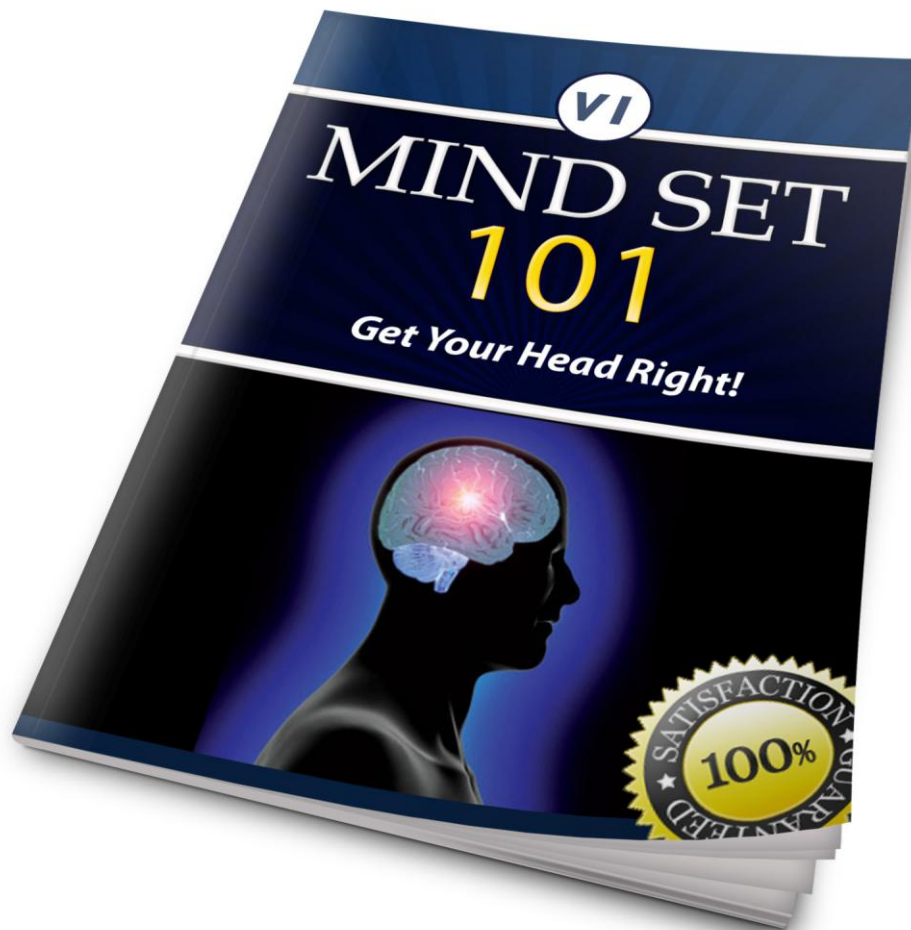


Mindset 101

Get Your Head Right!

By David Cisneros



In this short report, I am going to give you a little insight into my life and the experiences that have helped shape in the last few years. If you think this is one of those magic pill reports that will help you make a million dollars overnight, just do yourself a favor and delete this from your hard drive. What has happened to me in the past few years truly a blessing from GOD! If what I just said turns you off, then again, just simply delete this from your hard drive.

My faith in God has helped me overcome some very tough times. The path to success is not always easy; I am a living testament to that. So, if you are still reading this, I am extremely happy for you, because I am going to share with you a few things that I have done to help me grow my business into a six figure business.

First of all, there is quite a distinction between the blue collar worker, and an independent business owner. There is a different mindset that has to take place, a different view on life, and an overall different outlook on the way you attack every aspect of your life. I use the word "attack" because that is the vocabulary that I use on a regular basis.

I am a sports fan. It was ingrained in me at a very young age that competition is a very valuable resource that must be learned at an early age. It's not just about winning, but more important, it's about losing. Losing is the best thing that can happen to you at an early age. Losing is the best thing that can happen to you, period. When you are able to learn how to lose, you will be able to be successful in anything you do. I played on many losing teams, and lost many games in my life, and at the time it really hurts to lose, but it's the resilience, what you learn from it, how you respond to it, is what is the key.

Ok, so how did all this losing help me in my internet marketing business? Well, let's just say, I have had more losing than winning when it comes to my business. I spent the first two years of my internet marketing career on the losing end. I tried everything from adsense, affiliate marketing, cpa, offline marketing, etc. And no matter what I did, I felt like I could not do a darn thing right.

BUT, I did not give up. I fought, I attacked, I always told myself, "I Will FIGHT ON!" In case you didn't know, I graduated from the University of Southern California in 1997. I received a Bachelors of Arts Degree in History. Graduating from USC was a childhood dream. Our motto at USC is "Fight On." I have lived my life by that motto.

