

PREREQUISITES To Success!



“An Inside Look At The Habits, Qualifications,
and Emotional Intelligence Of The World’s
Most Highly Successful Web Entrepreneurs!”



By Derek Gehl, CEO
The Internet Marketing Center

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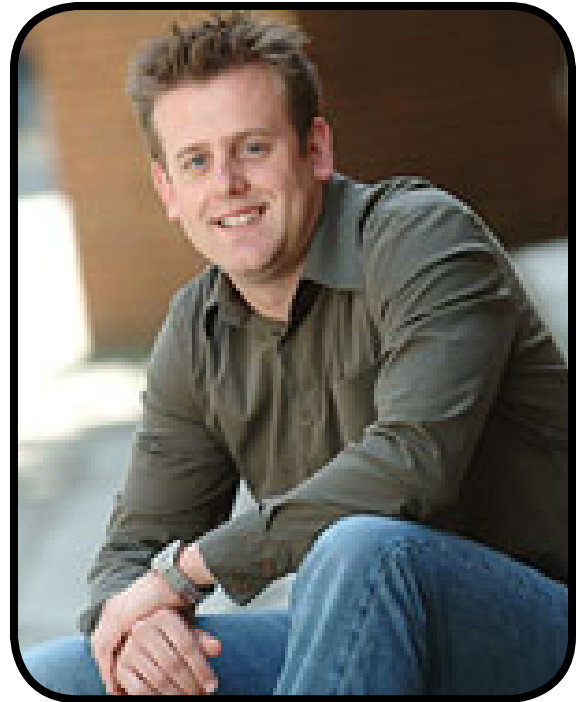
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“Before you waste another minute or spend another DIME on Internet business training, let’s figure out if you’ve really got the emotional intelligence, stamina, and drive it takes to create lasting success and wealth on the Web.



Because if all we’re going to be is another line item on your credit card statement that you’re hiding from your spouse... If you’re not actually planning to DO anything with this training, I’d rather invest my time and energy in someone who has real potential to be our next big “success story.”

And it’s okay. Really. You can release yourself from this frenzied effort to luck into the next big million-dollar business idea. I give you permission. Maybe you can go watch a little TV instead.”



– Derek Gehl
The Internet Marketing Center

Welcome... Don't Get Too Comfy, Though

Let's not mince words here:

You may find what I'm about to say offensive. Very offensive in fact. But frankly, I don't care.

No, this report doesn't contain coarse language, scenes of violence, or graphic sexual content. Sorry, don't get your hopes up.

But the contents may be disturbing to some readers, nonetheless.

Because I'm about to put a giant mirror in front of your face and ask you, once and for all, to truthfully answer the question:

Do you really have what it takes to earn a full-time income with a successful, moneymaking Internet business that could comfortably – or even extravagantly – support you and your family?

Or, are you just kidding yourself and wasting your time and limited spare cash on a pipe dream that you don't actually have the guts and drive to make happen?

That's right...

With this report, I'm going to do us BOTH a favor.

I'm going to test your emotional intelligence and stamina, to see if you're ready to stand among the elite few who have truly got what it takes to persevere and start up a lucrative Internet business...

Or, I'm going to expose you as one of the serial opportunity seekers who follow yapping at my heels like a pack of hungry hounds, begging for a magic "get rich quick" pill.

If you fall into the first category of action-takers with extraordinary potential to succeed, please stay tuned.

Once we've rid ourselves of the noisy, unfocused, riff raff, I'm going to offer you the leg-up of a lifetime, with my full undivided attention to your start-up.

If you fall into the second category of serial opportunists, well, please don't be offended, but I'm going to ask you to kindly step aside and...

- STOP buying my training materials,
- STOP coming to my seminars,
- STOP emailing my staff,
- And STOP wasting your time.

Because I don't want your money.

Are YOU A Serial "Get Rich Quick" Opportunity Seeker?

Some time ago, I read a study that said a whopping 21% of Americans see winning the lottery as an important wealth building strategy.

And another 14.9% are relying on inheritance to carry them through.

Let's see if I've got this right...

The odds of winning the Mega Millions Jackpot are said to be 1 in 175 million. And of the 20% of Americans who will inherit, most will receive less than \$49,000. Enough to buy a nice new car, but certainly not enough to fund a carefree retirement.

