

(How to Stop Starting and) Make Money Internet Marketing

The secrets of planning and time management for profitable web marketing



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Get More Out Of Business!

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Introduction

The internet is such a great place. From the comfort of your own screen you can go anywhere and do anything you want – provided its in the virtual world. For many of us we have a dream of contributing to this amazing success story where simple ideas become fortunes and we can build a presence in the World.

The problem now is that there is so much out there, so many possibilities and so many potential ways to make the most of this new era.

So many ideas that a vast industry of opportunities worth billions of dollars has been created. Recent estimates suggest that 1% of all World Trade involves some kind of business opportunity. With trillions of dollars of trade happening every day that makes for a vast market.

Like any market there are the good and the bad. There are people who are ethical and honest, people who are not so and also those who are well-meaning but misguided.

This book is about you. Its a book that is designed to help you make the most of what the Internet World has to offer because there can be no doubt that there is a vast amount that can be achieved provided that you go about it in the right way.

What though is the right way? The right way for you depends on... you! Get this right and you will be able to really make a successful living and enjoy the lifestyle of more time, more money and control over your working life and finances and most importantly choices.

Most importantly you decide when, where and how you earn a living. Your choice.

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One: Start with You

If you want to make money using internet marketing there are two things to get very clear right from the start:

- It's a business
- It's your business so its about you

We live in a World where there is so much on offer it would be nice to have it all. I don't want to perpetuate the myth that you can have it all because there comes a point where you have to get real. I want this book to help you. I want you to benefit from the mistakes that I have made along the way to becoming a full-time marketer.

Take it from someone who has tried and failed many times that what may have worked for other people may not work for you. This has made me think a great deal about what I have done right, what I have done wrong and how I could improve. Never has this been more important than the times we live in now.

Tougher economic environments seem to increase the hype and “BS” to new levels. The chances of you making \$10,000 for one hours work starting from scratch are zero.

That's reality. I'm so confident that I'll give anyone who says otherwise \$100 if they give me their system to prove it! That's \$3.00 more than a \$97 e-book! So why is this and who can you trust?

Truth Alert!

The world of internet marketing is full of new ideas that just keep on coming day after day. These ideas might be a new technique, a new type of marketing method, a new membership site or a new system. Examples of these might be Twitter, Video marketing, PPC WebSpy, Clickbank, etc...just refer to your inbox for the latest offers!

All the above examples are very good products and I wouldn't hesitate to recommend them and indeed use some of them myself. They are all heavily promoted after a few individuals tried something and really made it work. Having made some money they systematized the technique into a product like a step by step guide.

At this point it's worth thinking about what's so great about step by step guides? Lots! If you are an experienced marketer then you can very quickly understand what is going

on and adapt it to your current business. If you are a newbie you can use it to clear the fog of confusion caused by all the techniques and special offers that we get bombarded with.

So a step by step guide is released. Its heavily promoted by affiliates all of whom are likely to say that it works even if they haven't tried it because they are keen to make affiliate sales. Many people will do nothing with it and others will start using the system. By this time so many people will be using the new system that its effectiveness will often be much reduced. Although this is not always the case it happens often enough for actual results to be somewhat different from the promises of sales letters.

Generally after about six months the product stops being promoted and after a year it will be added to another launch as a bonus. After that, there are those who believe any internet marketing product is obsolete. In the non internet marketing world (the real World?!) this is known as the product life-cycle. Product life-cycles in the internet marketing industry are some of the shortest around.

Dream Realisation

Pretty much all effective selling in the internet marketing niche will touch on the dreams and aspirations of the prospect. Look at 100 sales pages and I guarantee that you'll see at least 50 pictures of beaches, 50 pictures of a fast car and 50 pictures of big houses. There's nothing wrong with this as these are commonly shared dreams that apply to most people. I have a sales page with exactly these pictures and as it seems to work then it must be appealing to what people want.

However if you really want your dreams to come true you must be very specific as to what they are so that you know when you have reached them. Also when you know exactly what you want to achieve you increase your chances massively.

So the first step in having a successful online business is knowing exactly what you want. There are so many things on offer that we get confused and pushed and pulled in different directions. Clever marketers use all kinds of tricks, many of them based on negative emotions. The reason for this is that people are generally busy and stressed. That means they are more likely to buy something to solve a problem (i.e. Negative reason = negative emotion) than they are because there is something that they are searching out. Copywriters call it the FUD factor...Fear, Uncertainty and Doubt. It's very effective because people generally want to escape pain.

