

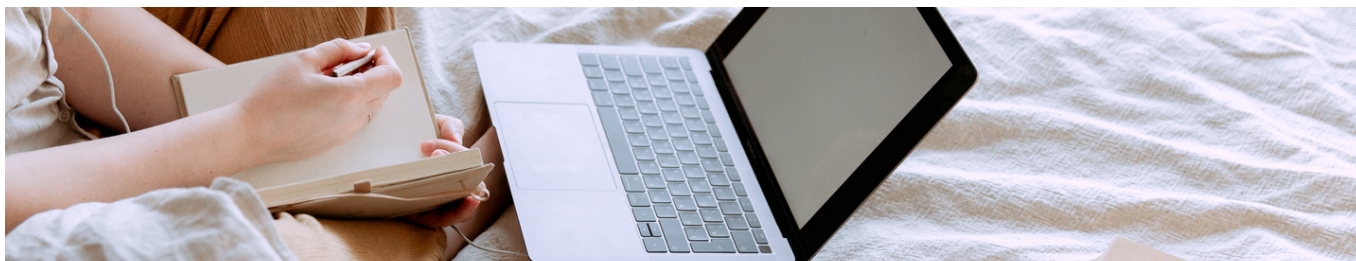
Five Things to do in order to FAIL with your Online Business



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Hello and Welcome!



Your own Online Business....Strange feeling, isn't it?

Both exciting and terrifying at the same time.

But that's what it's like, starting an online business.

On the one hand, you know you were meant to do more with your life than being stuck in a job you hate.

On the other, starting a new business is risky — and the thought of failing and crawling to your boss to beg for your old job back paralyzes you with fear.

You yearn to take control of your destiny and see where your passion leads you. But passion is not enough, and you know it. To make it work, you need to create a source of self-sustaining income.

For most people, though, starting a business doesn't sound like fun. At least not compared to "following your dream."

But if you *really* want to gain your freedom while making your mark on the world, you have to make the leap. You have to start your online business.

And honestly, you couldn't have picked a better time to do it. The Online Revolution is here and in full swing.

IF YOU'RE NOT SCARED WITLESS, YOU'RE PROBABLY BEING RECKLESS

And that's exhilarating!

But the possibility of embarrassing, crippling failure is still very real.

So what's a would-be online entrepreneur to do?

Now, I know what you're thinking. Nobody can be 100% prepared for an uncertain journey like entrepreneurship. And you're right.

But ironically, it's our fear of failure that drives us to make some pretty silly mistakes.

In a mad dash to take action, make progress, and draw ourselves closer to the finish line, we forget, overlook, or flat-out ignore vital steps in the business-building process.

Well, the good news is that most common reasons why online businesses fail are completely avoidable — *if you know what they are.*

So here are five things to you should NOT do if you want to get online business success.....

#1 CREATE A NIGHTMARE-STRATEGY

It seems like someone launches a new tactic, strategy, or business model every week — if not every day.

The outcomes they promise are so tempting that it's damn near impossible to resist trying them.

I mean, how can you turn your back on strategies that offer to “10x” your content, traffic, profits, and email list?

Here are just a few of the tantalizing offers that could drop into your inbox any week of the year:

- Get 100,000 Instagram Followers
- Get 10,000 email subs with Facebook ads
- Build a 6-figure online course
- Become a popular guest blogger

It never ends...

So you get scatterbrained and decide to try a little bit of everything.

You take bits and pieces of powerful strategies and tactics from multiple mentors and coaches and blindly mix them together.

But in doing so, you inadvertently create a monster. A monster that's destined to wreak havoc and destroy your business, your time, and your pocketbook.

I like to call this monster a Nightmare-Strategy.

#1 CREATE A NIGHTMARE-STRATEGY

Here are some examples of what this powerful beast looks like:

- As you work on growing your email list with guest blogging, you decide to take a shortcut and mix in a couple of quick Facebook ads. And for good measure, you add a few Instagram marketing tactics.
- As you work on building your blog traffic, you decide to try a little bit of everything: social media, random list-building hacks, and what the heck... toss in some SEO stuff too.
- As you work on getting your online coaching business off the ground, you decide to tinker with Pinterest marketing, and perhaps a webinar or two. While you're at it, you stitch a few surveys to that bad boy.

