

www.InternetIndependence.com

HOW TO MAKE

\$100K
IN 12 MONTHS

**While Tripling Your Productivity
and Doubling Your Free Time**

*Your Complete Blueprint to
Making Money at Home
with a Website Business*



Craig Ballantyne

Welcome, from Craig Ballantyne, creator of www.InternetIndependence.com

InternetIndependence.com is about reviving the American Dream – globally – by harnessing the power of the internet to create YOUR financial freedom – at any age, by anyone, anywhere.

You'll discover daily guidance that will light your path as you build your internet business from your kitchen table or spare bedroom, so that you can create and design the life of your dreams, and the one you deserve for all of your hard work.

It doesn't matter where you live, or what your government is doing to interfere in your financial situation, by using the Internet to create value for others, you can be rewarded with not only financial freedom, but a business that allows you to dictate the schedule, the workday, and the vision.

You are NOW in CHARGE!

The Movement & Mission

I want to explain the Internet Independence Movement and the Mission behind the new site and the daily email.

It all started with a discussion I had in the Tuscon, Arizona airport with my friend Matt. I met Matt through Yanik Silver's Mastermind group back in 2008, and we had just finished up a Maverick Business Adventure with Tim Ferriss in the desert, shooting guns & driving cars.

As we waited for our flight back to Denver, I mentioned to Matt that one of my business goals was to write a daily newsletter that helped people improve their internet businesses. We went back and forth for months with different ideas, and I finally decided to base "Internet Independence" on the same system that Matt and his business partner Simon use with their site, www.SovereignMan.com.

At Sovereign Man (SM), Simon sends out a daily email packed with powerful content, and has done so for about 18 months. He's built a loyal following of readers, all based around the mission of helping those readers "plant multiple flags" for financial & family security. And I created my own mission:

I decided to make it my mission to help 1000 people achieve Internet Independence in the next year

I purchased the domain name from an internet marketer, and now you can learn how to build your website business through the daily messages at www.internetindependence.com.

Now that brings me to another point...***helping you identify the Mission and the Movement in your business.***

You see, by having a Mission, it creates a powerful reason for you to connect with your readers, and to contact them with helpful information. As you research your niche market and plan your products; take a few minutes to also consider how you can turn your message into one based on a Movement with a Mission.

For my fitness business – Turbulence Training – my mission is to help 1 million men and women transform their bodies and their lives by 2020.

If you're struggling to think of a mission and movement for your business, the classic book, "Good to Great" will help you set what it calls, a "Big Hairy Audacious Goal". And that will guide you to your mission.

Another excellent resource is the book, "The Rockefeller Habits". It's probably the best business book I've ever read. However, it is for more advanced businesses (not just 1-man operations). Don't rush into reading that one quite yet if you are a beginner.

BOTTOM LINE: Having a Mission and a Movement in your online business is one of my "10 Pillars of Internet Independence". This will set you apart from competitors in your market, PLUS it will infuse everything you do with significantly more passion.

To your best year ever,

Craig Ballantyne
Creator, InternetIndependence.com

"People will do almost anything to stay in their comfort zones. If you want to accomplish anything, get out of your comfort zone." - **Kekich Credo #1**

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The Ultimate Blueprint to Making \$100K Online in Just 12 Months

It doesn't matter where you live, or what your government is doing to interfere in your financial situation, by using the Internet to create value for others, you can be rewarded with not only financial freedom, but a business that allows you to dictate the schedule, the workday, and the vision.

YOU are now in charge. And over the next several pages, I'm going to show you EXACTLY what you need to get started, based on my own personal experience.

But first, let me introduce myself....

My name is Craig Ballantyne (you may have read my fitness articles in Men's Health or Women's Health magazines), and I got my start online all the way back in 1999 when I started a fitness newsletter.

I didn't know what I was doing, and I didn't make any money online until 2002, when I made a few hundred bucks selling custom designed workout programs.

When I started selling my flagship fat loss info product, "Turbulence Training", back in September of 2003, the price was \$9.95. That's it. It's since gone on to sell tens of thousands of copies at \$39.95, but let's consider that \$9.95 price point right now.

These days I see people launching products at \$77 or \$97 (or more), and yet they don't have good answers to my challenging questions:

"Why do you deserve sales and traffic and affiliates?"

"What sets you apart from the dozens of other programs just like yours?"

And for that reason, they struggle, often not making a single sale for weeks.

It's a lot easier to get the sales snowball rolling and build confidence with a low-priced product. As you add value to the package, you can increase the price, as I did.

So let's take a closer look at...

