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4 lessons from 4 decades
(plus 1)

It sure seems like the internet
business landscape is filled with
A lot of 18 year old wiz kids

However - there are "old folks"
like me out there too!



But since I Act like I am
18 most of the time I get the
best of both worlds.

① Young dreams

② Middle age experience

From these 4
decades here
are 4 Big lessons
you can use
→
②

LESSON ONE

Decade | - years 1-10

FUN ☺

Stretch Armstrong. Big wheel.
Star Wars ...

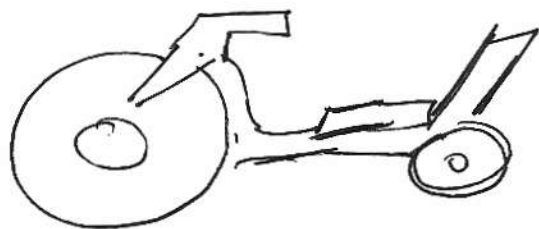
Although I was raised in a classical dysfunctional family - dad left before I was born - the a step-dad I was never close to - I still had a lot of fun.

Think back to your childhood - what makes you smile? What good memory is #1?

What was your favorite game?

→ (3)

Youth - especially 1-10 is filled
with play. Dolls or Action figures.
Swings & seesaws. Swimming &
bike riding (or a Big wheel).



Fun anchors early and is often abandoned.

We use excuses like...

"the real world"

"we all have to grow up!"

Really?

Does the real world & growing
up have to get in the way?

I don't think so.

In fact, it can grow!

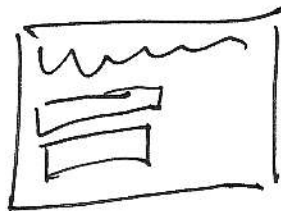


I am having more fun @ 41 than at
any other time ~~at~~ in my life!

This is an Anchor principle.

Have fun. Enjoy your work.
Love the impact you are having on
others through your work!!!!

To me Squeeze pages are fun!



Products are fun!



Even writing this Report
is fun!

MAKE A list of what
you love to do in business.
Then do it over & over!



LESSON
TWO

Decade 2

Ages 11-20

FAILURE (and why it's essential)

In 1980 - shortly after getting ~~me~~ divorced from my step-dad - Mom joined a new church for a fresh start.

It was there I became part of

A youth group. The youth pastor was named AL.



And from day one he made sure every teen in the group was active + given the chance to



Fail

What?!



Most churches seem to focus on perfection.
On doing good + certainly looking good.

But Al was different. He did not care
About "looking good." His youth ministry
was never about flashy good looks or
being cool.

Almost every devotional, prayer  or
song  was lead by teens.

Al would rather the youth do a
bad job + "FAIL" than make
an artificial group based
on Talent.

It created in
me a →

⑦

No FEAR of Failure!

All the failure led to success.

By the time I reached 18 I had given 100s of presentations. Led 1000s of songs. Were they all

Great?

NO

But it did not matter

Do you think the ability to present / sing had changed from age 12 to 18?
You know it!

All that failure was nothing more than → ⑧

Training



So go Fail.

I encourage
disposable
websites

Nothing is perfect
the 1st time.

No big deal. Fail &
Fail again. And pretty
soon you will discover
Success!

Go
Read issue
*/0
of the
niche blog
Profit
Letter



⑨

Lesson
Three

Decade 3 ages 21-30

FAMILY

If you have been receiving emails from me for a while you already know that my 1st wife passed away in my arms. Our son, Sam, was 5 weeks old.

This loss created a huge shift in priorities. A change of focus.

The goal → spend time w/ family to the exclusion of "stuff."

(10)

I got married again & we just
celebrated our 5th wedding anniversary!

It's been awesome!

Family not financials is the
goal. Because of that it
causes me to make better decisions.

To work with more focus.

To focus on the right priorities.

To work for the "right" reasons.



①①

Family can be broad.

you might be thinking "but Paul my family is dysfunctional."
or "I don't have any real family."

Family can include

① Friends

② customers

③ co-workers

→ in other words
Relationships

Prize Relationships. Care about people & serve them.

Serve your wife, husband, son,
daughter, grandparents, Aunts, Uncles,
friends, boss, co-workers,
customers

→
⑫

When we serve we have another's best interest in mind, and that is a big secret to wealth.

"You can have everything in life you want if you just help enough other people get what they want."

Zig Ziglar

Consider the
World your family.
Make people your priority!



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LESSON:
FOUR

Decade 4 Age 31-40

Fundamentals

The older I get the more it hits me that the basics are the essence of life & business.

