



The Internet Marketing Country Club Report

by Michael Cheney

“The Internet Marketing Country Club - Infiltrated & Exposed”

**The Great Internet Marketing Divide
And How To Bridge It by Michael Cheney**

**The 1st RULE of The Internet
Marketing Country Club:**

You do not talk about The Internet
Marketing Country Club.

**The 2nd RULE of The Internet
Marketing Country Club:**

You do not talk about The Internet
Marketing Country Club.

You Can Join In The Discussion About This Report Now!
<http://www.InternetMarketingCountryClub.com/post/>

CONTENTS

Legal Stuff	Page 3
Introduction	Page 4
What You Can Do With This Report	Page 5
What's My Ulterior Motive With This Report?	Page 6
The "Haves" & The "Have-Nots" of Internet Marketing	Page 7
The Circles of Internet Marketing	Page 10
The Marketers' Matrix of Success	Page 13
Success Factor #1. Ability To Take Action	Page 14
Success Factor #2. Focus	Page 16
Success Factor #3. Drive	Page 18
Success Factor #4. Growth	Page 23
Success Factor #5. Consumption & Production	Page 25
Success Factor #6. Creating Your Own Power Network	Page 30
Success Factor #7. Attitude	Page 35
Success Factor #8. Personal Positioning	Page 39
What Happens Next?	Page 42
Join In The Discussion That's Raging About This Report	Page 42
Glossary	Page 43

LEGAL STUFF

NOTICE: YES! You DO HAVE the Right To Give People Access To This Report (And Even Charge Them To Access It) But You Must Ensure That You Do This By Sending People To www.InternetMarketingCountryClub.com To Download This Report.

You Cannot Place This Report On Your Own Server Or Redistribute It.

Copyright © Michael-Cheney.com

DISCLAIMER AND/OR LEGAL NOTICES: The information presented herein represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The report is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This report is not intended as for use as a source of legal or accounting advice. You should be aware of any laws which govern business transactions or other business practices in your country and state. Any reference to any person or business whether living or dead is purely coincidental.

INTRODUCTION

What is it some people say? You know – rules are supposed to be broken right?



Well, I've got news for you – I'm breaking the first two rules of The Internet Marketing Country Club right now in this declaration.

I'm sick and tired of the rumors and the complaints from outsiders so it's time to pull back the curtain on the biggest unmentionable in Internet marketing – the Internet Marketing Country Club.

You would not believe the amount of times people ask me;

“I just can't make it online, it's like all you guys have a closed-door policy. It's like an old boys' network or private country club – what's the deal?”

Well now is the time. This report is going to make some people feel uneasy and I'll be the first to tell you that I'm one of them. Before I get into the real meat and bones of this let me first just explain to you **WHY** I wanted to share this information with you..

You're not stupid.

That's the basic fact here. I know that you know what happens and that there's an 'elite group' of top internet marketers who get together to discuss strategies and tactics to dominate the market.

But what would you say if I told you that I have managed to infiltrate this elite group from the inside?

Look, I might be British but I'm no James Bond so how have I managed to do it?

Well, a few months ago I released a product online (AdSense-Videos.com) that generated quite a stir on the Internet.

You Can Join In The Discussion About This Report Now!
<http://www.InternetMarketingCountryClub.com/post/>

Since then I have pretty much been catapulted into the Internet marketing 'limelight' and along with this has come the opportunity to speak at seminars and meet other marketers.

Recently I attended a super-secret meeting in Las Vegas with some other Internet marketers. Now this wasn't a seminar or paid event. There weren't even any formal attendees.

Now I need to tell you something right now – I DO NOT consider myself to be one of this elite 'inner circle' as I'll explain to you later.

As I looked around the room at the people there I almost had to pinch myself at who I was sharing company with.

The weird thing is that just six months ago I was totally unknown and yet here I was rubbing shoulders with the glorious and the great – some of these guys make *millions of dollars* every year!

So anyway, there I was, just some guy from the UK mixing it with Filsaime, Comm, Schefren, Rich Jerk, Casey etc. etc. and I thought to myself;

"I've infiltrated it. I am now part of the legendary 'Internet marketing country club'!"

That's when it hit me that I needed to tell you all about it as I learned so much that weekend that you **HAVE TO** know..

What You Can Do With This Report

Here's what you can do with it;

- You can give your own contacts access to this report
- You can give access to this report as a bonus of your own when you are promoting something or selling your own product
- You can give access to this report as a 'carrot' or incentive to get people to join your list

You Can Join In The Discussion About This Report Now!
<http://www.InternetMarketingCountryClub.com/post/>

- You can give access to this report to your brother-in-law for Christmas if you want!!

You can only give access by sending people to www.InternetMarketingCountryClub.com – **you cannot place this report on your server and give this report away or redistribute it.**

Okay, that's the 'formalities' out of the way.. so let me tell you WHY this report is so important..

What's My Ulterior Motive With This Report?

One of the first things you will have noticed about this Report is that I gave it to you for free. I'm not selling you anything in this report either. Are you starting to get nervous?

Look – you're not stupid and I'm not stupid. You know how this works right? You get information from me via email that helps you with your business.

Sometimes this information comes in the form of a product recommendation for something that I have tried and tested and I know will help you make more money online.

Now if you read Mike Filsaime's excellent 'Death of Internet Marketing Report' then you'll know that it's been 'launch frenzy' in the past few weeks.

You are probably getting slightly irritated by the amount of email 'promos' coming into your inbox right?

Well, I'll hold my hands up and say that I am partly to blame as I do send you recommendations when I see something that I truly believe in and truly feel will help you make more money.

But you will also know that I try to keep the balance right and not always just send you my personal recommendations but also just give you free advice.

Well consider this report a large hefty weight on the ‘valuable free information’ side of the scales. Look, I’ve said it to you before – I am nothing without you so anything I can do to help you I will do.

That’s why I give you free stuff like this and why I have a very strict quality filter and product-approval process when it comes to any recommendations I do make to you.

Your success online brings me more success and I hope that what you learn in this report (and then go on to apply) will help you towards that success.

The “Haves” & The “Have-Nots” of Internet Marketing

Unless you’ve been hiding under a rock you’ve probably thought that recently it’s been a case of the rich getting richer and the poor getting poorer in the world of internet marketing.

The entire Internet marketing space seems to have divided into ‘the haves’ and ‘the have-nots’. Have you noticed?