"The Ultimate Blueprint to Making \$100K Online in Just 12 Months" ...

I guarantee you'll find this guide to be worth much more than the latest \$1995 internet product being pitched.

Heck, what are the gurus selling these days...a "magic bullet" something? Really? Do they sit around and laugh at us when they name these things?

Anyways...

We'll also cover the mindset that you **MUST** have to succeed, and finish off with a complete \$100K business checklist. Let's go...

Your First 3 Months Towards \$100k

Here are the 7 steps you have to take – in order – to get well on your way to \$100K.

1) Identify Your Best Customer

Grab some paper and a pen, and answer these questions about the people you want as customers:

- What fears & hopes do they have that your product can help?
- What do they want back in their life that your product can provide?
- What in their life do they want to stop – that your product can help?
- What do they long for that your product can provide?
- What pain & disappointments do they have that your product can end?
- What do they hate that your product can fix?
- What comforts & cover-ups do they use in place of a real solution?
- And how can your product be the **REAL SOLUTION** they desire?

Answer **ALL** of those, *in addition to* designing the traditional "avatar" of your best client (giving them a name, age, gender, job, income, location, etc.).

The better you answer these questions, the easier steps 2 & 3 will be.

2) Product Creation

Two of the BIGGEST mistakes of internet businesses lie here...

1. First, people create the wrong product that no one wants.
2. Second, they take forever to finish their products and never have anything to sell.

Do NOT create anything until you answer this:

POWER QUESTION:
What does your prospect NOT have?

Once you have the answer, along with the detailed description of your best client from exercise #1, you are ready for product creation.

And when you create your product, I want it done in NO MORE than 2 weeks. Seriously. Enough of these 6 month delays. Set a deadline. You'll meet it.

POWER MOVE: If necessary, fork out \$100-\$300 and rent a hotel room or conference room, lock yourself in it, and complete your product.

That will light a fire under your butt!

And remember, as my friend Yanik Silver says, "It has to be a BIG idea that your prospects can get in seconds." They must be able to immediately see how your product can solve their problems and ease their pain.

3) Create Your Sales Page

Writing sales copy is quite simple. It just requires you to set aside a block of creative time and use a proven set of copy principles. You might also want to model another successful sales page.

(NOTE: Modeling does not mean copying. Big difference.)

The keys to good converting copy are your headline, your offer, and getting in front of the right audience. Each of these deserves a stand-alone lesson, and we'll cover those in the future. Until then, consider the following:

POWER STRATEGY:

Create a high-value \$19.95 offer that comes with a \$19.95 upsell. If possible, include a recurring-billing product. The \$19.95 offer “goes against the grain” of high priced products, and your readers will be eager to get on board because they are likely sick of shelling out \$77 for eBooks (or more for software, etc.).

If you have good sales copy plus high converting copy, this will be a simple sell to affiliates who will be happy to offer this low price point product to their list – because a smart affiliate will know that their readers will jump all over it.

As a result, this gets your “sales snowball” started, boosting your confidence and building your customer list.

I used this power strategy successfully multiple times in 2010, and here’s a proven example:

=> <http://www.TurbulenceTraining.com/BurnFatAtHome>

4) Build Your List

Once you have your product and copy established, it’s time to start building your list. As you know, doing that with **a free report is the simplest and most effective way** of doing that.

Your success will depend on the value offered in the free report. A free report doesn’t need to be complex. In fact, you just want to follow this one simple rule:

You must provide an immediate solution to ONE major problem.

That’s it. You don’t need to give away a 45 page document that promises to give 317 tips to do X, Y, Z. That just adds to much complexity to your prospect’s already busy life. Instead, stick to providing the one immediate solution to a big problem.

POWER QUESTION:

What gives them simple & instant value?

Once your list begins to grow, you’ll now contact them with great content once or twice per week. In most industries, Monday & Thursday would be the best days...of course your results may differ depending on your audience.

5) Offer More Value To Current Clients

A growing list + valuable offer + converting copy = Clients.

Simple formula for success. And the next step is even simpler...

You must make new valuable offers to your clients to increase profits.

Every experienced marketer knows that the best customer is a past customer, and in the book "Drilling Down", the author, Jim Novo, makes a distinction that the BEST customer is a RECENT customer, not just a past customer.

So when someone buys, the chance of them buying again is highest.

POWER PRODUCT:

If your market allows, consider offering personal coaching. This allows you to charge a higher price for a premium service that provides extreme value. You could really ramp up your business to \$100K in even less than 12 months with this approach.

