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Foreword

You do realize, naturally, that the odds for success are not in your favor. Daily thousands and thousands of internet business enterprises are launched.

Of those net businesses that will be launched today, ninety% won't be around in 120 days. That's right! You have a slim chance of actually making a success out of your net business unless you are able to change this. Those are not very good odds. If it were a horse race, succeeding would be considered a long shot.

That's the down side but anytime there's a downside there's always an upside. The upside in this case is that even though you may feel you have a small chance at succeeding, you are able to greatly increase your odds by simply following this guideline.

Rejecting Rejection

The Ultimate Salesperson's Guide For Handling Rejection And
Turning No's Into Yes's

Chapter 1:

The Basics On Net Business

Synopsis

Daily in real life, millions and millions of people drag themselves from warm beds, take a shower, grab a cup of coffee, and head out to their jobs all the while thinking that there has got to be a simpler way to make a living. Among those millions of people I'd guess you know somebody who has quit the 'get-up-and-go-to-work' grind and is making an exceedingly good living by working on their PCs from the comfort of their own homes.

Working from home sounds like an ideal solution to them. A lot of these dissatisfied people will quit their careers and dive head-first into net marketing without any training, with no knowledge of what they're getting into, no education, and no promise of success. Failure is their only option and they don't even suspect. There's a reason why most individuals fail. I'll help you avoid these errors.

Why It Bombs

Naturally, success is possible. There's several people that do succeed in this line of work. The thing is success doesn't occur by chance. And success isn't just a crap shoot. Success occurs because of a few extremely important factors.

Success happens because people have the right ideas about net marketing and how it works. They don't expect to get rich quick or be able to make a killing over night. It's strange but for some reason the same people, who would not dream of starting a real world business, think they can make a go of a net business even though they've no business background.

People will go into a net business with the idea that they no longer have to get up and go to work. They think they can simply work if they feel like it and still make a Great living. They simply don't anticipate having to work hard or work long hours. There are three reasons people fail at net business that stick out.

1. Incorrect Perceptions about the net

For some unknown reason most people think that running a successful net business is as simple as getting a net site built and hanging out an 'open for business' sign. They could not be more incorrect.

Running a successful net business of any kind calls for self-discipline. People will jump into an net business and think that they can party all night, sleep until noon and then make a living in three or four hours sitting in front of a computer. They for some reason think that the world is just going to line up on their net site and fork over money. It is not going to happen.

Net businesses don't run on auto-pilot. It's true that well established net marketing gurus don't have to put in long, boring hours on their businesses but it's a privilege that that has been earned by coming in and putting in a lot of long and demanding hours.

It didn't occur overnight for them and it won't occur over night for anyone. Most people are entirely unprepared for the time investment that must be made so a net business may become successful.

2. No Business Background

All businesses have 2 things in common. They are a business and they must be run like businesses! The people who are in charge of a business have to understand acceptable practices of business.

They need to comprehend simple and basic ideas like acceptable over-head expenses in reference to projected revenue. Net entrepreneurs need to comprehend profit and loss and what makes up each. A business degree isn't necessary but it's absolutely vital to have some business background and understanding. The proof is in the numbers. Not all of net businesses succeed, and they don't occur

by chance. It takes a lot of hard work to get them up and running before you begin to see a profit. It is not sensible to expect to turn a profit from a fresh business enterprise for several months.

You must have sufficient resources available to not only launch your business but provide for your own personal needs for an extended period of time. It is called capital 'and there's no way around the need for enough of it.

3. The correct mentality just isn't there!

The word 'attitude' is a crucial one if discussing net-marketing start-ups. A good attitude...a good outlook cannot insure success but a bad attitude and a bad mentality may certainly guarantee failure.

Here are some incorrect attitudes that will absolutely assure failure:

1. I can work if I wish to. Incorrect, incorrect, incorrect! You can't just work if you feel like it. You have to expect to put in a lot long and extremely demanding hours of exceedingly hard work to make a new net enterprise succeed.

2. I may get rich quick! You may not be more incorrect and you're not only incorrect but you're putting yourself in danger as well. There are trillions of crooks out there on the net who are looking for their next sitting duck and if you're looking for a quick way to get rich, you're the next mark. It's conceivable to make a very comfortable living with net marketing, but if anybody ever tells you it's quick or easy, they're lying to you.

3. I don't need a business plan. There you are...incorrect yet again. Net business is still business. All of the same business rules apply to a net business as apply to real world business. It's imperative that you have a plan for success that's based upon these sound business precepts.