People - treat others like you want to be treated

Love - say "I love you" then show it daily.

Physical - eat a little less.
Exercise a little more

Business - traffic, List, offer

So why do we make things complicated + complex?

- ① We want to feel like we're doing more than the average person.
- ② We want a built in excuse if we give up.

When we quit on the basics it's embarrassing. But quitting on the "difficult" or the "challenging" seems OK.

Let's look at online business this should be familiar →



→ ⑮

Actually - let's start offline

5 GUYS Burgers
& Fries



TRAFFIC

Location = busy / high-end shopping center
↳ sight
↳ lots of physical traffic from cars.

Talk = Word of Mouth.
"Have you been to 5 GUYS?"

List

→ customers
↳ which come time & again
↳ who bring a friend
↳ who come time & again w/ their friends.

OFFER

- ① Burgers
- ② Fries
- ③ Hotdogs

Free peanuts to munch while you wait

Extra Fries clumped in the bag

⑩ →

Online



List → optin from squeeze page

Offer

- personal products
- affiliate products
- continuity

Honestly

↳ That's It

↗
⑪

If you're looking for Magic
It Aint here.

→ TRAFFIC
↙ List
offers

Folks are ignoring those + chasing
the internet lottery. Listen if

ALL you did was find 10
SOLID products + did nothing
but drive traffic to those, you
would make good \$\$.

↳ But that makes too much sense
↳ so people start looking to the next "answer."

→ (18)

But the answer is the "fundamentals."

~~For example~~

Ah forget the
example. You know what to
do now do it! 😊

But don't forget Lesson 2

You will fail along the way.
Every list you rent will not line
up to your dreams. Every product
will not ~~convert~~ convert like you
hope. — But you will make
adjustments based
on that experience

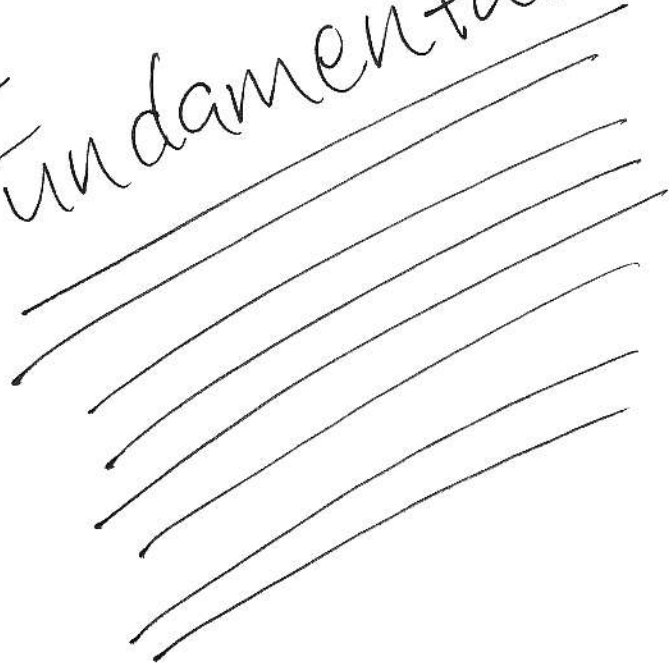
MAKE sure you read

the "Income DNA"

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Faws on the
Fundamentals

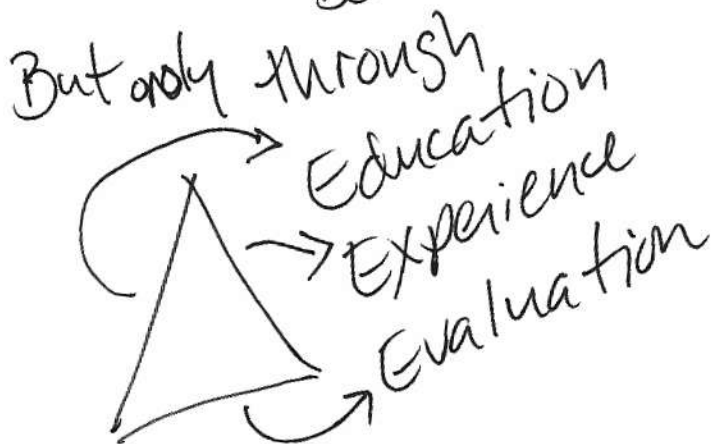


In conclusion



- ① Are you having FUN?
- ② Are you Actively Failing?
- ③ Is "Family" your priority?
- ④ Are you focusing on fundamentals or are you making life + business too hard?

41 I Love it.
Life gets better &
better.



Success is NOT an Accident!
Paul