

I Can

The Art Of Focused Achievement

Mark Thompson

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This book is dedicated to my wonderful wife and daughter, who have supported me every step of this amazing journey. I also need to mention all the totally amazing members of Wordpress Goldmine who over the years have placed their trust in this slightly strange guy who had a few ideas about how Internet Marketing should be done. A special mention must go to Andre Chaperon who was my personal catalyst long before I met him, and whom I am now proud to call a good friend. Finally to all the ethical Internet Marketers out there who lead by example...Stand Proud.

Table of Contents

THE ART OF FOCUSED ACHIEVEMENT	7
INTRODUCTION.....	8
<u>PREFACE</u>	13
DREAMS	14
GOALS	15
<u>STEP 1 – WHAT’S HOLDING YOU BACK?</u>	20
FEAR OF SUCCESS	23
FEAR OF FAILURE.....	25
PERFECTIONISM	29
FEAR OF RISK.....	33
GET OUT OF THAT COMFORT ZONE	37
<u>STEP 2– GO FOR IT.....</u>	40
SELF PERCEPTION	43
ENVIRONMENT	45
ERGONOMICS	49
VISUALIZATION	50
CHEAPER THAN YOU THINK	56
SUCCESS IS CONTAGIOUS	57
CONCLUSIONS	59

The Art Of Focused Achievement

Focused – the concentration of attention or energy on something

Achievement ~ a result gained by effort



Introduction

“There seems to be some perverse human characteristic that like to make easy things difficult” Warren Buffet

“Convert your Dreams to Goals and you can achieve anything...”

Me, about 20 minutes ago!

I've been coaching and mentoring people for over 4 year and during that time I've come to realize that the one thing that is holding people back is themselves. I can provide a person with the tools and the step by step instructions and they then seem to try everything to avoid putting the plan into action.

It seems that we humans have an inbuilt mechanism that is designed to self sabotage us.

I've done it myself on loads of occasions I've sat down at my desk with a plan to produce 5 videos and after 2 hours I've done nothing.

I say nothing, but I know what golf clubs I am going to be buying next time I am in the pro shop. I also know a lot more about the Emperor Vespasian. Damn you Wikipedia

What I haven't done is make any progress in the thing that will make me money.

It's not like it's difficult, to create a video I just need to create some slides and record them with me talking over the top...something I like to do.

It's not like I have to go and work down a coal mine or stack cookies on shelves all day long.

But no, I'd rather find out that Vespasian reduced the silver content in roman currency by 2 %.

It seems that when it comes to self-sabotage we are extremely cunning! Luckily it's a behavior that is quite easy to change if you really want to.

More of that later.

Over the past few years there have been a host of programs and videos released such as “The Secret” that promote the idea of an abundant universe and that all you need to do is to Visualize and Affirm enough and you will get what you want. I am not going to go as far as to call this type of stuff mumbo jumbo as I have no desire to ridicule people’s beliefs but it misses the point completely.

We severely underestimate the power of our subconscious,

How many times have you been driving and started to day dream and then found that you can’t remember the last 3 or 4 miles of the journey? In that situation your subconscious has taken over.

My natural sleep pattern means that I usually go to sleep around 3 or 4 am and then wake up at around 11 am (working from home has its benefits!)

However on Saturday mornings there is a program on TV that I like to watch that starts at 9am. I never use an alarm but every Saturday morning I wake up at 8.50am not 8.51 or 8.49 but at exactly 8.50. That is all down to my subconscious.

You have probably downloaded this book because you regularly fail to follow through on projects and tasks or you find it really hard to motivate yourself.

Many of you will have bought e-books and guides online and just left them gathering dust on your hard drive. The aim of this book is to change your outlook and to help you to get to a state of mind where you strive for results.

That may sound like a hard task but believe me it's a relatively simple 2 step process.

Step 1 is to identify what's holding you back and then fix it.

Step 2 is to get you to focus on what you want. Sounds easy doesn't it ...well let's get started.

It will be useful for you to have a pen and paper available while reading Step 1 as I give you the opportunity to dig deep into your subconscious and maybe identify a few things that might be holding you back.

One small note, you'll find I've added quite a few anecdotes to the book, I've done that as it will hopefully help you relate to things better.