... Yet there are literally millions of people relying on gambling and death to secure their financial futures.

Now you might scoff at these folk.

It seems ridiculous, right? But before you start acting all smug, let's see if YOU are really all that different.

Ask yourself:

1. Are your bookshelves jam-packed with dusty business and sales training guides you've never actually read?
2. Do you attend multiple seminars each year, and make big purchases at every one?
3. Have you ever bought a "business-in-a-box" kit, only to abandon it weeks later?
4. Have you ever bought a pre-built, online store for \$3,000-\$15,000 that never made a dime?
5. Have you invested \$1,000s on training, but never generated a single sale with a website?
6. Do you find yourself hiding credit card statements from your spouse?
7. Do you find it difficult to focus on just ONE of your endless business ideas?

... If you've answered "yes" to any of the above questions, I'm sorry to say you may ALREADY be living the life of a serial "get-rich-quick" opportunity seeker.

Don't Go Further Into Debt On My Account

Look, if I was unscrupulous jerk, I'd probably be inclined to play the seductive role of Pied Piper to the swarms of people waving credit cards at me, begging for an easy road to wealth.

With a track-record of creating real success stories online, taking people from nothing to massive six- and seven-figure incomes with businesses they LOVE, and with a company that's hit almost \$100 Million in online sales...

... It would be simple to polish the harsh realities of starting a new business into something shiny and irresistible to people looking for a quick fix for their financial problems.

It would be easy to sell the dream of the “Internet millionaire lifestyle.”

But that’s not me...

And that’s not what the Internet Marketing Center is all about.

Yes, I think it’s important to share success stories with our clients so you understand what’s possible. Inspiration can be an excellent motivator.

But our company has a 10-year history of helping people build lasting success with lucrative Web businesses that continue to grow and remain profitable over the years, through the ups and downs of changing technology and looming recession.

So frankly, we don’t need or want the business of those people seeking the easy road to riches. They’re a drain on me and my time, never mind the time and energy of my staff.

They take focus away from our very best customers – the people who are actually applying and profiting from what we teach.

Starting Any Business Takes... GASP... Work!

We can’t hand you a million-dollar business idea on a golden platter.

We can’t roll up our sleeves and spend evenings and weekends for the next couple of months on your computer with you, getting you through the start-up phase.

We’re not content to help you make a single \$19.95 sale from a website that you’ve invested \$1,000s into.

And we’re not here to build your business FOR YOU!

Because while we're certainly prepared to train you to successfully apply the Internet business start-up system that thousands of people have already used to make life-changing incomes...

... You need to take responsibility for yourself, and do the work.

If you're not interested, if this is already sounding too hard, then you should probably stop reading now, go buy a lottery ticket and a bag of chips, and spend the rest of your day watching mindless television.

(I hear there are re-runs of American Idol on now...)

It'll be cheaper than continuing to max out your credit cards and filling up your bookshelves with MORE training you'll never use anyway.

When Role Models Are Useless

One big difference I've noticed between the serial opportunity seekers and those who go on to create real success with their web businesses, is their approach to role models.

Opportunity seekers belong to everyone's fan club:

- √ They worship at the doorstep of the guru with the latest, glitziest marketing strategy or technology.
- √ They're easily wooed by millionaire lifestyle claims.
- √ They tend to focus on the end result of success stories rather than the process it took to get there.
- √ And they make blind, almost frantic attempts to duplicate success stories rather than strategically applying the lessons hidden within to create unique, lasting successes all their own.

A great example of this occurred during the year after we interviewed Eric Weeks of www.Truck-Bed-Covers.com for our monthly *Secrets To Their Success* publication.

Eric's story was very compelling:

In less than a week, with an investment of just under \$600, he built a website that generated \$800,000 in sales and \$200,000 in profit during his first year online...

... And he did it selling truck bed covers – when he didn't even OWN a truck himself.

Sounds amazing, right?

Many of our readers thought so. And for the next 12 months, we found ourselves inundated with comments like:

“I don't need to know anything about the product I'm going to sell... I just need to find a hot niche like Eric Weeks.”

Wrong, wrong, wrong.

