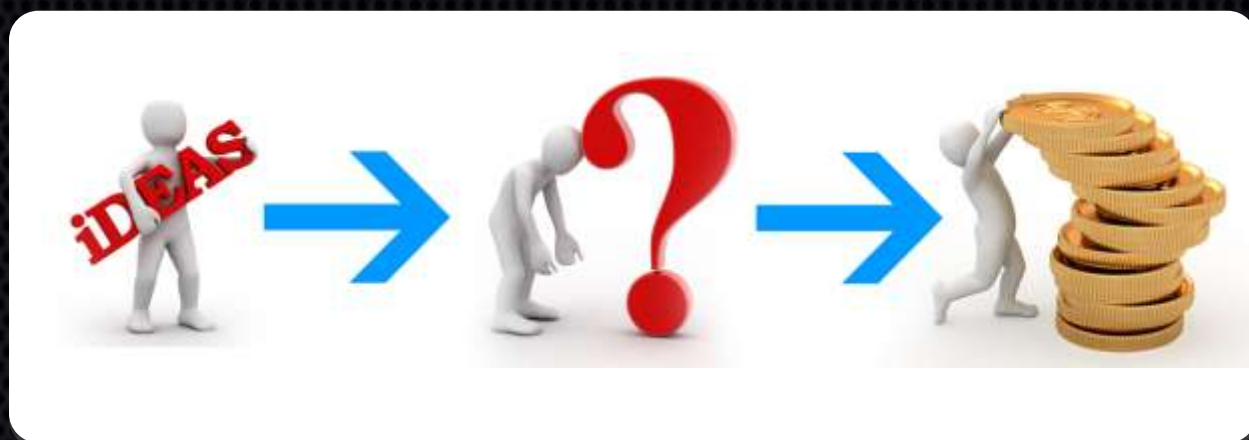


The Need for N.I.C.E.

The Shortest Path from Idea to Profit

In Your Online Business



This Special Internet Marketing Report Presented By



Warning: 1/3rd of People Don't Like Me

But that's... *okay*. 😊 I am who I am, and I try to strive to tell it to you straight. Always. Sometimes “business talk” can get uncomfortable – it’s understandable. Being an entrepreneur not only changes YOU, but it even changes the way you see OTHER PEOPLE.

This report is about making sure you don’t lose sight of what the whole purpose of your business is. While pursuing our fill of profits and lifestyle, and all the other good things we can gain, we can start to get a little cross-eyed.

And that can be frustrating and leave you at the mercy of forces that are seemingly out of your control.

This is what I’ve seen in my own experience. These are the mistakes I’ve made. There are the potholes so you don’t fall in them head-first like I did. I may say some stuff that offends some people – if so, apologies in advance.

It’s all in service of giving you something great that you can use, so I hope I don’t ruffle too many toes, or step on too many feathers.

So just remember - 1/3rd of people don’t like me – the REST actually get to know me. 😊 Enjoy this free report.

~Andy Jenkins

P.S. Please share this report with anyone you know who could use the information inside. Just don’t change any of the content, okay? Gracias!

Introduction

Hey business and entrepreneur friends. Andy Jenkins here. Before we get too deep into this report, I want to make something clear. Yeah, I'm currently launching the [Kajabi Internet Marketing Platform](#), and this report is part of the "free line" content. You already know that from the video, right? 😊



But if you've been a part of any previous launch I've done, **you know I always try to add a ton of value** to the lives of my fellow online astronauts, right? And that's totally outside of educating you about the thing I'm launching.

Note: I guess you can think of that as a minor marketing lesson, right? If I can solve a problem you have, even if you're not going to end up buying my current offer, you're going to stick around and check out the next one, right? 😊

Feel free to copy that idea yourself, lol.

This report is no exception. So I've got something very cool for you today. Even if you're not ready for Kajabi. In fact, if you're NOT ready for Kajabi, I tend to think that it's because you haven't taken your business as far as it can go... *yet*.

Having helped hundreds and hundreds of business owners take it to the "next level", whether that was from \$1 million a year to \$10 million a year... Or whether it was taking them from a cubicle-surfing wage-slave job, to making 6 figures year selling information online...

