

A wealthy Internet marketer was just a struggling entrepreneur who discovered how to overcome the hidden flaw in the online business paradigm...

# INTERNET MARKETING IMPLEMENTATION BLUEPRINT



**By Brett Ingram**

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**WARNING:** This manuscript contains a detailed explanation of why most marketers struggle and specific actions to help you break through to consistent profitability. What you're about to read will change your thinking and dramatically improve your results, but if you're looking for scare tactics, "life as we know it is ending" claims, or a sales letter in disguise, you won't find it here.

## On The Outside Looking In

I see so many online marketers with big dreams struggling to get started, stuck in neutral, or simply unable to generate any profits and it's killing me. I believe anyone with the passion and motivation to succeed deserves better. And I've been there — feeling like you're on the outside looking in — watching others living their dreams while you desperately try to figure out why you can't seem to make it.

The fact is, it doesn't have to be that difficult, but there is a crucially important "missing piece" that no one ever sees or talks about — **it's the #1 REASON online marketers fail**. I know it was a major obstacle for me, and when I talk with others I

Those "in the know" fail to raise awareness and instead just keep pushing products.

see the same pattern over and over again. Despite how common it is, I'm amazed that those "in the know" fail to raise awareness and instead just keep pushing products. I think it's time to set the record straight and tell you what you REALLY need to know.

Let me get a couple of things out of the way right here — this is NOT some panic-inducing report designed to manipulate you with scare tactics. It is NOT a veiled sales pitch. And it's NOT an aerial-view theoretical rambling. It IS a clear, simple, direct explanation of what is holding you back and leaving you so frustrated and confused, leaving you questioning whether online marketing really works for anyone but the "gurus."

## The Flawed Entrepreneurial Cycle

If you're like me, you probably discovered Internet Marketing through some website, ebook or guide promising you riches online. I was completely skeptical (probably because I've been burned before), but I REALLY wanted to find a way out of the employment trap I was stuck in, and I figured for a few bucks why not take a chance. (I kept it in total secrecy because I KNEW what my friends and family would say.) I eagerly tore through the pages searching

The typical entrepreneur is SO close, but missing one key point.

for the “secrets” or the “formula” and desperately hoped it was really possible and not just another scam or disappointment.

I was completely hooked—I saw how powerful an Internet business can be—low startup cost, no inventory, no employees, work from home, total freedom...you get the idea. So I got all revved up and my mind started dancing with images of my ideal life, total financial freedom, big time success, vindication from all those who doubted me, and I couldn't wait to get started.

I tried to follow the “steps” for success but what I discovered was the information was too vague and left out a LOT of detail. As I dug for details, I uncovered even more concepts and technologies I knew nothing about. (When I first found autoresponders, I was blown away that there was actually a tool for automating email!) So the simple “formula” for creating wealth with my own online business went from a few simple steps to 4 months of research and over \$4,200 on products and tools—just to get started!

I was learning a lot, but I was also becoming frustrated because I wasn't any closer to my dream. I started to doubt myself and my initial excitement was almost totally gone. Embarrassment and shame began to nag me as I wondered if I was just a sucker or a fool for believing it could really work. In every business opportunity I had ever tried, no matter how hard I worked, it always seemed that only the “gurus” who wrote the books and made the courses made any money. It seemed like online marketing was no different—maybe I needed powerful friends and mentors “in the know” to be successful, and maybe I never should have wasted my time and money.

“Eternal optimism is the blessing and the curse of an entrepreneur.”

– Brett Ingram

But I still WANTED to believe it was real. My mind ran in circles as I tried to fight the negative thoughts and emotions and cling to my optimism. But logically, how could I justify it to myself when I was over \$4,000 in debt and wasted 4 long months with nothing to show for it? I remember reading one sales letter for some tool I thought was “the ONE” to get me over the hump and I was so nervous to spend any more that I sat there, white-knuckled, with the mouse over the payment button thinking, “Do I just not know when to quit, or is this really going to make a difference? What if it's ANOTHER disappointment?”

What I'm about to share with you is how I overcame all of those obstacles to create the financial freedom people dream about, and how you can do it, too. And I have some GREAT news for you. It IS 100% true that YOU can create financial freedom from online marketing. All those feelings of doubt, confusion, guilt, and frustration are about to end. Forever.