6) Crush the Catch-22 of Affiliate Recruitment

The Catch-22 of affiliate recruitment goes like this:

"When you're getting started, you don't have affiliates. But you need affiliates to get started. But if you don't have affiliates, you can't convince other affiliates to promote your products. And that means you won't be able to get any new affiliates."

You must break that cycle...and the BEST way to do that is to create a brain-dead simple offer for a small affiliate to promote.

And that offer is what I described above...

The \$19.95 front end, plus the \$19.95 upsell.

This will get a few affiliates to make a few sales. And that starts the sales snowball rolling that crushes the Catch-22.

POWER MOVE #1:

Offer 100% commission to affiliates on every front end sale. Yes, you won't make any money on the \$19.95 offer, but you will build a customer list. Plus, if you have an upsell that converts, you'll make money there...and on all the follow up sales you make.

You must have the right mindset when it comes to building a list of customers...

You must be willing to pay for them, and just break even on the front end, knowing that *the real money will be made selling them even more valuable content in the future.*

7) Test & Track

Finally, while all of this is going on, you should be testing & tracking your results.

Don't worry, this is very simple. Here's what you need to know:

- How many people come to site
- Where do they come from
 - Google Analytics
- How many sales do you make
- Where do the sales come from
 - Google Analytics
- When you send an email, how many are sent, how many are opened, & how many sales are made?
 - Give best emails to affiliates
- When an affiliate makes a sale, send them an email...ask them what worked for them and how you can help them make more sales

These numbers will identify valuable patterns that you can pursue to find more of the right customers.

Testing and tracking is not rocket science and does not take more than a few minutes per day at first, and then it becomes just a few minutes per week in a simple business.

Alright, it's now guaranteed that the next 3 months are going to be the best ever in your website business, and I know this list has made you some money. But we aren't done yet!

Next up, I outline Months 4-6 where we'll continue "Good Whale Hunting" for top affiliates.

Months 4-6: Getting Affiliates

So far we've covered a lot of ground in your "Blueprint to Making \$100K Online in Just 12 Months".

Those first 3 months will lay a super-strong foundation for your online success.

But to really automate your business and take it to the next level, you have to cover the next 3 steps you have to take to get well on your way to \$100K.

1) Get 2-3 New *BIG* Affiliates

Time to hunt down those big affiliates...the whales. You've got the sales snowball rolling and you have data you can bring to the bigger affiliates to PROVE that promoting your product will make money.

You need to have these 3 things in place to ATTRACT affiliates:

- a) High affiliate commissions (both % of sale and total \$\$\$ amount)
- b) Sales copy that converts
- c) Low refunds

And preferably recurring commissions, too. Oh, and a good answer to this question:

"Why should someone promote you over everyone else out there?"

And you want to show affiliates these numbers from past promotions:

- a) How much money is made per click
- b) The open rate of the emails you have written for them.

This info proves it is worthwhile for them and makes it easy for them to promote. All they need to do is copy and paste your email.

Now, how do you contact affiliates? Well, it's simple.

Find people with relevant websites and products and ask them to take a look at your work. If it's a good product and a good fit, chances are you'll have a new affiliate.

POWER MOVE #1:

Promote their product first.

If you make a few affiliate sales of their product, you can email them and say:

"Hey, I love your product and so do my readers. I sent out an email for it last week and made ___ sales. It really goes well with my product because _____. If there's anything I can do to help you out, please let me know. By the way, here's access to my product if you want to check it out. It would help your readers achieve _____. And if you'd like to share it with them, I have pre-done proven emails used by affiliates to make \$___ per click."

POWER MOVE #2:

Here's a politically incorrect tip for affiliate whale hunting: Wear them down. Never give up. Most affiliates will say yes to a decent offer if you ask them enough. Seriously.

Now that said, you always be working on building relationships with potential affiliates. Help others as much possible. Go to the internet marketing seminars and meet them. Be a good person.

I guess the truth is; ATTRACTING affiliates is much better than hunting affiliates.

This was the biggest thing I did from day one in my online business...

I interviewed others, submitted articles to others, promoted others who I thought had good stuff. Eventually, some of that good will found its way back to me.

POWER MOVE #3:

Don't forget to look outside the industry. Look for other businesses that serve the same demographic, even if they are in a different industry. For example, I've had successful affiliates who sell business advice to busy executives.

Attract affiliates by making a name for yourself...and remember the earlier Power Strategy...

Act as if there is no such thing as an affiliate willing to promote your product. Work as if YOU had to make ALL sales of your product.

But that said, I suggest one more strategy...

POWER MOVE:

Make a goal of contacting one new affiliate every day.

