

# Kick Starting Your Internet Biz

How to take your business to incredible  
levels in 2012!

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Disclaimer: Proceed at your own risk, and on your own accord.

## 5 Steps To Exponential Growth In 2012

If you want to take an existing business to the next level or you need to get a biz started then you NEED this report.

It's January 2012 and I know that some readers (quite a few actually) have been wanting to get a biz online for some time now. Well if that's you then it's...

**Time to stop screwing around and just get it done.**

This is a bit different than the usual "how to" stuff but it's important stuff as you'll see. And if you use this you will find you WILL be AMAZED at the progress you make in your online ventures.

With these 5 simple steps, you'll:

- Procrastinate less
- Feel more confident
- Have clear, focused goals
- Have a clear, focused business plan
- Start to see an improvement right away just by \_\_\_\_\_ (that will come later ;)

Let's dive in...

### Step 1: Procrastinate Less

Procrastination is a **beast**, plain and simple. I literally know no one who does not procrastinate.

I've done a lot of research into procrastination, and what I've come to realize is that everyone is so different, there could never be a one size fits all solution – it's just impossible.

Here is a handy guide to rate your degree of procrastination, with solutions to follow.

First, determine level you are on to figure out the best way for YOU to stop procrastinating (as much) so you can get more done in less time.

**Level 1 Procrastinator** – Sometimes, but very rarely, the Internet and its distractions get the better of you. Sometimes, you wander to your fridge for a few minutes before settling down to work. Sometimes, you start a project a few days before it's due, when it would have been better for you start a week ago. Things generally work out for you, and you still put out your best work.

**Level 2 Procrastinator** – You often put projects off until the day before you need to get them done. It takes you several minutes to settle into a work routine. Sometimes, the Internet and other “fun” distractions cause you to set aside your work more often than you should. Still, it usually turns out just fine and you feel okay about your work output, knowing that there is room for improvement.

**Level 3 Procrastinator** – You have good days and bad. It often takes you up to 30 minutes to get focused on your work, and even then you're often distracted from it (causing you to have to refocus). Starting projects the night before leaves you scrambling, and sometimes you know the quality would improve, if only you hadn't procrastinated so much.

**Level 4 Procrastinator** – Things are pretty serious. You know that you're losing time, money, and respect for yourself because you can't seem to get things done. Your work often takes a back seat to more fun endeavors, and you spend more time on YouTube, gossip sites, sports news sites, and other things that have nothing to do with growing your business. Your work quality often suffers, and some things are completed very late, if at all.

**Level 5 Procrastinator** – Mayday! This is a really severe problem. Projects don't get completed (or even started). You fire up your computer intending to work, and the next thing you know, it's time to go to bed and you've done nothing. You're losing thousands of dollars, have no confidence, and feel like you'll never move forward in your business because you've not been able to do anything (or very little) to help you move forward in your business.

### What to Do?

After you've rated yourself, it's time to take steps that will help eliminate the problem. Level 1 procrastinators have less work to put in than level 5. Still, know that if you're motivated, you absolutely can have a break through in this area.

It all goes back to your Reason Why. Do you have a strong enough Reason Why you want your business to succeed?

For me, it's all about helping to provide for myself and for my family (and I have written down very specific goals related to that). I know that if I procrastinate too much, I will let them down and let myself down.

Think about why you want to grow your business – really cement it in your mind. Keep that in mind as you go through these steps and attempt to eliminate your procrastination.

### **Level 1 Procrastinators:**

What you need to do is simple. The most important thing for you is to have a clear plan of action at the start of your work time. You can't just sit down at the computer and start "working," because you won't be working as effectively as you could be.

Make a list of 6 things you need to get done today (this idea is NOT original to me, but it works!). These are the things you'll get done, no matter what. Try to place each of these tasks into smaller "chunks," and complete them during your allotted work time.

Since distractions are inevitable, you need to allow yourself time for fun.

I'm going to recommend the following schedule for you, since you don't often have trouble focusing once you're ready to do work.

Work for 50 minutes  
Break for 10 minutes  
Work for 50 minutes  
Break for 10 minutes

You'll know that there is a light at the end of the tunnel, allowing you to press forward to get your work done.

Make sure your environment is as distraction free as possible, so you can truly focus during your allotted work time.

### **Level 2 Procrastinators:**

Make a clear plan of action at the start of your day (or the night before). Since you tend to get distracted, dive right into your work: without checking email or doing anything else before getting started.