I am no different to you, I have my fears and reservations, maybe I just handle them differently.

Preface

Finally before we start a quick note about Dreams and Goals.

Dreams

We all have dreams, it's one of the things that make us human. My dog doesn't aspire to be anything else but being a dog, she has no goals. So long as she has food water and a lamp post to sniff she is happy.

The trouble with dreams is that they get in the way of reality.

“I wish I had a bigger house, “

“I wish I had more money in the bank”

“I wish I could afford a vacation in The Bahamas”

Time to wake up and smell the coffee
wishing won't get you anywhere!

Sure it's nice to sit outside on a cloudless night and wish upon a star but everything will still be the same the next day.

But you can change it, you can make those dreams a reality.

Goals

Have you read a book called “The Game” by Neill Strauss?

To some it's a book about how to be a pick up artist, to me it's about what can happen if you turn your dreams into goals.

Very basically the book is an account of how some socially inept nerds went from not being able to get a date at school or college , to being able to walk up to people like Brittany Spears , Paris Hilton and a whole host of desirable women and walk away with their phone numbers within a few minutes.

Did they do it because they wished they could get Paris Hilton's phone number?

No !

They did it because they set themselves goals such as approach 10 random strangers in an hour and talk to them.

They studied and worked hard at becoming interesting and desirable to women through the strength of their personalities.

They took their comfort zones and threw them in the trash.

You can do the same.

Take those dreams and convert them into goals and work hard at achieving them.

“I will buy a bigger house in 3 years, “... This is how I’ll do it....

“I will have more money in the bank in 6 months” “... This is how I’ll do it....

“ I will go on vacation to The Bahamas next year” “... This is how I’ll do it....

Sure, you might not do it in the time span you set but I promise you will be much closer to attaining your dreams once they are firm goals than when they were just dreams.

List 3 goals Below

Goals



1.

2.

3.



STEP 1 – What’s Holding You Back?

In the introduction I mentioned how powerful your subconscious is, the problem with such a powerful beast is that it can really help to screw us up.

When I was about 6 or 7 I couldn't sleep one night, my father came into to room and saw I was laid on my back. He said to me " You'll never be able to get to sleep if you lay on your back"

I am sure he meant well but from that day to about 18 months ago I was never able to get to sleep if I laid on my back.

I made a similar mistake with my daughter, when she was 4 we were playing around one Halloween and I made the remark " You'd better behave or the Spider will get you!"

For the past 14 years I've paid for that remark by having to remove any spider from the house.

The same thing happens to us all throughout our lives we hear things and subconsciously we believe it and it really does screw us up.

How many times have you heard that “money is the root of all evil” or “it’s easier for a rich man to pass through the eye of a needle than to get into heaven” or the classic “I’d rather be poor and happy than rich and unhappy”

These little pearls of wisdom infect you so that deep down in your subconscious you believe that Money=Bad. How many newspaper stories have you read about lottery winners who have blown all their money and are back where they started from?

Why is this? Because deep down they believe that money is bad.

Let me tell you now money is not bad and it will not make you a bad person. This leads us nicely on to the first thing that may be holding you back...Fear of Success

Fear Of Success

“In order to succeed, your desire for success should be greater than your fear of failure”

It seems strange that anyone would be afraid of being successful after all I am sure we all think to ourselves and imagine what it would be like to be successful. But all the time your subconscious is aware of the perils of success.

We've all read the newspaper stories of successful Hollywood stars that seem intent on self-destruction. We've read about successful people's marriages breaking up in acrimony and ending up in multimillion-dollar lawsuits.

We worry that being successful will affect our relationships with friends and colleagues. We are afraid that people will gossip about us behind our backs if we are successful.

Fear of success like most things holding you back will probably stem from childhood experiences. Grab a piece of paper and sit somewhere quiet for 15 minutes and see if you can find 3 examples from your childhood where being successful caused some problems, it doesn't matter how minor.

For example I won the high jump competition at school when I was about 9. From then on for about 2 months a group of kids called me frog and made frog noises every time they saw me.

I never did any athletics after that.

When I joined the Army at the age of 21 I discovered that I had a natural talent for athletics and represented my regiment and broke several records after only 6 months athletics training.

If only I hadn't been afraid of success I might have discovered my talent much earlier.