4. If you have a net business of your own, you do not have a boss. Incorrect again! You're your boss. If you aren't a great boss who sees to it that work is achieved prompt and in full, you'll doom yourself to certain failure. Unless you are a boss who arranges a work schedule and establishes goals that must be met, you'll discover yourself working at a job in the real world.



Chapter 2:

Drawing People To You

Synopsis

Personal magnetism is a rare personal quality attributed to leaders who awaken fervent popular idolatry and exuberance.

Personal magnetism is the character that drives people to flock to you and to follow you to the ends of the planet. It's the crucial trait that fuels true influence.



Magnetic

Whenever I was in senior high, I expended my summertimes working at a summer camp. I'd spend twelve weeks each summertime, helping to direct games and events for campers. The manager of that camp, exhibited Personal magnetism more than virtually any man I've ever come across.

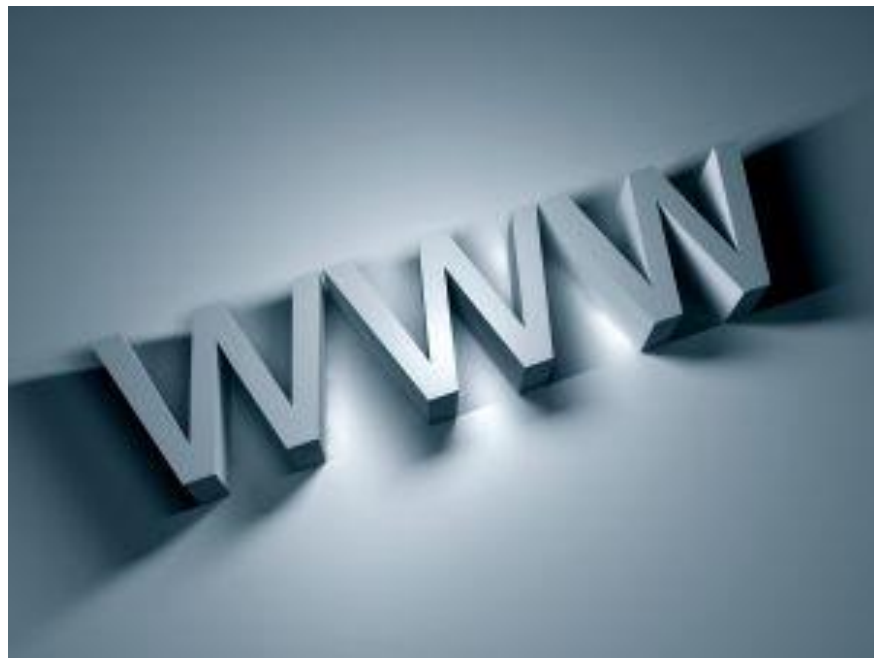
You'll come across a lot of people in life who will have you convinced upon coming across them that they're unbelievable beyond measure. This guy was precisely the opposite. If you came across him, it would only be a matter of minutes before he would have you convinced that you were the most unbelievable individual in the cosmos. Personal magnetism is most frequently characterized by care for other people and exhilaration for life.

He would drive each conversation by inquiring about what fascinated you. He eternally showed a sincerity and concern that went deep beyond what most individuals' evidence. He really got energized about our concerns. There was no doubt in my mind or in the mind of anybody else that he truly treasured us.

Too many people erroneously trust that personal magnetism is something that people are either born with or born without. That's plainly not true. A few people might be born with a better beginning than others, but Personal magnetism as a quality may be developed.

You don't have to hide behind the far-too-popular saying, "Well that's simply the way I am!" You're able to develop Personal magnetism and construct a following around your campaign. If you wish to construct a monumental following at your business, then you're going to have to acquire a high level of personal magnetism. You have to show your followers that you care about their necessities. You have to convince them that they're your first priority.

People are sick of pitches. They're sick of cons. They're seeking the true deal.



Chapter 3:

Loyalty Plans

Synopsis

Frequency, or loyalty, plans reward purchasers according to their visit frequency and total of their purchases. Begin your frequency program with software. That way you're able to get the names, e-mail or street addresses of your purchasers.

Nobody's truly certain when the words "rewards" and "plan" were at first paired, but you'd be in a bad way to find someone living in today's society who hasn't subscribed or imputed to this kind of marketing.

