



Why some Marketers are able to earn ***Six Figures a Year*** Working a Few Hours a Day

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Hi,

And thank you for taking the time to download this free report.

All the luminaries mentioned in this short report, as well as Marketers I know personally working two to three hours a day, have earned well in excess of six figures a year. You could too, if...



Why me?

I spent years in Advertising, Media, Marketing and Direct Sales. With an interest in computers from the early days, transferring that knowledge and experience to the Digital Marketplace was a natural progression. To me it's not work it's fun and I enjoy it.

And I enjoy helping others achieve whatever they want to achieve in the Internet Marketing Space.

Best...

Chris B

Chris Betts

PS. Got a question - email me at Chrisdb943@gmail.com and I'll answer you personally.



Is Your Mind-set for Success?...

Then learn to set it now...

I'm not going to bore you with the old standards like 'Power of Positive Thinking' or 'Think and Grow Rich'.

Neither am I going to suggest any of 'The Secret' woo-woo visualisation / affirmation stuff.

Though to be fair some of the above can help!

Each and every one of us sees and interprets life through our own unique lens or way of looking at things.

This is your **Mindset**. It is a crucial aspect of your life as it determines your thoughts, beliefs, perceptions, attitudes, assumptions, reactions, towards yourself, the people around you and the world in general.

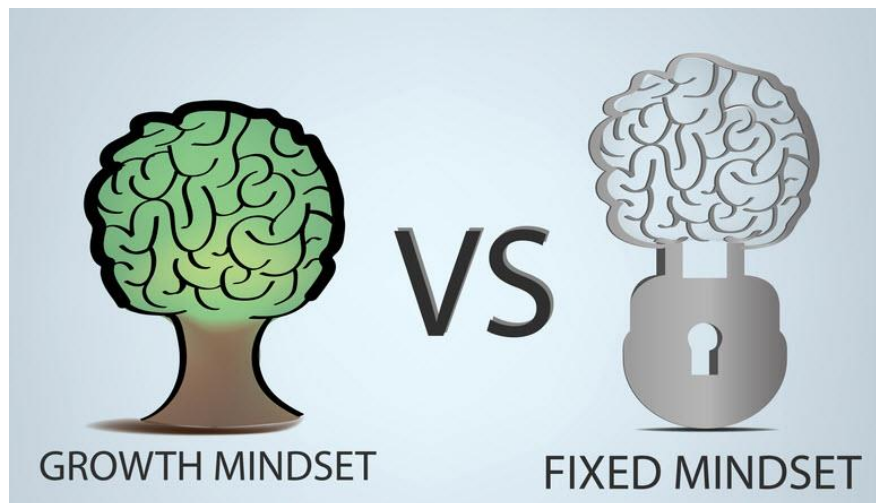
Research has shown that all these things go to make up your Mindset.

If you want that in non-university speak – it is all the stuff that goes on in your head, mostly on autopilot, and messes with your life!

The terms 'fixed' and 'growth' mindsets were coined by Stanford University professor Carol Dweck, Ph.D. She used them to describe what you may not or may believe about your ability to change over time.

If you have a 'fixed' mindset you probably believe you are what you are, with qualities or traits that were pretty much allotted to you at birth and

therefore unchangeable or 'fixed'. You may be less open to accepting challenges for fear of failure.



If on the other hand you have a 'growth' mindset you will know that you can change and adapt over time. You will be more open to challenges because you recognise the opportunity to learn and grow from the challenge.

The good news is that if you see yourself, either in whole or in part as having a fixed mindset, (that's most of us!), you are not stuck with all that crap. It can be un-stuck if it is not serving you well.

Mindsets despite what the word implies are not *set*. They can be changed. If you are willing to learn the how-to and apply yourself to changing your apparent mindset you can significantly improve all aspects of your life.

As Dweck writes in 'Mindset,' *"...as you begin to understand the fixed and growth mindsets, you will see exactly how one thing leads to another — how a belief that your qualities are carved in stone leads to a host of thoughts and actions, and how a belief that your qualities can be cultivated leads to a host of different thoughts and actions, taking you down an entirely different road."*

Where are you at right now?

This is not rocket science and I don't want you to think it is difficult, it isn't, but to get to where you want to get to get to, you must know your starting point. Makes sense?

Well, what do you think? Do you think you can, or do you think you can't.

Take the quiz below to find out more:

'Whether you think you can or think you can't - you are probably right.'