Break your work day up into:

Work for 50 minutes  
Break for 10 minutes  
Work for 50 minutes  
Break for 10 minutes

If you're having trouble not checking your email or looking at "fun" things when you should be working, try installing a blocker on your browser so you CAN'T access those certain sites until it's time. You can disable it, so it provides one more step to get you to think about what you're doing.

The purpose of a schedule like this is to put your mind at ease – consciously and subconsciously. If you KNOW that you have a planned break coming, you'll be a lot less likely to waste time during planned work time.

Soon enough, you'll have retrained your brain that this is how you get work done.

Instead of putting things off because they aren't fun, you'll be rewarding yourself with fun, all the while.

### Level 3 Procrastinators:

Level 3 is where it starts to get more serious. You have trouble focusing, you're distracted, and sometimes your work quality suffers.

Make a list of the things you need to do that day, before getting started. Again, I recommend a list of 6 things, so you're not overwhelmed. You can always have a "back up" list, if needed.

In addition to having trouble focusing while you're actually sitting down to work, you're most likely having trouble even getting to work at all! If you're leaving projects until the night before, that describes you.

This is a tricky one, but you might set yourself three deadlines (you'll soon learn I'm a huge fan of "chunking" your work/breaking it down). Here is an example, for someone creating a product:

**Deadline 1:** Organize your work. Need to do research? Write an outline? Do it in this step. This shouldn't take you much time at all, yet it's a LOT less intimidating than trying to do it all the night before.

**Deadline 2:** Do a rough draft – don't edit as you go. Let your mind flow free! If you're writing, let yourself write. If you're creating videos, just do it! If you're setting up a website, go for it! Perfection will come later. Let yourself take a break.

**Deadline 3:** Complete the work. Now THIS is the step that can be done the night before. Finish it up – edit, polish, tweak. Instead of waiting until the night before to do the entire thing, you can finish it up, because it's mostly done!

Meet these deadlines over a period of several days. Work them into your daily schedule. Breaking things down in this way makes them a lot less intimidating. This will do *wonders* for your mindset.

Part of the reason we procrastinate is because of overwhelm and feeling like we need to be perfect. Chunk it down and you won't feel overwhelmed. Your work will be a whole lot better as a result.

Break your work day up into:

Work for 50 minutes  
Break for 10 minutes  
Work for 50 minutes  
Break for 10 minutes

You're chunking your projects, making them less intimidating, and chunking your days. Try it; it works!

#### **Level 4 Procrastinators:**

At this level, it's time to take even more serious action.

The first thing I recommend for you is to do some mindset exercises. There are bigger things at work here than standard procrastination.

Make a list of the reasons you're in business. If it's "to make more money," start over.

What kind of business do you have or want to have? Do you feel good about it?

If you don't feel good about your business, then you won't feel motivated (or even okay about) working on it.

Write down a list of your goals – very, very specific goals. If you want to earn money, you need to detail how much, and *WHY*. Do you want to set up a college fund? Pay off the Visa? Write it down.

Your goals, business model, and strategy for working need to be congruent. If they're not, that causes major issues.

After you've worked through those things (and it's not instant), rework your business. Meditate if you need to – do whatever you can to feel good about what you're doing and what you need to do.

Then, and only then, can you move forward to beat habits of procrastination.

The rest is the same as for level 3:

Make a list of the things you need to do that day, before getting started. Again, I recommend a list of 6 things, so you're not distracted. You can always have a "back up" list, if needed.

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Break your work day up into:

Work for 50 minutes  
Break for 10 minutes  
Work for 50 minutes  
Break for 10 minutes

You're chunking your projects, making them less intimidating, and chunking your days. Try it; it works!

**Level 5 Procrastinator:**

Many of the steps for level 5 are the same as for level 4.

However, I'm going to suggest, in addition to the other steps, that you make your tasks even smaller. You are completely overwhelmed. Give yourself very, very small tasks so you can feel accomplished.

Maybe it's that you don't have the time or skills. That's okay – you'll build up to that. If you can get even 1 thing done to move you forward in your business, every day, you'll be a lot more successful.

You CAN'T do it all when you're at this level of procrastination; it's simply not possible.

Step back, do 1 thing at a time (forget about the 6 things a day from the other steps) and build your confidence, skills, and mindset. Very quickly, you can get out of the "I can't do work" mindset into the "hey! Look at that! I got some stuff done this week!"

Then, you can build to doing more.

Make a list of the one thing you need to do that day, before getting started. You can always have a "back up" list, if needed.

