

1 BEST SELLER

**WRITTEN BY;
Christyna Wydenes**

**The Wrong Focus
Can
be
The
Death of Your Business!**



1 BEST SELLER

KNOWLEDGE IS POWER!

POWER IS STRENGHT!

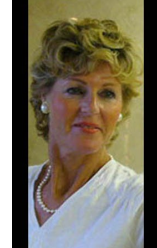
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MAKE IT CLEAR!

**THE PROBLEM
IS.....**

ELEMENTARY!

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Introduction

Hello,

From **C**hristyna **W**ydenes, business owner.

Over 25 years of business experience combined Europe and the USA and un-mistakable learned from the big mistakes!

Doing business is a never ending ongoing challenge!

I'm going to share with you **WHAT** and what **NOT** to do on the internet, so you can be ahead, and faster reach your success!

Stay with me and **YOU** will make it to the finish line.

Enjoy, and

Thank you for choosing my ebook

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**I HAVE BEEN TRYING
TO GET
AN ONLINE BUSINESS STARTED,
BUT
JUST HAVEN'T HAD
ANY
LUCK OR SUCCESS!"**

At a minimum have you looked around, done some research on the people who are successful in their online business?

Did you do some research in where to purchase your website from?

Did you contact them and asked them a lot of questions?

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Did you do a lot of research about the product and/or service you would like to offer to the consumer?

Did you do a lot of network marketing?

Do you know what network marketing is?

Do you have a burning desire to succeed?

Are you aware of the fact that you have to get out and introduce your self?

You don't need to scream, but, you need to show your face and at least talk!

I HAVE ONLY \$10 TO SPEND!

TURN YOUR

\$10

INTO

\$20

AND SUCCEED!

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Take a good look at other successful internet business owners.

Most of them are hooked up with a drop shipper and/or provide the consumer with a service. Most of them do a tremendous amount of network and take their internet business VERY serious.

WHAT IS A DROP SHIPPER?

A drop shipper is a supply chain management technique in which the retailer does not keep the goods in stock, but instead transfers customer orders and shipment details to either the manufacturer or a wholesaler.

HINT:

- Type in “drop shippers” in your google bar and you get lots to choose from.

You need to realize that by not having your own product you are not in charge with the product either, with other words the owner from that particular product might have the idea simply to close up from one day into an other day, and here you are.....

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EMPTY HANDED!

What are you going to do?

The answer to this is something you need to be aware of. Make sure that if you go for a drop shipper, choose one that have a very good reputation and consider the following;

- Find out about their return policy, the payment plan.
- How much profit your are going to make.
- Is the product heavy or light.
- Do I need to charge a high fee for S/H or can I charge them a flat fee.
- How fast do they ship the products.
- Are their products unique.
- Do I have a lot of competition.
- How long is the company in business.

Those questions are very important, it's not a high tech science, neither brain surgery, it's straight forward talk.

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If you would be right now sitting in my office for some advice, I would tell you exactly the same. The only difference would be that I charge you \$250.00 an hour and here am I writing this ebook for a couple of dollars, just to protect you from the pit falls!
Am I good or not!

Most businesses fail today, not because they were built upon ideas, but, because most business owners do NOT focus on what truly makes the difference between success and failure

NO MATTER WHAT KIND OF INTERNET BUSINESS YOU HAVE!

<http://stores.ebay.com/smartstuffangela>

NO MATTER IF YOU HOOK UP WITH A DROP SHIPPER!

NO MATTER IF YOU ONLY PROVIDE A SERVICE!

www.winningteam1.acnrep.com

IT IS ALL CONSIDERED TO BE BUSINESS!!

The purpose from this ebook is to take the mystery out of all the frustrations and disappointments!



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This is what a very success full business owner ones told me.....

Have you ever baked cookies and when they where ready to eat,

OOOOOOPS WHAT happened,

they taste terrible!

WHY? It was because I left out one ingredient,
and here we are, I could dump the cookies in the trash can.

It's exactly the same with any business.

If you leave out one ingredient **YOU** will **NOT** be able
to boost **YOUR** sale!

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I hear very often;

I took a business class in the high school!

I took a business class at the college and/or university! Now I'm protected for all the pit falls and ready to beat the big guys and know everything.

Aha, unfortunately the answer is “NO” you are not.