If you are absolutely clear on your dreams then you will stop buying stuff to solve problems and only buy the things that will help you towards your ideal lifestyle.

So how do you know exactly what you want? Follow these steps and you will know and you will go from escaping pain to making your dreams come true.

1. First make a commitment to yourself that you are going to get absolutely clear on what you want.
2. Take 8 sheets of blank paper and write down these questions at the top of each sheet:
 - I have 100 billion in the bank and I no longer need to work for a living, I spend my days doing....
 - If I knew I was going to die exactly one year from today, how would I spend my last year?
 - What would my ideal day be like?
 - What do I want to do?
 - What do I want to have?
 - It is todays date plus one year and I am ...
 - It is todays date plus three years and I am
 - It is todays date plus five years and I am
3. Arrange a time when you will not be disturbed by anyone or anything. Commit yourself again to making this the time that you will come up with answers to the questions. For me this is first thing in the morning and by arrangement with members of my family that I will need complete peace and quiet and no interruptions. I know some people who suggest that you go away to do this so that you are completely free of all distractions. Make this time at least 24 hours in advance from when you have written your sheets of paper. By writing out the questions in step two and waiting at least a day you give you brain some important “sub-conscious” thinking time. It is important that you do not actively think (or “worry”) about the questions during this this period. Indeed you do not need to as you have committed a time when you will come up with the answers.
4. Before you go to sleep the night before read through the statements that you have written on your sheets of paper. Then put them away somewhere safe until you use them.
5. When you wake up or whenever you have chosen to do the exercise sit down and answer all the questions jotting down everything that comes into your head no matter what it is. When you start it might feel a bit strange but you will soon get

into a rhythm and be adding lots of comments. Feel free to continue on more sheets of paper if you need to. The first time that you do this you will need at least an hour and a half. If you do it regularly (say every six months) the time taken should reduce.

6. There will come a point when you know that you have solid answers to all the questions. At this point take a new sheet of paper and write down all the “final answers”.

I strongly believe that this exercise works best if you write using pen and paper but you can type it into a word processing document if that works better for you.

When you have your final answers then you know what you are aiming for. Now you need to go out there and go for it.

Two: Now go for it!

This book is not going to tell you what market to enter to or which system to follow. There are so many things out there that there will be something for you. I could even stick some affiliate links in but that is not the purpose of what you are reading.

I want you to stop buying stuff and do something. If you're anything like me you've probably bought stuff and not got round to using it; so that probably a good place to start.

In order for your internet marketing business to achieve the things that you want you have to go out and do stuff. I've often confused buying things with taking action. I found that if I was unsure about what I was doing then buying something else (like an upgrade offer) was a substitute for taking action and making progress. Hitting the “Buy Now” button and doing are two completely separate things.

Taking action is doing something that is going to get results. When you have results you can work out if they are good or bad. Stick with the good and dump the bad.

Taking action requires you to know what to do, otherwise you're not doing you're trying things out.

Knowing how to do things comes about in a variety of different ways:

- You can be taught
- You can read how to do it
- You can have someone help you

but in order for you to know how to do something again and again very well then you need to practise....that means doing it!

Problem: Knowing what you don't know

If you have never done something before (and there will be plenty of things for even the most experienced internet marketer) then how will you know what to do? There are plenty of sources of information all over the internet and there are some really generous people out there who contribute to forums and provide quality information.

I once worked with someone, who whilst he was pretty knowledgeable about many things would always tell me to “google” it even if he knew the answer. I think in his own strange way he was trying to instil some self reliance into me. It was pretty annoying reading through loads of web pages which gave me half the answer whilst bombarding me with pop up ads. But doing this again and again helped develop my judgement about what was good information to help me find the answers.

It also taught me another two things:

- If you are writing a web page try to make the information as clear as possible
- Persistence will pay off

Persistence is a mindset. Persistence comes when you tackle a task positively with the end result in mind whilst keeping an open mind. Keeping an open mind helps you remember that there may be more than one way of reaching your destination.

So if you are stuck, it might be the time to ask is there another way of doing this? Being positive will keep your mind open to other ways of doing things. The moment you mentally start thinking something won't work you've stopped yourself from finding what might be an even easier way of doing it.