The sneaky part about these crazy combos is you see popular online business gurus mixing it up all the time. And it seems to work great for them — after all, they're gazillionaires.

Well, here are two problems with that:

1. An effective strategy is put together a certain way for a reason. You usually can't omit or change key steps without breaking them. (Otherwise, it wouldn't be a strategy, just a collection of ideas.)
 2. You know those experts you follow? Yeah, they're pros at this strategy mixing stuff. They probably tried it the "pure" way initially, tweaking it based on their results to make it work even better.
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#2 INSIST ON DOING EVERYTHING YOURSELF

We've all been there. Your car needs servicing, so you decide to train as an auto mechanic and do the work yourself.

Except, of course, you don't.

But that's the approach many people take to key tasks in their online businesses.

When our business requires a specialist's skill, we'll happily spend hundreds of hours immersed in "how to" posts — or thousands of dollars on books and courses.

But if I've learned anything from my four failed online businesses it's this:

You can't do it all and expect to keep your head above water.

Tackling every aspect of your business all by yourself simply will not work.

Now, what about you? Do you recognize any of these business-crushing mistakes:

- You bury yourself in tutorials and knowledge bases for months so you can customize a complicated Wordpress plugin or theme instead of using a more user-friendly theme that works right out of the box.
 - You need some compelling copy for your website so you decide to spend 2K on a 3-month master copywriting course instead of hiring a copywriter who can complete it in a week for half the cost (or less).
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#2 INSIST ON DOING EVERYTHING YOURSELF

- You want better Google rankings, so you bust your brain trying to apply complicated SEO tactics to your blog posts instead of hiring an agency to do it for you.
- You waste time trying to personally handle administrative tasks like basic customer support emails instead of hiring a VA to assist you.

The list goes on and on...

In the beginning, it may seem as though a new entrepreneur has to wear all the hats. But remember, you're only one person, and you can't assume the roles of CEO, marketing manager, content creator and customer service provider if you want to succeed.

Because if you think it's tough to do everything in the beginning, it only gets worse as your business starts to take off.

So the next time you're tempted to enroll in a 2K course or spend months learning a new skill or marketing technique, ask yourself if you could more wisely spend your time and money delegating tasks or making compromises while continuing to grow your business.

#3 MAKE IT ALL ABOUT YOU (EVEN THOUGH YOU KNOW YOU SHOULDN'T)

Quick question: Who should be the focus of your blog and online business: you, or your audience?

Your likely response: “My audience. Duh!!”

“Is this a joke? Am I being punked?”

I mean, every smart blogger knows this. It’s Blogging 101, right?

The funny thing is, when the time comes to develop and execute their business’s content and design, I have yet to find a single freelancer or entrepreneur who doesn’t buck against this advice. They always let their personal preferences and hunches take center stage.

Even stranger: when I confront them, attempting to educate and warn them of the perils, they admit that many of their choices cater more to themselves than their audience, brand, conversions or their business.

It’s like warning someone that a hot stove will burn them, and their response is “Oh I know that, but I’m gonna touch it anyway. Thanks!”

My point?

You know your business should focus unwaveringly on your audience.

You hear it all the time.

You get it. But you don’t practice it.

So why is that?

Well, building your business to cater to other people is a painful and counter-intuitive process. After all, it’s your business, and you want it to represent you and your knowledge.

You want to look at your site and see a reflection of yourself.

#3 MAKE IT ALL ABOUT YOU (EVEN THOUGH YOU KNOW YOU SHOULDN'T)

Something friends and family will say “Oh, that’s totally you.”

The problem is — none of that matters.

What does matter is what your audience expects to see. And even more importantly, that your audience sees a reflection of themselves — not you.