Whew, that's just a start of working with affiliates, but that'll keep you busy for 6 months.

2) *Get Traffic Based on Your Personality*

You've probably never heard this strategy before, but look at it this way. I know successful business owners who get their traffic from all sources.

Some guys are SEO-based. Others do only product launches. Other guys are some of the best at pay-per-click.

But none of them are an expert at ALL of them.

They succeed at the strategy that best suits THEIR personality.

Figure out what fits you...because you'll be more likely to stick to it.

POWER STRATEGY:

One of the most unexploited methods of getting traffic is doing live events...If you can create opportunities to speak in front of your prospects, do it.

You'll be seen as a big-time expert and you'll build a stronger connection with clients than you could through email or even video. Plus, filming a live event is one of the fastest ways to create a high-value product.

3) *Work the System*

Your work will never be done – if you want to improve or even to just maintain. If you try to coast, your business will slowly decay. But hey, this stuff is fun, right?

Set up a system so that you are consistently blogging, improving your writing, tracking-testing-planning, and increasing conversions on your site. Rinse and repeat. Kaizen. Whatever you want to call it, get it done.

4) Maximize Your Time & Energy

You can make a few bucks online – about \$3K per month – even if you are disorganized. But if you want to break through the 6-figure ceiling, you must use your time wisely. And I'll show you how in the 2nd half of this report.

5) Delegation/Customer Service

Time for you to stop doing \$10 an hour tasks. After all, you'd have to work 20 hours a day at \$10 an hour, 5 days per week, just to make \$52K per year.

Obviously you can't be doing customer service, editing videos, setting up your websites, etc., etc.

To make \$100K you have to dedicated your time to what brings IN the money...and that's selling, first and foremost.

Alright, that's next level stuff, and will take you from the \$30K per year level to the \$100K per year.

Now we're going to hit mindset and a new Power Exercise for rapid cash flow.

Months 7-9: The Right Attitude

I recently spent a day of Masterminding in Las Vegas with a young Internet success story, a guy who is just 22 years old and earning well into the mid 6-figures online. Not surprisingly, he followed a very similar approach to what I'm showing you here right now.

He is also confident, has the right attitude about work, and aims for extreme value creation when putting together his offers....

...all traits you need to incorporate during your 12 month journey to \$100K.

And with that in mind, let's get to the winning strategies for Months 7 through 9.

1) Plan a Product Launch

You might not make a lot of money in month's 7 through 9, but that is okay, because you'll be working on setting up for a big money product launch in the final quarter of the year.

Here's what you need to do to make this happen:

- a) *Pick a 3-day period*
 - i. Generally Tuesday through Thursday works best.
 - ii. Choose a time when no other major affiliate promotions are planned for your niche market.
 - i. Do your best to investigate this as far in advance as possible. You may even want to plan your launch 6-9 months early.
- b) *Create new bonuses for your launch*
 - i. You will add these to your current product (and you'll give them to past customers for free).
 - ii. Make sure there is a **powerful reason why** you are having this promo for your prospects.
- c) *Massive affiliate recruitment time.*
 - i. Go back to all past affiliates and tell them about this new launch.
 - ii. Remind them to save the date.
- d) *Dedicate a significant amount of time to new affiliate recruitment, using the strategies I provided earlier - such as promoting their products to your list*
 - i. This will also help bring in cash while sales of your product are down.

2) Increase Value & Price of Your Product

At the same time as you are working on your promotion plans, you will also be adding value to your current product so that you can increase the retail price to \$39.95 from \$19.95.

NOTE: The \$19.95 and \$39.95 prices are "arbitrary numbers". Your industry may differ. In the end it is up to you to determine a fair price for your product. The point of the example is to show you how to make sales immediately. One of the biggest hurdles is getting an initial and consistent set of sales, and that often happens because people charge a high price without the credibility to back it up. By charging a low price, we overcome this obstacle for the first 6 months.

If possible, add a \$19.95 product as the first 1-click upsell and a \$9.95 product as the second 1-click upsell.

Finally, if possible, offer a recurring revenue product. That means offering a membership site or monthly newsletter, etc.

3) Plan to Make More Money

Organization is essential as you grow your business, and you need to plan out your email and promotional schedule in advance. I like to have at least the next 3 months planned.

So sit down, create a spreadsheet or use a wall calendar, and plan out your product promotions for the next 12 weeks.

By the way, this is how your big affiliates operate, and that's why you have to contact them well in advance of your product launch. You can't just email them the night before and expect them to drop everything and send out an email to their list for you.

POWER EXERCISE:

Brainstorm how you can make an extra \$3000 per month?