You might be VERY surprised to know that the SAME obstacles to making ANY kind of business progress are UNIVERSAL.

I see them *over and over again*, and the most shocking thing about it is that to the people who are "stuck", these obstacles are *invisible and imperceptible*.

It's no wonder people can't find their way through the woods when they can't see the forest for the trees. Or something. :D But this report is going to hopefully change that for you, starting today. We're going to:

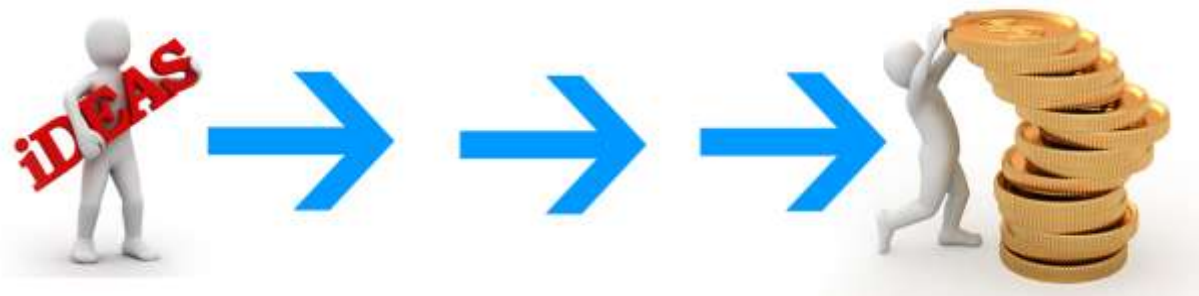
- **Uncover the 4 Fatal Frustrations** that stop over 70% of all online entrepreneurs dead in their tracks...
- **Identify the 5 Fundamental Forces** that are outside of our control, but dictate the terms we do business under...
- And I'll show you how you can resolve them together to turn those stifling frustrations in to a **4 Point Pre-Flight Checklist** for launching your online marketing efforts into the stratosphere!

And then maybe, just maybe, you'll be ready for what Kajabi can (*and WILL*) do to make your business, well, just WORK. Enjoy! ☺

Working Hard But Making No Progress?

Now, let's start at the beginning. Most people I've talked to who get involved in internet marketing don't just get an idea one day out of the blue, "Gee, I'm going to start a web-based business!"

Usually, they get the idea because they've seen all kind of success out there in front of them – gurus, successful experts, competitors, web celebrities, minor idols... whatever it is, people usually get into IM because they've seen someone else do it and thought, "Hey, I can do that!"



And usually, there's a mix of pretty heavy emotions involved with that.

- Maybe they are **jealous** of that success, and hey, that's okay. Envy is a great motivator.
- Maybe they're **skeptical** that these demonstrations of success are even for real. "That guy just RENTED that Ferrari!" I can't say I blame you.

And if you're like I was, you don't get jealous or doubtful...

- You get downright **depressed** because you know that this is actually for real, and there are people out there DOING it... But it seems so far away, and you don't believe you're capable of getting there.

If that's you, I've got good news. *It's really NOT that you're incapable.* It's that there are some things in your way. Huge unidentified obstacles, that unfortunately, we usually put there ourselves. I don't know why. Maybe to protect ourselves from risk? Maybe it's a fear response? I'm not a psychologist... but **I DO know what this problem is.**

There are a ton of people who will actually TRY to convince you that it's not possible, and that it can't be done. Probably even people you know and love. But we can't stop those guys, right? But what we CAN do is overcome our own self-sabotage, and do what it takes to prove them wrong.

We can identify and overcome our own mental blocks that keep us from seeing what we really *need to do*. And we'll *have to* if we want to get the most from our internet businesses.

And remember what I said, this isn't just a "newbie" problem. This happens to anyone and everyone. If you're looking ahead to your next goal and can't seem to figure out how to get from point A to point B, *you're exactly in this position.*

You're FRUSTRATED, and just want to figure it out and make some progress, or even just get started. But you can't, and that leads to those negative emotions. *That leads to inaction.* And that's *fatal* to any business.