## Great Achievements Begin With Small Steps

I didn't make \$47,000,000 in 23 seconds on my last launch. I don't have all the gurus' phone numbers in my speed dial. And I'm NOT "in the club."

"Learning is a comfortable place to hide from doing."

– Brett Ingram

I started Internet Marketing in June 2005. For the first 4 months all I did was learn and spend. I racked up over \$4,200 in debt and spent days and nights reading, listening, watching, and researching. The amount of information became overwhelming. So finally I decided to just take some action—even though I didn't feel "ready"—rather than keep trying to absorb more and more information.

I set up my first website with an email capture page, I wrote a small ebook, and started to promote my site with every cheap promotion method out there. In October 2005, I added my 1<sup>st</sup> list subscriber and reached my first milestone. I had validated for myself that I could build a list by offering valuable information and promoting it. Then in January 2006, I made my first sale with a \$17 ebook, and I had proven to myself that online marketing could be a viable business.

I now have over twenty websites, including six membership sites that generate recurring income. I've successfully replaced my old salary, quit my job, and work my business full time. But, the most important point is that I did it all without any mentors, guru friends, connections, track record, one-time "lucky" product launches, deep pockets, or real marketing experience. I even did it while working full time, raising two boys with my wife, spending every other weekend with my daughter, AND going to graduate school three nights per week.

So if you feel like you're alone, have no help, experience, money, or time, I understand because I've been there. And I am living proof that none of that matters—the most important factors that determine how successful you will be are inside YOU,

and not in external things. In fact, let me share a little story about the night I almost turned my back on Internet Marketing and gave it up forever...

I was knee deep in getting started. I had just spent months acquiring a ton of knowledge, tools and resources. I had dozens of computer files with all of my thoughts

You CAN build an online business gradually – without being “lucky” – that replaces your employment income so you can quit your job.

and ideas, software, ebooks, and tools—essentially my entire business plan—on a pocket USB drive. I parked my car on the street near New York University to attend class for my MBA. I had thought about putting my bag with the USB drive under the seat, but I was rushing in late for class. “The street is well lit and heavily traveled by cars and pedestrians”, I thought. I went to class, came back

3 hours later, and found my passenger side window broken and my bag stolen. Instantly my mind flashed to the USB drive with my business—gone. Completely gone. I didn’t care about my car, my window, or my bag because they could all be replaced. But my months of work just vanished before my eyes.

Once my shock and anger wore off, and my exhaustive search of the local area turned up empty, I had to face reality. In that moment I had to make a choice—do I decide that some “higher power” is trying to tell me to give up on this silly idea of an online business, or do I see it as a test of my commitment and start over with even more determination? (You already know the answer, and I’m sure you also see how important it is to backup your files!)

Whatever challenges you’re facing, whatever doubts you have, you are not alone. I hope, through my story, you can see that and realize that no matter what obstacles you face, you CAN overcome them if you just keep at it and don’t give up.

## **The Power of 3 and the “Ah-HA” Moment**

So why was I able to break through and succeed, and why do so many others fail? I wrestled with this question quite a bit for two reasons. First, I was genuinely fascinated by human achievement and the study of it to try to pinpoint common themes. And second, I wanted to understand what I did differently so I could help anyone struggling to make changes and reach their goals.

In looking back, I believe there are really three factors that combined to get me to where I am, and their unique combination led me to the discovery of the real #1

REASON online marketers fail. My experience played a big role because I had started businesses three times in the past, and while I didn't achieve enduring success, I learned a lot about the ups and downs of entrepreneurship. My education, in earning an MBA in Strategy & Leadership & Change Management from NYU, helped me understand business on a higher conceptual level. And my natural ability to synthesize mass amounts of information, distill common themes and quickly identify key points enabled me to zero in on the most crucial distinctions.

Those factors not only facilitated my success, but they also helped me see why so many marketers struggle. The biggest problem is not with lack of information, vision, skills, or any of the other commonly addressed issues. The problem is rooted in the knowing-doing relationship in a concept I call the Knowledge-Application Transfer Gap™. "The Gap," as we'll refer to it, is the difficulty in translating information and knowledge it into physical action.