I want you to do this whenever your creativity energy is at its peak.

I do this exercise 2-4 times per year because it works amazingly well.

And it's quite simple...it's just that no one ever stops to think about it. Simply ask yourself this question:

“What can I do to add another \$3000 to my income this month?”

That's it. Then write down every idea you have...from the small ones to the crazy ones. Now of course, you don't have to use \$3000. You can use \$300. But I bet that whatever number you use, within reason, you'll find a way to create that much money. Brainstorm the possibilities. Again, make sure you do this when you are at your most creative...not at the end of a 14-hour workday. I guarantee you'll uncover some gems.

4) Build Your World

At this point you should be consistent with:

- Your traffic strategy
- Affiliate recruitment
- Emailing your list
- Blog posting

Keep consistent. Keep building your daily habits. Keep working on your time and energy management. Track and test. Find what works and do more of it.

There are NO magic bullets.

If one existed, I'd sure as heck be able to sell it to you for more than \$1995...a true magic bullet could go for \$100K or more, but I don't see anyone selling that...so let's face it, one does not exist.

5) Develop The Right Attitude

On Sunday afternoon, while reading yet another business magazine, I stumbled across this powerful quote:

“Achievement has everything to do with creating a failure-resistant brain and thinking your way to success...you can take charge of the process...Winner's brains actually operate differently than the average brain.”

– Mark Fenske, Neuroscientist

That's not politically correct, but the truth about success never is.

So here are 3 rules to success. They aren't the only rules for success, but probably the most important.

Rule #1: Everyone struggles, so don't despair. Just realize you must always maintain an attitude that you are going to succeed come “Hell or High Water”. All of the people I know who are successful at making money online didn't even let it occur to them that they would fail. Failure was not an option. It's not just a cliché, it's true.

When I started my website I knew that eventually I'd be doing online marketing full-time. I allowed my mind no other option. The most successful people I know are “all in”, as they say in poker. And they never, ever, EVER give up.

Rule #2: You must have extreme self-confidence. It attracts others to help you and it attracts success. On the other hand, people who are timid always seem to struggle. This is politically incorrect, but true.

As Dan Kennedy says, “You must have a sense of superiority”. If you don’t truly believe that your product is the BEST – and superior to all others – then it will show in everything you do, from writing sales copy to attracting affiliates.

So if you don’t believe that, go back and work on your product until that is fixed.

Rule #3: You must be ruthless with your time. This means continuing to eliminate the minutia from your life, and working only on the big projects that move you closer to your goals.

Remember to always ask yourself, “Where is the profit in this work?” Improve your time and energy management every day. Fight that email. Fight against checking Facebook...and fight to get more work done in less time.

You must also develop “immunity to criticism”.

Listen, at some point someone on the internet is going to call you names because they don’t like the fact you are making money with your knowledge. Too bad. You can’t let that bother you – you have too much work to do.

Now this ***doesn’t mean ignoring valid customer feedback*** on your product, you want to pay attention to that. Never ignore your clients.

But personal attacks from people who don’t know you must be ignored. It’s not easy at first, but if you turn off the internet and go for a walk, you’ll realize that what a stranger says about you doesn’t matter. What matters is that you are creating value for your clients.

Let those rules sink in. Print them out and keep them by your computer as you keep working.

In months 10-12 we’re going to focus on the payoff – the launch.

Months 10-12: The Launch

I’m extremely thankful for life that I’ve designed because it allows me to travel all over to meet my friends and help them with their businesses, and they help me as well. That’s the power of having a network and a Mastermind group.

And by harnessing the power of your network, you'll be able to create a successful product launch that will help take you over the \$100K mark in online sales in just 12 months.

Your 12 month plan culminates in a final "year-end launch" where I hope you'll finally breakthrough the \$100K barrier. Let's take a closer look.

1) *The Product Launch*

As I previously mentioned, you'll have recruited all of your affiliates for a 3-day launch. Now outlining a complete product launch will take more than a couple of paragraphs, so we'll have to save that for another day.

However, the basics are that you want to have:

- An incredible offer
- Built up anticipation
- Affiliates forming a "unified front" and all ready to mail at once
- Incentives for affiliates to mail at least three times
 - Could be extra bonus commissions / a cash prize for your top affiliates
- High converting upsells to maximize your average transaction
- Extreme value so your customers are happy
- A plan to provide more value to your customers in the weeks after so that you maximize revenues

Simply having this "3-day launch" system in place with a couple of big affiliates could help you earn 6-figures in just a few months.

It's powerful, powerful stuff.