One has to learn **innovative strategies** for placing media to **attract** clients and customers and **protect** our self from the pit falls.

For most start-up and work-at-home professionals, success is a **guessing game**.

All too often the end reward is very often disappointment and frustrations.

It doesn't matter if you are dealing with the internet market or not, the **pit falls** are daily in front of you.

It's like going to the sand desert, not realizing that the deadly snakes are barely covered, ready to attack!

In order to master the art we need to have the right tools. In order to have the right tools we need to know where to find them.

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Okay, you found the right tools, you have the hammer, the lumber and the blocks, let's start building the house. If you think the house will hold I can tell you already that it will collapse pretty quick.

WHY?

You forgot the nails and the cement to hold the house together.

Not a big deal, let's get the nails and cement and now we are ready to build the house.

OOOOOOOPS, I have no idea how to use the tools, so we still wring our hands, but, you remember, we took that famous high school business class and on top of it a college business class, so nothing can go wrong!

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MMMmmm..

The school education doesn't matter, in fact, very often the most successful business persons are the one without any reasonable education!

IT'S NOT ABOUT THE EDUCATION!

T'S NOT ABOUT THE CAPITAL!

IT'S ABOUT KNOWING THE FORMULA!

I will tell you about the formula, but first you need to know the “BS” that's for sale.

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The internet is filled with information like this:.....

- How to do business!
- How to build an internet business!
- How to build your website! (and pull \$4500 out of your pocket)
- How to hook up with affiliates!
- How to become a millionaire in e-books!
- How to purchase you business kit and become rich!
- How to hook up with e-bay and rake in the dollars!
- How to blast your email!
- How to create a massive traffic!

As you can see for yourself I can go on for a long time with all kinds of information YOU need to know in order to become that famous millionaire!

Let's go back to the above list and start with #1

Q: How to do business?

A: **NOT** by collecting all kinds of information from all different directions, follow one method and have a burning desire and set your self up for success!

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Q: How to build an internet business?

A: Focus on marketing, build a relationship, do NOT over power your business, again build first a relationship, find out about the person/company and very slowly go from there.

Q: How to hook up with affiliates?

A: Let's first explain what affiliates are, I'm sure many of you have no idea what that is. Affiliate Marketing is an Internet-based marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's marketing...

In order to be part of this it is very important that you find out about their game rules, what is allowed and what is NOT allowed. Yes, you can make good money with it. Click bank is by example an excellent processor.

Q: How to become a millionaire in e-books!

A: It is NOT that easy to become a millionaire, however it is a challenge to become financially comfortable and don't need to live from pay check to pay check. E-books are a wonderful way to start because it is a one time thing, everything get's done on the computer. NO shipping, NO S/H cost, NO inventory, your customer can download the e-book from their computer as many times as they want as long as they pay for it.

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Q: How to purchase your business kit and get rich?

A: Again, the only one that is cashing in the money is the one that assembles the kit and nobody else. Many companies advertise with e-bay kits, don't you ever fall for it, they don't tell you the secrets you need to know in order to become success full on e-bay, I will tell you later about this, because all the basics are on the e-bay site and you can go from there.

Q: How to blast your email?

A: RED FLAG!! Buying an email list is very tricky for reason many times you buy a list that exist of rejecting emails, that means 70 % of the emails are coming back in your box, so you create here a black email list, you don't want that!
Down loading a free email list from the internet is exactly the same, 70 % get's returned!!

If you would like to buy an email list make sure that all the emails are filtered, so you end up with the good ones, VERY IMPORTANT!

Q: How to create your traffic?

A: This is the most difficult part in internet marketing. Hook up with a very solid network group and get your name and face out. AGAIN, **DO NOT OVER POWER YOUR BUSINESS.**

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Find out about each other first and slowly go from there. There are **FR>EE** classified ad sites, write your ad and all you do is copy and paste, you can do 100 in an hour or more, you spend three hours a day, 7 days a week that adds up to 2100 a week. You are well on your way if you commit yourself to that.

Stick to one method, believe me the more information you collect, the more confusing it's going to be. It's like planting trees in your back yard. If you plant too many trees in a small space, the trees will overlap each other and you have NO way to see each tree individual.

This is exactly how it is in business . The final piece of the puzzle is follow up. How can you follow up if you have so many trees to take care of and all piled up?

