

MEMBERSHIP SITE MOGULS

MembershipSiteMoguls.com



**YOUR ATTITUDE DETERMINES
YOUR ACTION**

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Introduction

We're going to take a break from "membership site" lessons for this week. And I'm going to give you a good, old fashioned "pep talk". It's "rah-rah" time.

See, here's the thing, it's been 7 months since your first FTM lesson was published to you and your peers. And while there are many who have successfully launched their site, there are many who have not.

So, I'm strategically placing this encouragement lesson right here where you need it...to cheer you on to **complete your site**.

Let me tell you a story...

I have a good friend who is the youth pastor at the church where I attended several years ago. His name is Danny and we played basketball 3 or 4 days every week. Now, Danny is as ultra-competitive as I am, so we have some exhausting afternoons out on the court just pushing each other to the limit.

We usually played a "best of 7" series each afternoon, meaning the first one of us to win four games wins the series. Each game goes to 20 points.

As of today, **I am a perfect 27-0 against him**, winning each of the series that we've played. Now, it's not that I'm that much better than Danny is, because I'm not. *We are very evenly matched*. Most of our afternoons we play the full 7 games, which I've been winning 4 games to 3.

The difference is this: As much as he wants to win, *I want it just a bit more*.

Now, here's the purpose of telling you about our games. I have this expression that I inevitably say to Danny on each of our afternoon battles out on the court.

And that expression is this: *"No Lead Is Safe"*.

When Danny is beating me, I dig down deep and just give it every bit of effort that I have. I turn to him and I say, *"No Lead Is Safe"* and he knows exactly what I mean. I mean, *"It doesn't matter how bad I'm getting beat, you better look out because I fully intend to win."*

Danny has had me on the ropes many times.

- He's had me down 16-2 in a game which I won 20-16.
- He's been leading 18-6 and only needed one more shot in order to win – and I've come back to beat him.
- On several occasions – SEVERAL occasions – he's had me down 3 games to zero, out in the dead heat of the day, with us both exhausted and running on empty – and I've come back to beat him 4 games to 3.

No Lead Is Safe – it doesn't matter how bad I'm getting beat, you better look out because I fully intend to win.

It's all about your will. Your determination. Your effort. Your attitude.

You've gotta have that attitude with your FTM site.

- Not a conceited, arrogant approach to business that says *"I'm better than you and I'm gonna beat you no matter what"*.
- But rather, a positive approach to business that says, *"I'm gonna give it my best shot and I fully intend to win."*

Now, I'm not one of these guys who believe that a positive attitude is some kind of magic lamp you can rub and automatically rise to the top. I won't always beat Danny and even if I do, I can't beat Michael Jordan if I say *"No Lead Is Safe"* until I'm blue in the face.

But, I will say this:

Your attitude affects your action.

Your mental game affects your performance.

Your expectation affects your effort.

There was a time when I was bringing home \$150 a week and was \$30,000 in credit card debt. I could have called it quits. I could have given up. I could have let discouragement defeat me, but instead, I said, *"No Lead Is Safe"*. *"I may be*

getting beat today, but I fully intend to win," and it is that attitude – and the grace of God - that fueled my success.

Every day I see two kinds of people: those who cave under the pressure and never give it their best shot because they think the game is over before it's really over. And then there are those who keep battling no matter what the scoreboard of life says.

And the only difference between the two is attitude.

If you expect to win, it will show up in your effort. If you believe you'll succeed, you'll take action. If you're positive, then you'll give it your absolute best shot and come what may you'll have gotten off the bench and into the game which is the only way you'll ever have an opportunity to score.

Wayne Gretzky once said, *"100% of the shots you don't take don't go in"*.

What about you? What *"opponent"* do you face today that may be giving you a good thrashing on the court? What is keeping you from getting your FTM site completed? Or keeping you from spiraling it into a huge success?

- Your own fears?
- Stiff competition?
- Negative people who say you're wasting your time?
- Financial obstacles?

Do you expect to win? Do you expect to succeed?

You gotta take action. You gotta give it your best effort. You gotta deal with distractions and setbacks and keep chipping away and making progress bit by bit. You gotta stare adversity in the face and say with confidence, *"No Lead is Safe – I may be getting beat now, but look out, because I fully intend to win"*.