Frequent purchaser plans, bonus points for purchases and the award of targeted premiums are amidst the popular marketing maneuvers that have proven to lift reaction once attached to a long-range program for product or service brand establishing.

Reward Buyers

If you've determined that your constituency may utilize a powerful incentive---to purchase more, execute better, stay loyal or jump ship from a competitor--- utilize this as a point of departure to construct your bottom line and buyer base.

Work out what behavior you wish to repay. Incentive programs don't impart rewards to individuals who think they deserve to be stroked; you're attempting to make a behavior alteration in their purchasing habits, the frequency of their contact with you or your rewarding their commitment. Once you comprehend the particular conduct you're seeking to change, center on that goal as you forge all of the details of your plan.

Be bold about specifying precisely whom you're seeking to reach. Section business audiences from consumer audiences, and then further drill down to lure those who fit the audience you're seeking to draw in or coordinate duplicate plans for both. For example, if your rewards plan is to incentivize buyers of diapers, you'll need to target moms and caregivers for the consumer section of your plan and businesses, like nursery schools and day cares for the other.

Circulate the word. A rewards plan is only as great as the success you gain by reaching your world of respondents. Draw out all the stops by utilizing as much mass medium as your budget will allow spreading the word about your rewards plan.

Include video, radio, print media, vouchers, FSI inclusion, net, social networking and additional places that have your purchaser. Utilize advantageous language that attracts your audience.

For example, "purchase one get one free" might appeal to the over-50 bunch, but "Yo! Double up your take" is more advantageous if you're contacting a young demographic.

Rewards plans have risen and fallen on a single error made by sellers who have failed to have their plan and language vetted. Suitable disclaimers and restrictions have to be added to content. There's no better illustration of the importance of this than the airline business. Had frequent flyer plan executives not set deadlines for utilizing frequent flyer miles, they may still be honoring consumer accounts from 10 years ago.

Inform employees that you plan to present a rewards plan and give them enough advance notice. Give people in your grapevine an early head's up. Not only do they like to get the "inside scoop" but they'll be braced for the traffic when people start show up with their vouchers.

Supervise your rewards plan from beginning to end to assure whether you're seeing a rise in sales, buyer numbers or interest. This isn't simple to do without a baseline from which to factor out fluctuations. Hopefully, you trailed pre-rewards plan activity for a fit amount of time before you started the program.

Understand when to pull the plug. Understanding marketers make no mystery of the dates they set for stopping a plan; they place these dates on collateral in bold face print. Follow this exercise for many reasons.

Firstly, you have a time line so you are able to prepare to polish off the plan. In addition, you need to convey a sense of urgency to responders so they don't miss out on taking rewards before they expire. You are able to always broaden the life of a successful rewards plan, so be braced for this happy possibility.

Finish on a positive note. Future rewards plans will be simpler to plan and accomplish if you keep tabs on action from beginning to end, and then compose an analytic wrap-up at the end.



Chapter 4:

Value Others

Synopsis

Self-value says far more about how you're doing in humanity than self-esteem. Self-esteem is frequently confused with ego and self-concept -- how you respect yourself. Self-value is to a greater extent behavioral, more about how you handle yourself than how you think about yourself.

To value something is more than regarding it as important. To value it is to value its finer qualities and to vest time, energy, sweat, and sacrifice in its care. For example, if you've a da Vinci painting, you center on its beauty and designing (more than the breaks in the paint), and, most importantly, you care for it well, making a point that it's maintained in paragon conditions of temperature and humidity.

Likewise, individuals with self-value value their finer qualities (while attempting to improve their lesser ones) and attend to their physical and psychological wellness, development, and growth.

Do It Right

Now here's the slick part. People with elevated self-value inevitably value other individuals. The more they value other individuals, the greater their self-value develops.

While hard to see in yourself, you are able to likely notice the following disposition in other people. When they treasure someone else, they value themselves more, i.e., they lift their sense of well-being, treasure their better qualities, and better their health, development, and growth.

But when they undervalue someone else, they undervalue themselves - their sense of well-being drops, they assault their basic humanity to some level, and become narrower and more set in perspective, all of which impair development and growth.

Put differently, as you value someone else, you undergo a state of value - a sense of verve, meaning, and purpose (literally, your will to live grows) - and when you undervalue someone else you go through a depreciated state, wherein the will to live well gets more insignificant than the will to dominate or at any rate be seen as correct.