With other words so many information you have collected over time, left and right, you have no idea where to start, or what is better than the other one, or probably in all likely hood you does not even know anymore what it all says.

REMEMBER!

DO NOT TAKE SIDE STEPS!

Let's have a look at your spam email that get's you very easy off track. It is not supposed to end up in your box however somehow they do and the temptation is darn big to click on one of them, They look so real and so honest and so help full!

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You click on one of them because the message says:

“POTENTIAL INCOME INTERNET BUSINESS”

You get all excited, print out all the information, and find out that they send you from one page to an other page and from one great adventure to an other great adventure and convince you that you NEED to purchase several products in order to make step # 1 successful and you are very convinced that this is “THE” solution to all your problems. Finally your dream is coming through and you can tell your husband not long from now that he can leave his job, retire and enjoy life. You also realize that they took in a very short time frame many hundreds of dollars out of you pocket.

You download everything and start reading all the material you just received. Reality kicks in pretty soon and you feel all of the sudden very bad for yourself, because you DON’T understand the language and have NO idea how to put the puzzle together, on top of it you totally overlook one little note: **“SUCESS DEPENDS ON YOU!”**

You remember what I wrote you some pages before, about the house, the nails and the cement, that's right, here you are in the same situation, wring your hands and have NO idea how to build your house.

And simply got side tracked!!

You recovered from your disappointment and your loss of so many dollars and the next day fresh and very positive you sit down behind the computer and just quick check the email to see if one of your family members left you a sweet message.

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DOODELY CLOWN

REVEALS

TOP SECRET

INTERNET MARKETING!

You can't resist this, yesterday you printed out all you need to know about “Potential Income Internet Business” and this is someone that reveals the “**HOW TO'S**”, this is the answer to the left over questions. Yes you do figure that you have to purchase a couple of more things in order to succeed in this program but oh well, not a big problem you crab an other credit card, **why not!!**

This is the most exciting discovery in your entire life.

You pump up your self and just add on to the huge pile of more information and you are good to go from now on.

YOU.....

**“SET YOUR SELF UP
FOR
SUCCESS!”**

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The next morning you prepare your self a list from what has to be done that day and of course the biggest part will be finding out where to start with all the material you printed out. Pretty soon you noticed that both chapters completely contradict themselves and slowly but for sure you feel the ground sinking away underneath you. As strong as you promised yourself to be, you do NOT give in on this feeling.

You are very convinced that this is “THE” best and there is seriously NO limit to the creative ways you can combine a stream of income over night and sitting on the beach, doing nothing, than just watch your bank account growing!

So, you come to realize through your experience that what we do in life has EVERYTHING to do with the way we think, rather than it having to do with your circumstances.

Unfortunately, often we blame our circumstances for what we do as well the results for all our efforts. Of course this is unexceptable, we can not let our circumstances tell us how to live.

**YOU HAVE TO LIVE
ABOVE
YOUR
CIRCUMSTANCES!**

Our “thinking program” happens automatically throughout our life. A wonderful thing is that we can reset our **“THINKING PROGRAMMING”**

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You can replace your theories that you have developed from your experiences with new theories you can choose.

YOU CAN CHOOSE WHAT YOU WANT TO BELIEVE!

To make a long story short, if you believe in collecting a boatload of information about “how to set up” and “how to run a business” I can tell you that sooner or later you end up in a **HUGE MESS** and in all likely hood become your own victim!

So, you might as well wake up and careful re plan your philosophy about collecting all kinds of information that gets you **NO** where!

**With careful planning and consistent focus, YOU are able
To succeed in YOUR dreams.
You can choose the way a successful person thinks.
You can choose the way how you would like to build your house.**

**With the nails?
Without the Nails?
With the cement?
Without the cement?**

YOUR CHOICE!

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You can choose and believe all the 10.000 million advises you will find on the internet, there is NO end to that topic, very often it's only a way to get your money in their pocket and possibly can cost you a small fortune.

Change your thinking pattern and find believe in the proven success full system that all boils down to a **STEADYMIND SET**.

REMEMBER

You are NOT going to be success full if you chance your mind all the time due to all kinds of information from all different directions.

It's like you flip flop around and has no idea of going straight forward without taking any side steps!