2) *Plan Your Recurring Revenue Product*

While there really isn't a way to "make money on autopilot without any work at all", having a product line that enables a guaranteed sale each month is a great way to add stability to your business.

For example, let's say you have a business that offers gift baskets online...

If you can encourage your customers to join your "Gift Basket of the Month" program, where they are automatically charged each month for the basket you send out, then you'll have almost guaranteed income each month. Of course you'll have to plan for customer drop-off...but you'll be working hard to get new clients each month as well.

You can create monthly programs for all businesses, and it is quite easy if you are selling information, like I do by providing my clients with a new workout each month.

The key of course, as with EVERY aspect of your online business, is to be providing extreme value for your customer's investment.

10-Step Checklist For \$100K In 12 Months

And so this wraps up your "\$100K in 12 Months" program, and I want to leave you with the following checklist that you'll need in place in order to achieve your goals.

If anything is missing from this list, go back and make it your top priority to check it off, and you'll be another step closer to achieving financial freedom and Internet Independence.

10-Step Checklist for \$100K in 12 Months (in order of importance)

1. Main Product (that gives your clients what they do NOT have)
2. Sales Page
3. Free Report (that instantly solves a big problem for readers)
4. Lead Generation/Traffic System (based on your personality)
5. Upsell Product (that offers more extreme value)
6. Daily task list (list of things to do)
7. Daily, Weekly, & Monthly Sales Goals (i.e. 3/day, 20/week, 80/month)
8. Outsourced Customer Service System
9. Recurring Revenue Product or High Priced Product Bundle
10. Mastermind Group/Peer/Affiliate Network

How To Triple Your Productivity & Double Your Free Time

This section is all about saving you time, money, hassle, and from frustration. After all, everyone is so busy these days with work, family, and social commitments that...

...Time is the #1 thing standing in the way of success

But no worries, we're going to show you how to get more done in less time thanks to time-saving techniques and energy management.

Never heard of energy management?

That's okay. Let me introduce you to the key to your success.

Energy Management

Energy management refers to the strategy of doing what you do best at the time when you are best at doing it!

You need to structure your workday so that you are doing the most important tasks when you have lots of mental energy

Of course, over time I want you to train yourself so that you can do the toughest tasks at any time of the day, but when you are getting started, we want to maximize your natural energy systems.

For example, "morning people" are most creative and productive in the morning, so it would be a smart decision to put them to work as soon as possible. On the other hand, it would NOT be a good idea to let a "morning person" go read the paper, run errands, and do all sorts of low value tasks while they are at their creative and productive peaks.

And then you have night owls...

If you are one of those people who do their best work between 10pm and 4am, that's fine, but you need to structure your schedule around that. Of course, "what if you have a real job?" is a problem that always gets in the way, but don't worry, we can even work your energy management around that.

The KEY is to always be prepared.

You need to have a notepad as a constant companion so that you can jot down ideas before they slip away. Heck, if you're like me, you'll probably get lots of great ideas in the shower – so keep a notepad in the bathroom too!

But back in the day I stayed as prepared as possible to make progress during my productive time, which happens to be first thing in the morning. Unfortunately, in the personal training business that is also the busiest time of day. So here's what I did.

1) I got up early (4:40 am!) to start the day with 10 minutes of quality work.

I know, I know, the last thing you want to do is get up earlier. However, there is something magical about the quality of work you can do at the start of the day.

So back in 2003 while I was training clients from 6am to 8pm most days, I still forced myself to get up an extra 10 minutes early to move my business ahead – all before I had to get on the bus to go downtown Toronto to my real job.

But trust me, those 10 minutes now will turn into 10 years – and more – of freedom soon enough! It's a small price to pay to build a second paycheck or possibly even a full-income home based business.

2) I kept a notepad and business reading with me at all times.

If a client was late or cancelled, I ALWAYS had a project to work on.

It might have meant writing an article on a notepad so that I could transfer it to my computer later, or it meant reading one of the dozens of business books or information marketing courses I studied back in the day.

It was investing in that education that truly allowed me to build the life of my dreams. So always be prepared!

3) I never stopped thinking about improving my business during the workday.

From working on breaks to writing articles and creating products on the subway home, **I was relentless to avoid wasting time.**

And it's all those little minutes of the day that add up to big results. So take action. Never quit. Don't give up. And avoid wasting time during your workday.

That way, when it comes to family time at the end of the day, you can put your work aside and enjoy quality time with your family without thinking about work – because you've already had a productive day.

The Secrets to Getting More Done in Less Time at Home

Well, I just showed you that you must train yourself to be able to work anytime, anywhere...