It’s not even like there’s a gradual differentiation either, it’s basically you’re either a ‘have’ or a ‘have-not’. Let me show you what I mean..

ITEM	"The Have-Nots"	"The Haves"
Their own product	No	Yes
Steady high income stream	No	Yes
Highly profitable mailing list	No	Yes
Ability to get other big guns to promote their product	No	Yes
High level of resources – money, staff and personal network	No	Yes
Knowledge to seize the Internet opportunity	No	Yes

The Internet Marketing 'Haves' and 'Have-Nots'

The problem, however, with slicing the market like this is that it gives you an easy excuse for not being successful. You can look upwards towards the 'haves' and say;

"I would be successful if only I had what they have or I had the breaks they had."

But as I'll go on to explain to you – it's not so much a case of 'the haves' and the 'have-nots' as it is 'the does' and the 'does not'. Everything you do in your life stems from everything you have ever thought. And everything you have in your life is a result of what you have done so..

.. when you look around at your level of success, your personal circumstances and financial situation etc. you need to realize that if you boil it all down it is due entirely to the **THOUGHTS YOU HAVE HAD IN YOUR LIFE.**

The first time I heard this (from Tony Robbins) it freaked me out a bit and hopefully it has done the same to you!

Just imagine – you can look around yourself right now and know with total certainty that everything you see is just a result of thoughts you once had! Can you see how powerful this is?

You can *THINK* yourself into a better life! You've read the book "Think And Grow Rich" right? Well why is it still a best-seller after all these years and recommended by so many millionaires and billionaires the world over?

Because it works!

So it isn't necessarily a case of the super-successful Internet marketers having more or even doing more. They are super-successful because they think super-successful. They have super-successful thoughts.

They don't just *wish* for success and great wealth. They think about it rationally and they believe it with every fibre of their body that it is their **RIGHT** to claim their success and wealth.

THOSE are super-successful thoughts – you should try thinking them yourself.

In reality the levels of 'have' and 'have not' are actually broken down further still into several different levels.

And these levels reflect how the super-successful **THINK** and **ACT** that pushes them ever-higher whereas other people fade away or struggle forever trying to scrape a living together.

Let me explain something to you, it's called..

The Circles of Internet Marketing

To my mind there is an **INNER CIRCLE** of less than 100 super-successful Internet marketers.

Beyond that is an **OUTER CIRCLE** of perhaps as many as 1000 success-tasting Internet marketers. By ‘success-tasting’ I mean those people who have had taste of real success online, no matter how small.

They have seen that this dream we are all pursuing is more than just a dream – it is a totally possible reality.

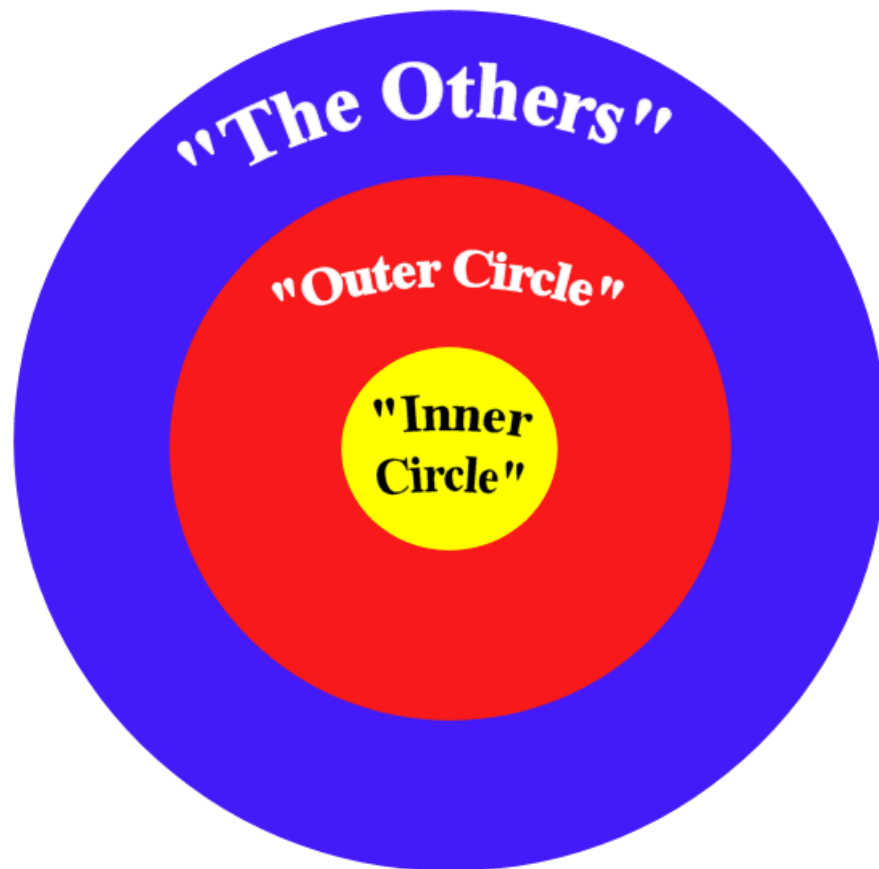
Beyond the outer circle are “**THE OTHERS**” – people in this area are either advancing their businesses and pushing towards the centre circles or they are slowly shrinking out of the Internet marketing arena altogether.

But before you get too carried away with all this ‘us and them’ mentality let me just show you what I think the **REAL PROBLEM** is here.

It’s got nothing to do with being born into the country club or knowing the right people, it comes down to a **LOT** of things but none of those.

What I want to do now is show you why an ‘inner circle’ of super-successful Internet marketers even exists.

When you see this and get the extra information I’ll share with you later in the report you can start to take real steps towards that upper level of ultra-successful marketers, so here goes..



"The Circles of Internet Marketing"

The **INNER CIRCLE** has maybe less than 100 super-successful Internet marketers

The **OUTER CIRCLE** has perhaps as many as 1000 success-tasting Internet marketers

THE OTHERS are either advancing their businesses and pushing towards the centre circles or are slowly shrinking out of the Internet marketing arena altogether

As I told you a moment ago – it's not just what the super-successful HAVE it is how they THINK and what they DO that separates them from everyone else.

This is the main factor here – this is not an artificially-created country club through self-selection. It is a NATURAL SELECTION where the fittest survive and the super-fittest THRIVE!