It's not a magic lamp. It's not a genie in a bottle. **But it just might be the difference in whether you win or lose, succeed or fail.**

Now, real quickly – I want to give you a very simple formula that will help you develop this kind of positive attitude. I'm going to give you what I call the *"ABLE"* formula – think of it this way, *"I am ABLE to succeed"*.

Here's all you need to do in order to develop a positive attitude that leads to positive action, a positive expectation that leads to positive effort...

The ABLE Formula – *"I am ABLE to succeed!"*

A = Arrange your efforts around a primary purpose. The real key here is FOCUS. You gotta stay focused. Most folks never get any momentum in their business because they don't stick to things long enough to see any significant results. They start out trying to build an eBay® business. Then they move on to affiliate marketing. Then they give reprint rights a shot. Then they try Google AdSense®. And it's off from one thing to the next and they never get anywhere. Determine what you want to do and arrange all of your efforts around getting that done. Avoid and eliminate things that don't contribute to your progress. Resist the temptation to jump on the *"program of the month"* and keep after your primary purpose. Find something and stick to it. Anything else is a distraction. In this case, it's your FTM site. That's your primary purpose. Numero uno on your list.

B = Begin with reasonable, reachable goals. One of the biggest obstacles to success is unrealistic expectations. Impatience is the forerunner to failure. Let me say that again, because it's so true: impatience is the forerunner to failure. You gotta score baskets before you win games. You gotta win games before you win series. You gotta reach one sale before one hundred sales. One subscriber must join before one thousand subscribers. Be realistic. Set "mini" goals that you can reach each day and week. Don't get frustrated – stay focused. A positive attitude is born out of producing results, and results come most frequently bit by bit. *"I got a subscriber, now how can I do it again and again and again?"*

L = List a set of action steps. Once you have in mind what you want to do and you've armed yourself with realistic expectations, it's time to create a system and get started working towards your objective. I have a system in place for everything I do. Literally, I have a checklist that is printed and laminated and placed in my planner. Product development – I have a laminated checklist that I simply work my way through. Writing an ezine article? There's a checklist with title templates and action steps from idea generation to distribution. I have a list of action steps for everything I do from hiring a ghostwriter to working with my affiliates to technical stuff like updating my server. You gotta have a system in place with specific steps to get you where you want to go. I say, *"Here is where I want to go and here is how I get there"*. Start out with one simple checklist of the most important activity towards your primary purpose and go from there.

E = Evaluate and continue to make progress. You'll want to regularly re-examine your business plan and the steps you're taking to implement it.

- What is no longer important?
- What new technologies and tactics can you use to improve it?
- How can you add to it?
- How can you outsource or delegate some of your responsibilities?
- What obstacles continue to come in and how can you avoid them or deal with them more effectively?

My wife laughs every time she says, "*what are you doing*" and I say, "*I'm planning.*" She swears that I spend half of my time tweaking my checklists. But, ask me how I am able to accomplish as much as I do working only 3 hours a day and I'll point to a black Franklin Covey® planner with about a dozen laminated sheets inside.

The bottom line is this: You **are** "ABLE" to succeed.

A = Arrange your efforts around a primary purpose.

B = Begin with reasonable, reachable goals.

L = List a set of action steps.

E = Evaluate and continue to make progress.

It's a simple formula for success. And it all begins with having the right attitude.

Your attitude affects your action.

Your mental game affects your performance.

Your expectation affects your effort.

It doesn't matter how insurmountable the odds may seem. It doesn't matter how many points your competition has run up. It doesn't matter what the scoreboard of your life says today. Your tomorrow is yet to be written. Don't let things get you down. You ARE ABLE to succeed. I've just handed you the formula. Get off the bench. It's game time. And No Lead Is Safe!

This Week's Assignment

- 1) Get motivated and get busy.** Re-read this lesson if you have to. Watch Rocky. Listen to Eye Of The Tiger. Take a look into the eyes of your family.

Whatever it is that gets you fired up about getting something done, turn to it. And re-commit yourself this week to finishing and flourishing. Game on!

That's a wrap for this time. See you sometime next week.

Coming Up Next ...

Lesson #34: *"5 Websites Your FTM Site Can't Live Without"*

In this lesson I'll share a handful of important websites that you should refer to regularly in order to make your FTM site much easier ... ultimately, these sites will save you time and make your lessons better than ever!