I spent my first 8 years out of college teaching 8th grade public school. While teaching 8th grade, I started to get the entrepreneurial bug. It was time for me to leave this professional job that I started to hate. But what I did not realize was how important having the right mindset was going to be. There is much more to this story that includes some serious financial trouble, extremely stressful days and nights, and much, much more. Someday I will write my book and reveal all, but for now, all I wanted to do is Fight On!

It's easy to go to work everyday, put in your hours, clock out, go home and live your life. You know exactly when you are getting paid, how much you are getting, etc. When all of these things fall down on your own shoulders, you need to make sure you can handle all the stress that comes with it.

As a result, I am put together a few steps that you can take to start getting your head right. What happens between your ears will dictate your

success. Do not take this for granted. Follow these steps and you will be in a much better position for success than I was when I left my day job.

I hope these steps can help you, but ultimately, you create your own success, and taking action is the only way that can be made possible.

Fight On!!



David Cisneros

STEP ONE: A Negative Times a Negative Does Not Equal a Positive!

When I was teaching, there was a poster on the wall in so many classrooms that read “Knowledge is Power” I always had a problem with this because it is not true! The only poster that students should be exposed to is one that reads “Knowledge + Action = Power”

In order for you to be a successful internet marketer, you need to take massive action. You need to take the knowledge that you have, face any fears you have, and take massive action. You need to always be positive when taking action, whether you win or lose. You can find positives in rejection. You should learn from your mistakes.

If you do not have that positive mindset, it is doubtful that you will be able to take enough action for success.

We each have our own unique blueprint for a positive mindset, but let me give you some starting blocks....

- Doubt is a career killer! BUT, lucky for you, EVERYONE doubts themselves at one time or another. Just deal with it! Fight On! Go through the doubt and you will find success.
- You should always believe in yourself and what you have to offer the world. You are a unique individual that owes the world your talent. You are OBLIGATED to share what you know with others. If you do not, you are letting people down; you don't want to let people down do you? So start sharing what you know with others.

- If you have negative people around you, dump them. I know it's hard to do, and some of the most negative people I know are my family and best friends. It's hard to dump them, so I make a joke about everything they say, all their negativity, and always point out all the good stuff they should be happy about. I pretty much make fun of them enough so they stop being so negative around me. They know I can't tolerate it.
- Don't listen to negative radio or tv shows. I am addicted to talk radio, but I know its not good energy for me, so cut out all that kind of nonsense.
- Reward yourself for all your successes, large or small. I remember when I sold my first Google Places Listing to a client. I took my family out to dinner and celebrated this achievement.
- Don't waste time on pointless activity. I am addicted to sports, but when I watch a sports show, I usually have my laptop on my lap and/or I am reading report I purchased or doing some research online.

STEP TWO: Improve Your Focus!

You need to have a laser focus to what your ultimate outcome is going to be. If you are wanting to sell services to offline clients, then make that your only goal. If you are wanting to create products and sell them online, make that your only goal. Don't have 5 goals in five different areas, it's too hard to achieve.

Here are some tips...

- Stop wasting time dreaming, and spend more time doing. Don't check worthless emails, using Skype to chat, or browsing Facebook to see what everyone else is doing or complaining about. Focus on your task.
- Stop buying products that will not help you achieve your number one goal. If you are wanting to learn more about offline marketing, then focus on that only and stop buying products on adsense, website flipping or anything out of the niche you are in.
- Schedule your time. You know those double yellow street lines that you are not supposed to cross when driving? Put those around your work time. Don't cross the double yellow lines or you are at risk of getting punished. Put those double yellow lines around all your time zones. Your exercise time, your family time, religious time, etc.
- Take breaks for clarity. Sometimes you can get stuck at the computer for hours and not even realize it. Take breaks, give yourself a stretch rest, an eye rest, and a brain rest. Try not to multitask, it will only put you further behind.

STEP THREE: Look in the Mirror

Is that person in the mirror a person that you know inside and out? Is that person being honest with themselves? Or, are they trying to hide things? Wasting time? Not being honest with reality?

You need to know what you are capable of and what you need help with. Learn to trust others to help you accomplish your goals. Find a mentor, find a meetup.com where you can share your ideas with others. Find a place to outsource the small tasks so you can focus on the large tasks.

Focus on all your strengths and learn to bring your weaknesses to someone else to speed up the process.

STEP FOUR: Take Responsibility for your Actions or Non-Actions!

YOU control your own fate! No one else! Until you realize this, you will not be successful.

Never blame others for your mistakes, for your bad choices, or for your success. If you keep blaming others, you are not creating the positive mindset we discussed earlier. STOP IT! Take the bull by the horns and direct him where you want him to go.

