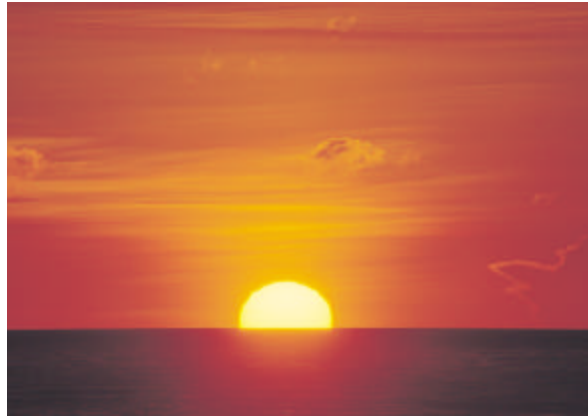


Two **AMAZING** Super-Powerful  
**SECRETS** To REVEALING Your  
TRUE Profit Potential



...That **AUTOMATICALLY**  
GUARANTEES You'll Become  
**WILDLY** Successful In  
EVERYTHING You Do !

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The room was tensely silent.

I was nervous. My favorite nephew seated across the table was no ordinary person. His genius and academic brilliance have singled him out for praise and recognition on an international scale.

***But what I saw was someone different.***

A young man, whose first confrontation with failure had come dangerously close to destroying his self-confidence – forever.

That's why I was nervous....

***Because I had to tell him something very important!***

At the same time, I must avoid sounding condescending, speaking down to him, insulting or alienating him.

For what I had to reveal would get him **back on his feet** again. Put him in control once more. Restore his self-esteem, and boost it. Give him focus and direction.

I was going to show him the amazing secrets I had **accidentally stumbled upon** in my own quest for success - ***and which changed my life forever after!***

All of a sudden, I felt calm.

Words of wisdom popped unplanned into my mind. It was as if an external Force had taken control of my voice and was speaking through me. Here's what I said...

*There are only TWO things that'll make you - or break you...*



**Having the right ATTITUDE**

**Having the right SYSTEM**

One without the other isn't enough. Together, they are synergistic, powerful, work with and support each other.

\*With only these two things – **attitude** and a **system** – you can succeed wildly at **ANYTHING.**

## SUCCESS IS AN ATTITUDE

You know, I've often wondered about associate program guru, Allan Gardyne... About what makes him such a big success.

### **Now I know.**

Last year, Allan's ezine was published from a hospital bed. He was receiving treatment for a very serious medical condition called Aplastic Anemia. Things could turn bad...fast.

### ***But you couldn't tell by reading his ezine!***

His newsletter remained cheerful, upbeat, positive. Instead of whining - or whin-G-ing, as they'd say in his part of the world - about the bad hand of cards Life had dealt him, Allan chose to focus on the "**Lessons Hospital Taught Me**".

"How will **your** business run if you're ill or in hospital?" he asked readers. "What arrangements have you made to make the **transition** of ownership smooth and seamless? Will others be able to **run your business** while you're away?"

The only thing he might have done differently if he was perfectly healthy, was find an affiliate program for the book on the subject that he was recommending :)

And suddenly, in a flash, I realized ***what makes Allan a SUCCESS.***

### **It's his attitude**

Most of my early knowledge about [Affiliate \(or Associate\) programs](#) came from his newsletter. In 1997, small things delighted me. My site had 25 page views - a MONTH. And I was thrilled at that. My first affiliate sale earned me \$1.27 in referral fees - and made me ecstatic.

Until Allan's next issue dropped in. With snippets like these ones:

"This program X is cool. Last month, I made \$2,361 from it."

"I received my affiliate check from Y company. It was for \$1,197. I love it."

I would read them. Shake my head in disbelief. Yank my hair in frustration, seeking to understand how Allan could do this while I couldn't. Magic? Insider information? Finally, to keep my sanity, I would decide he was *simply LYING!*

Years later, seeing his meteoric rise to online fame and glory, and his continuing success with affiliate marketing, I couldn't help accept that my simple explanation was wrong. He was NOT a liar. **He was speaking the truth.**

But I still couldn't figure out WHAT MADE HIM TICK.

Until last week...

### ***Now I know!***

In my wallet, I carry with me a quote by George Bernard Shaw - one I refer to at least once a week. Allan's attitude is a great example of this principle.

"This is the true joy in life, the being used for a purpose recognized by yourself as a mighty one; the being a Force of Nature instead of a feverish, selfish little clod of ailments and grievances complaining that the world will not devote itself to making you happy."

Struck by a major illness, lying in hospital being treated, facing the prospect of risky, expensive surgery, **what would YOUR attitude be?**

Will you complain, rant and rave?