YOU remember, YOU choose to be in business, that means you are ready to take the follow up consequent, NO MATTER if you like it or not.

In business your decisions become the focal point of your passion. Going in business is asking for challenges, day after day, there is NO stop!

The decision becomes the magnifying glass that channels the rays for your passion into a

FOCUSED BEAM OF LIGHT.

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You do not allow it to escape, slack off, get side tracked, NO matter the circumstances in *YOUR* life.

Persistence and focus on your goal is all it takes to become success full. Be on top of it without having a pushy attitude towards the group/person across from you. Always let your audience know that they are your # 1, that they are the “KING” and that you can not survive without them.

Give them the feelings how important they are.

You should be unstoppable in chasing your success, but put a HUGE sign in front of your computer that says;

"DON'T TAKE SIDE STEPS!"

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Don't let anybody influence you and allow them to indoctrinate you. DON'T allow them to down play you.

People who downplay the party across from them are most of the time extremely jealous! This happens very often in the business world that is dominated by women.

Down playing and criticizing is nothing else than a short of self confidence!

YOU are in charge, however that does not mean that you are not open for advice, that would be NOT smart from your side, but on the end of the day YOU are the only person that makes the final decision.

Make sure you have NEVER HEARD of the word “QUIT”.
If there is no way at that moment, YOU will make a way to get it working!

**DON'T DREAM AWAY!
DO FOCUS!**

**ALL WINNERS
HAVE ONE THING IN COMMON,
THEY ARE MORE
DETERMINED THAN THE
LOOSERS!**

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Business is a climbing mountain, you can not climb a mountain in one day, you have to accomplish it by taking one step at the time. You simply put a ladder in front of that mountain and every week you set one step, If you make a side step from that ladder,

WHAT'S GOING TO HAPPEN?

That's right, you fall off the ladder, and here we are back to square one where I started.

You have to look inside yourself and ask;

“WHAT IS MY PASSION”

What drives you in your goal to become;

- independent
- providing the best
- most stable environment

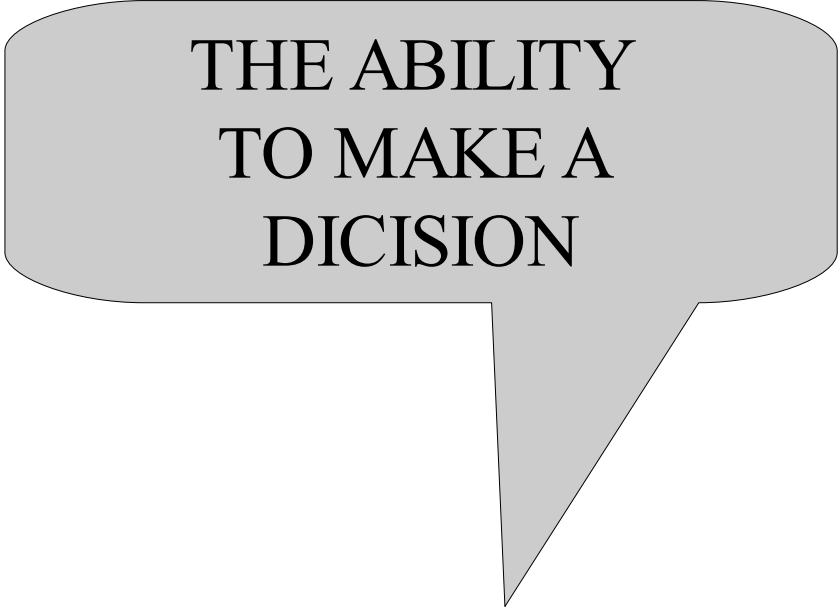
You remember that \$10 I started of, that's all you have, NO credit cards to pile up with BS from the internet that only gets you off track.

Once you tap into your passion, you unleash a powerful force you never was aware of, you can channel that passion to drive you, through concentrating to reach

YOUR GOALS

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You make that first connection, you make that first sale, you stimulate that burning desire you need as a keystone to **SUCCEED** in business!



THE ABILITY
TO MAKE A
DECISION

IS THE BIGGEST STEP YOU CAN MAKE! IT IS THE FIRST STEP IN BECOMING INDEPENDENT. You can only become independent if you are able to make the right decisions, in order to make the right decisions you need to concentrate and have the **RIGHT TOOLS** and ingredients!

