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Just as long as you do NOT change one word.

(Sound fair enough)

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If there were a way *you* could get rich all by yourself, without a "job", would you want to know about it? Wouldn't becoming job-free and financially independent be a life-changing accomplishment? I mean, you could actually enjoy your life and do what *you* wanted to do with your time.

When you have read my ebook in its entirety,

You will be well on your way to accomplishing

That goal!!

Introduction

Welcome to **"Mindset for success"**

My aim with this e-book is to teach the newcomer "newbie" coming into Internet Marketing, the correct mindset they will need to be successful, and build a sustainable online business.

"So let's get cracking"

In my years involved with Internet Marketing, I see all too often people from all walks of life wanting to start their very own online business.

And let's face it why wouldn't they!!

Never before has the common Man/woman been able to start an online Business with minimal money needed to get an online presence.

With the birth of the World Wide Web Back in 1989 (The brain child of a British physicist Sir Tim Berners-Lee,) it has made the possibilities more or less endless as for the type of success we the "normal" person can achieve.

However.

Let's not get ahead of ourselves here, with all this success on offer people seem to think that they can come along and click their mouse a couple of times, press their key pads and money will start to drop into their pay pal accounts.

Unfortunately, this may come as no surprise to you – it takes time, persistence, motivation, and "THE CORRECT MINDSET" as well as a whole heap of other skills you will need to develop in order to succeed in this business.

By the end of this e-book you will be equipped with the mental skills you will need to create a successful online business.



Your wonderful mind

Your mind is like a computer, it has its own inbuilt software which helps you organize your thinking and behavior. If you have a behavior you wish to change, it's just a matter of re-conditioning or programming.

Having done some extensive research before writing this book, I found that the mind is neither negative nor positive in nature. And that all most all problems stem from the same cause - negative programs running in the unconscious mind.

When you think about all the amazing inventions, music, movies, poetry, architecture and scientific achievements throughout history, all have come from the human mind. In fact, if you look around you right now, most of what you see is the result of one person's idea.

Scientists often talk about how complex the human brain is, with its billions of neurons, however after many years of research we now understand that the mind (your mind) operates on a few, very simple principles. In fact, it's really quite mechanical.

Our mind is split into two separate departments....

The Conscious and the unconscious/subconscious.

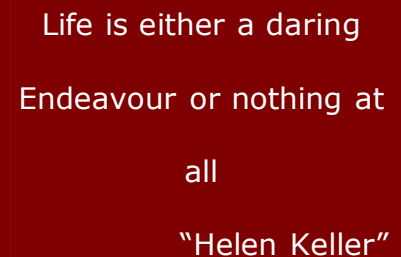
Let's have a closer look at both of these, starting with our

Conscious mind

Our conscious mind is the mind that we think with all day every day; you probably experience it as a continual internal voice you think of as "me."

While our conscious mind certainly has its uses, it is extremely limited in what it can accomplish on its own. Studies have shown us that it can only hold a handful of data/ideas at any one time.

For that reason the majority of our life is run automatically by its bigger, more powerful brother.



Life is either a daring
Endeavour or nothing at
all
"Helen Keller"

Your subconscious mind

Our subconscious mind is your larger mind. It can process millions of messages of sensory information every single second, and contains all of your wisdom, memories, and intelligence.

It really is a sensational part of the human body, it is the source of your creativity, and perhaps more importantly for our purpose here. It stores and runs all the programs of our automatic behavior you use to live your life.

Your subconscious mind is like having an autopilot function in the brain. It allows us to do multiple things simultaneously without having to think about it, (how cool is that,) for example, when you were a child you had to concentrate in order to be able to tie your shoe laces properly, using your conscious mind.

But once you mastered the program, your subconscious mind took over and directed your hands without you having to think about it.

These programs/habits are useful because they free up our conscious minds to think about other things. Learning to drive a car for example involves learning lots of little habits, such as indicating, accelerating, breaking, turning, etc.

These things become habitual so that we can eventually just get in our car and drive to wherever you want to without thinking about it. But as we shall see, sometimes we need to change, override, upgrade, and sometimes even discard our old, outdated programs.

So many of our habits are simply things we pick up by accident and never got rid of. They may not have even been helpful when we picked them up in the first place – let me give you another example, many of us as children were told that we were not good enough at some particular things in our life's.

As adults we still allow that old program to run our behavior. Spending far too much time telling ourselves that we are not good enough, and criticizing ourselves for not performing as well as we should do.



But hey, I have some good news for you.....that's all about to change my friend!!

Seriously, the wonderful thing about our subconscious habits is that they allow us to carry out tasks and make new choices without having to use deliberate intention. In theory, we could spend most of our working hours consciously considering all of the different alternatives available us every single day.

But if we were to live our life's like that we simply wouldn't have any time left to do anything else. In order to NOT waste our days considering and re-considering those millions of attitudinal and behavioral possibilities, we've developed the capacity to make automatic choices instead.

For example, when we get up in the mornings we don't spend twenty minutes running through the options for breakfast.

On our every day to day life's we usually have what we normally have. We normally take the same route to work, read the same newspaper and listen to our favorite radio station if you travel by car.

We cook and eat and tie our shoelaces and comb our hair (if you're lucky to still have some that is ;-) in pretty much the same way, day in day out.

We manage a thousand and one daily tasks without having to think about them. Simply by using the "habit force" of our subconscious mind. In this way, our subconscious mind keeps everything ticking over and our life's running smoothly.

The basic mechanics of these habits is association.

Our subconscious mind remembers every time two thing happen simultaneously or in close proximity to one another. After this pattern repeats it's self a few times the one thing gets associated with the other.