If you go back to the goals that you set in the previous chapter and all the things that you can be, these should keep you positive. Remember, what you are doing is taking you nearer and nearer to your dreams coming true.

Another way of continuing to be persistent is to have an “accountability partner”. This is someone that you check in with regularly to make sure that you are following your plans. I have one and I nearly always complete my tasks because I hate being embarrassed by having to say that I haven't done something!

Strangely as I was writing about the value of persistence the document that I was working on crashed and I am now writing this whole paragraph again. So you are reading a true story of persistence here!

The actual story I was writing happened a few months ago when I decided to upgrade my WordPress blog to the latest version. I charged in, not really knowing what I was doing, randomly clicking on buttons, just wanting to get the job done. The result was that I not only lost my blog ([Get More Out Of Business! Blog](#)) but I seem to have broken my site as well. That was a whole lot of work down the pan. I suddenly felt

overwhelmingly dejected.

After going back and trying things, reading up on other peoples experiences I was still not getting anywhere. I took a deep breath and stopped. Later, I went back and wrote down each step that I took so that I could ask myself and others if necessary, very specific questions. In the end this was enough. It wasn't necessary to ask anyone else as I resolved the problem by thinking about each action that I took.

Planning is important

If you are just starting out or unsure it will save you time to quickly spend a few moments doing some planning. You need to think about:

- ✓ What you want to achieve
- ✓ What are the steps that you will take to achieve it
- ✓ When you will complete the steps.

There are people who just want to get going and make their business happen and some of the time that approach will work... if they are lucky. But if things go wrong and you have just been so busy “doing” you forget what you have done and why.

Then like me with my WordPress blog upgrade you have to go back and start again doing three times the work. Three times, because you have to work out where you went wrong, fix the problem and then do it properly.

Three: Sense the Details, Create the Plan

Three Day Planning Exercise – Day One

So if planning is important how are you going to plan for the unexpected like a family crisis or a credit crunch? The thing is you cannot. What you have to do is keep going for it despite what other people are saying all around you. You will make far more progress towards your ideal life if you stick to your plan. The alternative is allowing everyone else's ideas to influence you.

I'd been in business three years when I was asked if I'd be getting a job - by my own father. He couldn't see that the uncertainty of running a business was offset by the fact that what happened to my career was down to me and not the career structure of some company. Whoever you work for they will not solely have your interests at the top of their priorities.

So take your goals for one year, three years and five years. Set aside some quiet time and start with the five year goals first and really break them down. Today you will only focus on your five year goals. If you want to be earning a million dollars a year that breaks down to \$2739.73 per day. That breaks down to \$114.15 per hour. Now this is a figure which does not include taxes and has to be taken out of profits so you need to work that back still further.

Get really specific. If your ideal lifestyle is hiking the trails of the Pacific North West then imagine the crisp cool mountain air first thing in the morning, the smell of wood smoke while sitting round a camp fire at an RV site, the view as you come over a ridge, how your body feels after an hours climb through wooded forests, over scree and snow on the way to the top, the sound of snow melt streams rushing down the mountain side....

Can you tell that this is something I have done before and that I can imagine it really clearly?

Use your imagination to see, touch, hear, smell and feel all the details of your ideal life. It might be that you are using your imagination to remind yourself how well your business is performing.

You are sat at a large tidy desk looking at a computer screen. Everything feels new and

looks shiny because it is. You make sure that you have the best equipment to run your business. You log on to your online shopping cart and check the payments that have come into your account in the last hour. While noting the number and amounts, you feel a sense of peace and security that everything is working well.

As you sit at your desk looking at the computer screen you hear a beep as another order comes in and the total gets revised. Now sit back and allow your mind to remember back some of the steps that got you to this place. Hey! three orders of \$39 in the last hour means I am on track to turning over more than a million dollars this year.

Just jot down a few ideas about how that happened. Would it be one product or several (better) or a product range of your own and some affiliate sales (really good). How many orders a day do you have to take? What is the margin? What kind of customers are you serving? Why do they like your products? Think about products you buy and why you trust the companies that you buy from. It doesn't matter how you make the sales just yet you just need a very specific vision of where you are heading.

Now you will not have a specific way of making a million dollars a year but you will have a vision. It might be that you want to earn far less money and have more time with your family doing the things that you love doing together. The important thing is to be as specific as possible so that your brain gets programmed to find that really specific solution.