It's frequently hard to notice that you're in a undervalued state, as undervaluing other individuals calls for a particular amount of adrenalin, which brings on a temporary feeling of might and certainty - you feel correct (though you're more likely self-righteousness),

however it lasts only as long as the stimulation lasts. To stay "correct," you have to remain energized, negative, and constricted in perspective: "each time I consider him I get annoyed!"

In contrast, when self-value is elevated, you more easily view others positions and may disagree with them without feeling undervalued and without undervaluing.

The urge to undervalue other individuals always signals a belittled sense of self, as you must be in an undervalued state to undervalue. That's why it's so difficult to put someone down when you feel truly good (your value investiture is elevated) and equally difficult to build yourself up once you feel resentful.

If you question the latter, consider what you say to yourself and other individuals once resentful, things such as: "I shouldn't have to endure this; I deserve more, just look at all the great things I accomplish...." When you value other individuals, i.e., when your self-value is elevated, you don't consider what you have to endure and you surely don't feel the need to list the great things you accomplish. Instead, when faced with life or relationship challenges, you change automatically into improve mode - you attempt to make sorry situations more beneficial.

The grand scam of undervaluing other individuals is that it never places you in touch with the most crucial things about you and,

consequently, never elevates self-value. To the contrary, its entire purpose is to make someone else's value appear lower than your own.

If it works, you're both downhearted; if it doesn't, you wind up lower than where you began, when the adrenalin wears away and you see matters in more than one dimension. In either example, your personal worth remains low and contingent on downward comparison to those you undervalue.

This dependency on downwardly comparison produces a habitual state of powerlessness - you are able to only feel all right if you feel more of value (i.e., More correct or intelligent) than those you undervalue.

The need to acquire temporary empowerment by undervaluing other individuals happens more frequently, till, finally, it absorbs your life. This may be what Wilde meant by, unfavorable judgment is the only dependable form of autobiography.

Treasuring other individuals makes self-value surge. It likewise carries strong social reward; showing value tends to conjure up reciprocity and cooperation.

Undervaluing other individuals inspires reciprocity and opposition. Worst of all, it makes us seek something to be testy about, so the low-grade adrenalin may expand our egos enough to get us through the day.

Whenever you wish to step-up self-value, the most certain route is to step-up the amount of value you invest in other individuals, while diminishing the amount of unfavorable judgment and additional forms of undervaluing you do.



Chapter 5:

Be Who You Are

Synopsis

There are many ways to feel successful and wealthy.

Each human brings an unequalled light into the world, however, often that light remains swallowed up below the surface of the individual others see in us. Bringing out that light and letting it shine is among the fundamental steps each individual must take to become a more whole person and thus more successful and wealthy.



Shine

It's more comfortable - sure, it makes us less creditworthy - correct, it lets other people have the comfort of knowing we're no better than them - nothing special to see here - just an average guy or girl. But let me explain to you my side of the story so that you are able to decide for yourself whether it's really worthwhile to come forward, be a unique individual, and to fight for what makes you who you are.

The human that shines through when we let go of the championed self has to be watered like a seed is watered before it sprouts. If as an alternative we attempt to build a false persona - then how can we ever hope to bring happiness and freedom and success into our lives? Conquering your true self inevitably leads to a downwardly spiral of self-annihilation. Your true self has always been ready and waiting to come out - and therein is the source of case-by-case power.

I'm not talking about the type of power that one has to overcome a country by military strength, nor the power that a mortal has to control others into benefiting for themselves, and not even the power of being the leader in a company, a relationship, or a sports competition. I'm talking of the power of being yourself.

The power to be yourself isn't measured by how well you are able to defend your-self, but as an alternative by how well you are able to express your-self through the limitless creative channels the universe provides. The more you're able to get to know your true self the better

you're able to heal the blockages chopping off your creative energy and hindering your success.

Many people know their false self a lot better than their true self. This admits them the power to be good at something career-wise, to be better than other people at writing, or to be able to attract socially popular partners.

I'm just utilizing these as examples, naturally. The point I'm making is that when we get in tune with our genuine self the immense power, happiness, and freedom that's born lets us express and share ourselves with others.

This sharing contradicts the type of reality where life is a rivalry - instead it allows us to make a unique and divine donation of "I" to the rest of the world and to collaborate in tandem with the universe. This in turn creates success and its own kind of wealth.

Wrapping Up

Running a successful internet business can look so easy when you're on the outside looking in. You look at a successful internet entrepreneur and he doesn't look like he's doing anything exceptional but he's living the great life. It really doesn't look like he's working all that hard. He seems to be enjoying life immensely.