Laying The Foundation For Success

Eventually, we had to stop featuring Eric's story, because so many people glommed onto the idea you could start from nothing and build a six-figure income website in less than a week selling a product you know nothing about.

Opportunity seekers were cheerfully ignoring the less glamorous details of Eric's interview where he explained how he'd taught himself to build websites using FrontPage at a previous job he'd held...

... And how he'd spent hundreds of hours doing keyword research using Wordtracker and studying search engine optimization, becoming an SEO fanatic – all long before he even attempted to build his site, www.Truck-Bed-Covers.com.

Trucks might not have been Eric's passion.

But search engine optimization was. And with a lot of hard work and persistence, he taught himself everything he needed to build his business around that.

And none of this happened overnight! At the end of Eric's interview, he very clearly stated, "It may take 3-5 years for you to hit the mother lode, but so what?"

The action-takers who read this article walked away with some inspiration about what's possible with hard work and perseverance.

Plus, they got some fabulous search engine marketing tips since Eric was very generous revealing the strategies he used to propel his website to #1 rankings for his top keywords.

The serial opportunity seekers? They just wanted to know how to create websites in 7 days worth \$200,000 a year in profit.

They wanted a winning lottery ticket.

And we got tired of explaining it's NOT a realistic expectation if you're brand-new to Internet marketing, with no background in computers, and no pre-existing offline business.

A six-figure income in 3-5 years with your Web businesses is an excellent goal. And a reasonable goal if you're prepared to train, learn, and focus. But too many people aren't prepared to do the work...

When Trends Become Traps

It's this aversion to work that also seems to draw serial opportunity seekers to new technologies and trends like flies to honey.

Does this sound familiar?

Guru X releases "Amazing Traffic Software Y" with proof he used it to attract a bajillion qualified buyers to his website in 48 hours and make a cool million dollars. He insinuates it wouldn't be unreasonable for you to expect comparable results.

So the masses flock to purchase Software Y, convinced they can duplicate this astonishing success – especially if they grab the first-mover advantage they’ve been promised and get to market with it before their competition.

The problem?

Unless your business already has a solid foundation, proven to convert maximum traffic and subscribers into long-term repeat customers...

... You’re trying to run before you’ve even learned to walk!

The advanced strategies the millionaire marketers are using to exponentially grow their wealth will NOT work for you until you’ve laid a solid foundation for your business.

For example, creating a network of 500+ friends on Facebook and MySpace, or recording endless videos to post on YouTube, is a ridiculous waste of your time if you’re not able to convert these friends and fans into customers.

And I’m talking about starting with the basics:

1. Defining your USP (unique selling proposition)
2. Strategically positioning yourself among the competition
3. Designing your website to sell
4. Writing compelling sales copy
5. Accepting credit card payments
6. Capturing opt-in email addresses
7. Creating a backend sales process
8. And optimizing your website for the search engines!

... Because if you haven’t done these things FIRST, all of your other efforts will be wasted.

There is no single application or technology that’s going to magically pump money into your bank account.

And if you look at businesses that enjoy long-term success on the Web, you'll quickly discover they're all founded on the same basic principles.

Fad technologies and trends simply generate gravy sales.

And this brings me to another important point:

You Can't Expect To Vacation Like A Rock Star During Your First 12 Months...

Like I mentioned earlier, serial opportunity seekers are easily swept up by promises of living the "millionaire lifestyle."

They read stories of their hero's latest multi-million dollar vacations ... rich hobbies ... and seemingly endless free time ...

... And they want to be there today!

Again, this is not a realistic expectation.

Can you make hundreds of thousands of dollars with an online business? Absolutely.
Can you make millions? It's possible, yes.

(You can read [some of our success stories here](#), if you'd like proof.)

But it's extremely unlikely that you're going to be inspired with a million dollar business idea that's going to rocket you into lifestyles of the rich and famous overnight.

I can guarantee you this is NOT how millionaires get their start...

Millionaires Don't Work 10 Hours A Week

I know very few millionaires who work part-time on their businesses.

In fact, I know very few people making six-figure incomes with their websites who work part-time, either.

Yes, with success and a generous income comes the freedom to spend more time doing the things you love.

But that's the secret...

Successful Internet entrepreneurs typically love what they're doing.