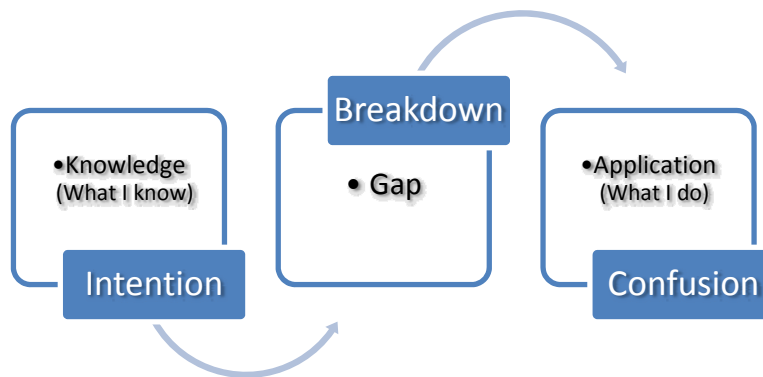


Illustration of the Knowledge-Application Transfer Gap™

The fundamental principle of The Gap is that in going from knowing to doing, some knowledge is lost in translation when the source of that knowledge is external. This breakdown happens because experience, skills, and frame of reference are unique to each person and cannot easily be transferred.

For example, imagine that you love to cook gourmet food. You would likely have at least a handful of recipes that you could make again and again, each time nearly perfect. And you could do it without thinking or following "steps" because the knowledge of how to do it is yours.

Now imagine Wolfgang Puck, Emeril, or some famous chef gives you their recipe for their favorite dish. Even though you have the written recipe in front of you, do you think you could make it the same way they do? You could follow the steps, one after another, yet somehow it would not look, smell, or taste exactly the same. Why? It's because the recipe cannot encompass or transfer their experience, skills, or frame of reference.

The Gap is the reason most marketers aren't able to duplicate the results and success of the author of an ebook or online marketing course simply by following the steps. And there's one more key point that may surprise you—the higher the level of expertise of the author, the GREATER The Gap that exists. When you buy some \$1,000,000+ guru's product to start building your online business, you would think your chance of success would greatly INCREASE, right?

In fact, the opposite is true—the chances that product WON'T help you get started are HIGHER than a product from a lesser accomplished marketer. Do you find that hard to believe? Here's the proof...

Curse of Knowledge: Once you know something, it's difficult to imagine what it is like to NOT know it.

– Chip & Dan Heath

In the book "*Made to Stick*" by Chip and Dan Heath they explain a concept called "The Curse of Knowledge." The Curse of Knowledge simply says that as someone becomes more of an expert in a particular field, they have an increasingly difficult time relating to the basic or beginner level issues and concerns. They have become so highly skilled they, in effect, "forget" what it was like to be a beginner.

Asking an Internet Marketing guru who's pulling down \$1,000,000+ to help you start building a list or setting up your website to make sales is like asking Donald Trump how to buy your first property with no money down. They are so far past those ideas it's nearly impossible to get their thinking back to that level. Instead, you end up getting very general statements, concepts and strategies with built in assumptions that you know how to do certain things.

That's why the larger the difference in experience and skill level between you and the gurus, the larger The Gap and the smaller the chances their products will get you over the hump.

Don't mistake me here — I am not implying that the gurus' products don't work. Many gurus provide EXCELLENT quality products that I would buy, no questions asked. BUT, there is a requisite experience level necessary to use them effectively.

This same principle also explains why it's nearly impossible to "get rich quick" with some killer shortcut. Looking at it from the reverse side, there is certain requisite knowledge you must have to be able to use advanced tactics to build your business. The idea of "getting lucky" with some huge product launch is a myth — *until* you have enough baseline skills and experience. Even if you have the seeds of such a launch, they would never grow to the same potential as they would if you had the necessary experience.

It would be like expecting a baby to learn to walk before he knows how to stand. It just doesn't make sense.

As you can see, it's hard enough to succeed even when you know that The Gap exists. But because almost no one recognizes it, they have an even tougher time and usually fall into one or both of these traps:

**Cycle of Learning** - This is the cycle of collecting ebooks, courses and formulas, one after another, and absorbing the material but not implementing it because we tell ourselves we need to "know more" or learn more and then we'll BE ready. We keep waiting for some future mental state of readiness that will never arrive.

**Cycle of Buying** – This is the cycle of buying product after product searching for "the ONE" that will make us an overnight success with the least amount of effort or thought. We want the fast, easy, all-in-one solution so when we don't get instant results, we just buy another product and transfer our hope to that one. We keep looking for some perfect, complete-solution product that will never exist.