Did You Fall Into The Gap?

So what we've been talking about so far is a figurative "gap" *between you having the idea you want to bring to life online, and actually making some MONEY* from that idea, right?

So for a minute, *let's do a mental exercise.* Let's imagine that gap as a **REAL obstacle** - a chasm, a canyon, a crevasse (*thank you thesaurus!*)



Now this gap is weird, because **it's bottomless**. We can't ever fill it by throwing things in. In fact, this magical, hypothetical gap only gets deeper and wider the more you try to fill it in. *Already, this imaginary gap is FULL of junk...*

All your "what ifs" and "if onlys" are in that gap keeping you from the success you want to have.

It's full of excuses, and delays, and distractions. We put more and more in there, and it *feels* like we're working on something, but really, we're just making more work and pushing our desired outcome farther and farther away.

The real problem there is this knee-jerk negative thinking *that we all are guilty of* – it makes us take our eyes off our prize and start looking for ways *around* the GAP, when the GAP is really *not* what we need to focus on.

Now when people are unwilling to come to grips with what will be necessary to actually solve their problems, they start trying to throw short cuts, band-aids, loopholes, etc. into the gap so we can just skip over it. *But we already know that gap is un-fill-able.* All it really does **make you forget about the big fundamentals.**

So what we're going to do instead of trying to fill the gap or close the gap, *is we're going to go ahead and jump right into it.*

Geronimo!

And once we're in there, we're going to roll up our sleeves and deal DIRECTLY with the bad mojo going on down there. Ready? 😊 *Let's go!*

Mind the Gap (The Gap in Your Mind)

This mental "gap" we're talking about really begins waaaaay way back when first look at what other people are doing in business and we say, *"Hey, I wanna do that, too!"* That's why I mentioned it before.



We look at what other people are doing and selling and we think, “**Wouldn't it be NICE?**”

“**Wouldn't it be NICE** to have a membership site with subscribers paying me money month after month after month...”

“**Wouldn't it be NICE** to do a big-time launch for a product or course and get all those JVs filling my list of paying customers for me...”

Heck, maybe you're thinking **it would be NICE** to just finally get some kind of product out there in the market, right?

Hint: Step 1 to making money online is having something to sell. :D

But I digress. What you need to face is, that thinking of all that stuff as NICE is actually part of the problem, and it's largely what keeps people on that endless treadmill.

See, “NICE” is actually bad for you.

Let's take those people who dream away about “*Wouldn't it be NICE*” and call them “Nice Guys”. **In this case, those “Nice Guys” DO Finish Last.** And it's because they put the focus of what they're doing on themselves and their outcome instead of where it matters.

Your customers want what's nice for them, NOT what's nice for you. The success you see online is a result of *FIRST giving the customer what THEY want.* When you are improperly focused like this, **it actually OPENS that gap** we first talked about.

You're not sure why, but even when you shift from daydreaming and actually start working on your business, that magical money-filled future stays there – *in the future.* And like I said before, we THINK we're working on it, we FEEL like we're working on it, but we're just throwing more and more obstacles in the gap.

And as you'll see a LOT of these obstacles are self-imposed, but **unless we know the “secret”** I'm going to tell you, they remain totally subconscious, and unidentified. They continue to block us and thwart us no matter what we're doing, and yet we still sit there, working our butts off to no avail.

So to fix it, we're going to point the finger, drop the dime, sing like a canary... Let's make a **Wanted poster** on those villains, **so you will**



KNOW how to spot them, and you'll KNOW when you're doing that dangerous "phantom" work that's just doing nothing but wasting your time.