I've given you the diagrams and theory behind this upto now so here are some really practical things you start applying to your own working day or working week to move closer towards the place you want to be.

You need to remember about 'the circles of Internet marketing' that this has nothing to do with status, name or popularity. It has to do with bottom line.

Most of us at least have the objective of making money as one of the top reasons we do what we do.

So when I'm talking you about the super-successful marketers and the 'inner circle' I am basically talking about the wealthiest online marketers.

Not the most well-known. Not the most popular and not the most respected. I'm talking about the one with the most zeroes at the end of their bank account!

So it's okay for me to tell you that there are different circles and you might already have made a judgement on whereabouts you are personally. Great – you area already applying what you've learned!

But you MUST actually use this information not only to do a pulse-taking test on yourself and your current market position but also as an incentive or deterrent to take more action to get nearer to where you want to be.

I want to show you something that will help you pinpoint with greater clarity where you are, where your weaknesses and strengths are and how you can be a more successful marketer.

I call it..

The Marketers' Matrix of Success

SUCCESS FACTOR	“The Others”	“The Outer Circle”	“The Inner Circle”
#1. ABILITY TO TAKE ACTION	Indecision	Some action	Massive, consistent action
#2. FOCUS	Unfocused and easily distracted	Mostly focused	Supremely focused
#3. DRIVE	Task-oriented	Goal-oriented	Vision-oriented*
#4. GROWTH	Sporadic at best	Fast leveraging personal knowledge	Exponential using staff
#5. CONSUMPTION & PRODUCTION**	Super consumers	Moderate producers and moderate consumers	Super producers & super consumers
#6. CREATING YOUR OWN POWER NETWORK	Trying to do it on their own - Lone fighter	Awareness of and some capacity to network - Small core of supporters	Networking as central business activity - Large network of stakeholders
#7. ATTITUDE	“I can't”	“I can”	“I will”
#8. PERSONAL POSITIONING	Jack of all trades trying whatever it takes	Medium skill at small number of disciplines, unwillingness to find a “niche they can scratch”***	Highly targeted and positioned in key niche market

“The Marketers' Matrix of Success”

* Vision-oriented – see Mike Filsaime’s ‘Death of Internet Marketing’ Report for great reading on setting your vision

** Consumption & Production – thanks to my good friend Sterling Valentine of JVFormula.com for teaching me this one

*** “a niche you can scratch” – thank you to Joel Comm for this excellent phrase to convey the importance of picking one key niche and ‘scratching’ it

You Can Join In The Discussion About This Report Now!
<http://www.InternetMarketingCountryClub.com/post/>

How You Can Bridge The Internet Marketing Divide And Become a Great Marketer

You've seen the Marketers' Matrix above but let's now spend a little time exploring each of the core factors that go together to make an average marketer great and enable some people to join that elite 'inner circle' country club of Internet marketing.

Success Factor #1. Ability To Take Action

The ability and willingness to take action is right up there for me alongside commitment and experience.

It doesn't matter how much you know, how many products you've bought or how great your ideas are – if you don't TAKE ACTION and actually move forward then you will get nowhere.

You do not want to find yourself constantly buying new products before you have finished the last one and actually applied what you have learned as a result.

It is much better to have something good done today than something perfect done tomorrow. Do not put off to tomorrow what can be done today.

You've heard all the clichés right? But the thing is that this is the really important stuff.

By doing nothing other than learning you are not taking action – you are putting off that which needs to be done.

I see it time and again that beginners in Internet marketing often find ANY EXCUSE they can NOT to take action and get started. They use their 'newbie' status as an excuse.

Do not fall into this trap – DO NOT BECOME A PERMANENT NEWBIE (PERMANEWB)!

Tell-Tale Signs of a PermaNewb

- #1. PermaNewbs are more likely to be buying products than creating them
- #2. PermaNewbs are often the people at seminars they leave with every coaching program and product
- #3. PermaNewbs refer to themselves as a ‘newbie’ and use this as a crutch or excuse for not getting things done
- #4. PermaNewbs always feel like they do not know enough to get started on their own project
- #5. PermaNewbs spend more time reading about, learning about, speaking about and joining in forums about internet marketing than actually doing any!

Don't get wrong – I'm not telling you to stop learning, far from it! Nor am I telling you to stop buying new products. Both of these activities have an essential part to play in your online success.

But there comes a point when you need to draw a line and say;

“Enough is enough! I have everything I need within me now!”

I learned a phrase when I attended a Tony Robbins seminar. I did a fire walk at the event and the weekend changed my life, maybe we will meet in person one day and I can tell you about it..

..but anyway, Tony's point was that you don't have any excuses or reasons not to get everything you want out of life. He said to each of us;

“Repeat after me – ALL I NEED IS WITHIN ME NOW! ALL I NEED IS WITHIN ME NOW!”

You know in your heart of hearts when the time is right to stop learning and start applying. Do not become a PERMA-NEWB and do not become a lifelong-learner who doesn't put any of it into ACTION.

Nothing happens until you take action so don't just read this report and get excited about it – TAKE ACTION!

Ability To Take Action – Where Do You Want To Be?

“The Others” – Indecision and inaction

“The Outer Circle” - some action

“The Inner Circle” - massive, consistent action



After telling you that taking action is all important I've got some bad news for you! ;-) Because you won't break through into that “Inner Circle” just by taking action. You also need to watch out the evil success-stealer that is...

Success Factor #2. Focus

“Mindwander” as I call it, has to be the biggest killer online. It can kill your time. It can kill your productivity. Worse still it can kill your dreams.

And it's all the fault of the ‘inner circle’ of super-successful marketers! Okay, not quite, but they are certainly adding to it – as are marketers at all levels.

Is it any surprise that with three big product launches happening every day that the endless torrent of promotions coming into our Inbox distracts us occasionally?

I get distracted myself sometimes when I read about a new way of making money online a new solution that can improve the way I do business. And it's so difficult not to fall prey to it.

There is so much noise out there that trying to keep your mind 100% focused on your goal or direction becomes a full-time job in its own right.

You Can Join In The Discussion About This Report Now!
<http://www.InternetMarketingCountryClub.com/post/>

The reason so many people totally lose focus and end up in non-productive hell and going down dead ends and taking wrong turnings is lack of a shopping list.

