the best product and service you can and the money will follow you.

Ok John, I realise I have been caught up in a cycle and I may have made the odd excuse but I am determined to make 2009 the year I finally make it online. What do I need to do?

I will be sending you a (personal) email in a few days; please look out for it, if you received this report from someone else simply register on my [blog](#) and I will keep you updated. Once again there will be nothing for sale. I have a few questions to ask you and once you answer those questions I will outline a success in 2009 plan for you. Just remember to look out for an email from me with the subject line (personal)

If you can take anything away from this report remember that success will not come overnight and won't be easy and anyone that tells you otherwise is lying.

That's all for now, I will be in touch in a few days. In the meantime please leave a comment on my [blog](#).

John Thornhill

P.S. Feel free to forward this report to your friends if you think it will help them.