In addition to having trouble focusing while you're actually sitting down to work, you're most likely having trouble even getting to work at all! If you're leaving projects until the night before, that describes you.

Set yourself three deadlines (you'll soon learn I'm a huge fan of "chunking" your work/breaking it down).

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**Deadline 3:** Complete the work. Now THIS is the step that can be done the night before. Finish it up – edit, polish, tweak. Instead of waiting until the night before to do the entire thing, you can finish it up, because it's mostly done!

Meet these deadlines over a period of several days, doing one small step at a time. Work them into your daily schedule. Breaking things down in this way makes them a lot less intimidating. This will do *wonders* for your mindset.

Part of the reason we procrastinate is because of overwhelm and feeling like we need to be perfect. Chunk it down and you won't feel overwhelmed. Your work will be a whole lot better as a result.

Break your work day up into:

Work for 50 minutes

Let yourself take a break. Use the rest of your time to study, meditate, or do other confident and mindset building activities.

You're chunking your projects, making them less intimidating, and chunking your days. Try it; it works!

As you start to feel more comfortable, you can add more tasks to your to-do list and start to move into the steps for level 4.

## **Step 2: Feel More Confident**

No matter who you are and how much success you've had, the chances are very high that you lack in the confidence area, at least on some level.

You might have such a lack of confidence that you can't seem to move forward in your business at all. You might feel stuck, like you have nothing to offer to anyone.

Or, perhaps your confidence issues have more to do with feeling scared every time you sit down to work. This nervousness and insecurity might prevent you from finishing your products, or at least dramatically slow you down.

So, what are you going to do about it?

There are a few different scenarios – see what works best for your situation.

### **Turn the Emotions Off**

This is a big one for me. I often lose my confidence because I over think and put too many emotions into what I'm doing. "What if I fail?" "What if this isn't good enough?" "Why did I think I could do this?"

At some point, it all becomes too much. It not only dashes your confidence, it cuts into your bottom line and destroys your business.

That's not to say that there is no place for emotions in your work, because there more certainly is. What I am saying is that IF you feel your emotions are getting the better of you, it's time to turn them off, and get through the steps needed until you start to feel like you can get do it.

Your mind often tricks you into stopping or feeling like you're not good enough. When you turn the emotions off, you can break through that barrier.

### **Don't try to create the next "big thing"**

Whether you're new to business or you've been doing it for a while, sometimes everything seems a little too overwhelming. It feels like you need to create something "perfect" or it's worthless.

The first piece of news I have for you is that there is no such thing as "perfect."

You can create something you think is absolutely fantastic, yet people will still find fault with it.

You can create something you don't think is your best work, and find that people fall head over heels in love with it.

The point is that you can't try to be perfect. Sometimes, good enough truly IS good enough.

If you're feeling stuck, and are overwhelmed by whatever you're working on, release something less extensive than you were planning on.

As long as it's quality, reflects its price or perceived value, and it's something that lives up to the "hype," it is okay to release! You can always test, tweak, and revise later on.

If you're putting up a new business website, for instance, don't feel like you have to get it all right the first time. Try to make it great, of course, but know that you've got a lifetime for the site to evolve.

If you're creating a product, don't feel like you have to get it all right the first time. Put out something great and worthwhile for your customers. Take their feedback, wants, and desires and great a version 2, if you want to – but you aren't going to cover absolutely everyone's needs the first time around (or even the 100<sup>th</sup> time around).

Give yourself permission to not be perfect, as long as you know what you're doing is great.

That will help raise your confidence so you can finally get your overall confidence up enough to take the next step.

### **Find nice things people have said about you...**

If you're really feeling down in the dumps, go back to your customers. Have them fill out a survey about you. If you've been trying and have a good track record, the chances are good people will give you great feedback.

Or, they won't.

You'll have a point to build from and improve.

You can also look through customer emails, comments, and so on – whatever you have.

It sounds hokey – maybe even ridiculous – that reading great comments about you can help.

It can! We're human, we like reading good things.

It can boost your confidence enough to get you over that hump and feeling good about yourself again. Then, you can move forward in your business.

### **Do Whatever You Can...**

I've worked with so many people who just felt so incredibly stuck that they couldn't move forward. Some gave up; some took months to gain enough confidence to do anything. If having a lack of confidence held you back last year, it's time to do what you can to increase your confidence levels so you can move forward toward more success.