Do You Know What's On Your Shopping List?

Have you ever tried to go grocery shopping without a list? It's a nightmare isn't it?! You always end up coming back with things you never normally buy and you forget a whole bunch of things you DO normally buy!

Well the same thing happens with your online business. If you don't have a 'shopping list' of **WHAT YOU WANT TO GET OUT OF THE WHOLE EXERCISE** then you **WON'T GET WHAT YOU WANT!**

It's pretty simple really.

Imagine you walk into the 'store' that is the Internet marketing arena. But you don't have a shopping list. You walk in wide-eyed and the first proficient marketer spots you a mile off and approaches you;

"Hello! Would you like this item? It will help you do X online?"

And you think – "Sure, sounds great!" and you add it to your shopping basket.

You then continue around the 'store' and pick up a couple of things you know you really want when out from behind an aisle another marketer appears;

"Good day! You have to get this item; it will totally transform the way you do Y online!"

And you say;

"Really? Excellent – I'll take it!"

And so it goes on until finally you look back at your day, week or month in this 'store' and you see what you've only got or done a tiny percentage of

the things you wanted to and instead your cupboard and time are now full of impulse purchases!

You need to understand me on this because it's important. I'm not telling you not to buy things. I'm not telling you to avoid impulse purchases either.

All I am telling you is that if you want to be truly successful then you need to tailor what it is you get and what it is you spend your time on by getting your own shopping list.

One of the easiest ways to do this is to get a series of pictures, photos or images and stick them to a board somewhere you can see them every day. These pictures are things you want to see, to own, to do, to become etc.

You can then at least make some sort of basic decision regarding whether or not a particular opportunity, action or direction is going to take you a step closer to your goals or a step closer away.

Focus – Where Do You Want To Be?

“The Others” - Unfocused and easily distracted

“The Outer Circle” – mostly focused

“The Inner Circle” - Supremely focused



Success Factor #3. Drive

What is it that drives you forward? What makes you get out of bed every day? Why do you spend all those hours in front of your PC?

Knowing what drives you forward can have a massive positive effect on how efficiently you work. But it's not just your personal drive – you also need to look at it a little deeper and work out at what LEVEL you are being driven.

Let me explain..

You Can Join In The Discussion About This Report Now!
<http://www.InternetMarketingCountryClub.com/post/>

As I showed you on the ‘Marketers’ Matrix’ there are three main forms of drive that dictate your productiveness. Once you know and understand them you can use them to your advantage as there is place for each of them in your working life.

It’s been my own personal experience that a sure-fire way to make next to no progress but still feel like you are getting things done is to have a TASK-ORIENTED drive.

A task-oriented drive just means that you are always driven by the task at hand. You have to get “this one thing” done.

You spend your working day moving from task to task and you feel like you’ve had a successful day if you have ticked enough boxes for specific tasks.

Now don’t get me wrong here – this approach to drive can work. But for it to work REALLY well you need to be exceptionally lucky.

A task-oriented person is not able to see the bigger picture and longer-term view so they focus on the immediate task at hand rather than thinking about their goal or vision for the future.

To work in this way and end up with something that is truly successful and is everything you want is like randomly pressing keys on a keyboard and hoping that complete sentences will result. The task of ‘pressing the keys’ gets done but there is no longer-term focus or thought devoted to the questions;

“Why am I doing this and does it match what I want to achieve and attain?”

Michael’s metaphor for task-oriented approach:

Having a task-oriented approach is like seeing the ‘landscape of your situation and choices’ from a worm’s eye-view!

You can see your immediate surroundings but nothing else – you cannot relate your choices or actions to your future direction as you cannot see where you are heading!

You can achieve a fair degree of success in this way as at least task-focused people get things done.

It's just that without setting a more long-term focus to your efforts progress will always be haphazard. So instead, you can improve your chances of success by taking..

The Goal-Oriented Approach

The goal-oriented approach is a notch up from the task-oriented one as it means you are actually doing things with your own personal frame of reference. So you are starting out with the end in mind.

By being goal-oriented you automatically equip yourself with a compass or geo-positioning device.

Every decision you make and task you get involved with is made on the basis of your compass. You start asking yourself questions like;

“Will this activity get me closer to my goal or further away?”

“Is doing this task congruent with my goals for today / this week?”

Many marketers aspire to then reach the goal-oriented approach and attain HIGH levels of success with their online businesses.

And it's not hard to see why – you go from having no internal compass and just ‘getting things done’ to actually knowing where it is you heading from one day to the next.

Michael's metaphor for goal-oriented approach:

Having a goal-oriented approach is like seeing the ‘landscape of your situation and choices’ from a helicopter.

You can see where each decision might take you in relation to your goal.

The Vision-Oriented Approach

You Can Join In The Discussion About This Report Now!

<http://www.InternetMarketingCountryClub.com/post/>

In the weekend I shared with the super-successful ‘Internet Marketing Country Club’ I learned that above all else having a clear vision is what separates the ‘inner circle’ from everyone else.

They’re not just playing at this or dabbling. They are not just setting goals and heading after them. They have an all-encompassing vision that they have taken time out from their lives to sit down and design.

You can design your own future right now. You just need to write down everything you can about what your perfect future would be for you and your online business.

You could try answering some of these questions to help you;

- What would your perfect day look like?
- What would your perfect week look like?
- What would your perfect life look like?
- What would your perfect online business look like?
- What would you do day-to-day in your perfect future?
- What real life examples exist of people or businesses already living out this vision of perfection?

Now you might scoff at this and call it ‘new age’ mumbo jumbo but I can tell you with absolute certainty that creating a vision for your life is the single-most important step in being successful – no matter WHAT business you are in.

Michael’s metaphor for vision-oriented approach:

Having a vision-oriented approach is like seeing the ‘landscape of your situation and choices’ from the stars!

Not only can you see where each decision might take you in relation to your goals but you also know WHY you are heading to those goals.

You Can Join In The Discussion About This Report Now!
<http://www.InternetMarketingCountryClub.com/post/>

Truly knowing, understanding a living by your VISION is like being the 'god' of your own destiny.

Not only can you see the map ahead of you but you know why that route is taken and you can quickly create new routes and goals that fit perfectly with the overall vision you have designed.

And guess what?

If you have a task-oriented approach you spend most of your time every day doing tasks and fighting fires rather than moving your business forward.