Next put down some rough targets that will be necessary to achieve your vision. These might be have 8 products retailing at \$7, 6 products at \$27, 5 products at \$39, 3 products at \$99 and 10 affiliate partners whose average commissions are \$22.

Write up your notes and put them away. Put them out of your mind for the time being knowing that you will be coming back to them with a sense of happiness that you are really going to make progress. Sleep on them.

Three Day Planning Exercise – Day Two

Now repeat the same process for your three year vision. Make sure to really sense the details and remember to add the things that you enjoy doing as rewards for the work that you will have to do to get to your goals.

The same questions apply to your business goals. You can add: how big is your list? What is the conversion rate? How many times do you mail your list? Why do people connect with you? What sort of partners do you have? What value do your partners add

to your customers? How much of your business are you out-sourcing? How many products are you creating at the moment?

At first these things might seem really difficult especially if you have not run a business before. What you have to do is think about the products you bought, why you bought them, did you buy something else from the same person acting as an affiliate?

Now you should have a three year and a five year vision with some very specific numbers. As you did the day before put down some targets that will be necessary to achieve your vision. I am a bit of a perfectionist and as a general rule I don't do estimates. I like things to be exact so this was a problem for me and holding me back because the World keeps changing.

There are two separate stages here. The first is using your imagination to really sense the detail of the final outcome – the result. This is actually the most important. The second stage are the details like the products and their prices. It is worth putting down the exact figures.

For instance at the three year stage you might want to be making \$600 per day. That might be made up of one \$99 sale per day, one \$67 sale per day, 5 \$39 sales per day, 5 \$27 sales per day and 15 \$7 sales per day.

You might not make these exact numbers but by having a specific target you will be able to make sure how well you are progressing towards your target.

If it is not working then you will have some very specific questions that you can ask like why am I making only 2 \$39 sales per day or what did I do right to make 3 \$99 sales per day and could this be replicated elsewhere in the business.

By getting very specific you will learn much more quickly and soon become more expert. Once again look through all your notes and write them up. You might want to make some minor adjustments to your five year vision too. When you are finished put the notes out of sight somewhere knowing that tomorrow you will be completing the exercise.

It takes time...

All of this will take some time but it is worth it because this is time that you are

spending getting completely focussed. Without focus you will wander and get involved in other things. Before I started this technique I was fascinated by absolutely everything going and spent far too much time and money finding out about and (worse) buying stuff I've never used.

Now I have solid plans I can quickly decide whether something has value for me. By value I mean if I apply it to my business will it provide a greater return than the money I paid for it.

The other thing that is really important to note when you have your plan in place is that you don't just think about money you think about time. So if you see some great new offer with lots of bonuses you start thinking very seriously about how long its going to take to implement. When you have taken action and followed through on projects you soon begin to find that everything takes a bit longer than you thought.

So if you see what looks like a really great offer full of extra bonuses at really low price ask yourself whether you have the time to really put it into action and follow through with all the additional costs of putting up a website and making sure that your payment mechanism is in place, your auto-responders are written and working OK, that you have enough content for a blog etc. etc.

In order to be successful there is a lot to do so you need to get organised and planning is the first part of this stage.

Three Day Planning Exercise – Day Three

This is it – the final day where it will all come together and you will have the plan to achieve your dreams. Once again start by sitting down somewhere quiet and undisturbed and review all that you have done on your five and three year goals. As an example lets assume that you have a one year goal of turning over \$300 per day i.e. about \$9000 per month or \$108,000 per year. You could break this down into three products 3 sales of \$37, 4 sales of \$27 and 9 sales of \$9.

Start with whatever you have now in terms of products, market knowledge, lists, contacts, websites, all the the components that you can think of that you need to run a business. This will take a bit of time and you could combine it with a complete review of all the stuff on your hard drive.

Next get really specific about the products and websites that you have and decide which

ones you are going to use to begin with. The aim is to tackle one product at a time, turn it into an income stream and a market presence. What do I mean by this? In order for a project to really work you need to focus on it completely looking at every aspect of the customer experience.

Even a simple sales site has a lot of components that all need to work together. Once you have a website you have to focus on getting traffic and building a list. It's only when you have traffic that you can start measuring how effective your sales copy is and making changes through split testing.