***Or will you carry on with your mission?***

There's a choice...

**... and it's yours.**

Success will follow. Naturally.

## COMMON SENSE IS REALLY UNCOMMON

I'm becoming **increasingly nervous** about recommending anything.

And you'll see why, in just a minute...

Here are snippets from some email messages I've received this last week:

==>

I purchased a reprint system that cost me \$1600.00. Should I take that kind of chance with all I had because that would be a last ditch effort?

==>

I desperately need something like this program...I need to get something working in my life right now. I can't really afford \$500 right now, but could scratch it up somehow.

==>

I would so love to find a way to make a good living via of using automation but it keeps seems that everything that I try turns out to be more costly than anticipated and I run out of money.

==>

I like your idea and will try to join. Right now my credit cards are maxed out, so I'm exercising discipline.

Sound familiar? Can you *\*feel\** the frustration, hear the desperation in these messages?

That's why I'm nervous!

You see, with credibility, recognition and expertise in a field comes an enormous **responsibility**.

Because now, when I recommend or endorse something, people are ready to follow my suggestion and order it. Often even ***without any further research***.

Sadly, in some cases, with their last dollar!

Here's what one reader said:

"You bring tons of credibility to the table, which is why I am even considering this product..."

***And I scream, silently!***

I want to reach out, thrust my fist through their computer screens, yank their credit cards out of their hands and cut it into pieces, splash a glass of cold water on their face and yell:

**"DON'T DO IT"**

Nothing is worth spending your last dollar on - unless it is going to **save your life. Or a very special someone's.**

If you come across a FANTASTIC product, one you simply MUST have, make a note of it. Write it down somewhere. Record it.

***Come back and buy it when you can afford to.***

The Internet has been here awhile. I promise you, it'll be around for a long time to come.

So will most opportunities, most 'killer' ideas, most markets, most niches... they'll wait for you - until you are ready to exploit them, take advantage of them.

***And you CAN'T do that when you're desperate to succeed!***

It's an **attitude** thing.

**Be prudent.** Use common sense.

Long term success will be yours - and you'll cherish it longer.

## IN A HURRY TO SUCCEED?

Ours has become a society of INSTANT gratification.

Fast food. Faster cars. Quick riches. Quicker fortunes. Speedy learning. Speedier earning.

We've become impatient. "All good things come to those who wait" seems a parody.

***"I like it, I want it, and I want it NOW" sounds more familiar.***

But long term success is a slow process. Jim Rohn's quote is deep:

***"If I give you a million dollars today, I won't make you a millionaire."***

In other words, it's **what you become** in the PROCESS of earning a million bucks that's more important than the money you make. It's not *how fast* you get there, but *what you make of yourself* that matters more.

"Life is a grindstone. Whether it wears you down or polishes you up depends upon the **stuff you're made of.**"

One of the keys is **STAYING POWER**.

Never giving up. Persisting, stumbling along, getting up each time you're knocked down.

**Trying... Failing... Learning... Trying AGAIN.**

Scientists at NASA said it. The parents of [my little patients](#), born with life-threatening heart birth defects, prove it.

***"Failure is NOT an option"***

The same applies to your online business. You need to reaffirm this truth. Remember, ***only a loser thinks of failure. A winner looks on it as a temporary setback.***

You must **CHOOSE to succeed**. Not just succeed, but succeed wildly, incredibly. Experience has taught me that this, over all else, is what will determine the outcome of your hard work and networking.

You must CHOOSE to work hard. Very hard.

***Success that's meaningful, long lasting, permanent and sustained, demands effort to back it up.***

Instant success is attractive, worth dreaming about. But that's all it's good for - dreaming about!

From the time I started working online in 1995 until mid-2002, I did most of my web-related stuff - web design, product creation, graphic design, marketing - by myself. At no money-cost.

Sure, it takes time and effort. But the learning process is INCREDIBLE. Now I know how to do a lot - by myself. ***I'm still learning.***

As a rule, I do NOT spend money I haven't earned. If there is a product or service I desperately NEED, then I write to the owner and ask for a free copy.

Sometimes, I get lucky. Often not.

Then I simply move on and find a cheaper, or free alternative - **UNTIL I earn enough** to pay for the high value, top quality product.

**To succeed, you must have a GREAT ATTITUDE.**

**And one more SECRET ingredient** - the fuel that drives everything else we've talked about so far!

## A SPECIAL EXPLOSIVE INGREDIENT...

You've got the right attitude. You're prudent and persistent. You work hard, learn fast, and are willing to wait for success.