If you have a goal-oriented approach you spend most of your time every day completing tasks that move you closer towards your separate goals but with no unified, long-term vision.

And if you have a vision-oriented approach you spend most of your time every day working on your vision or getting things done that are in-line with it and move you closer towards attaining it.

DRIVE – WHERE DO YOU WANT TO BE?

“The Others” - Task-oriented

“The Outer Circle” - Goal-oriented

“The Inner Circle” - Vision-oriented



When have the right drive and the right vision you have the core ingredients for success online and you can increase the speed that you attain this success by harnessing the power of..

Success Factor #4. Growth

On the Internet, as with many areas of life, you are either growing or you are dying. Things move so quickly online that the slightest blip could be the warning sign of an impending massive trend change.

For this reason alone you need to make sure you are always growing rather than just remaining at the same size or rate of earnings.

When I'm talking to you about growth here I'm not talking about the physical growth of your company (i.e. size of employees, office space etc.).

I'm talking to you about the size of your business' bank account and the capacity of your business to make more money. That, to me, is the most important measurement of growth there is.

So you need to grow because if you don't grow you' slow down and eventually just stop making money altogether. But how do go about growing?

Well – as you've seen already, you have options available to you for how you choose to drive your company forward – task-oriented, goal-oriented and vision-oriented.

So the starting point to growth is to make sure that growing your business is part of your over all vision or if not – that it is at least part of your goals.

“The Others” who live beyond the “outer circle” of Internet marketing experience hardly any growth unless, that is, they manage to break free and experience some success of their own.

This is why so many people never break out of “the Others” zone (unless it's to fall out of Internet marketing altogether).

They don't break out because the issue of growth is never on their agenda.

Quite often “the Others” purposely steer away from growth – they want to remain small, flexible and as overhead-free as possible.

The lack of growth issue isn't just restricted to "the Others" though. Even the 'success-tasting' marketers in the "Outer Circle" have difficulty building on what they achieve.

This all comes down to human nature. We make decisions based on two emotions – fear and love.

You might make a decision because you fear inaction or because you 'love' the effects of what the outcome will result in.

We hate change as humans. It's just a fact of life. So when the 'success-tasting' marketers in the "Outer Circle" are faced with the chance to upscale and grow to possibly reach the coveted "Inner Circle" almost all of them self-sabotage it.

The reason this happens is because they either have too much fear of what that growth will involve OR they don't 'love' the perceived outcome of what that change and growth will bring.

Or worse still – they get a double-whammy of fear of change and not enough 'love' of the future outcome.

Whichever way you slice it up – not enough people are seizing the idea of 'growth' by the horns and trying to upscale their businesses.

I spoke to a few of the "Inner Circle" members recently and they all agreed that the only thing stopping ANYONE achieve this stellar growth is MINDSET.

If you can change your mind you can change your growth strategy and change your business (and bank balance!).

So the people in the "Outer Circle" rarely attain the growth that is possible for them because of the wrong mindset. Those that do simply leverage their own personal knowledge to grow financially.

That is, they rely solely on themselves to grow their business rather than make the larger, scarier, more fearsome leap of faith to take on staff, invest more, expand etc.

But those who are brave enough to make that leap experience MASSIVE growth because growth itself creates more growth. Let me explain this one to you..

When you grow your company and take more staff on this influx of new resources, new ideas and new energy further fuels the growth of your business. Any subsequent growth becomes that little bit easier as you are able to leverage all your new resources and also use the past experiences you had of undergoing a phase of growth in your business!

GROWTH – WHERE DO YOU WANT TO BE?

“The Others” - Sporadic at best

“The Outer Circle” - Fast growth by leveraging personal knowledge

“The Inner Circle” - Exponential using staff and extended networks



Overcoming that ‘fear factor’ is an important part of achieving growth with your online business but it’s not the only part.

As you are no doubt starting to see – this “Marketers’ Matrix” has some crossover between topics. Another important facet that can either boost or stifle your growth is...

Success Factor #5. Consumption & Production

You want to know how much it would cost you to buy every Internet marketing product that comes out?

It’s a ridiculous question isn’t it? There are thousands of products out there and you could easily spend a million dollars buying just SOME of the products that have flooded the marketplace in the past 12 months alone!

As I've said to you before – I am not advocating that you stop buying and stop learning altogether. Far from it. All I am saying to you is be aware of your own spending habits.

If your consumption far, far outweighs your production – i.e. what you are putting back into the marketplace by way of your own products – then there's a good chance you've become a SUPER-CONSUMER.

A SUPER-CONSUMER, as the name suggests, is a person who does little else online apart from consume information products.

They buy almost everything that comes out and have no qualms about spending several hundred or even several thousand dollars every month on 'how-to' products about internet marketing.

They feel that by consuming everything out there (or as close to it as time and money permits) that they are buying their way into the inner circle.

Much of the blame for this must lie squarely at the foot of the phrase "knowledge is power". This phrase has caused a lot of people to believe it as it's a great phrase.

But it's a problem because it's NOT TRUE!

Knowledge APPLIED is power!

I was speaking to a friend recently (you know who you are!) who would probably be the first to admit to being a super-consumer.

Several months ago I warned him about it and told him to STOP BUYING STUFF but he didn't listen.

The conversation went something like this;

Friend: *"Michael – I keep buying stuff but I really want to start making money online and earning as quickly as possible. I seem to buy pretty much all the big new things that come out. What can I do?"*

MC: “Well firstly, you need to stop buying everything! You need to use that money to start creating your own product. You already know a LOT more than just about everyone else in the marketplace because of what you’ve already bought. Just stop buying things and start making things.”

My friend agreed that he would do this and change from being a super-consumer to being a producer.

Recently I met up with this friend again and I asked him how his production was coming along.

Friend: *“I’ve not produced anything yet but I have bought that latest product that everyone was talking about!”*

MC: “Really? You don’t remember that I told you to stop buying stuff and start producing?”

Friend: *“Yes, but I decided not to do it.”*

This conversation, and my friend’s bank balance, would have been a LOT different if in the time since I’d seen him he’d stopped consuming and started producing or at least calmed down on the consumption and done SOME production.

Instead he had spent months more time and lots more money learning things that he didn’t need to know in order to get a product of his own to market.

He was also suffering from over-consumption to such an extent that he was frozen with fear that there were no other possible product-types to create. I asked him;

MC: “How about a product that deals with X?”