## **Step 3: Have Clear, Focused Goals**

Goal setting is so, so important and yet very overlooked. If you decide to research goal setting further, you'll find startling and eye opening realities. The conclusion of the research is generally that those who are successful have very solid, written, specific goals they are working toward.

What do your goals currently look like?

And I do mean LOOK like.

If you think having goals in your head is good enough, it's not – at all.

The problem with having goals in your head is that...you're human! You forget. Something that seems so important one day gets swept under the chaos the next day. Until you realize months down the line "oh, wouldn't it have been great if I'd accomplished X?"

People also tend not to be specific when their goals are only in their mind.

Another issue is that many "secretly" believe they'll never succeed with their goals. If you don't believe it, you most likely won't achieve it – as cheesy as that sounds.

That's why many recommend you write your goals in present tense. It takes a bit to get used to, but it makes a lot of sense.

Instead of writing "I want to earn \$2K per month, every month, to pay the mortgage."

You would write:

"I earn \$2K a month, every month, to pay my mortgage."

It's a brain game – you are training your conscious and subconscious mind to believe these goals are already yours.

Your mind will naturally move you toward these goals – no, it's not something of science fiction.

You'll start to see connections you hadn't seen before. You'll start to do things and act in ways that hadn't occurred to you before. Soon enough, you'll see your goals and dreams coming true – but you REALLY do need to write them down.

Start out by writing down three goals you absolutely want to achieve this week.

Then write three goals you want to achieve this month.

Then write three goals you want to achieve this year.

Start each morning by revisiting (rewriting) your goals. You'll train your brain to take steps to achieve your goals.

Remember – be very specific and consistent about reviewing your goals. Whether it's good old pen and paper or typed on your computer, the act of typing or writing your goals will cement them, and help make them happen.

Everyone has a different style when it comes to their goals.

No matter what, please use these takeaways for your goal setting:

- Writing goals down works better than remembering them “in your head”
- Being specific is important – it helps you move toward your goal
- Your goals should be reviewed regularly – every morning, helps
- Try writing your goals in present tense – it’s a great mind trick that is very motivating

Setting your goals helps you stay on target. Most importantly, it helps your subconscious move you toward activities that will allow you to accomplish your goals.

This truly is what sets accomplished people apart from those who just run in circles, never really achieving anything.

## **Step 4: Have a Clear, Focused Business Plan**

I purposefully put this section after the goal setting section. That’s because it’s incredibly important for you to have your goals outlined before you outline your business activities, objectives, and data.

There are many free resources online for creating your business plan, so I’m not going to delve too deeply into the basics.

Here are some screenshots of the free templated business plan creator offered by SBA.gov at <http://web.sba.gov/busplantemplate/BizPlanStart.cfm>

### **Five important tips before you start!**

1. The business plan should tell a compelling story about your business, explaining who, what, when, where, how and why.
2. Your plan should be focused and clear. It is not about the number of pages or style of the cover.
3. The plan should define specific business objectives and goals with general parameters to guide the organization.
4. Writing a business plan should force logic and discipline into a business.
5. A good business plan is a living document. It should be updated regularly.

<b>Executive Summary</b>
<b>Business Description and Vision</b>
<b>Definition of the Market</b>
<b>Description of the Products and Services</b>
<b>Organization and Management</b>
<b>Marketing and Sales Strategy</b>
<b>Financial Management</b>
<b>Generate Business Plan</b>

There are also different degrees of formality and depth you can take when drafting your business plan – so I encourage you to choose the method that works best for you.

The advice I will offer is that it's important to have a plan and vision for the present, near future, and far off future. This gives you a road map to follow.

It's too often that deciding what you "will" do always remains just that...what you WILL do.

Know where you are and where you are going.

The next thing I do is off the beaten path from the standard business plan, but it works for me.

This might work for you as well – it acts as a motivator and as a way to ensure you reach a certain level of income.

I lay out each of the activities I plan to do to bring in money for my business every week. Then, I break it down by day. This goes back to bringing those long term business plans into the present day, and making your plans tangible.

I write down each activity, how I will accomplish it, how it fits into my overall business plan, and how much I expect to earn from each activity.

I make sure that I have enough high-quality activities, as well as enough time to complete them, to reach my business goals.

Laying things out very clearly like this has dramatically increased my income. No, it's no stuffy, formal document (just informal notes in a "Money Plan" folder on my computer), but it works for me.

It keeps me engaged and moving toward my overall business plan and goals. Try it in your business – you might be pleasantly surprised to find how motivating it is.