So behind closed doors, we're all eating, sleeping, and breathing our businesses. And this competitive, driven, over-achiever mentality plays a big role in driving our ongoing growth and success.

We may play hard... but we also work damn hard.

Do YOU Fit The Profile?

So now I want to ask... Do YOU fit the profile of a true Internet entrepreneur with extraordinary income potential?

Or are you one of the serial opportunity seekers, frantically grasping about for a winning lottery ticket?

Review this checklist, and we'll check your score at the end.

Check Off All That Apply:

- You're competitive and enjoy winning.
- You've occasionally been described as an overachiever.
- You don't need someone nagging over your shoulder to get things done.
- You thrive on a little stress and unpredictability in your life.
- You're goal oriented and you don't let life "happen" to you. You're in the driver's seat.

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- You're passionate about something in your life. Whether it's kids, a hobby, pets, a sport... whatever.
 - You like the idea of being perceived as an industry expert or leader, and you'd be willing to obtain specialized knowledge to reach this goal.
 - You don't give up easily. You're persistent, even in the face of adversity.
 - You view mistakes as learning opportunities, not failures.
 - You're not afraid to leave your comfort zone and try something new, even if it means asking questions and admitting you don't know everything.
 - You believe in the Law of Attraction – that you get what you think about most and your thoughts determine your experience.
 - You don't require the approval or consent of everyone around you (i.e. friends and family) to take action and pursue a goal. You can trust yourself, and validation comes from within.
 - You don't blame others for your lack of progress or success. You take full responsibility for your actions.
 - You welcome opportunities to get personal feedback from people with more experience than you.
 - You understand the wisdom of choosing and implementing the advice of just one or two carefully chosen mentors and learned advisors.
 - You'd rather be successful with your business than “right” with a website that isn't making any money.
 - You're an avid reader and enjoy applying what you learn.

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- You recognize that perfectionism can be the worst enemy of progress, and you don't always need to be perfect.
 - You're not afraid to invest in yourself to achieve a goal. You understand that success rarely comes without an investment of time and money.
 - You'd be willing to make sacrifices (at least for a short time) to push a new business through its start-up phase.

Now, go back and tally your score!

If you scored less than 9, it may be time to reconsider your interest in pursuing an online business.

You should carefully examine whether or not you fall into the category of “serial opportunity seeker” as you may be addicted to the idea of being wealthy and successful, but lack the drive and focus to follow through. It may be wise to tuck away your credit cards for a while as you think about this. **STOP READING HERE.**

If you scored between 9 and 14, don't despair.

Many of the qualities outlined above can be learned with a little help. Just recognize that you may be approaching your business with false expectations that could be detrimental to your success. With the right guidance and a bit of mentoring, you could still set and expect to reach ambitious income goals.

STOP READING HERE if you can't picture yourself learning these skills.

If You Scored 15 Or Better, Keep Reading...

A SPECIAL INVITATION FOR THOSE OF YOU WITH SCORES OF 15 OR GREATER ONLY!

(Or, Those Willing To Learn The Skills...)

First, congratulations.

I'm sure you'll be pleased to hear that you fit the profile of a true Internet entrepreneur with extraordinary income potential.

There's no question that, with the right combination of training and personal guidance, you could set an ambitious income goal for 24-36 months from now, and expect to reach it.

And that's why I'd like to extend this very special invitation to you...

I'm currently looking for REAL PEOPLE who'd like to become my next Internet "success story" and start a lucrative moneymaking Internet business of your own in the next 60-90 days.

No computer or business experience is required. And it doesn't matter if you have NO business ideas or website yet.

I will help you get past these obstacles quickly and easily.

And I'm going to do it by giving you the exact same Internet business start-up system that thousands of my clients have already used to create profitable Web businesses of their very own...

... All for the ridiculous investment of just \$2.95.

That's right.

If you've passed this test with a score of at least 9 or more, I'm willing to let you try the entire program (pictured here) for couch change.

My ONLY condition is that, once you've achieved your income goals, you will agree to (#1) write me a glowing testimonial, and (#2) let me use your success story to inspire others!

But please be warned: It's extremely costly for me to give away this system for a few measly bucks... so I'm strictly limiting participation!

To find out how YOU can get started for just \$2.95 before I run out of copies, [click here now.](#)