Friend: *“There’s two similar products already out there – haven’t you seen them?”*

Now because I’d been so busy producing my own products in the past few months the products my friend was referring to totally passed me by.

So whereas he knew the market INTIMATELY because of his passion for buying everything it churned out, I had no idea these two products were available.

But that's not all. . because he was so close to the market and buying everything he didn't think there any gaps left to exploit. He was looking at the market with his SUPER-CONSUMER eyes which see A LOT MORE than everyone else;

Friend: *"I could never release a product about X – there's too much competition out there."*

But that was just it – just because HE thought there was too much competition (because he was on every marketers' list and knew the market inside out, doesn't mean that his potential prospects and buyers had such a huge in-depth knowledge of the market as he did!

Clones of products come out every day on the Internet. Now I'm not advocating ripping off other people's ideas here – all I'm saying is that very few people have an all-round knowledge or full picture of what is available online.

In other words – there is plenty of money to go around.

You can bring out a similar product to five other people today and still make great money from buyers that are not even AWARE of the other products out there!

I know that when I created my AdSense Videos product I stopped buying anything online and stopped reading or taking on board any new information because, to use the phrase I mentioned earlier I knew that;

"Everything I need is within me now!"

It's important at this point for me to emphasize to you that you still need to KEEP LEARNING.

And there should really only be short, occasional periods in your life when you stop learning new information altogether.

You Can Join In The Discussion About This Report Now!
<http://www.InternetMarketingCountryClub.com/post/>

These are when you are under a strict deadline to complete your own production of something.

Other than that you should continue to grow your knowledge and APPLY what you learn as you go along. Avoid the temptation to jump on ‘the next big thing’ until you’ve squeezed every last ounce of revenue and success from the last purchase you made.

We’re all guilty of buying things that end up just gathering dust on our shelves or hard drives but try and keep a check on yourself from now on.

As I told you before – all these components overlap, so if you have a strong VISION-ORIENTED FOCUS to what you are doing then making buying decisions becomes a lot easier as Mike Filsaime explains beautifully in his own report.

Making that step into production is probably one of the hardest things to do online as there are so many *perceived* barriers and challenges along the way.

I like to think of this leap from consumption into production as like pushing a giant snowball down a mountain.

The giant snowball is resting right at the top of this mountain and when you first try to move it, it’s impossible to budge. But you keep on pushing and maybe get the help from one or two people you know as well and then slowly it starts to roll a little bit.

You then push harder and harder until it starts rolling towards the edge of the steep drop and then as soon as it hits the steep slope – that’s it!

It’s got enough momentum to roll all the way to the bottom of the mountain.

And yes – it might glance a tree or rock on the way down and lose some of its momentum or have bits chipped off it but as it keeps rolling it keeps picking up more momentum and more strength as extra snow sticks to it.

This is what producing your own product is like..

You have to put a massive amount of effort in at the start but once you get that momentum it's all downhill!

You might not have a perfect product or a totally smooth ride but if you don't push hard enough at the start you won't ever have a product at all!

The real power of consumption and production comes when you have mastered the other success factors I've outlined and you can start delegating parts of both to other people.

Imagine being able to have a team of people consume professionally for you and report back on the latest industry trends and best practices?

Better still – having a team of people to actually help you push that snowball in the first place and not just once but many, many times every year.

That is the power that members of the “inner circle” have. They have built up their businesses in such a way that the combined power of their resources enables them to be both super-consumers and super-producers which leads to virtuous circle of greater learning at a faster speed and quicker and more effective application of that knowledge.

Consumption & Production – Where Do You Want To Be?

“The Others” - Super-consumers

“The Outer Circle” - Moderate producers and moderate consumers

“The Inner Circle” - Super producers & super consumers



Having the right mindset about production and consumption alone is not enough to achieve success and enter the promised-land of the “inner circle”.

On top of the right products and information around you, you also need the right PEOPLE around you which you can get with..

Success Factor #6. Creating Your Own Power Network

If there's one thing that really stuck with me after my 'insider weekend' with the Internet marketing elite it's that they all know so many people.

I thought I was well-connected but speaking to these guys it soon became apparent that I am a **LONG WAY BEHIND!**

Seriously – all I had to do was just mention the name of a marketer that I'd heard of and they were like;

“Oh yeah, I know X, we met at such and such event. Great guy.”

It has to be one of the biggest **MYTHS** in Internet marketing that you can make a big success of this game from the comfort on your own home with just a computer and a dream!

You **CAN** attain some success if you struggle away on your own.

You can actually do pretty well if you start 'networking' with people using the medium of the Internet itself in bulletin boards, chat rooms and instant messaging services but..

..the cold, hard fact is that unless you get 'out of your cave' and into the real world you are putting a **VERY LOW CEILING** on your potential to succeed online.

I've taught this before and I know I'm not alone but you really cannot underestimate the important of the human touch and one to one, face-to-face interaction when it comes to growing your online business.

Why do you think seminars are so successful and so popular?

Sure – the attendees get to see their favourite marketers and throw peanuts up on the stage but there's more to it than that.

The relationships built up at seminars can last a lifetime and often lead to **LARGE** business deals being done later down the line.

You Can Join In The Discussion About This Report Now!

<http://www.InternetMarketingCountryClub.com/post/>

I know from personal experience, having attended a few as a speaker, that the networking opportunities they bring far outweigh the potential for ‘making money from the stage’ by selling services.

If Networking And Meeting People Face-To-Face Is So Important Why Isn’t Everyone Doing More Of It?

I think the answer to this is two-fold. Firstly – there’s this inherent belief about that Internet that because it’s all ‘technological’, shiny and metallic that the human-touch side of things is not needed. This is absolute rubbish.

Look at the BIG success stories online in recent times and you’ll see that personal angle shining through;

- Personal dating sites
- Personal networking sites like MySpace
- Personal stay-in-touch sites like Friends Reunited
- Personal publishing platforms like YouTube

You get the idea!

The Internet is NOT about technology it is about the PEOPLE behind the technology and you forget that at your peril.

The top Internet marketers that make it into the “inner circle” realise and harness the full potential of social interaction and offline networking.

You can call it a country club.

You can call it an old boys’ network.

You can call it whatever you want.

But the plain fact of the matter is this;

Until you get off your backside and get out there to join them in the flesh you will never see first-hand the great relationships and wealth that comes from meeting fellow marketers in person.