All these things need to be put into a plan. Here are some of my rules for project viability:

- For each product try to build a list of 500
- Judge the effectiveness of the sales copy by getting at least 1000 views before making a change
- When you have an effective sales page recruit at least 10 affiliates to promote the site

By having specific numbers to put into my plan I can then break down my year goals into tasks for each month. For instance; month 1 market research, month 2 build website, month 3 create give away to build list, month 4 use PPC marketing to test sales copy, month 5 improve conversion rates, month 6 build up affiliate marketing, month 7 to update and develop the product, month 8 to create affiliate opportunities and so on.

Because I am now a full time internet marketer I do this simultaneously on a number of sites. If you are in full time work and doing this part time I strongly suggest just doing one site at a time. It also means that I can go through some of these processes more quickly because I have done them before. It is important that you set your own pace and learn from everything that you do otherwise you may end up repeating the same mistakes.

As you go through the process of breaking down the goals into smaller and smaller chunks, get excited about how this is possible and that you can do this!

When you have completed your monthly targets the next stage is to break your months down into weeks. I only do this for the next three months ahead. What this means is that I have to review all my goals at least once a month to plan the tasks for the third month that has yet to be detailed with monthly tasks. So, if its March I have a plan for March,

April and May but at the end of March I need to do a plan for June so that I know my targets for the next three months. This also allows you to plan for things like holidays and travelling so you can enjoy the results of your work.

When you have your weekly targets you then break these down into daily targets which we'll come onto in more detail in the next chapter. I also write my weekly targets on a white board in my office and cross them off so that I can see that I am making progress.

Internet marketing is a business

Internet marketing is a business. Sounds a bit obvious doesn't it? In order to make it a viable business you have to have more money coming in than you have going out. The money going out should include the money that you pay yourself from the business. Do this and the value of your time will be much clearer to you.

What this means is that you have to make decisions about what you are doing and whether what you are doing is viable. To begin with, I made a lot of wrong decisions but by working to a plan and learning what worked and what did not I eventually got to the stage where I could earn a living. You can do the same if you are clear about what you want and you have a plan.

The plan doesn't have to be your plan – it might be someone else's but remember to choose one that fits your circumstances whether it be money, time, interests, marketplace and possibly even morals.

Some of the decisions you will need to take will be tough. You might find that there is simply not a market for a product. I certainly have, but I am thankful that as a result of that experience I know a lot more and that next time I will do a lot more market research and not make the same mistake again. Anyway the particular market was fun and I enjoyed being part of it if only briefly!

Four: The Daily routine

Your day starts the night before...

At the end of the work day make notes in a daily journal. What was good, what you achieved, what went wrong, why it went wrong and how you might solve it. Review the days work and in line with your weekly and monthly objectives.

The Daily List

Write out your to do list for the next day. Decide on your most important task that you need to get done and decide when would be the best time of the day to get it done. For me this is normally first thing in the morning.

Put the other tasks in a priority order so that you are always tackling the most important tasks. That way as the day progresses you are always focussing on the things that are going to help you make the most progress.

Mix your tasks up a bit. If you have some writing to do which is a solitary activity, follow it up with some phone calls so that you can have a chat and talk to people. Doing the same type of thing for too long just makes you tired. Sometimes (but very rarely) I quite like doing my accounts because it makes a change and you get a sense of completion from what is really quite a boring task.

Put down some times that the tasks will take. Some things should not be more than ten minutes e.g. a phone call (remember to include some preparation when making a phone call) whereas others will take longer like writing sales copy.

Sleepwork

When you have completed your daily list, think about one thing that you would like to sleep on. This is your chance to get your unconscious to come up with an answer with no effort on your part. I call this my sleep work. It's either a problem or a something I want to do – like find a way of increasing traffic to one of my sites. This is really weird but I can vouch for the fact that it works and it works even better when you are working to a plan. I now keep a notepad and pen by the bed to capture ideas the moment I wake up.

I once had a particular problem and woke up with the name of a guy I hadn't spoken to for weeks. He's not at all interested in internet marketing so I thought it must have been about something else. I didn't do anything about it for days. Then I rang him up for a chat and he happened to mention something that he was doing at work using a new web based technique of geographical positioning I had a look at the site which gave me a

great idea about a completely different marketplace.