Important Note: I like acronyms. I know some people might think they're silly, or make it seem like I'm just making up silly phrases. The fact is, I create acronyms for myself all the time, because I think they help me learn. In fact, I have an acronym for A.C.R.O.N.Y.M.S.:

Awesome
Contraption for
Remembering
Outstanding
iNformation
You
Might
See

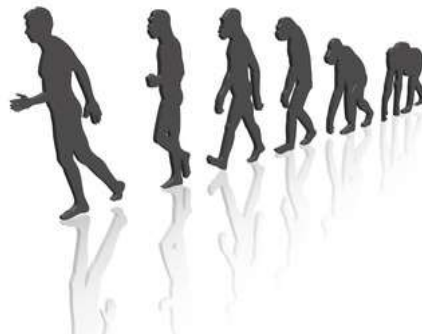
There. *That's the silliest one I'll make in this whole report.* I promise! So when you see my relentless onslaught of silly acronyms, just think of it as a way to make this fun and easy to remember. It's how I think of this stuff myself, so **it's how I'll teach it to you**, from one business buddy to another. 😊 Cool?

Entrepreneurial Evolution

So have you ever seen how in psychology there are actually specific stages of grief that people go through when people suffer some kind of catastrophe? (*They are Denial, Anger, Bargaining, Depression, and Acceptance – in case you wanted to know...*)

The idea there is that we move through each one in order, naturally, as we come to terms and accept something irreversible and negative in our lives.

Well, just like those, **there are actual distinct stages of thinking we go through as we evolve in our businesses** and on our *personal* entrepreneurial path.



Before we can move onto the next challenge we'll face on our path to success, we have to conquer our current stage. If we don't, *we'll forever be frustrated.*

The Four Fatal Frustrations

These frustration can stifle us so severely that we're practically paralyzed. Once we've opened that gap by focusing on what we want vs. what the customer wants, we almost instantly begin to create these mental blocks and toss them into our own way.

Because of that incorrect perspective, we look at these 4 elements the wrong way and we MAKE them into frustrations when they don't have to be. And instead of spurring us forward to progress, they just sit there like a wall that we can't see over or get around.

Ready for an acronym? :D



N.I.C.E.

(Did you see what I did there, lol.)

Let's introduce all 4 of these, and then we're going to talk about them in greater detail. Cool? They are:

1. **Necessary**
2. **Intimidating**
3. **Complicated**
4. **Expensive**

These frustrations manifest themselves in all kinds of ways in our lives, but mostly our problems with them come from when we allow ourselves to turn them into an excuse. We take them and use them to create a reason for us to just give up and not proceed with our plans.

Let me show you what I mean.

Fatal Frustration 1.

Necessary

This is the very first frustration, and it often comes right when you follow up on whether or not you can do what you've seen the successful people before you have done. You start discovering the *necessities* to making your dreams of a "Nice" life come true.

You need a website. And list software. And a merchant account. You need to be able to write, and/or make video. You need to learn marketing, and traffic, and all kinds of things. And that's just for starters. **I would say that 99% of the wanna-bees turn into never-beens at this stage.**

The first way people become frustrated with the *Necessary* in IM is they just flat out refuse.

"I need a website? Forget that!"

And you know what? I *feel* that. **Online business isn't for everyone.** If you're going to balk at the bare NECESSITIES, then it's best you get out early. But even still, people that DO want to proceed can end up freezing at this spot.

We can end up talk ourselves out of just getting off our butts and doing what's necessary in more subtle ways. It doesn't have to happen as an instant "*Nuh-uh*" – it can just start as "*I'll do that later...*"

That becomes "*I'll look at that in a month...*"

That becomes "*Maybe someday...*"

Yeah right. **Maybe never!**



There's even a 3rd way I know that people can let *Necessities* mess up their plan, too. And that is by OVER-doing it. There are things that are necessary, and then there's stuff that would just be kind of NICE to have.

But some people get hung up on bells and whistles and flashing lights.

"I can't do this yet because I don't have everything I need! I can't create an e-book yet because I don't know about SEO!"

They pile on more and more things that they think are “necessary” to proceed when the fact is that even though there ARE some things that you MUST have to create and run an online business, *it’s actually really simple when you stick to the basics.*

If you find yourself at this stage, struggling to come to grips with what’s Necessary... the sad thing is there are lots of guys who will line up to sell you ways to allegedly SKIP what’s necessary and still get that success.

“Make Millions With No Website While Wearing Your Undies!”