Fear of Failure



“Don't fear failure so much that you refuse to try new things. The saddest summary of a life contains three descriptions: could have, might have, and should have.”

This is a biggie...most of us are afraid of failure, I know I am.

Why do we view failure as terrible?

We do it because subconsciously we link failure to how we feel about ourselves, we fail at something and we feel bad about ourselves. I failed = I am a failure.

This is actually completely wrong there is no such thing as a failure. Failure is a perception not a physical characteristic.

All the thoughts of failure point to one thing humiliation. None of us want to feel humiliated so our subconscious tells us to hold back and we won't fail and if we don't fail we won't be humiliated.

Get over this fear of failure and you are one step closer to success.

Almost everyone has heard of Babe Ruth and knows that he held various run records for a long time. He was a success.

But did you also know that he also held records for the number of times he was struck out? In 1930 Babe Ruth surpassed 1000 lifetime strikeouts. If you took that stat on it's own you would probably think he was a failure.

Babe Ruth was not afraid to fail, people came to watch him bat to see his home runs they didn't care about the strikeouts.

Look around you, who is the most successful person you know?

I bet they have failed loads of times. Does that make them a failure? Do they feel humiliated?

No! the one thing that separates them from you is they don't care about their failures. They take them in their stride and learn from them then move on.

I have said this in quite a few blog posts now but I have learned more from every failure than I ever learned from any successes.

Embrace failure it will make you who you strive to be.

Need more proof? Look at that light bulb above your head. Edison tried hundreds of different experiments to get a working light bulb they were all failures but he learnt from them and eventually got a working model.

Why not try another exercise?

Once again sit somewhere quite and think about 3 perceived failures, where you felt humiliated or just plain stupid. Go back as early as you can. Analyze these events and why you were feeling how you were.

Remember : “Failure is a Stepping Stone
Not a Tombstone”

Perfectionism

“Some of us (perfectionists, especially) fuss so much over making the 'right' choice, but in life, all that's really needed is to make any' good' choice, believe in it, go through with it, and accept the consequences.”

I bet you consider yourself a bit of a perfectionist. “If a thing is worth doing it's worth doing well” and all that jazz. I am sorry to tell you that your perfectionism might just be the thing that's holding you back.

The other side of perfectionism is a fear of mediocrity, this is your subconscious screaming at you don't do it won't be perfect it will be mediocre. The Writer Dorothy Parker was notorious for missing deadlines because she was so afraid of her books being mediocre that she often rewrote them 10 times or more.

I firmly believe that you should grab any challenge/project by the balls and run with it. As Nike say JUST DO IT. The more you think about and plan your projects the more reasons you'll find not to go through with them.

Almost every day I'll chat to someone who is planning a project, the same project they were planning a month ago. STOP ...JUST DO IT. I get an idea register a suitable domain and then build the site . Only afterwards do I plan and tweak.

Take this book and site for example, you probably think I've been planning this for a long time don't you? Errr no! I started a thread about this in the a Forum last week and then wrote a blog post about what holds people back on my blog. The response was pretty good so yesterday evening I decided to do this.

I sketched a quick plan on my whiteboard looked at it for 5 minutes and decided to go with it. (keep this in mind later on when I talk about luck/visualization)The site was up by 9pm and at 11 am when I got up I started to write this. It's now 2pm. I plan to write for another 2 or 3 hours then stop for the day. Hopefully you'll be reading this tomorrow evening.

Try not to be a perfectionist, you could spend your life trying to get things just right. Try my method for a while. Build it then tweak it.

A While ago I gave away a free version of Article Dominance a book about Article Marketing that I had written , As the book was away being proof read the draft version was given away. I had 5 emails from people berating me for the grammatical errors in the book. Some of the emails were actually incredibly rude.

The thing I just had to laugh about this , as I know that the type of people who ignore all the (hopefully) good advice in the book and focus on a spelling mistake or a comma in the wrong place will never succeed.

As their entire focus is perfectionism and not building the life they want.

You know what I am going to say now don't you? Yep grab another piece of paper and sit quietly for a few minutes and list times when being a perfectionist or fear of mediocrity held you back. The strange thing about this fear is that it gets stronger with age, so concentrate on your teenage years and see if you can identify the start of this fear.