Henry Ford

- Do you believe your intelligence and abilities were allocated at birth and cannot be changed or
 - Do you believe that your intelligence and abilities can be developed and grow through effort?
- Do you avoid difficult challenges and tasks for fear of denting your positive self-image or
 - Do embrace challenge as an opportunity for growth?
- Do you view failure as a reflection of your inherent ability or lack of or
 - Do you view failure as a temporary setback and a chance to learn to do it better?
- Do your resist or resent critical feedback as it threatens your image or
 - Do you welcome all feedback as it enables you to grow and improve?



There were no right or wrong answers. There are just answers and if you are honest with yourself then you will have established your starting point.

So, what are we really talking about here? Simple really.

Attitude is a little thing that makes a big difference.

Winston Churchill

Mindset

Mindset, as we have stated, is a crucial aspect of a person's life as it determines their thoughts, beliefs, attitudes, and perceptions towards themselves, others, and the world around them.

Carol Dweck, the Stanford University Professor, credited with recognising and naming Growth Mindset, in her own words:

"There's another mindset in which these traits are not simply a hand you're dealt and have to live with, always trying to convince yourself and others that you have a royal flush when you're secretly worried it's a pair of tens. In this mindset, the hand you're dealt is just the starting point for development. This growth mindset is based on the belief that your basic qualities are things you can cultivate through your efforts."



Know that the Mindset you've come to know, because you've lived with for years, is not necessarily fixed. It can be changed.

'The passion for stretching yourself and sticking to it, even (or especially) when it's not going well, is the hallmark of the growth mindset. This is the mindset that allows people to thrive during some of the most challenging times in their lives.'

The proper Mindset doesn't just happen...

In fact, you can and should engineer it on purpose. This is quite easy if you're willing to make some small but worthwhile changes.

► Try looking at 'the problem' from a different perspective.

The problem is not the problem. The problem is your attitude about the problem.

Captain Jack Sparrow.

Seek out alternate viewpoints and other ideas. Try and visualise the problem when it is solved. Explore related material with an open mind. If you have a crazy idea, see if you can make it fit. You might be surprised at how many solutions have come from ideas that seemed crazy at the time.

► **Get Out of Your Comfort Zone.**

Twenty years from now you will be more disappointed by the things that you didn't do than by the one's you did.

So sail away from the safe harbour. Explore, Dream, Discover.

Mark Twain.

Take on a project that you honestly feel is a bit beyond you – at the moment. Tackle something that you have never done before and have no related experience to draw upon. Challenge yourself to do something that maybe scares you like jumping out of an aeroplane or the old favourite, public speaking.

► **Accept whatever happens and get on with it. Roll with the Punches.**

There's no such thing as failure.

Only results.

Tony Robbins

Or to quote Forrest Gump 'Shit Happens'. It takes time to change your mindset and develop a new one. If you were firmly entrenched in a Fixed Mindset the transition to a Growth Mindset is going to take a while. Try and focus on consistency. Analyse each result. Learn from it and trust that the results will come.

► **Keep on keeping on. Build small habits into your daily routine.**

Most of the important things in the world have been accomplished by people who have kept on trying when there seemed no hope at all.

Dale Carnegie

Whilst we are trying to develop a Growth Mindset there is that portion of our psych that is going to resist change at every opportunity. This is a natural survival instinct. Introduce small positive actions into your daily routine and keep repeating them until they become habit. (If you want to know more about building habits I can recommend 'Atomic Habits' by James Clear). Baby steps become adult steps become leaps and bounds.

► **Know where you are at right now and have a clear idea of where you want to be.**

Just because you haven't found your talent yet doesn't mean you don't have one.

Kermit the Frog

Acknowledge where you are at right now. That is your starting point. You can only work from there. You cannot work from somewhere that you aren't at!

► Take Action

It is hard to fail but it is worse never to have tried to succeed.

Roosevelt

In order to change, you've got to do something, simple as that. To do something, you have to take action. To take action, you've got to make the decision to take action.

- Write down one thing that you can and will do in the immediate future that will take you out of your comfort zone.
- Write down one challenge that you have doubts about achieving and make a start.
- What have you learnt about yourself whilst reading this? What action can you take now in order to grow from what you've learnt.

Final Note

If you skipped the Purchase option for 'Mindset Hacks for Dynamic Marketers' [You can get it here.](#)

Over 30 pages of time saving hints, hacks, tips and techniques to help overcome common problems and give you a good kickstart!

What's not to like?