...I've put together products while walking my dog, while standing shoulder-to-shoulder with strangers on a packed rush hour subway, and while waiting in the gym for clients to show up for their training sessions.

But despite hearing that, many of my coaching clients have a hard time working in their home offices. Too many distractions, they say. So you need to create an effective work environment that is conducive to you getting more done. However, **your work environment doesn't have to be fancy, just effective.** In fact, it's not essential for it to be neat. Some folks work well in a messy environment.

Personally, I have an old desk, and it's fairly neat, but not totally. On my desk I have a large (27 inch) computer monitor (as some research suggests a large monitor helps you get more work done – but I simply find it helps avoid neck pain). I rarely listen to music while I work, but others find it helps.



This is the tiny set-up that runs my 7-figure businesses. Hard to imagine, huh!

- ✓ \$150 desk from Ikea (over 5 years old!)
- ✓ \$1500 LCD screen from DELL (over 4 years old)
- ✓ \$1500 laptop from DELL (over 2 years old)
- ✓ \$250 HP Scanner/Printer/Fax (fairly new)
- ✓ \$10 dog mat in the bottom left hand corner for my puppy dog
- ✓ The ability to work at home on my own hours: PRICELESS!

The real key to an effective home environment is eliminating the “time vampires” and interruptions

That means you shouldn't be taking every phone call that comes in. You shouldn't be letting people walk into your office and interrupt you. You should schedule email for a short period of time and to be done later in the day.

One of the biggest improvements I've made to my daily work routine is to put off all email until after having completed several hours of work each day.

Since 2005, when I used to start my day with email, I've been working to move email later and later in the day. Fight the email as much as you can. Get better every day.

Early this year I was up to 10:30am in the morning before I checked email, and then I went to Europe on holiday and didn't check email for 2 business days...

...And as you can expect, the world didn't end.

You'll find that avoiding email is a big improvement and will allow you to get significantly more work done. So keep fighting the email. Move it back 30 minutes per day, until you're checking it at the end of the day.

Just to prove that the world won't implode without you checking email, all you need to do is take an email holiday for a few days.

Either go on vacation without it or just cut it off from you for a few days. When you check back in, sure, you'll find a lot of messages waiting, but if you have a real emergency then chances are people will be able to get a hold of you by phone.

And when you finally check your email, make sure you are doing it in a single batch (rather than popping back in and out of email), and delegating as much of the email as possible to a customer support virtual assistant as soon as you can afford it.

One thing you must do each day...

At the very least, make sure you get one MAJOR project done before you check your email each day. That way, you guarantee some productivity, because I know many people who start their day with email and get nothing accomplished all day.

The 80-20 Principle for Profits

If you've never heard of the 80-20 "rule" (also known as Pareto's Principle), it simply means that 80 percent of results come from 20 percent of your efforts.

So that means that of all the stuff you do each day, only 20% of it is really important – or that 80% of your profits come from 20% of your efforts. We'll come back to how to deal with that when we talk about delegating and outsourcing in a bit.

But let's look at an 8 hour work day.

If you take 20% of that, we get 96 minutes. Here's a tip I learned – and I apologize because I can't remember the source! – but someone once told me that the first 96 minutes of each day should be spent on the most important task.

That way, you get work done, you're productive, and you've moved your business ahead.

So let's make that commitment. Let's plan your schedule so that the first 96 minutes of your workday are focused on your biggest task.

Plan Your Day for Profits

If you don't plan your day, someone else will plan it for you. So that's why I now script my day, and try to do so several weeks in advance.

Here how to do this...

- 1) Decide what you are going to get done.
- 2) Assign blocks of time to it & script your day.
- 3) Get it done & stick to your time limits with NO exceptions.

It's that simple. This also means blocking out unexpected calls and not allowing for anyone else to come marching in to your office to steal your time.

At the end of each day, spend 10 minutes planning your next work day. The best idea is to plan out your day in 30 minute chunks and identify what you should be working on at each hour of the day. This will eliminate those times during the day when you wonder what you should do next and you end up on email or Facebook wasting time.

You should also carry around a notebook for a week and keep track of what you are doing every 15 minutes during the day.

This will help you identify the points in the day when you get sucked into time wasting activities, or when people come in and waste your time and suck up your energy.

This little action will quickly identify your time-wasting habits.

A key to being more productive is to identify these obstacles and then come up with solutions to each problem. Eliminate the time wasting during your workday and then you can enjoy your quality family time rather than worrying about getting work done.