Become Successful

This marketer is sitting comfortably in front of his own computer in his own very comfortable home a couple of hours a day. He talks on the phone and seems to be enjoying every conversation. Evidently, running a successful internet business is a 'piece of cake'! Correct? Incorrect!

You're looking at the results of an extremely long and demanding process that consisted of several extremely long, late-night hours and a lot of blood, sweat and tears over a time period of many years. It's extremely probable that he first covered the four foundations first when started the long process of constructing his successful Internet business. Those four fundamentals upon which he built his success are:

1. The right outlook.
2. Acknowledging and utilizing leverage.
3. Constructing a set of valuable contacts.

4. Find a mentor.

We'll discuss these four foundations that must be established first so that a successful internet business can be built. All of them are crucial to the success of any endeavor but particularly to the success of an internet based business.

Building a successful business on the web has several things in common with the constructing of a successful business but there are substantial differences also.

Having the right, healthy outlook:

The success of any business both of the online variety as well as the off line variety demand the right outlook from the get-go. A right and healthy outlook won't guarantee success but an unseasonable and unhealthy outlook will most definitely guarantee failure. So the right outlook is the first foundation that must be laid upon which a successful endeavor can be built. What is a right and healthy outlook? A right and healthy outlook is the willingness to work as hard and as long as is necessary to reach the goals that have been set.

Those who believe that they can make an internet commercial enterprise boom without being forced to actually put in any time or effort are simply doomed to failure from the start. There are plotters and scammers out there in cyberspace that are just ready and waiting eagerly for those to come along who are looking for easy riches.

A right and healthy outlook IS the willingness to take the time to make a dependable, solid business plan that's based upon sound business principles.

A right and healthy outlook is not just jumping in feet first and hoping for the best. The best that can happen under those circumstances is that you get out with anymore than two cents to your name. 'Flying by the seat of your pants' isn't a plan...it's just plain suicide in the world of internet marketing. If you do not have a formal education in business, you need to find individuals who do have that kind of education then follow their advice.

Recognizing and utilizing leverage:

There are dozens...maybe hundreds...of business models out there. Some are, naturally, more successful than others but they all come with their own set of pros and cons.

You have to use all of the ability of the Internet to make your e-business successful. You really can't afford to leave any stone unturned.

If you are a real go-getter, the temptation is to do everything first and that is not possible. You have to make a realistic plan and build one thing upon another until you have a solid base from which to operate. Once you get a site built, you'll need to begin leveraging SEO (search engine optimization) and gaining page rank. One thing does lead to another, but one of the speediest ways to leverage SEO is to add a

blog to your site. This is a way that you are able to get indexed by the search engines.

Leveraging also includes branding yourself, your site and your products. One of the speedier ways to start getting yourself branded is by investing in PLR (Private Label Rights) products and changing the names of those products to include your own name or logo. (Do not forget that there must be some rewriting done.)

This is believably the speediest way to become branded as well as gain credibility on the internet. Remember that reputation and credibility are everything on the internet.

There's an old saying. "It is not what you know, but who you know".

Setting a foundation of great solid relationships is an important aspect of constructing a successful business working hard at building good solid business relationships is worth every minute of time that you invest in it. Building Business relationships should be one of your top priorities.

There are various ways in which to carry out this task. One way is to participate in teleseminars or webinars that are related to your business. You'll learn that you'll come in contact with those who are already succeeding in the niche market that you're working in.

Naturally, attending seminars is an even better way to begin to build friendly business relationships with not only your peers but also with

those who are in a position to help you....which brings me to the final foundation that you need to lay.

Find a capable mentor:

It is great in the beginning of your starting your own business you have a mentor that had either had done this correctly already or has lots of business knowledge. Somebody who's already made all of the mistakes can help you to avoid making all of the errors yourself.

They have the wisdom that comes from experience to point out pitfalls and to help direct you toward the better of choices.

Successful internet marketers want that 'immortality' as well. The ones who are the very most successful are the ones, and who are the most likely to mentor an up and coming e-entrepreneur.

Naturally, these successful internet marketers are not going to be interested in wasting their time on an individual who has not already worked hard to lay those first three foundations themselves.

These possible mentors are seeking newbies who show that they have the right and healthy outlook, who are working hard at leveraging and who are well aware of how important it is to know all the players and the correct individuals.