Fear Of Risk



“Do not fear risk. All exploration, all growth is calculated. Without challenge people cannot reach their higher selves. Only if we are willing to walk over the edge can we become winners.”

“Better safe than sorry” how many times have you heard that.

I suspect if we all believed that man would still be sitting in a cave afraid to venture beyond the next valley. Luckily for us through the centuries a few brave individuals have preferred “Nothing ventured Nothing gained” as their motto.

For many people the unknown is something to be afraid of, they eat the same food, go to the same place on holiday and stay in the same job. It’s the same with Internet marketing. I know people who still build the same types of sites they did 2 years ago and are happy with a few dollars a day in AdSense income.

Much of a person's fear of risk is down to self-confidence or to be more precise a lack of self-confidence. They don't believe they can be successful, they don't believe that they can build a successful business in Internet marketing.

Answer this question honestly, how many times have you bought a product, read it (or skimmed it) and not followed through with it?

Why?

When you read the sales letter you were obviously confident that it was for you. What's changed from the time you read the sales page to the time you finished reading the e-book?

I would be prepared to bet that on a large percentage of times that happened you didn't believe it will work for you. If it worked for the writer, and it worked for other people then it will work for you.

When did you become so afraid of taking risks? If you are anything like me when you were a child you were fearless. I actually built an “airplane” from pieces of wood from a building site, and a large ramp from fence panels and launched off the side of a hill. I’m still here to tell the tale, although:

A) It didn’t fly

B) The undercarriage broke on landing
(my sister’s roller skates)

C) I found out humans had a Tail Bone!

If you could do such thing as a child why is taking a risk with a website or a new income stream such a big deal?

I’ve not heard of anyone being killed recently by a failed website or a membership site that went feral.

Stretch yourself, write an e-book, build a membership site, build a list of 10,000 subscribers.

If you haven't run out of paper yet get back to that quiet place and try to identify when you became afraid of taking risks.

By identifying when all these subconscious fears started you can free yourself from them and move on to step 2.

Get Out of that Comfort Zone

Seriously what's the worst that can happen if you worked at building a list of 10,000? (Substitute any IM activity if you don't want to build a list)

Scenario A) It takes 3 months and you make money from your list

Scenario B) It takes a year and you make money from the list

Scenario C) You don't get any subscribers

If it's Scenario C the only possible reason is that you aren't trying hard enough.

Imagine having 10 dice in your hand the object is to get all 10 6's showing.

You might do it on the first roll of the dice,

You might do it on the 100th roll of the dice,

You might do it on the millionth roll of the dice BUT at some time you will do it.



Internet marketing is exactly like that.

If you keep on working at it you will succeed, you will make money and you will be successful.

It's Impossible to fail!

Step 2- Go For It.



As I mentioned in the introduction there are lots of programs and books that claim that the universe is abundant and if you visualize and affirm enough you will be granted all your desires.

I've even heard people refer to it as changing the frequency we resonate at.

Please believe it if you want but I am going to show you how I believe you can get what you want and it's all to do with changing how you think.

A lot of the good things that happen to you is down to coincidence nothing more nothing less.

One night I was writing a plan for a website I wanted to build. I wrote my plan on the whiteboard next to my desk, but I had a big question mark next to page 2 of the site as I wanted a tell a friend script.

I had never used one before and so I needed to do some research.

I built the first page and then checked my email.

What was the top email in outlook?

An email from Sam Knoll talking about “tell a friend” scripts.

Was this a sign that the universe was smiling at me? No it was just coincidence

A few years ago I was €1000 short for a deposit I was due to pay at midday. At 11.05 someone I had never heard of before placed an order for articles for €1200. Once again was the universe being abundant? No just coincidence.

The strange thing is... The harder I work the more coincidences I seem to come across.

In the last example I am sure someone is thinking that it was the universe rewarding me for my positive thoughts...hogwash.

It was the result of the 4 previous months work I did writing good quality content and getting my name out there as a reliable and good writer who delivered quality content on time.

I suppose this is a long way of telling you that you really can get what you want but you do need to work at it.

Hopefully you'll have used part 1 of this book to identify just what's holding you back. I know it's a difficult task but believe me it's the first step to making a giant leap forward.

