

Moving from the 97%, into the Top3Percent

By Brian Barnhouse

Part 1: Starting From Square One...

This ebook is Part 1, of a 10-part Marketing Training Series.

In this ebook, I'm going to START from Square ONE, as a complete 'newbie'...In future ebooks, I'll be covering EVERY aspect of marketing/advertising... Starting with the very basics and moving into advanced marketing! All aspects of marketing will be covered, and a new ebook (or two), will appear every month, in the T3P Members area. So, be sure to look for them.

EVERY DAY, I talk to people who share with me their stories of how this or that program didn't work out for them. Some folks will have an entire list of programs that didn't work out for them...In turn, losing A LOT of money in the process.

There are THOUSANDS of programs to choose from. So, how do you find the "right" program? Well, if you haven't already, you should read my ebook: "**The Reality of Making Money Online!**"

You can download a FREE copy, from the link below:

<http://www.top3percent.org/T3PRealityEbook.pdf>

After reading the above ebook, you'll know EXACTLY what type of program to look for...AND, what type of program to watch out for!

Now, there is a 97% chance that YOU are NOT making one dime of profit, online! And, believe it or not, there are really only two MAIN reasons why this is happening:

- 1) **Wrong sponsor/upline!**
- 2) **Quitting a program, too soon!**

I'll cover each of those 2 items, in more detail, using Basic Common Sense!

1) Wrong sponsor/upline...

- Your 'sponsor' is the person who introduced you to the program!
- Your 'upline' is your sponsor, their sponsor, and continues all the way up to the program owner!

“Joining a program with the wrong sponsor/upline will dramatically INCREASE your chances of failure...”

Please read the above statement again...It's that important!

So, how do you go about finding the right sponsor/upline?

Communication is Key! You will probably start communicating with your sponsor by email...Which is fine! BUT, let's apply some common-sense...

Can you imagine going into an “off-line” business with someone, and NOT KNOWING anything about them? NO WAY! So, remember to treat your Online Business with the SAME COMMON-SENSE business principles!

Below I've listed some sample questions that you should ask when you first communicate with your sponsor:

- a) Phone Number (Can you call them, or do they live in another Country)?
- b) HOW LONG have they been with the program?
- c) How MANY programs have they QUIT within the last year?
You do NOT need a 'program jumper' for an upline!
- d) How Successful are they?
- e) Will they help YOU to refer other people to the program? Is there a 'training' system in place?

- f) Ask your sponsor, about THEIR sponsor? Is their sponsor willing to help YOU, too? Etc, etc...
- g) Can your sponsor contact the program owner? Have they? What is the owner like?

Having the “Right” Sponsor & Upline will be one of the BIGGEST factors, to YOUR success, in any given program! You have GOT to be with the right TEAM of people! Period!

It is YOUR responsibility to join a program under the right upline!

Now, let’s continue with the 2nd reason...

2) Jumping ship (program jumping)!

This is, without a doubt, the NUMBER ONE REASON why 97% of people are failing to make money online...Because, they QUIT their program, too soon!

I want to really make sure that this “reason for failure” is perfectly understood...I CAN NOT stress enough, how IMPORTANT it is, that you give your program “TIME” to work!

“The Grass is NOT Greener” at other programs!!!

There are NO “quick riches” on the internet...Period!!!

I DO NOT care what some slick “guru” - with a slick website – tells you! In fact, if you are approached by a “guru” that is claiming quick riches for YOU...Please do a three-way call, and call me at home: (402) 210-2969... I will be MORE Than Happy to prove them wrong!

Making Money Online takes “TIME”...Period!

Now, with all that said...Here is the exact timeline you should expect with ANY program, before you start seeing GOOD Results:

ONE YEAR!

Yep, you read that correctly: ONE YEAR! And, I know, that goes against what a BUNCH of the websites out there are saying!

Let's USE OUR BASIC BUSINESS COMMON SENSE...