Of course, it's only motivating if you have confidence in what you're doing, clearly outlined goals, and you're disciplined enough to complete the activities. Now that you have this guide, those things are easier to come by!

## Step 5: Start to See Improvement Right Away Just By

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I added a little bit of mystery to this section, but it's not because this technique is all that mysterious. It's easy to see improvement in your business (and your bank account) nearly right away!

It's the old Pareto Principle (see [http://en.wikipedia.org/wiki/Pareto\\_principle](http://en.wikipedia.org/wiki/Pareto_principle) for more info if you're unfamiliar with this).

When it comes to business, 80% of your success/profits/whatever is coming from 20% of your activities.

That means that 80% of what you're currently doing in your business, is NOT working for you to produce most of the profit or result.

How can you grow, immediately, knowing that?

It's great, really!

You need to identify the 20% of your best activities and scale those up. You need to do so as soon as possible, and you'll most likely see a dramatic increase in income.

Say, for instance, you have a website that gets large amounts of traffic to 2 out of 10 pages – 80% of traffic and sales come from these two pages.

It's time to take those two pages, and do more with them.

Where are they ranking in Google? Do more backlinking, add fresher content, and do MORE with those pages.

What about your monetization? Brainstorm different, more effective layouts you can implement to see changes in income, quickly.

Or maybe you're a freelance writer or a graphic artist. You have 20 clients, but you've noticed some of the projects (or the clients themselves!) take far more of your time and energy than the others combined.

Identify the "vampires" and identify those who bring you more joy and profits. Is there a way you can get more business from those bringing you most of your profits? Try special offers or ask for referrals from those clients (because they likely "hang around" others like them).

Drop the clients that aren't worth your time – it's hard (especially if you're struggling to grow your business), but you'll find that everything takes care of itself.

Your business will grow without any extra effort – it will probably get easier, and you'll earn more money!

Or maybe you're a product creator or affiliate marketer. Once you have a basis of products or affiliate promotions, you can start to identify your most profitable activities along with activities that are a waste of time.

Think of it as a process of weeding your garden – you're letting the beautiful plants bloom and getting rid of the stifling weeds.

No, this idea is not at all unique to me in any way, shape, or form. Some reading this might be saying, "ugh, I've heard all this before! I thought I was going to learn something new."

Well, are you actively weeding your garden? If you're not, start.

Whether you're new to this idea or you've "heard it all before" – DO IT!

It's time to start the New Year fresh – body, mind, and spirit.

It's time to become more profitable with less effort. You deserve that.

## **Where is Your Mindset Right Now?**

My hope is that after reading this guide, you're coming away with a renewed sense of confidence. I want you to feel pumped up and excited about where you are going with your business in the New Year.

The truth of the matter is that you CAN have it all. You can have a wonderful fulfilling business that grows and helps you feel (and become) more secure in life – financially and otherwise.

The problem with guides like this is that most people, sadly, will do nothing with the information.

Those people will be in the same exact place next year, or worse.

Others will start out with good intentions, but will let it all fall by the wayside (falling back into old habits) soon after.

And then there is the third category – the category I know YOU fall under.

This third category is full of those who will let this guide inspire them. They will start setting, and writing down, their goals, they will take steps to beat their problems with procrastination, they will work on their levels of confidence, and they will weed their garden.

A year from now, you (the you who is in that third category) will look back and feel a sense of incredible pride, because your business is now the stuff dreams are made of.

Here's to category three, here's to you, here's to a better, more profitable New Year.

To Your Success



Dave Gale

## **Resources**

**Instant Product Funnel**

Your Own Online Business Completely Set Up One Hour Or Less:

[www.instantproductfunnel.com](http://www.instantproductfunnel.com)

**Site Flip Booster**

Secret data helps you generate several thousand \$\$\$ from selling websites!

[www.instantproductfunnel.com/sfb](http://www.instantproductfunnel.com/sfb)

**Recommended Site For Registering Domain Names**

They currently give you free whois guard for a year:

[www.instantproductfunnel.com/namecheap.php](http://www.instantproductfunnel.com/namecheap.php)

**Recommended Website Hosting**

Reliable web host with great customer service  
(I use these myself)

[www.davegaleonline.com/HostGator.php](http://www.davegaleonline.com/HostGator.php)

**Autoresponder Service**

Solid company with amazing delivery rates for your emails.  
Currently you can start for just \$1!

[www.davegaleonline.com/Aweber.php](http://www.davegaleonline.com/Aweber.php)