Both traps lead to the same place—self doubt, anxiety, disappointment, frustration, and embarrassment to begin with. Then, if the cycles continue long enough, they eventually lead to the bitterness of feeling on the outside looking in at everyone else having it easy. Plus, the fear of trying yet another thing that doesn't work sets in. Fear and bitterness can be paralyzing and all but guarantee failure and resignation.

If this sounds familiar, GET EXCITED because I'm about to help you break free from all this and finally get the results you deserve.

I am committed to helping you break through the startup and initial growth phases that stop 95% of business owners from realizing their entrepreneurial dreams.

I've made it my mission to provide tools and resources that simplify and automate your business and accelerate your growth.

Take a look at what impact I have had on some marketers:

"Brett,

You are truly a great marketer, and I've benefited from reading your stuff. **Your tools have helped me improve my IM business since the first day I started my own.** And your VMG9... Collection of products value over \$21,000 for FREE? Wow! You managed to get top internet marketers to give away their best products at absolutely no cost. You're giving nothing but the best! Glad to be part of your success. To your health and success!"

Kanicen

[www.PLRMembershipOnline.com](http://www.PLRMembershipOnline.com)  
[www.Kanicen.com](http://www.Kanicen.com)

"Thank you so much for creating these massive giveaways and allowing me to **give my list building a gigantic and profitable boost.** Anyone can do this and the best part is that it's totally FREE! Great job."

Daniel Duverge

[www.mad-marketing.net](http://www.mad-marketing.net)

"Brett, So far Viral Link Tracker has been **one of the easiest to use methods of viral advertising I've tried.** Triple header with all bases loaded. You've outdone yourself with this one!"

Great Job,  
Yvonne Lyon

"Hey Brett.

I'm honestly blown away with the power of Viral Link Tracker. Being able to track my links is incredible. The ability to cloak my links is essential.

But **being able to create armies of viral traffic is brilliant.**

Viral Link Tracker is not the best at what it does, it is the only thing that does what it does!"

Albert Grande

[www.grandepublishing.com/300.htm](http://www.grandepublishing.com/300.htm)

"Outstanding!!

I am so impressed with the **ability this site has given me to build a list** I was wondering if there was a place I could leave a testimonial?"

Thanks  
Greg Ray

"Brett,

I could mention how **I added hundreds to my opt-in list and how your giveaway event paid for itself many times over.** And how you laid procedures out in such a CLEAR step-by-step manner, permitting me to gain new marketing skills.

But *in addition*, what you really did, Brett, was PUSH me. Even though I felt I "wasn't ready", I could see that, in theory, what you were talking about could work - so I should JUST DO IT. And it's been a real pleasure to see, for once, *how theory and reality are the same.* IT TRULY WORKS!

Thank you, Brett, for your most excellent service and well-thought-out system."

Patrick Scott Donovan  
[www.QualityDiscounteBooks.com](http://www.QualityDiscounteBooks.com)

"Brett

Your last Viral Marketing Give-Away was Over The Top. I received so many messages from my loyal subscribers thanking me for informing them about it. They went totally nuts from all the quality products that were available. Unlike a lot of the give always these days, yours was totally beneficial, I am so glad that you are doing another one.

Not only did I download some awesome products, but **I received so many Quality subscribers.** Thank you so much for the opportunity, I am definitely onboard with this one and anyone visiting this site, You can count on downloading only the best products here...

Richard Trice

"I just wanted to write and say THANK YOU for this wonderful opportunity. I have had some major success with your Viral Giveaways. **I have obtained LOADS of subscribers to my list and have increased my profits beyond belief.** I will join any giveaway you want to throw my way because you have proven, without a shadow of a doubt that you are true professionals in this arena. Thank you again for the Fantastic opportunity to be a part of your awesome team."

Warmest regards,

Nathan Hull  
[www.12headers.com](http://www.12headers.com)

"Dear Brett,

Your serial giveaway events have become **milestones for an internet marketer to start his own online business & get a decent exposure to customers.** I know what it takes to search for joint venture partners, plead them to promote your products & then just hope they will do it the right way & bring you customers.