That’s the promise anyway. But it ends up being a broken promise and people get disappointed and give up. But the only reason they bought in on that stuff in the first place was because deep down, **they were avoiding just doing what is NECESSARY.**

So with all the ways there are to get stuck here, how do we unclog you if you’re here and not moving forward? Well, let’s keep it simple. Let’s just make a little list. Now, I’ll share mine, and yours might be different. But this is my example.

So I’ll take a simple 2 little post it notes, and I will write “NEED” at the top of one. On the other one, I write “Phase 2” at the top. Now think of ALL the things that you will NEED to get your idea online so you can sell it.



That’s pretty barebones, right? In fact, even the email capture stuff is maybe not “necessary” when you’re first starting out if it’s clogging you up. But for me, I think it’s a NEED.

Some stuff you come up with would be NICE, but if it's not STRICTLY necessary, put it on the "Phase 2" note, because **you're going to come back to it AFTER** you do the stuff that's on the NEED note. For me, it would be stuff like:



That's probably shorter than reality, but you should get the idea – **I try to take care of the BARE MINIMUM first**, so that later, when I make the time to deal with those things that would be NICE to have, *I've already got the foundation in place*. I could be getting traffic and actually making money once I'm done with the NEEDS.

People getting stuck with "Necessary" are having an issue prioritizing and sorting. Once you've resolved to actually DO what's necessary, *make a short list and knock it out*. **Everything else can wait** until you've got those necessities on lock-down.

Now some people do finally scrape up the grit to find out what's necessary to get that idea from point A to point B. They get their ducks in a row without needing to prioritize. They get the domain, the hosting, the website, all that.

When it comes time to putting their idea into a sellable-type medium like an e-book or video (or whatever) they get stuck at the second Fatal Frustration...

Fatal Frustration 2. Intimidating

Just moving past the “Necessary” phase can be enough to take probably 99% of people well outside of their comfort zone. And in that uncomfortable state, they have to *face the idea* of actually putting themselves and their stuff up on a pedestal for *public display*.



This is probably scarier than *anything else* for people!

“I can't get myself in front of people, I'll be embarrassed. What if they hate it? What if they hate ME?”

Here's something other so-called-guru-dudes might not be willing to tell you. Guess what? *People MIGHT hate your idea.*

But the fact is, you will never know if you don't put it out there for them to decide. In marketing, that's just called TESTING. But I know one thing for sure, they won't HATE you just because they don't like what you put out there.

I've put some real stinkers out there. I bet most people who even checked those out **wouldn't remember them.** The market said *no*, time to tweak it or move on. *That's it.* No need to clam up due to fearing that outcome in advance. If it happens, *you can still keep going, right?*

Even with that knowledge in hand, people can still be intimidated by the burden of having people's attention on you. As gregarious and outgoing as people see me, you'll notice that I still don't like to be on camera much myself. *I'm a “behind the camera” guy.*

But I DON'T let that intimidation stop me from ever getting on camera, or talking about my products, or making people offers to buy my stuff. Because I know that even if they say “no” this time, *I can always try again.*

And that's because when we engage in a market, you can **look at it like a conversation.** You can get friendly with your niche just by participating. But to do that, you **need to move past the fear** of what's “Intimidating” and be willing to *put yourself out there.*

And yeah, **you have to be willing to FAIL.**

But in online business, **what's the WORST OUTCOME of failing?**

You're **not** out vast sums of money like a real world business failure would be.

You're **not** instantly some kind of pariah.

You can even *RE-USE* some of the necessities you put in place before, and get a fast start on your *next* idea!

In fact, when you're trying a new idea, it's a great time to build on what you did before and ADD IN some of those Phase 2 items from your list. *Pretty cool, right?*

Do you see how once you start overcoming these frustrations, **you can start making REAL progress?** At two major blockades that turn back *most people* who ever try Internet Marketing, you'll have actually COMPOUNDED your efforts.



Now, there's no magic list you can write that can un-intimidate-ify you. There just isn't. But what I can say is that it's just like when you learned to ride a bike when you were a kid. You can't do it... No way, no how. Training wheels forever. Until one day, while you're practicing, *you're just doing it.*

And then once you're doing it, *you never forget how.*

In fact, you hardly even remember that it was ever difficult in the first place. Of all the Frustrations I detail in this report, this one is the most internal, mentally-based one. And it boils down to a simple **fear of the unknown.**

Only you can decide if living with the fear of the unknown is better or worse than just putting yourself out there and *actually KNOWING* the outcome.