If you didn't make any notes about what might be holding you back go back and do it now.... I'll wait!

Self Perception

Before I get into the meat of this part I want to try something with you. It's not strictly related to what this book is about but it might give you a new perspective on how your mind works.

How would you describe yourself?

Choose one word from each of the pairs below:

Tall or Short

Fat or Thin
Rich or Poor
Successful or Unsuccessful

We all have ideas about ourselves that are brought about by comparing ourselves to others. Whether we like it or not we are constantly comparing ourselves and judging ourselves against other people.

Now try the same again

Tall or Short compared to basketball player?

Tall or Short compared to Danny DiVito ?

Fat or Thin compared to a Super Model
Fat or Thin Compared to a Sumo Wrestler?

Rich or Poor compared to Bill Gates?
Rich or Poor compared to that homeless guy you saw last week?

Successful or unsuccessful compared to Richard Branson

Successful or unsuccessful compared to the janitor at your office

Now you see how fickle our self perception can be. By choosing the right comparison and you can be whatever you want.

Let's get onto ways that you can start to work better and finally break through the barriers that are holding you back.

Environment

By environment I am not talking about the outside world with fluffy bunnies and nice green trees. I am referring to the physical and mental environment in which you work.

If you are trying to build up your internet marketing career you are probably juggling it with a full time job.

In that case the scenario is probably, you arrive home from work, maybe have a meal then settle down to do some IM work.

The problem here is that after a meal your body just wants to rest.

Your blood rushes from all parts of your body to your stomach and intestines to aid with digestion.

Now the problem is that your brain now has less blood feeding it.

Your brain is like a finely tuned engine when everything is serviced and in good condition it works well but if it is dehydrated or lacking blood it runs like a 40 year old Cadillac.

Take a break after meals, drink plenty of water ensure you are properly hydrated.

Try to work when you are alert and ready. If your body tells you to rest stop and rest.

The next thing to do is to get rid of any distraction you may have. Wikipedia included, Vespasian can wait for another day!

Turn off skype, yahoo, msn close anything that is not related to what you are doing.

Email is the curse of the IM classes. Turn it off.

Does this sound familiar...

“I’ll build my new site today but.. I’ll just check my email before I get started...”

Oh look Amazon have a sale...

Wow that’s a good deal on that camera, let’s see if I can find some reviews..

Ohh look some people seem to like it and have set up a forum. I’ll just look at that...

Oh damn! Bedtime. I'll do that site tomorrow...

“Yes Darling I'm coming, you won't believe how busy I've been today!!!”

Email, Instant Messaging, Forums...
STOP!

You don't need them when you work so turn them off.

Use email as a reward, or use facebook as a reward. If you work non stop for 2 hours give yourself a 20 minute “Facebook Break”

Darwin achieved all that he did by dedication 3 hours a day to Science.

The Author Victoria Wolff once said that she achieved more in 3 hours dedicated work than during the rest of the day combined.

When you work work when you play play! And don't combine the 2

Ergonomics

Is your physical work environment conducive to comfort? Do you get a backache after a few hours or pains in your wrists? Think ergonomics.

I bought a new iMac recently at first I had real trouble working for more than 20 minutes as I'd get a bad pain in my neck, so I checked the box and there was a guide to correctly positioning your iMac

5 minutes later and I could work for 4 or 5 hours without a problem. The iMac is actually sitting on top of an old HiFi speaker on my desk, it looks weird but works perfectly.

Make sure you are comfortable!

Visualization

Visualization can play a huge part in helping you to achieve what you want. Obviously I don't mean in the Universal abundance, frequency changing mumbo jumbo I mentioned earlier but as a way to reprogram your subconscious and motivate you to work harder to achieve your dreams.

I used to race motorcycles and I was faster than a couple of friends I raced against but they were always ahead of me no matter where I started on the grid by the time we got to the first corner. I then had to spend the rest of the race overtaking people just so I could beat them.

One day I crashed in the first race and was pretty battered and bruised so I sat out the rest of the races. I was watching the start of a race and the usual messing around was going on people revving their bikes, staring at the rider next to them trying to psych them out etc. But on the 3rd row there was a young guy just sat perfectly upright staring down the straight towards the first corner.