With your giveaway events, this has become a child's play to get the joint venture partners. They search for me now instead of me searching for them. **I have received many paying customers through this online event.**

It has **helped my new online business to reach new heights** which otherwise wouldn't have been possible. Your spirit of entrepreneurship is commendable.

Wish you will continue doing this."

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Ken

Webmaster - Translations

[www.freetranslationblog.blogspot.com](http://www.freetranslationblog.blogspot.com)

"Hi Brett:

All your giveaways have **produced amazing results for me.** You have chosen great giveaway products and partners. Your work is brilliant proof of team work. Keep up the good work!"

Jason Oconner

[www.jv-deals.com](http://www.jv-deals.com)

"Very awesome site Brett!

Funny part is I just joined a service which is similar to yours. I thought nothing can be better, until you made Viral Link Tracker. **It's easy to use, has very useful features and will get me more traffic!**

My only regret taking the time to setup my links in the other service (I will not say which out of respect)."

Daniel Duverge

"Wow Brett! I'm impressed with viral link tracker. It's a **great way to brand your business, generate passive advertising** and cloak links at the same time.

What an effective yet simple concept. Brilliant! I give this 10 out of 10 on the value scale."

Warm regards

Eva Browne-Paterson

"Brett,

I just wanted to take a moment and thank you for your amazing dedication to all of our success.

If anyone ever wanted success online, you have provided all the information right here. Giveaway Guru is simply outstanding and people will be well rewarded over and over again by being a member.

As a Director with a top affiliate program online, I am sharing these awesome tools for success with my downline. **Giveaway Guru is giving us ALL massive results!**

Bill Connelly  
Director, Success University

"Hi Brett,

GREAT site, just **earned my first commission** and I have a few referrals. However when trying to access the FAQ's section the play button does not appear, not a huge issue if your adding the written info in a couple of days but thought you should know anyway."

Kind Regards  
Amanda  
To our success online

"Great Idea Brett!!! I think your site is a smash hit and I will be working hard to be in the top 10. I think the best feature is **being able to mail to your group** in the Elite Membership."

"Brett, So far Viral Link Tracker has been one of the easiest to use methods of viral advertising I've tried. Triple header with all bases loaded. You've outdone yourself with this one!"

Great Job,  
Yvonne Lyon

"WHOA, bro! This one is a KILLER!

Yours is a PROVEN system and you built it A STEP further...

Nice job!"

Ian del Carmen

## Bridging The Gap to Unlock Your Dreams

So what is the solution to this knowledge-implementation problem, and how can you break through it? First, realize it's not your fault. Don't lose confidence, and DON'T EVER doubt yourself.

The next thing is to realize that, without question, there is just one primary goal you need to always keep in the back of your mind when working on your business:

**The ONLY thing you should focus on in your business is reaching consistent net profitability.**

This point is so important I am going to say it again—the ONLY thing you should focus on in your business is reaching consistent net profitability. Why is that? Because until you reach that point, your choices are limited, you're spending your own money, and your business (and dreams) are at risk.

Before you start earning and spending profits, you need to be careful what resources you use and watch costs closely. You are probably stuck doing everything yourself because of the expense to hire help. Perhaps even more importantly, you haven't proven to yourself that "this works." Yes, you THINK and believe it will work, you tell everyone and anyone who knows what you're doing how confident you are it will work, and you want to BELIEVE it will work. But somewhere in the back of your mind is a seed of doubt that you try to ignore. A huge mental and emotional shift takes place when you actually KNOW it works.

When your business is bringing in profit, even just a little, you can invest more confidently in it and start to get tools, resources, and help that give you massive leverage, and that's how you really grow fast. The key is, make it work on a small scale, then build it. At that point, you know you have the formula for a successful business.

Keeping that in mind, the first step in doing is to identify the current level of your business—do you have a list, are you making sales, or do you not even have a website yet? By establishing a baseline you can gain clarity and focus for what you need to do, and it will be much easier to monitor your progress.

**Here are some key areas to consider:**

- **Subscriber List** – Have one yet? If so, how many subscribers do you have now and how fast is it growing?
- **Online Presence** – Do you have a website? If so, does it have a capture form to build your list? Does it have any offers to generate sales?
- **Sales** – Have you made sales yet? If so, how many, and at what rate are you selling?
- **Products & Services** – Do you have products and services to give away and use as incentives to gain subscribers? Do you have products and services for sale? Are they unique?
- **Target Market** – Do you know who you are trying to attract? Do you have in depth knowledge of who your typical customer is?
- **USP** – Do you know what makes you and your products and services uniquely valuable to your market?