And I promise that if you do, you'll be surprised at how wrong you were, AND at how much easier it gets to put yourself out there *more and more* and **build on your success.**

But even AFTER you've dealt with the Necessities, and you've overcome any and all Intimidation... even the most efficient and outgoing people out there can totally derail their potential for success when they encounter this next *Fatal Frustration.*

Fatal Frustration 3.

Complicated

Here's where people begin dealing with the nuts and bolts of their business, and yeah, surprise... it can be pretty complicated. **If it was EASY, EVERYONE would do it.**

It turns out some of that stuff on your "Necessary" list can have quite a few moving parts. A website isn't just a website. You need hosting, and a domain, and some kind of CMS, or you'll need to at least learn a little HTML...

And even though it takes a whole lot of guts and brains and willpower to even make it THIS far, people will get stopped dead in their tracks when they're faced with things that seem more complicated than what they are used to.



"I thought I could do this, but I don't want to learn PHP myself!" I've heard that one before. Or *"I'll never understand all these video encoding options!"* I hear that one a lot! ☺

The way to take "Complicated" and take all the frustration out of it is the same method we used before. **SIMPLIFY.**

You can usually reduce seemingly complicated stuff down to simple "yes-or-no" conditional decisions.

To use the video encoding example above: yeah, when you're looking at pulldowns and checkboxes and a million different gibberish options, that can seem WAY too complicated just to make a silly video to put on YouTube that talks about your product or service or what-have-you.

But the fact is, there's probably only ONE option in all of those choices that you really need. The trick is to find out which of ALL of those is the best one in the most circumstances, and then **ALWAYS use that setting.** Some of that software even lets you save your own presets and defaults.

So you never even have to LOOK at those complicated options anymore.

Things like coding the stuff you want on your websites can seem crazy complicated. You probably feel like you shouldn't have to become a web-programmer just to get your idea into the market, right? **You're TOTALLY right.**



That's the whole reason things like Wordpress have become so popular, because they take a huge degree of complex fancy webification stuff and make it much, much simpler. But even Wordpress can seem complicated to people. Not only is there a plugin for any and everything, but there are MULTIPLE plugins that do similar things. Will they break if you use them both? Yeah, *Sometimes!*

The thing about "Complicated" is that it's actually totally relative. What's complicated to you might not be complicated to someone else who could help you. The most high-value thing YOU can do is focus on the "big picture" stuff. In a lot of cases, the "complicated" stuff that would crush your spirit is someone else's bread and butter. *Don't be scared to hand it off!*

But maybe you're not in a position to outsource and you really DO have to make it work all on your own. That's my own story too, at least at the beginning. Hopefully what worked for me will work VERY well for you, too. 😊

If you struggle with complexity, rather than get bogged down with it, **look for ways to eliminate irrelevant options.** Get rid of the stuff that doesn't matter. Most of the time, once you do that, just like in the "Necessity" list, when you get rid of all the stuff that's not immediately relevant, the list of options will get, way, way shorter. *And usually a lot more sensible.*

Think of a Rubix Cube. It seems really complicated, right? But the fact is, if you memorize just about a half dozen basic moves, you can solve ANY Rubix Cube. It's true – look it up! *(And no, I don't mean by just re-arranging the stickers!)*

It's about taking what seems complicated, and breaking into tiny little manageable pieces. Then you can tackle those smaller pieces yourself, or at the very least, you can more effectively delegate those to outsourcers or employees.

But if you started out the way I did with little budget, and no resources on hand, you're probably facing our Fourth and Final Fatal Frustration. Of course, it's not a frustration ONLY faced by beginners. Everyone trying to grow a business is going to hit this particular wall and that is:

Fatal Frustration 4. Expensive

I don't even really have to explain this one, *do I?* Everything on that "Necessity" list you made probably has a *price tag* on it. Every overly-complicated thing you need to delegate has a *price tag* on it. And even if you don't have the budget to delegate JACK, you still have to put a *price tag* on the time you have to spend.