So in the morning, the alarm goes off **and although we don't want to** we "just know" to get up and go to the bathroom. We go into the kitchen and "just know" to switch the kettle on, soon we make bigger habits out of little ones all joined together.

The brain is a mass of neural pathways and every action we take creates new connections. Each time we repeat an action, that specific neural path way is strengthened, just like a muscle that becomes bigger and stronger the more it is used.

This is how a new habit is formed.

The best way to accelerate the rate at which we program a new behavior is through the imagination.

This is how successful athletes actually become successful. Simply by rehearsing success over and over again in their minds – they visualize winning and crossing over the finishing line first, nothing else will do. They run it through their minds over and over like a stuck record in order to guarantee success.

Short summery

Now we have a better understanding of how our mind/brain works and the way we make our decisions and the way your subconscious part of the mind helps us run our daily life's.

So, we now know that in order to correct our current mindset into a successful winning one, we need to tap into our subconscious mind and re-program it.

"WHAT" (just hold on a minute there Mike, RE-PROGRAMMING my mind - have you totally lost the plot) I'm not a psychologist or brain surgeon.

'Hey neither am I', and trust me when I say that it's not that difficult.... I was saying the exact same things as you, not that long ago.

It's just a case of getting rid of your old unwanted programs, and adding your new successful way of thinking. Really it's not that hard, if you want to do it..... And I mean really want too, not half-heartedly – **then let's continue and start to re-program your mind.**

Motivation

All the skills you will learn throughout this book will be important to your development and eventually your success as an Internet Marketer.

However none more important than MOTIVATION it's like turning the key in the ignition and starting your car up in the morning, you'd have a bit of a shock if the Sat - nav said "you know what, I really can't be bothered today bob, why don't you get the bus instead"?

So, how motivated are you?

Motivation starts with the desire to be free, to be free from dependency on others, freedom to live the lifestyle we dream of, freedom to explore our ideas.

Total freedom is not possible or desirable, but the struggle to achieve that ideal is the basis for motivation.

As far as I see it, motivation starts with 3 key elements these are:



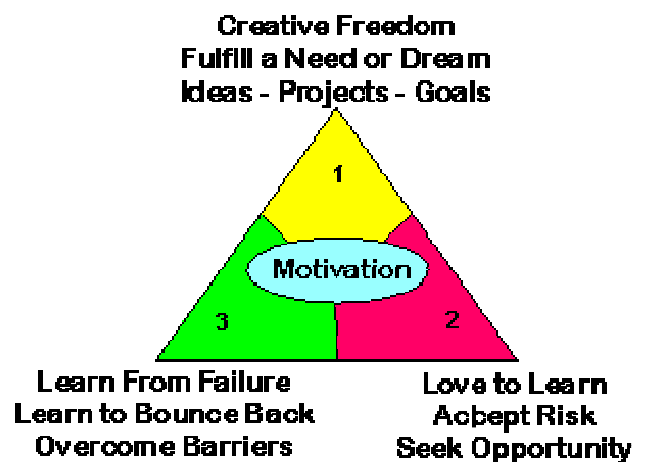
1. Motivation starts with a need, vision, dream or desire to achieve the seemingly impossible. Creativity is associated with ideas, projects and goals, which can be considered a path to freedom.

2. Develop a love-to-learn, become involved with risky ventures and continually seek new opportunities. Success is based on learning what works and does not work.

3. Developing the ability to overcome barriers and to bounce back from discouragement or failure.

Achievers learn to tolerate the agony of failure. In any worthwhile endeavour, barriers and failure will be there. Bouncing back requires creative thinking as it is a learning process.

In addition, bouncing back requires starting again at square one



A loss of any one part and motivation is on the rocks.

For example:

If you like to be creative and love to learn but cannot face up to failure, you will not go back and try again. Persistence is associated with bouncing back.

If you have a unique idea but don't like taking risks, ideas are all you will ever have.

There must be something in your life that turns you on. You can start by analyzing your lifestyle and your dreams. Remember, money is not a goal; it is a reward for achieving a goal.

Here are seven rules of motivation you should follow on your quest for success:

#1 Set a major goal, but follow a path, The path has mini goals that go in many directions. When you learn to succeed at mini goals, you will be motivated to challenge grand goals.

2 Finish what you start. A half finished project is of no use to anyone. Quitting is a habit. Develop the habit of finishing self-motivated projects.

3 Socialize with others of similar interest. Mutual support is motivating. We will develop the attitudes of our five best friends. If they are losers, we will be a loser. If they are winners, we will be a winner. To be a cowboy we must associate with cowboys.

4 learn how to learn. Dependency on others for knowledge supports the habit of procrastination. Man has the ability to learn without instructors. In fact, when we learn the art of self-education we will find, if not create, opportunity to find success beyond our wildest dreams.

5 Harmonize natural talent with interest that motivates. Natural talent creates motivation, motivation creates persistence and persistence gets the job done.

6 Increase knowledge of subjects that inspires. The more we know about a subject, the more we want to learn about it. A self-propelled upward spiral develops.

7 Take risk. Failure and bouncing back are elements of motivation. Failure is a learning tool. No one has ever succeeded at anything worthwhile without a string of failures.

Hey Mike here, I hope you have enjoyed the first ten pages of my ebook. I also hope you have watched the video and by now and realize that changing your current mindset to a winning successful one will give you the edge, and thrust you forward into attaining your dreams and desires.

So please, go and grab a FREE copy of mindset for success and make it happen
I know you can do it!!



To your success

m fletcher