Timings

On the front cover is a picture of the actual timer that I use to set how long things are going to take me. Set the timer to complete the tasks in the time that you thought that they should be done and do your best to keep to it.

When the timer goes do not continue for more than about a minute. If you do, I have found that I get into a habit of prolonging tasks to the point of doing them to perfection without getting anything else done. I really struggled with this at first and ended up working longer on several tasks in order to complete them. the good news is that the more you follow this system the easier it gets as you begin “to go with it” rather than “fight it”.

What I learned was that some things especially if you have never done them before deserve a slot to plan them. For instance if you are creating a video and have never done one before plan chunks of time to:

- understand how the software works
- script what you are going to say
- do the editing
- publish the video on whatever sites you choose.

This is as well as doing the actual video. (By the way this is all much easier with some free software called [EasyVideoProducer](#)). At first this is a bit difficult but the more you stick to your timings the better you get at judging how long things take.

If you ignore how long things take, then they have a habit of stretching out and you don't get a sense of progress or get all the jobs on your list complete.

If you have done the task or a similar activity before then this should be quite straightforward, the problem arises when you have never done the task before and therefore it's more difficult to estimate the time. The first thing I try to do is set myself the task of planning the task. I don't spend long on it - 10 minutes to jot down the steps involved.

Then decide whether those steps should be done in one go or as a series of tasks. Generally I try not to make any task last longer than an hour. It might be that you need slightly over the hour but as I said before don't make it too long.

For instance, if you have spent an hour editing a video and you can see that you have just a few minutes editing time to complete the task then carry on and complete it. If you have spent an hour editing the video and you are only a third of the way through. Stop,

take a break and come back to it, my experience is that I feel better for it. We're in this game to make our lives easier not give ourselves undue stress!

If you have over-estimated or under-estimated note it down on your daily to do list and then learn from it at the end of the day when you review what you have done and set your tasks for the next day. Do this every day (it takes just a few minutes) and skill and judgement will get better and better. You'll also be far more effective and if you promise other people that you'll get something done then you will.

Life gets in the way

You will be interrupted. It might be some sudden emergency or a technical problem but no day goes completely smoothly. I always leave plenty of space on my to do list for all the things that arise during the day like people to call, emails to send, research to do or just random ideas. By the end of the day most days that piece of paper is chock full of as many things to do as when I started. As long as they are all things that will take me closer to my objectives that's great. It really shows you that things are happening.

At the end of the day things I haven't dealt with things immediately get planned into tomorrows task list or for a future date. Sometimes they might be quite big things that take some time like choosing a new hosting company.

Email and File Organization

I suppose because an email is relatively quick to read your mind probably thinks it will be quick to deal with, its just the volume that's a problem. I now know through my daily reviews that I spend at least two hours a day dealing with email. Now that I know that I plan specific slots of time to deal with it.

One rule I have which I found very difficult at first is not to look at emails as my first job. The first job on my task list from the night before is the thing that I do before anything else. I then reward myself by looking at my Paypal and Clickbank accounts because it's always nice to see some money coming in.

When it comes to file organization I personally use [Alex Goodall's IM Index](#). This is an interesting piece of software that organises all your files for Internet marketing in a mindmap system based on what they are used for either activities like copy writing or SEO (search engine optimization) or in specific product folders. This also takes a bit of time at the beginning but it's such a relief and time saver to be able to find everything quickly and easily.

And now for something completely different

Schedule regular breaks about every 90 minutes to do something completely different so that you come back completely refreshed. For me its getting outside and out of the office. Being outside and getting some fresh air is something I have to do every now and then.

Conclusion

Thank you for reading this far. I hope that these ideas that have really helped me and many others will help you. Planning sets your course and time management keeps you on it.

Along the way you'll learn a lot more about the world of internet marketing by focussing on getting specific results and you'll very likely find out more about what you like best. These two things together will make your business more enjoyable and more profitable.

I wish you luck. If you ever want to drop by my blog have a look at [Get More Out Of Business! Blog](#).

To summarize success in virtually any area is down to focus, planning and time management:

- Focus – knowing what you want
- Planning – working out what to do
- Time management – using your time to do the plan

None of this requires money or special skills. There is no luck involved. It is up to you to go and reach for your dreams.

"What is required of us now is a new era of responsibility," Barack Obama, Presidential Inauguration Speech 2009