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The **TRUTH** about successful online home business marketing.

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### A Note from Mal Keenan

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Greetings friends,

As always a warm welcome to those of you who have joined us since our last issue of HBT Newsletter.

Just returned from my first Internet Marketing seminar which was held by Frank Garon in London, U.K which is only a 50 minute flight away from my home. It was a fantastic experience and I was able to meet some of the U.K's most successful Internet marketers, Neil Stafford, Peter Woodhead and Nick James.

Martin Wales was also in attendance and did a great presentation on getting yourself noticed on and offline.

I picked up quite a few tips from the speakers and attendees but more importantly I was there to network face to face with the people who are making the big bucks online and gain the experience of actually attending.

I have written an article below on some of the things I picked up from the conference.

Til next time

Your friend in success

Mal Keenan

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**FEATURE Article - Home Business Success is All In The Mind**

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**By Mal Keenan**

Having attended my first Internet marketing seminar, hosted by Frank Garon in the U.K on June 11th/12th, I am not surprised at the content of each speaker's presentations.

Now before you go tell the online world that Mal Keenan is branding Frank Garon's seminars as predictable, let me explain.....

Noticing the top of each speakers' list of topics for discussion, each contributor had one thing in common, and that was the word "Mindset" or a similar term relating to the attitude with which you approach your online business.

You see I have always held the view, and it was confirmed at this conference, that you **MUST** get your head right before you even think about becoming a success at **ANYTHING**. My home business newsletter( <http://www.home-business-tips-newsletter.com/> ) for a long time now has given equal space to the "Mindset for success" aspect of business.....I have made a point to feature a success article every week aswel as an Internet Marketing "how to" article. The **ATTITUDE** is **AS** Important as the **DOING**.

Success **IS NOT** going to come overnight and it is better that you enter into a business venture with this fact in mind. Of all the successful people online, the vast majority have persisted for quite some time and surmounted many obstacles to get to where they are today.

Hard work is also involved....time should be set aside daily to work non-stop on your current project. "Non-stop" meaning avoidance of too much time spent on useless activities like constantly checking your commission statistics or email accounts for new sales. I have been guilty of this time waster in the past and even to this day.

Focus on your business and engage in at least one positive thing daily to add value to your business.

Look at the beliefs that may be holding you back, for instance, do you secretly harbor a belief that too much money will bring more responsibility than you can handle? You need to drop this idea immediately or it will sabotage all your success efforts.

In conclusion, one should devote equal time to working on the "inner" beliefs that propel or hinder our business success as to the planning and hard work that it takes to reach our goals.

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**SUCCESS ARTICLE - Requirements for Successful Goal Setting and Achievement**

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Benefits of Goal Setting

Goal setting helps us determine our priorities, get organized, make big decisions, and realize our dreams. The act of merely setting a goal brings about positive change for many people. When you set a goal you are creating an exciting challenge for yourself. Almost all motivational experts incorporate goal setting as an important part of their programs. The effectiveness of Goal Setting can be seen in the incredible accomplishments of people such as: Henry Ford who wanted to make cars affordable for everyone, Bill Gates whose goal was to have a computer in every household, and John F. Kennedy who set out to put a man on the moon within a decade. There is a famous story about Jim Carrey who, while struggling as an actor in 1987, drove his car up on Mulholland Drive in the Hollywood hills to think about the future. While sitting there overlooking the city of Los Angeles he wrote a check made out to himself for "acting services rendered" in the amount of \$10 million. He dated the check for Thanksgiving of 1995. Jim's Goal turned out to be conservative because by the time 1995 rolled around he was making \$20 million a movie.

The objective of MyGoalManager.com is to direct the user through the entire Goal process from definition to achievement. This Goal Achievement process entails the following requirements:

- Well formed Goal Statements
- Breaking goals down into manageable Steps
- Motivation and Commitment

## Reminders and Keeping on track Frequent Review and Re-assessment

### 1. Well formed Goal Statements

The Goal Statement forms the basis for the entire process so careful attention should be placed on formulating a clear and accurate goal statement. A good way to remember how a goal statement should be defined is the old S.M.A.R.T. acronym used by many experts in goal setting. SMART stands for:

Specific  
Measurable  
Action-Oriented  
Realistic  
Tangible

The Goal should be specific enough so that we know exactly what we are striving for, measurable so we know exactly what is to be accomplished and when it has been reached, action-oriented declaring positive activity that will produce results, realistic in that it is practical and can be achieved given the limited availability of resources, and tangible meaning concrete and not vague. The goal statement “Increase sales 25% by the end of the fiscal year without increasing advertising spending” is an example that follows these rules.

### 2. Breaking down Goals into manageable Steps

Once we have a well-formed Goal Statement we need some direction to follow to achieve this Goal. While the goal “Increase sales 25% by the end of the fiscal year without increasing advertising spending” is a great goal statement, this is a monumental task without being broken down into smaller detailed steps. The creation of Goal Steps gives us an "Action Plan" that when completed will lead to Goal Achievement. Steps also allow for tracking of progress towards the goal. Goal Steps should be positive and not used to list obstacles that must be overcome which focuses on the negative. Negativity can kill motivation but there is power in positive thinking.

### 3. Motivation and Commitment

Motivation and commitment are what make us strive to achievement. They give us the push, desire, and resolve to complete all of the other steps in the Goal process. This motivation can be obtained by developing a personal statement that creates a high level of emotion and energy that guarantees achievement. One self help expert said that as a child he was kicked out of his local country club pool because he was not a member, in response he later made a goal that he would one day have a pool that is one foot bigger than that country club's pool. The motivation of being asked to leave the pool provided the necessary fuel for him to achieve this goal. Commitment creates more accountability and is what sets us on direct course to reach our goals. It may create costly negative consequences upon failure to attain a

goal. Making a commitment might be something like having invested your savings in your new business which you will lose if it fails. Motivation and commitment are specific to your situation and life and only you can form statements that will ensure you reach your goal the quickest. The more personal you make your motivation and commitment statements for each goal, the more motivated you will be to accomplish your goal.

#### 4. Reminders and Keeping on Track

Reaching our goals requires persistence and regular attention. We need some sort of system to keep us reminded and accountable. MyGoalManager.com uses a combination reminder emails, calendars, and reports to keep users organized and on track. Sharing goals with others who can give you help and support is a highly effective way to increase your chances for success. If some accountability system is not used then we are likely to lose sight and fail.

#### 5. Frequent Review and Re-assessment

When we first sit down and start to define goals it can seem like a difficult and daunting task but over time it begins to get much easier. Patience is required. Goal Setting is definitely an ongoing process that is accomplished over time. Any goals program that defines goals and then ignores them will fail. All goals due in the next year should be reviewed at least once a week and daily if possible. The great thing about frequent review is that this forces us to make big decisions and determine priorities in our life. We should keep watch for goals that are not being achieved on time or for goals on which we keep extending the deadline.

I hope this article will help you achieve your goals and give you more focus and direction. Good luck as you realize all of your greatest dreams. Go to <http://www.mygoalmanager.com> to get started on your goals now!

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#### **About the author:**

[MyGoalManager.com](http://www.mygoalmanager.com) is an easy to use Goal Setting and Achievement System that directs you step-by-step through prioritized goal definition, plan of action formulation, motivation, reminders, and guidance reviews. MyGoalManager.com is owned and operated by Gruve International (<http://www.gruveintl.com>).

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-- Stanley Marcus

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