Let's say you open up a Pizza Shop...Does it make ANY SENSE to work the Pizza Shop for only 4 to 6 weeks, and then drop it, because you think a Clothing Store will make you more money? Of Course, NOT!

I "hope" you clearly see just how downright "STUPID" it is to 'program jump'...It Makes NO SENSE! NONE!

"Online Business" is the EXACT SAME as "Offline Business", and it needs to be treated as such!!!

What's Next?

At this point...You should have completed two things:

- 1) Picked the right program (which really means you have picked the right upline, or group of people, to work with)!
- 2) Have it clearly understood that YOU need to stick with your program for AT LEAST ONE YEAR!

Now, YOU have a decision to make...

YOU can be **"Passive"**...or YOU can be **"Active"**!

Being **"Passive"** means you are going to let your 'upline' build your business for you. If you choose this route, you should be prepared to stay with the program for TWO YEARS!

Yep, if you're going to be passive (which means NOT work the program), then treat your program as an INVESTMENT!

Now, there is NOTHING wrong with taking the "passive" route...In fact, it happens all the time in the "offline" world...ie: Stocks, Angel Investing, Silent Partners...etc, etc.

Sit back, relax, and WAIT, patiently...For AT LEAST TWO YEARS for your 'investment' to start to mature nicely!

And, I can't help myself...I have to give a quick example:

Let's say you do extensive research, and decide to invest in a company that could possibly bring "long-term" dividends...So, you decide to buy some stock in the Coca-Cola company....

Can you even imagine selling your Coca-Cola stock in 4 to 6 weeks, so you can buy shares of Pepsi? NO WAY! You couldn't even pay-off your broker fees!

TRY THIS SOMETIME:

Call your local broker, and tell him that you'd like to invest in some stocks, but if they're NOT making you money in 4 to 6 weeks, you'd like to quit them and invest in Mutual Funds...AND, if the Mutual Funds are not performing (within 2 to 6 weeks), you are going to quit them and look into Angel Investing...

LET ME KNOW WHAT HE SAYS! Actually Let ME tell you...

He might not say it out-loud, BUT I GUARANTEE he will think YOU ARE an IDIOT!

So, Again...If you decide to be "passive" with a program...Look at it as an "investment" and make sure YOU do your research, joining under the right sponsor/upline (as described above), and then RELAX!

Being **“Active”** means that you are going to build your online business/program with a “hands-on” approach:

- 1) You are NOT going to wait for someone else to build YOUR financial future!
- 2) You are willing to learn YOUR business...Meaning, you understand that ANY business requires Marketing/Advertising...So, YOU are willing to learn how to market/advertise.
- 3) You will GIVE your time, doing the things necessary to grow your online business.
- 4) You understand that ANY business takes time, and consistent effort & work to grow...Being “active” means YOU will work your program for AT LEAST ONE YEAR!

I want to “hammer home” the **“AT LEAST ONE YEAR”** point, one more time...

The MOST successful businesses have an “ANNUAL Shareholders Meeting”...Look at that phrase again: “ANNUAL” meeting...

THEY do NOT judge or rate their company in the “Short Term”...

The “Short Term” analysis should ONLY be on YOUR Marketing/Advertising methods! Period!

APPLY this same “Basic-Business-Common-Sense-Principle” to YOUR online business ventures!!!

Let’s do a quick recap:

- 1) Pick the “right” group of people to work with...
- 2) NO “Program Jumping”...Stick with it for AT LEAST ONE YEAR...
- 3) Commit yourself to “being Active”...

Moving Forward...

I hope you have found this ebook to be useful...

YOUR NEXT step is to download “Part 2” of this series of Ebooks...

In ALL future ebooks, I will be covering (in depth), almost EVERY form of online marketing...Starting with the very basics, and working up from there.

All the best,

Brian Barnhouse

(Top3Percent.org, SWFHT.com, MoreEgold.com)

Is there something in this ebook that you need explained? If so, contact me:

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