Just speaking for myself now I can tell you for sure that if two of my contacts need assistance with anything then my priority will always go to the person I have built up the best relationship with.

It takes a long time to build up a strong, trusting and respecting relationship electronically but it can be done in 60 seconds or less when you meet someone face-to-face and shake their hand.

So – that was my roundabout way of telling that the **FIRST REASON** people don't do enough networking is because they don't think that is what the Internet is about.

The second reason is a perceived lack of funds or time. The super-rich guys in the “inner circle” would never complain that a seminar or face-to-face meeting was too expensive or too time-consuming.

The reason for this is that they realize that just one new relationship could secure a Joint Venture deal or other business deal further down the line worth hundreds of thousands if not more.

The less-experienced marketers may have witnessed some first-hand experience of networking in action but are yet to fully incorporate the activity into their overall business model or week to week plan.

Worse still though are “the others” who come up with every excuse under the sun not to get out there and network with other like-minded people.

From lack of funds and lack of time right through to the ‘superman complex’ where they think they can take on the world on their own – “the others” are rarely seen at offline networking events unless they have crossed the line and become **SUPER-CONSUMERS** as I talked to you about earlier.

So Why Is Networking With Others So Important?

Without putting too fine a point on it, just spending some time getting to know other marketers in your circle (plus in the circles below and above you if possible) will serve you very well in lots of areas;

- You get to share your grievances with like-minded people; a problem shared is a problem halved!
- You will find people who want to promote your product for you
- You will find people with excellent products who want to pay you to promote their products
- You will find people who have the knowledge or experience that you don't so you can exchange knowledge or services and get things done more quickly and effectively
- You will find people who can introduce you to new contacts and new markets
- You will find people who give you a whole new perspective on your situation and help you solve your biggest problems
- You will find people who want to partner up with you on Joint Venture and partnership projects
- You will find money floating through the air at these networking events; you can almost hear it as deals get done, relationships get forged and friendships get made

And this aspect of friendship shouldn't be forgotten. Being an Internet marketer can be a LONELY PURSUIT. And trust me – I know this from bitter experience.

Before I really got turned on to what Internet marketing is all about I used to slave away for hours in front of my PC hardly communicating with anyone else in the industry apart from people whose products I bought or the occasional forum post.

It was very lonely and almost impossible to get anything done or know if I was heading in the right direction.

You Can Join In The Discussion About This Report Now!
<http://www.InternetMarketingCountryClub.com/post/>

Well now – every time I go online I am always just a second away from contacting upwards of thirty close friends online who are there for me. We help each other with problems, discuss ideas and are always just an instant message or email away.

When I get really stuck I just instant message a few people, send out a couple of emails and maybe even make a couple of calls and within a few hours I can draw on the support and guidance of ten or so Internet marketing brains!

That’s ten-times more marketing brainpower than I possess on my own!

I know that you ‘get this’ already but I wanted to give you some real examples of why this ‘networking stuff’ is so important.

At the end of the day being an Internet marketer is all about people. It’s not about the product.

It’s not about the technology and it’s not about websites.

Internet marketing is about bringing people together – whether it’s bringing prospects together with sellers or sellers together with one another you need to put the art of networking into your business as a central pillar to its success.

Creating Your Own Power Network – Where Are You?

“The Others” – Trying to do it on their own - the lone fighter

“The Outer Circle” - Awareness of and some capacity to network - small core of supporters

“Inner Circle” - Networking as central business activity - large network of stakeholders



You can have a great network of contacts around you and people who support you and help you through your challenges but the harsh reality is that the biggest barriers you face are coming directly from you.

Let me explain this to you as we move on now to..

Success Factor #7. Attitude

Much has been written about success over the years including what I've already mentioned in this report but I thought it was important to highlight to you just how influential this one component is in the entire mix..

..let me start off on this with that legendary quote from Henry Ford that I'm sure you've heard a hundred times;

"If you think you can, you can. And if you think you can't, you're right."

There is more meaning, hidden wealth and power to achieve anything you could wish for in those fifteen words than in any others in the English language.

The idea is so simple that it just screams out at you from the page! If you **THINK YOU CAN, YOU CAN**. That's it. So all you need to do is think you can and you can. Simple right?

Well sort of.. Too many people slip up on this one because they **SOMETIMES** think they can but when the going gets tough, for whatever reason, they then think they **CAN'T**.

I can't teach you how to have belief in yourself. All I can say is that without it you won't get very far.

And I'm not just talking to you about some airy-fairy self esteem 'belief' here. I don't mean that you believe you have what it takes or that you believe you are worth it.

I mean **YOU TRULY BELIEVE** with every fibre of your being that a better, more prosperous, highly successful future and better life **WILL BE YOURS** and is your **RIGHT** for being the individual you are.

You Can Join In The Discussion About This Report Now!
<http://www.InternetMarketingCountryClub.com/post/>

That is the difference between ‘thinking you can’ and ‘having complete, unshakable belief that you not only CAN but that you WILL’.

I attended a business networking event some years ago and the speaker asked the several-hundred-strong audience to take part in an exercise about recruiting staff.

He asked us all to rate various competencies and skills that we like to see in an employee. You know, things like;

- Technically proficient
- Excellent qualification
- Spotless references
- Well-educated
- Accurate
- Efficient worker
- Etc.

Do you know what the NUMBER ONE most sought after attribute was amongst the several hundred members of the audience who voted independently?

ATTITUDE!

You know why don't you? It's because the right attitude can overcome pretty much anything else.

You can be well-qualified, technically proficient and have spotless references but if you turn up to work one day with the wrong attitude you won't get anything effective done at all.

Having the right attitude can make all the difference between your company succeeding and your company failing.

I have now lost count of the number of times I have had to totally throw out the business plan and construct my entire business again from scratch.

It happens all the time on the Internet – things change and you need to change with them.

With the wrong attitude you'll find yourself trapped or without flexibility.

I'll be honest with you – I didn't used to go in for this positive thinking 'mumbo jumbo' but then I did two fire walks barefoot over hot coals..

..I am now a **FIRM BELIEVER** that your state of mind can help you achieve the seeming impossible but the opposite is also true as you'll see in this story..

The first time I did a fire walk everything went smoothly. I prepared as I was trained and psyched myself up to be in the right state of mind.

