

“What? Fail Faster For Success?”

This is your last issue!

I hope you have enjoyed them and profited from them!

Today's Lesson is a little different. Instead of showing you how to succeed, I'm going to show you how to fail.

I think you need to learn about 'failure' and what to avoid, before you can be successful.

Why?

Because, you'll be a lot closer to success if you learn how to fail, and fail fast... and more importantly how not to be afraid to fail. Never, ever be afraid to fail.

It took me the longest time to figure this out so please, I'm not BS'ing you here, I'm straight up... this is a matter of life and death.

Let me explain...

You have one life, one chance to do something with it.

But if you don't fail ever, or are afraid to fail, you'll be forever 'waiting' until you have the perfect product, the perfect 'system', the perfect timing, etc...

Forget 'perfect'... **JUST DO IT.**

Everyone fails... the only difference between you and really, really successful people is that really, really successful people try more often and fail more often than you do because in their mind 'failure' is NOT 'failure', it's a stepping stone to success... that's all.

If a pro baseball player is considered "successful" if he only hits 4 times out of 10 (.400) how can you expect to do better than that?

You take the losses and move on. You know one more thing that will help you hit better next time.

You don't have to get it 'perfect', you just have to get it going.

Imagine this for a moment:

“Succeed By Failing”

You're at the end of a dark alley way and our back is against the wall... there are 3 guys coming at you with knives and there's no escape.

Are you going to worry about 'failing' to defend yourself?!

No, you're going to pick up the closest thing to a metal pipe within reach and start swinging!!

'Failure', although a possibility, is NOT an option... your LIFE is at stake.

"Failure" will be defined in this situation as getting cut a few times by the thugs slashing at you... but your ONLY JOB is to SAVE your LIFE-you're NOT going to worry about a few cuts (i.e. failures)!!

Right?

What will you do to SAVE YOUR LIFE? Will you even consider 'failure' as an option in this situation?

No. Total failure is not an option. So you'll do anything within your power to save yourself.

Marketing is like that 'pipe' you used to defend yourself.

Marketing can save your life... you just don't realize that your life is on the line.

Life is subtle... it's not as "stark" as the imaginary scene I've painted for you above.

But let's do another "what if"... instead of 3 thugs coming at you with knives, let's say they are "credit collection" guys... and they are coming at you ready to suck every bit of cash and life out of you, take all your possessions, ruin your marriage and leave you heaving in pain in the street- homeless.

What are you prepared to do? Is failure (homelessness) even an option???

Are you going to pick up the 'marketing' weapon you've been learning about to defend yourself and finally make some money so you can get these freakin' idiots off your back?

Are you going to sit back, relax and let them beat the crap out of you? Or are you going fight and save yourself by paying what you owe and finally being free!?

Life is subtle... there are all kinds of dangers out there... BUT... life is also great and you have ONE CHOICE to make: How you're going to live.

Here's one truth about LIFE that may change the way you live every day:

"No one, and I MEAN no one, gets out alive."

“Succeed By Failing”

So what are you afraid of?

Yep... your back REALLY is against a wall- no more analogies... the danger is living a life 'afraid' and never taking a chance to live life to it's fullest. Death is coming... what are you going to do? Wait for it to come without making an effort to REALLY LIVE? Live life to the fullest. Do everything you can to live a great life, not just a 'get by' life. Help others, be a hero, be kinder, love with all your heart... LIVE like you mean it.

This could be your last chance, maybe the last real no BS message you'll ever hear about life and death and marketing.

Whether you believe in God or not, there's one reality, one truth: **no one gets out alive.**

So start living your life like you really, really MEAN IT.

Failure is not permanent; it's a stepping-stone to real success.

Best wishes always for your success,

DWAllen

David W. Allen
www.GreetingCardProfits.com

THE “PS” (very important!!) ... keep reading...

If there's a way to make money without doing any work at all, I'd like to know what it is.

So far I've made my living online doing a couple of simple things: Thinking, taking action and providing real value in exchange for money.

I appreciate your staying with me... I will be revealing some methods and strategies that have made me successful online that I encourage you to STEAL and USE them for your own success.

First, I'm NOT a guru. I just learned a few things about marketing by spending many years of my life FAILING first...

“Succeed By Failing”

But when I figured this stuff out, I started making real money online and offline.

What was it? What changed my life around?

One thing I learned was that managing my time was harder than I thought it would be... especially working from home.

I could take so much 'time off' --running to the store, taking a 'nap', watching a little TV... instead of working on my business!!!

So I started to treat my 'business' like a job. I worked 9AM-4PM, Monday- Friday and took 1/2 hour for lunch.

Then I "created" an imaginary "boss".

I created a 'boss' who would yell at me and tell me I had to get 'to work' when I started goofing-off.

He was 'demanding', but I needed him. You might try it. Make him or her the 'perfect boss'.. always encouraging you to do better, think faster, be a better person and very, very demanding to get things done.

He's a real SOB ;-)

You may think that's a bit weird... but, I kid you not, it WORKS.

Well another thing that really helped me make money in business was figuring out that the money is in "the list".

Duh...

It took me the longest time to figure out what was meant by "the money is in the list".

I heard many 'gurus' talking about I but never really understood it until I built my own list.

Now my #1 job online is to build my list.

Did you get that?

YOUR #1 job online and offline is to build YOUR list.

YOUR #1 job online and offline is to build YOUR list.

YOUR #1 job online and offline is to build YOUR list.

YOUR #1 job online and offline is to build YOUR list.

YOUR #1 job online and offline is to build YOUR list.

YOUR #1 job online and offline is to build YOUR list.

Let me state this clearly:

“Succeed By Failing”

Building a list of qualified prospects and keeping your name in front of them is more important to your financial health than anything I can think of.

You need a constant stream of new prospects and customers or your business will die a slow death.

You should start by putting your website address on all your marketing materials, including brochures, yellow page ads, newspaper or magazine ads, letterhead, etc..

What's next?

Well, first you want to have in place a 'form' on your website that allows your visitors to subscribe to your list or if you have an offline business you need to have a way to capture your customers details. You can call your list anything you want: An ezine, newsletter, 'updates', or include a free report for signing up, etc...

Once you have captured their name and email address, at a minimum, you can contact them and remind them about your business. Send them news and help them in some way.

The important thing is to be there, in their mailbox or ‘inbox’ when they are ready to buy!

It's about the cheapest form of advertising anywhere and if you're not using the data storage and follow-up systems the Internet has to offer you're missing a large amount of profits. If you build your list, you will make a profit.

I heard someone once say that most business don't play hard enough... the guy who said that went on to sell his company to ebay for \$300 + million.

Do you play hard enough?

Do you market hard enough?

Do you live like you mean it?

‘Nough said.

Go do it.