The best way to decide what factors are most important to your business is to ask yourself, "What are the MOST IMPORTANT few factors of my business – factors which, if improved or increased, will make the biggest impact on profits?" Write down your top few answers, and then establish a baseline for each factor by asking, "What level is my business at now?" (This is vital—if you don't know where you stand now or don't track results, you need to start immediately. You can't improve upon things when you don't know what's working and what's not.)

Once you've identified your baseline, the next step is to choose milestones for each one. For example, if you have a list of 100 subscribers and it's growing by three subscribers per day, you might set a milestone of 1000 subscribers or ten per day. Your milestones should be levels that will be attainable in one week to three months, so they will serve as empowering goals. Then, when you reach them, you'll feel you've accomplished something. If your milestones are too lofty or long-term, you risk getting

discouraged, becoming frustrated, or losing focus. It's better to set them for a shorter time frame and then set new milestones as you attain them—you're building the HABIT of success this way.

An effective way to establish milestones is to ask yourself this question about each factor: "What is the smallest level I would feel I made real progress in growing my business?"

When I first started, I set milestones for my 1<sup>st</sup> website, my 1<sup>st</sup> self-created info product, my 1<sup>st</sup> subscriber, and my 1<sup>st</sup> sale. I knew that if I could make the PROCESS of online selling work—promote, add subscribers to the list, follow up and make sales—even for just one sale, I had proven to myself on a deep level that Internet marketing was viable. I would just need to scale the operations to make it larger.

At this point, you should have an idea of where you are currently and where you want to go. Believe it or not, that's half of the battle. When you know both, you can see your progress and easily stay focused on your goals.

Now, review your milestones and choose one to focus on. You need to use judgment here—if you have no product, no list, and no website, you might want to make 100 sales but that's not the most realistic milestone to begin with because you'll

Progressively setting and reaching milestones gets you in the HABIT of success

need those other things first. So, try to choose a milestone that, by achieving it, you'll have an easier time achieving the next one and the next one. You can ask yourself, "What milestone, if I reached it first, would help me most in reaching all of the other milestones?"

To reach your first milestone, all you need to do is start by taking ONE ACTION that you haven't done yet that you think will move you closer to it. Even if you're not sure what to do, take SOME action you think will help. By doing that, you activate a powerful principle that is disarmingly simple, but will drive you rapidly toward your goals.

I call the principle the **Action-Feedback-Acuity Loop™**, and it works like this...

When you take any action that you think might move you in the right direction, be sure to pay attention to the feedback, or results, no matter what they are. What results did you get? Then, use your acuity, or best judgment, to decipher the feedback and decide what to do next. In other words, what went right? What went wrong? Do you want more of the same? Or do you need to change the result? Decide for yourself

and make the necessary adjustments, even if just a tiny bit. The important thing is to stop doing what doesn't move you closer to your goals, and to keep doing what does.

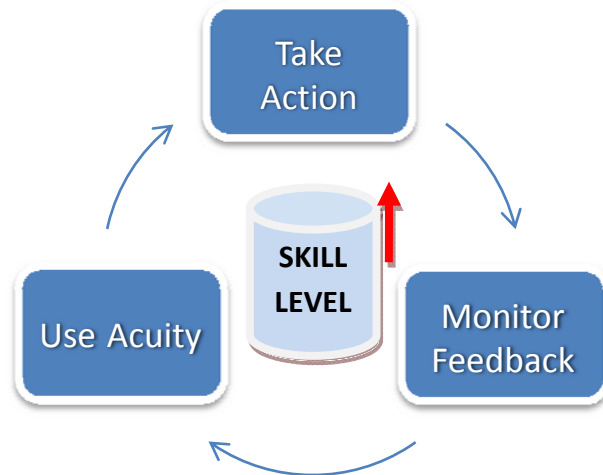


Illustration of the Action-Feedback-Acuity Loop™

Notice from the illustration that your skill level increases with each completion of the loop. So, in effect, you can raise your skill level and ability simply by completing the loop as many times as possible — even if things did NOT work out as planned. What does this mean? It means that even FAILURES are successes. Let me repeat that:

### **Even Failures Are Successes**

When something doesn't go right, the feedback is just as valuable as when something goes exactly as planned. Now you know exactly what works and exactly what doesn't work. Use this vital feedback and learn to navigate your business through uncharted territory.