This included breathing in a special way, making specific physical movements with my arms and chanting like a banshee..!

(Look – if someone tells you that this is what you need to do to save yourself from getting burned feet, you do it, okay?!) ☺

So anyway, that first time I was ultra-focused and 'in the zone'. I strode confidently over the hot coals and reached the other side, around 3 metres away, totally unscathed and elated.

The second time, however, although my preparation was exactly the same my state of mind was not.

I lost my concentration at the last minute and as a result my 'attitude' went from being focused and determined to being worried and concerned about my lack of focus.

But it was too late. Before I knew it I was first in the line to walk over the hot coals and the instructor was right there in front of me giving me the signal to walk. I had no choice but to walk but it didn't feel right..

..I didn't have my focus and I was thinking more about my feet than thinking about the goal of getting to the other side.

I can remember the burning sensation vividly as I recount this to you just now. It started on one foot and then I felt it on the other foot too.

I made it to the other side and quickly dowsed my feet in a nearby puddle but it was too late. I'd got blisters on the soles of my bare feet from the fire walk.

Now you might think that perhaps the coals were hotter the second time around or that there was some other external influence or factor that made the two similar experiences so different in their outcome.

But I know the truth. Having the wrong attitude the second time around burned me and this lesson has stuck with me ever since.

You can have everything else in the world but if you've got the wrong attitude you may as well forget it because whatever you're trying to do or whatever you're aiming for is not going to happen!

ATTITUDE – WHERE ARE YOU?

“The Others” – “I can't”

“The Outer Circle” - “I can”

“The Inner Circle” - “I will”



Success Factor #8. Personal Positioning

A couple of years ago now I wrote my first Ebook “The Website Marketing Bible” and was approaching other marketers for testimonials.

You Can Join In The Discussion About This Report Now!
<http://www.InternetMarketingCountryClub.com/post/>

One of the people I contacted was Perry Marshall – the AdWords pay per click expert. He gave me two bits of advice that I remember with great clarity to this day;

Bit of Advice Number 1 – *“Your book sucks”*

Bit of Advice Number 2 – *“Stop being a generalist and pick one area of Internet marketing to specialise on”*

As far as my book ‘sucking’ he was spot on. Which is why I re-wrote it after getting that feedback!

As far as ‘picking one area of Internet marketing to specialise on’ he was also dead spot on. I just wish I had listened to him a lot sooner!

When you pick one key area to focus on several things start to happen;

- You get associated with your specialist area
- You are subconsciously telling your mind to look out for ANY information related to your specialist area
- You start to associate with other specialists in the same area
- You position yourself as an expert at something rather than just someone ‘who can do a bunch of different stuff’
- You give yourself the chance to be included in bundle products or interview products together with other specialists in the same area as you

Positioning yourself in one particular niche is not an easy thing to do and I know for certain just listening to people I meet at seminars that most of them have problems deciding what to do generally, never mind specifically!

This is because people have a fear.

They have a fear that they will pick the wrong niche market and get stuck with it.

When you DO take that leap into your chosen niche though you become almost an instant expert as you are announcing to the world that this is your specialist area.

You will also find yourself being approached by people who need things saying;

“I hear you are the person for X.”

You would never, EVER, get this if you just try to be a generalist rather than being an expert in your chosen niche.

Can you see the power in this? You need to put aside your fears – this is not something that will RESTRICT you, it will actually open up more avenues of opportunity for you than you ever thought possible.

Even if you don't take my word for it – just look to the big names online and see what they are doing and follow their examples. You will see that to a last person the big successes online will all tell you to SPECIALIZE.

Personal Positioning – Where Are You?

“The Others” – Jack of all trades trying whatever it takes

“The Outer Circle” - Medium skill at small number of disciplines, unwillingness to “scratch a niche

“The Inner Circle” - Highly targeted and positioned in key niche market

What Happens Next?

So what happens now? What next for you? Well I firstly want to tell you that this report is my own public declaration that I value every single person who comes into contact with me online.

I hope you've been able to get something of value from this report – it's been a journey for me just to write it. This is NOT part of some extravagant pre-launch plan or product release.

I created this for you to help you with your online business and because I thought there were things that needed to be said about the Internet marketing arena that nobody else was saying.

I also created this report for you to show you that we, as marketers, DO CARE about you business and yes – we are also in this to make money but hey – we're marketers right? That's what we do!

Step #1 of 3 - Read This Report!

You've done it!

Step #2 of 3 - Post Your Comment On The Blog!

Your Opinion Matters! You can give me your opinion on this report;

Are you in the “outer circle”, “inner circle” or are you one of the others?

Do you think you might be a super-consumer or a permanewb?!

You can join in the “Internet Marketing Country Club” discussion that's raging at;

<http://www.internetmarketingcountryclub.com/post/>

You Can Join In The Discussion About This Report Now!
<http://www.InternetMarketingCountryClub.com/post/>

Step #3 of 3 - Earn Respect!

REASONS WHY you would want to spread the word about the Report;

- You can give **access** to this Report as a bonus to your own product
- You can sell **access** to this Report for 100% of the profits
- You can give **access** to this Report away to improve your relationship with your list

<http://www.internetmarketingcountryclub.com/blog/about/>

See you on there!

A handwritten signature in blue ink, appearing to be 'Michael Cheney'. The signature is stylized and fluid, with a large loop at the end.

(Michael Cheney)

Glossary

Permanewb – someone who uses the word ‘newbie’ as a crutch and excuse for not moving forward, addicted to consuming not producing.

You Can Join In The Discussion About This Report Now!
<http://www.InternetMarketingCountryClub.com/post/>

Super-consumer – a person who buys everything that comes out, signs up to ALL coaching programs and believes that consuming products will make them rich even though they never ‘join the game’ and produce their own material

“The Others” – on the outer reaches on the Internet Marketing Circle these people are either surging towards the “Outer Circle” or they are slowly disappearing from the Internet Marketing Circle altogether

“The Outer Circle” – marketers here have tasted some success at Internet Marketing and are either happy to stay there or compelled to move towards “The Inner Circle” of marketers

“The Inner Circle” – this represents the ‘Internet Marketing Elite’, these marketers number perhaps 100 or less and are the wealthiest, most-successful marketers online

You can join in the “Internet Marketing Country Club” discussion that’s raging at;

<http://www.internetmarketingcountryclub.com/post/>