The first step is to stop thinking of your online business as a personal project. It’s not a scrapbooking session. And it’s not a mysterious bottom-of-the-pantry casserole either.

I strongly encourage you to apply your own personal twist in your writing and design. But if you twist too far, so much so that your audience can’t recognize their expectations in your offer, you’ll break your business for sure.

If you’re struggling with design, pick a proven template or hire a designer with a track record in your niche. Not sure which of several options works best? Ask your audience. It doesn’t matter which you prefer. (But try telling your ego that.)

As for content, you already know the answer:

- Do your research (e.g., blog comments, forums, social media).
- Pick topics your audience craves (not just ones you find interesting).
- Engage with your readers and use their feedback to refine your focus.

Always keep your sights on your audience and don’t let those self-centered choices get in the way.

Because you must wrap your head around this:

Your audience doesn’t care about you. They only care what you can do for them.

Fail to make that connection, and you’ll fail to deliver what they want.

And that means your business will fail.

Every time.

#4 TRY TO BE A SECOND-RATE SOMEONE ELSE

You're smart. You know that the quickest way to build an online business is to tap into the wealth spring of a profitable market that already exists. And let's face it, the best sign of a healthy market is that other businesses are already thriving there. Why would anyone choose the imitation when they can have the original?

The possibilities are numerous, however, here are a few ways to stand out in a sea of sameness:

1. Have a strong attitude. Take a stand for your worldview... and don't ever back down. You don't have to name names and call people out. Rather, you can pick a fight with the status quo. Be bold. Be daring. Yell it from the rooftops!
2. Pick a different format. If your role models tend to publish long-form blog posts, then try publishing in a video or audio format.
3. Revitalize a classic. Find a tired method, strategy or mindset that still works and give it a useful upgrade. Seth Godin did this with his book *Purple Cow*. He took the classic teaching of developing a unique selling proposition (USP) and gave it a modern-day upgrade. What if you applied minimalism to parenting? Or the 80/20 rule to career development?

Next time you're tempted to follow your heroes too closely, just ask yourself what kind of entrepreneur you want to be: a passable forgery or a true artist?

#5 REFUSE TO MAKE REAL SACRIFICES

You see it on every online sales page, launch email, and money-back guarantee. Like the big list of side effects at the end of a drug commercial, it's always there. You can't miss it.

“You gotta put in the work. If you aren't willing to put forth an honest effort, then this course is not for you.”

It's become such a common statement that you tend to blaze right past it while thinking “Yeah, Yeah, I get it. I'll do the work. Now, where's the damn buy button?”

But here's the thing...

Nobody tells you what “putting in the work” actually means.

Well, I'm going to expose that sneaky little phrase for what it really means:

You must be willing to make sacrifices.

Building a business takes time, money, and energy. If you're serious, then something must give. Extra time doesn't just magically appear the moment you hand over your PayPal details.

No successful business owner got where she is without making numerous sacrifices in exchange (at least at first).

Here are the kinds of sacrifices I'm talking about:

- Watching less TV (and that includes the latest must-see Netflix series)
 - Giving up on some of your hobbies
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#5 REFUSE TO MAKE REAL SACRIFICES

- Working in the evenings & on the weekends (even if you don't feel like it)
- Declining invites from family and friends (and maybe getting into trouble for it)
- Being less dedicated to your day job (which could affect your offline career)

Look, your sacrifices don't have to be sudden and brutal — they can be methodical and gradual.

I'm not asking you to abandon your family, destroy your career, reject all forms of enjoyment, and become a maniacal, business-obsessed hermit.

However, you must take a long, hard look at what you do with your time. And figure out how you're going to make room for your business. Some people find it helpful to write down daily routines over the course of a week. Be honest and specific. Make a list of everything you spend time doing, as well as how much time it takes. Then go through your time inventory and make as many cuts and adjustments as you need.

Thank you!

At the Six Figure Consultancy we Coach & Mentor you to build a successful business. We do this by connecting areas of Sales Psychology, Business Strategies and Technology to cover all aspects of building a great business.



Do You Need More Help?

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