### *What else is missing?*

Think about it.

Let's imagine things aren't going well with your online business. You're being accused of spamming. Your web host or ISP shuts you down. Your computer or server crashes with all your customer data on it. The affiliate program you're promoting disappears into the darkness without paying your dues. Your marketing is bringing in ZERO sales.

*Will you give up? Or stick on?*

## WHY?

That, my friend, is where your Special EXPLOSIVE Ingredient of Success comes into the picture...

## YOUR PURPOSE

What makes YOU tick? What gets you excited about doing this? Why are you spending time, money and energy on your online business? Where do you want to go with it?

A simple answer is "*To Make More Money*" - but for some this may NOT be reason enough.

What's often **more energizing** is the motivation to do something WORTHWHILE with what you earn. Above all else, this is what will ***keep you going even if things appear bleak*** in the short term.

Take my case. If I was working to buy a bigger house, or better car, or nicer clothes, or spoil myself silly, I probably wouldn't feel enthused about working 4 hours on a website after a full day of operating at the hospital - I'm a heart surgeon in 'real' life.

But my **PURPOSE** is to **help kids with heart defects** have another chance at staying alive! And that motivation is so incredibly great, I just **CANNOT** give up. ***Failure is simply NOT an option.***

That's what I tell people who write to me.

I tell them **NOT to spend their last dollar** buying that over-hyped profit formula.

I tell them **NOT to believe** that fail-safe system to lifetime financial freedom.

**I tell them to focus on their attitude, their passion, their PURPOSE.**

Here are some responses:

==>

"Thanks for taking the time to reply to my question and thanks for the honesty of your answer...I really appreciate it very much."

==>

"Thank You so very much for your wonderful words of counsel. I feel a little wounded right now but I'm thankful and I know I'll get past this."

==>

"I respect and honor you for what I've come to believe that you stand for."

==>

"You showed me how to view things from a different perspective than the other information out there and it really did help."

Hey, I'd willingly give up many \$200 commission checks in return for testimonials like these.

***Would you?***

## THE RIGHT ATTITUDE... AND A **SYSTEM**

I hope you found this short report helpful. As mentioned at the beginning, there are only TWO keys to success:

- **The right attitude**
- **The right system**

Of the two, **ATTITUDE** is of greater importance.

Once you've got the RIGHT attitude, you can succeed with almost any system. But it helps when the system is pretty good too!

I recently came across one of the most incredible SYSTEMS TRAINING courses called **NPOD – Net Profits On Demand** – by millionaire and master-marketer Joshua Shafran.

This system is very impressive, I **strongly recommend** it to anyone looking for a easy-to-learn, quick to adopt, proven system to make money - on the Net and off.

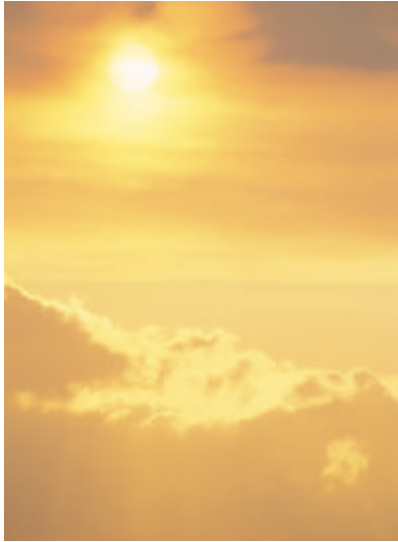
I've created a special report simply to highlight the several ways you can benefit from it – you can receive my report FREE by sending any email to

[npod@ezinemarketingcenter.com](mailto:npod@ezinemarketingcenter.com)

Or check it out straightaway at

<http://www.EzineMarketingCenter.com/npod/>

I'll end with two of my favorite quotes...



"It isn't how many times you get knocked down that counts. It's how many times you get back up and keep trying."

"No one is ever defeated until defeat itself has been accepted as a reality."

I know **you won't ever accept defeat**. Hope this report helps in some way to get you back to speed.

All success,

**Dr. Mani Sivasubramanian**

The Ezine Marketing Center

<http://www.EzineMarketingCenter.com>

P.S. – I know just how easy it is to get off-track, bogged down in a mire of depression, frustration and hopelessness. If this describes how you're feeling right now – or even if you'd just like to read a motivating, upbeat quote every day – I invite you to sign up for our free "**Quote-a-Day**" mailing list.

Every morning, you'll receive an ***inspiring, thought-provoking, positive quote*** to get you energized – and keep you moving steadily forward to your goals.

Sign up at

<http://www.EzineMarketingCenter.com/quote-signup.htm>