The flag dropped and the race started and this guy got to the first corner about 20 meters ahead of everyone else. I watched him in a later race and he did exactly the same.

So I hunted him down in the pits and asked

him what he was doing to get such a great start. He said he was visualizing his race to the first corner. He told me exactly what he did and the next time I raced I beat my friends to the first corner.

Look at any athletics event or almost any sports event what do the guys do before the start? They certainly don't stand around talking about the weather. They stand there visualizing the first 100 meters or their long jump. They run through the race in their head.

They Visualize Winning.

It's exactly the same with building up an internet marketing income. You need to visualize what you want. You can do this in many ways, a screensaver of a car you want, a picture of a house you want to buy.

Show yourself why you are doing the work. Know what all the hard work is all about

If you know why you want to be successful... The How will follow.

Personally I prefer running a PowerPoint presentation every morning and evening that has pictures of things I want and things I can aspire to interspersed with statements like “I can”.

I always add music to presentation as it seems to focus the mind. If during the day I feel I want to give up, I'll run it again.

I first came across this method a short while back when I was watching a program about a young millionaire.

At the age of 17 he placed a picture of a Porsche Carrera on his phone. He worked in telesales and every time he felt like giving up or not making a call he would look at the picture and make the call.

5 years later he bought the car of his dreams and 3 years after that he was a millionaire.

Every morning he runs a PowerPoint presentation of what he wants and when he achieves it he fills in the date on the slide and adds another.

If you don't do anything else after reading this book make yourself a presentation or stick some pictures on a board.

When I first wrote this we were living in a 2 bedroomed apartment, now don't get me wrong it was a lovely place and we were incredibly happy there but we hated hearing the neighbours come in at 5am (stiletto's on marble floors are loud!)

We also wanted extra room so friends could stay over, and an office so I didn't have to work in the bedroom or in the dining room

So one of the things I added to the slideshow was a picture of a house we wanted to live in, it has 3 bedrooms and is much larger.

I am updating this from my office there now.

I also had pictures of me playing golf because I wanted to be able to play golf whenever I wanted.

That's what I do now.

It's not just about adding yachts and Ferrari's , Deep down I actually don't really want them , but I do want to go to Asia and travel around for a few months .

I do want to travel on the orient express so that's on there. I would actually like a Audi R8, that's on there.

Try to add things that are just out of your reach, along with things that are harder to attain but not impossible then as you attain them add something new.

Cheaper Than You Think

I wanted to add something here for those of you who still don't believe that you'll never be able to attain the things you want.

With just a slight change in perception anything is possible.

These are prices local to me converted to \$:

- Luxury Golf Resort Rental in Marbella \$1000
- BMW X6 \$1000 per month
- Dining out 2 people \$50 per night

So that's less than \$3000 per month to have nice place to live a nice car and eat out every night.

Obviously there would be extra expenses but you don't need a luxury car or you can find a cheaper place to live.

This is an expensive place to live, imagine choosing some pacific island or Thailand and your costs will drop.

The point of this is to show you that your dream lifestyle might just be closer than you think!

Go on grab that paper again and see how much that lifestyle could cost you if you really wanted it.

We only live once ..it would be a shame to waste it

Success is Contagious

I realized about a year ago that success was contagious once someone in a group started to achieve minor successes it spurred on others in the group who wanted to be successful.

Find yourself a group of like-minded people who share you goals and share your hopes and goals with them along with your successes.

My favorite part of the Wordpress Goldmine Forum is the success area of the forum.

Every month there are threads from people having major successes and minor ones. Each post helps to spur on the other members.

It doesn't matter if the success came from Wordpress based sites, html based sites, selling websites, Clickbank , AdSense or any one of the hundreds of other ways to make money online surrounding yourself with people with the same goals and fears can only be a positive thing.

Conclusions

I hope this e-book has given you an insight into what's holding you back and how you can help yourself to break free and start to achieve your Goals.

I like to call the combination of identifying what's holding you back and tackling it head on along with the use of constant reminders of what you want to achieve Focused Achievement.

Be Focused – Achieve

Mark

Resources

Wordpress Goldmine - My Internet Marketing Forum

<http://wpgoldmine.com/SpecialOffer>

My Blog

<http://mjthompson.net>

A List of some of my reports and products

<http://products.mjthompson.net>