Time Management Strategies

Over the years I've become better and better at managing my time and energy and eliminating distractions from my workplace. It hasn't always been easy. In fact, I'm forcing myself to sit here and finish this chapter before I allow myself to get up and go to the gym.

By cutting back on email, you can get more done. In fact, you'll be amazed by how much work you can get done in just the first hour of your day when you are full of mental energy and creativity.

Heck, I was able to build my business on just 10 minutes in the morning – starting at 4:30am! Just imagine what you can do with another 50 minutes (and some extra sleep!).

The Magic of Deadlines:

If you want to get something done, set a deadline! You may have heard the old joke about how everyone should work like they are going on holiday tomorrow, because that way they'd get a lot more done today with a sense of urgency.

Whatever mentality you need to take, you must be focused on maximum productivity and deadlines are one of the best productivity tools. In fact, have you ever heard of "Parkinson's Law"?

Parkinson's Law states that...

“Work expands so as to fill the time available for its completion”.

That means if you set a deadline of next Friday to get your product done, it will take you until exactly next Friday to do it. However, if you had set the deadline for next Wednesday, somehow you'd be able to get it done by Wednesday.

When you get something done simply depends on when you set the deadline for its completion! So set shorter, tougher deadlines and you'll get more done.

Most people work better under a little pressure, and a self-imposed deadline can provide the pressure you need to keep at your task until it is completed. Until you set a deadline for a project it isn't really an action program; it is more like a vague wish, something you want to do sometime.

Set a deadline and make the project completion firm, and not negotiable.

(PS – Any assignment you give others should include a firm deadline.)

So if you are procrastinating about getting your first product done, you should set a launch date (so then you have a deadline). I do that with all my promotions and you better believe everything gets done!

Beat the Clock: Work Like A Machine

You also need to set everyday deadlines and play beat the clock.

Schedule each task like an appointment. If you give yourself 60 minutes to write an email, what does Parkinson's Law say? That it will take 60 minutes, of course. And if you gave yourself 45 minutes, magically the email would get done in 45 minutes.

But start conservatively...don't schedule too many tasks in too little time to start.

Lloyd Irvin (Internet Marketer & World Champion Martial Artist) has a great mindset on time management...he calls himself an "android". An android is programmed to do something and doesn't have a choice to stop. So basically, you sit there and glue yourself to that chair until the work gets done. There are no other options.

Another tip from Lloyd...The first thing he does in the morning is list the 3 biggest things he could do that day to make him more money. And he gets those done before a certain time deadline each day. I now do the same thing.

Value Your Time

Most people put no value on their time.

Those are the people that will drive 10 minutes out of the way to save 50 cents on gas. At that rate, their time is only worth \$3 per hour – about how much I was making per hour in my first job at age 13 back in 1988.

So don't be like everyone else. Instead, put a dollar value on your time per hour (based on desired income). If you want to make \$200 per day that means each hour (assuming an 8 hour workday) is worth \$25.

However, let's also realize that no one truly works every minute of an 8 hour workday, so let's guess that you'll get 6 solid hours of work done. That makes your hour worth \$33.33. So you can't be doing any activity that can be done by someone for less than \$33.33 per hour. That includes running errands, photocopying, customer service, etc. You need to delegate those tasks instead!

Start by outsourcing all menial labor and all non-critical jobs that you hate to do. That means getting rid of...

- 1) Customer service
- 2) Video editing
- 3) Website updates
- 4) Blog posts
- 5) Personal errands, grocery shopping, washing your car, mowing the lawn, etc.
- 6) And anything else you can think of

You can find assistants everywhere these days, and I've found my best through personal connections and on Craigslist. You can find good help everywhere, from a local high school kid, a fresh college graduate, or simply a good person between jobs.

The Bottom Line on Productivity

If you can find time to write more, you will make more money. If you can use the time management tips I've given you here to free up an hour of time each day, that's got to be worth at least \$200 to you, minimum...and much more if you plan on making a lot of money this year.

Guard your time, get more done, and make more money

Wrapping It All Up...

First, **please share this urgent free report** with anyone you know who is interested in starting a website business.

I can't wait to hear about your success story on how you achieved financial independence using the internet.

Every day I'll be sending you extremely valuable tips on how to build your website business and get started making money with the internet, all from our free site at www.InternetIndependence.com.

If you have any questions about building your business, please post them on that website in the comments section and I'll get back to you.

And please join me on our special Facebook page dedicated to helping people create independence through the internet. You'll get an extra quick daily tip here:

=> <http://www.facebook.com/InternetIndependence>

To your best year ever,

Craig Ballantyne
Creator, InternetIndependence.com