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What are the characteristics from successful people?

- Burning desire!
- You can't stop them!
- The ability to make a decision!
- Persistence!
- Specialized knowledge!

BURNING DESIRE!

You stay in front of the mirror and simply ask yourself; “What are my goals and what is my passion?”

What is driving you that nobody can stop you, is it that you are one flat tire away from a disaster, or you refuse to work and slave for a boss, simply give yourself a good answer and write it down, buy a picture frame and hang it right in front of you above your desk.

YOU CAN'T STOP ME!

Burning desire! You have a goal in your mind and you will win, **NO MATTER WHAT!** Yes, you will bump your head so ones in a while, who cares than only you and so what!

THE ABILITY TO MAKE A DECISION!

Successful people have the ability to make a decision quickly, efficiently and effectively!

Unsuccessful people make decisions very slowly, they procrastinate and they have to think about it!

Days, weeks, months later they are still thinking about it, by that time they are already a loser.

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PERSISTANCE!

You can't stop me.....

SPECIALIZED KNOWLEDGE!

Again, we are back to square one, **DON'T FLIP FLAP, DON'T COLLECT LEFT AND RIGHT INFORMATION!**

THIS IS ELEMENTARY SCHOOL!

- Master the art of doing business!
- Master the self confidence to give a presentation, this is an excellent proof to find out if YOU know YOUR product!
- Master the art to concentrate on only one specific topic!
- Master the art in how to drive yourself!
- Master the art to set yourself up for success!

**When you master the art and science of doing business,
you start controlling the game.**

**If you master many areas, they are what many experts call a
“ Business Mogul”**

**A “Business Mogul” controls different approaches
and is the
ultimate way of marketing.**

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In the beginning find your way on the computer, find your way on the internet and learn to focus. Internet marketing is nothing else than a tool. **USE ONE TOOL**, not more!

My goal with this book is to get you to think bigger than you have ever thought about your *personal success*.



**BRAIN TRUST YOUR SELF IN
MARKETING SALES
AND BUSINESS**

THEREFORE.....

“YOU WILL SUCCEED”

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Before I'm going to wrap this all up, a word of warning;

**There are always heavy anchors
out
that hold businesses back
and ultimately
create failures
in the
business profession.**

Being able to identify these anchors is not easy, but, can be done, and avoid them is a

MUST!

And than the ability to put your business techniques in place to boost your sales is even a bigger challenge!

TAKE THE FOLLOWING ELEMENTARY STEPS AND YOU

WILL SUCCEED!

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When you get off track.....

**YOU REVIEW THIS BOOK AND START ALL
OVER
DO NOT GIVE UP!**

- **Have a burning desire!**
- **Follow one strategy!**
- **Trash all the spam emails!**
- **Choose for one method!**
- **Have your own product!**
- **Have a professional website!**
- **Choose a company that is able to assist you throughout your entire business career, you build a relationship. VERY IMPORTANT!**
- **Have one person in your advisory board (not your husband or wife) that is willing to work with and support you where needed! NO matter if you run in an argument, you do NOT give up EVER. REMEMBER you are seeking for a business relationship!**
- **Do a serious research on the product you choose!**
- **Do lots of network marketing!**
- **Give presentations at your network group!**

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- **Any time you visit your network group make sure to hand out all the info about your business and product!**
- **Invite individuals for lunch and talk about your business and what you can do for them!**
- **Follow up!**
- **Set yourself up for success!**
- **Get your face out and be noticed!**



Remember,

**persons who are mean at you,
are ONLY jealous and that's it!**

**They are the losers in life
and have nothing else to do than bitching!**

**Don't be afraid for the competition,
it's good and they keep you awake!**

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AFTERWORD

In the beginning of this book I talked about the importance of separating the “BAD” from the “GOOD”.

I dearly hope that I have broken down as much as I could to make things clear, which strategy to follow.

I also hope that you have been able to test yourself and you being aware of the fact how confusing it is to flip flap, instead of having one straight line to follow.

A special

“Thank You”

for my

Dear Husband

*who has been always very supportive for me in moments that
I got off track!*

I wish all of you good luck and see you up the ladder!

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GOOD BYE

AND

ALL

MY LUCK!

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