For example, if you want to build a subscriber list but don't even know how to start, sign up for an autoresponder account. (You can get a free trial through [www.aweber.com](http://www.aweber.com).) This tool will allow you to store subscribers who visit your website, newsletter or blog. It will also let you stay in regular contact with them. Next, read the documentation on how to capture subscribers' names and email addresses and you'll learn how to get the web page code that displays a signup box on your website. Build your first webpage and include the signup form. If you don't have a website or hosting

account yet, take the first step in getting that done by signing up for hosting account ([www.liquidweb.com](http://www.liquidweb.com)) and register your first domain name ([www.namecheap.com](http://www.namecheap.com)).

Regardless of where you are (and you may be way beyond those simple steps), the PROCESS is the same. Do *something* to get started, watch what results you get, and then ask yourself, "Did that action bring me closer to where I want to go, or further away?" Then ask, "What single action should I take next to move me toward my goal faster than any other?" Then take that action. And so on...

The Action-Feedback-Acuity Loop™ is a developed skill, and you will get better and better the more you use it. This method is exactly what I followed in building my business. Things started very slowly with little results and gradually built momentum. And as your momentum grows, another interesting thing starts to happen. Because you have total clarity on what you are trying to accomplish and you are focused on it, you will begin to see resources

The more you use the Action-Feedback-Acuity Loop, the greater your skill level grows

and people "magically" appear at just the times you need them to help you reach your goals.

In case this sounds too simplistic to really work, consider for a moment what ALL successful Internet marketers have in common. Regardless of each marketer's specific situation, they ALL took action, gathered feedback, and adjusted their approach. The better you are at this process, the faster and larger your marketing will grow.

## An Invaluable Tool and My Challenge to You

What we've covered so far will get you started on the right path. To help you start using this new process immediately, I have created a tool for you called the **eBusiness Growth Compass™**. The Compass will take you through the above process and consolidate all of your growth steps for you. Download it here:

Download My eBusiness Growth Compass™

[www.thinkbigpublications.com/ebusiness\\_growth\\_compass.zip](http://www.thinkbigpublications.com/ebusiness_growth_compass.zip)

I want to challenge you to do 2 things. First, USE this process to get results and start building your business. Remember what it was that inspired you to get started in the first place and keep that in your mind as a motivating force.

Now, because I don't know your specific challenges yet, I can't speak to your situation. So, to give you all of the personal support and specific answers you need, I created an online community exclusively for Internet marketers with the primary purpose of helping you overcome your challenges and grow your business. It's called **Marketing Mastermind** and it's completely free to join ([www.marketing-mastermind.com](http://www.marketing-mastermind.com)) You can ask and answer questions, build your own blog in just a few clicks, establish lifelong relationships, forge JV Partnerships, announce new product launches, access the library of marketing tools, and much more.

I am engaging a number of seasoned marketers across all business areas to actively contribute to and respond to questions in Marketing Mastermind to help you get real, actionable advice that will make a visible impact on your business.

My 2<sup>nd</sup> challenge to you is to join Marketing Mastermind and not only use it to get the help and support you need, but also to share with others and offer your help and support in return. No one became an Internet marketing success story without the help of others. Let's write yours together.

Your Partner in Success,

*Brett Ingram*

[www.thinkbigpublications.com](http://www.thinkbigpublications.com)

**P.S.** There are two more “under the radar” issues that are likely holding you back also, and I am going to expose them both in coming Blueprints (I have not seen ANYONE else talking about them), along with immediate solutions—to be sure you get them, visit my blog at [www.thinkbigpublications.com](http://www.thinkbigpublications.com) and become a Think Big Insider.

**P.P.S.** While you're on my blog, **post your feelings about this Blueprint** for everyone to see and you can help others understand why they need to read it.

**P.P.P.S.** I have setup a Tell-a-Friend script to make it easy for you to help me get the word and help your friends at the same time. Go here now...

[www.thinkbigpublications.com/sharethebreakthrough](http://www.thinkbigpublications.com/sharethebreakthrough)

...and battle alongside me to stop the misinformation and cycle of endless spending and confusion.