Jim Rohn said “look at everything and be Fascinated” Things go bad, be fascinated. Things are good, be fascinated. Stuck in traffic, wow....fascinating. Business is going bad, even more fascinating!! Don’t dwell on the bad, just find out what happened, fix it, and move on. It truly will be “Facinating” when your success starts to happen and you think back to the days of hard work and struggle. I am fascinated everyday at how long it took me to learn some tasks in my business that now take me only minutes to perform.

STEP FIVE: Create an Action Plan

After graduating High School, I wanted to attend USC really bad. But, I knew that I didn’t have the grades or the money. So, my actionable goals were to transfer in as a Junior. I enrolled in community college, and started looking for financial aid help. I ended up on the Deans list at my community college

and was able to get a ton of grants, loans and help from my parents to fulfill my dream. None of this would be possible if I didn't take action.

Your goals are simply a dream with an action plan. If you are taking the proper steps to achieve your dreams, then you will reach your goals.

Here are some goal-setting tips...

- Written Goals are REAL goals! Put them on a post-it note, and put them in front of you. Take pride in crumpling up that post-it once you reach that goal.
- Make short goals that you can achieve. Don't write out an essay. You should write out ten small goals that will achieve One BIG goal. Don't write something like "I want to make \$500k by next week" better yet, write down what you can do to make \$500k, and then all the steps you need to take to get there.
- Once you've written your goals down, re-order them in a manner that makes sense AND add specific dates to them. So, if your first item of business is to create a product, set a date for the completion of the product and work to complete the project in the time listed.
- Share your goals with someone that will hold you accountable for meeting those goals. This can be scary, but until you really put yourself "out there" those secret goals will not be achieved. You will make excuses to yourself as to why you cannot meet those goals. It's much harder to explain those weak excuses to someone else.

STEP SIX: Leverage Your Time!!

You can only do one thing at a time right? NO! You can do several things at a time if you leverage your time on the actions of others.

Outsourcing is an easy way to leverage your time. Do you have a gardner? The first outsourcer I ever hired was my gardener. I found that I didn't have 8 hours a month to spend mowing my lawn. I could use those 8 hours to create a product, call clients, marketing, meet my goals. Mowing my lawn is not one of my monthly goals, so I spend \$50 bucks a month so I don't have to do it.

If you are product creator, use PLR to make the time go faster. Its hard to think of a product from scratch. Leverage other peoples time, buy some PLR, and get an outsourcer on Fiverr.com to create some new graphics.

Make sure you reinvest into your business also! It is very hard to do, especially when you first start to make money, but take some profit and spend it on outsourcing your next project. You will speed up the time it takes to make your next sale.

Things you should stop doing:

- Stop buying products that will cut corners or proclaim to be the "Easy Button." Come to grips with the fact that making money online is hard work. Deal with it! The faster you come to this realization, the faster your business will take off.
- Stop wasting time on Facebook, playing games, wasting time!
- Stop spending money on products you do not need. Get the tool belt you already have, and go to work.

STEP SEVEN: Google Map Your Life!

What do I mean by Google Map your life? Although Google Maps are not 100% accurate, they are pretty good! I would much rather follow the Google Map printout than listen to anybody in the backseat telling me where to go. So don't get off track. Follow the map you have created for yourself and don't let others tell you where to go.

No matter how hard it gets, stick with the map. Stay with it, your destination might be closer than you think.

You need to FIGHT ON! You need to stay persistent! Never give up! Even if your wife is telling you to give up. Your father tells you your wasting your time, DO NOT QUIT!!!

STEP EIGHT: Find a Mastermind!

If you try to do this all by yourself, you will fail. You should find like-minded people, and share your thoughts with them. Sharing your feelings with someone else is excellent therapy. They don't need to be internet marketers; they can be business owners like you.

Find people that you can share your positive and negatives with. See how you can leverage yourself by taking advantage of other peoples experience.

STEP NINE: Find A Mentor!

After searching every avenue, and spending thousands of dollars on products that I thought would help, I was blessed to find a mentor in my own church. I

prayed about this for months, and finally my prayers were answered. My mentor has literally changed my life and the reason is because he holds me accountable. You need someone that will track your progress, keep you on your toes, and give you solid critique about what you are doing. My mentor and coach is fellow Warrior, Kevin Koop. He has had quite a few students have success. His business model is very similar to mine, and that is one of the keys to finding the right mentor. Find someone that is doing already what you want to do. Then follow their road to success!

STEP TEN: Become a Teacher!

Well, don't become a public school teacher like I was, become an internet marketing teacher. I love to teach! When I teach others, it strengthens my business so much more.

Once the success starts to roll in, its almost like you are forced to help others. You get excited to know that you went down a road that was very rough, but you made it and you just want to tell the world how you did it.

I have big dreams of someday teaching what I know to high school students. There is not doubt they can do it, they just have to want it as bas as I wanted it. Time will tell, just make sure you always Fight On and everything will come to you.

To your success,

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