"I can't afford to hire someone to do it all for me. I QUIT!"

More than ANY other reason I know, this is why more people stop before reaching success. They've spent more money than ever came in, and they just can't justify it anymore.

Since the whole purpose of our little enterprise is to MAKE money, it can feel like a totally counter-productive action to be SPENDING money. Especially if this is your first little business-for-profit attempt, **the frustration of facing how EXPENSIVE this stuff can get** can definitely shoot down even the brave and the bold that have made it this far.

But there are definitely ways to *cut costs, keep spending down, and focus on the ways to maximize what you DO have.*



For example, I didn't have the scratch to BUY traffic I needed at first. So I decided that it would be worth my while to learn SEO. Because I could put in the time, and the traffic would be free beyond the time I needed to spend learning it, and doing it.

And you know what, pretty quickly, my results started paying off, and I could afford to HIRE someone to do what I was doing, so I could move on to the next thing on my "Necessary" list. And that did even BETTER for my bottom line, so eventually I COULD afford to do PPC and other paid traffic methods on my e-commerce sites.

And the DIY (Do-It-Yourself) attitude isn't the only way to save cash and **stop the frustration** of the "Expensive" from being fatal for you. Another example is that even though most domain

sellers also sell hosting, the best deal is usually found by buying your domain at one place, and your hosting from another.

And that's a good example, because it shows how a lot of times, these frustrations can be inter-connected.

If you wanted to do this to save money, you might then realize that if you're not familiar with it, it can seem really *COMPLICATED*. And maybe that will make us *INTIMIDATED*. And that would keep us from doing what is *NECESSARY* to avoid becoming a victim to what is *EXPENSIVE*.

Remember the image we had in mind before of the GAP we opened up? **Well these 4 Frustrations are the biggest obstacles that we will encounter** in that gap between having a good idea, and selling that idea online to make money.



But while we CAN look at these 4 Frustrations as distinct phases of our evolution as online entrepreneurs, and it IS very useful to look at it that way, the truth is that these frustrations are woven into pretty much everything we're doing, waiting to trip us up.

Now that we KNOW what these 4 Fatal Frustrations are, we can look for them. And whenever we're frustrated, stifled, stymied, or even ready to quit... we can maybe take a step back, do a little investigation and figure out where and WHY we're getting stuck... and maybe look at those frustrations with logic instead of emotion. *And thereby, be able to conquer them.* 😊

If you will allow me to get all philosophical about it:

"If you know the enemy and know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory gained you will also suffer a defeat. If you know neither the enemy nor yourself, you will succumb in every battle."

- Sun Tzu, *The Art of War*

So far, what we've been talking about is "knowing yourself" – we now know what our weaknesses are. We know not to give up in the face of what seems like insurmountable obstacles like necessity, intimidation, complication or expense.

Now I want to talk to you about knowing your ENEMY. And it's probably NOT what you think. I'm very far from the first guy to connect "The Art of War" with business. But I think a lot of people get it wrong when they name their "enemy".

It's **not** your competition.

And it's **NOT** your customer.

5 Fundamental Forces

In my mind, the biggest enemies we can face in our business are not the little internal struggles we face. It's not the competition, either. It's certainly not our customers.

In all the time I've been coaching other entrepreneurs and masterminding with colleagues, **I think I've managed to nail down a few KEY "opponents"** that we're all going to have to face off with.



These are the actual outside forces that sort of dictate the terms under which we do business in our particular niche. While we can decide to a large degree how we want to overcome our frustrations and internal obstacles, *there's some stuff that we have no say in at all.*

For online business, I think **these 5 are the most fundamental** to the way we need to build our business. I call them "forces" because they really are.

Think of it like a strong wind. If you build your business incorrectly, these forces can blow you down like the Big Bad Wolf.

But if you **DO** build your business - not just to *withstand* these forces... but maybe even to **UTILIZE** them... you can use that same wind to sail your ship across the ocean to **success.**

But before we can master these forces, I guess I need to tell you what they are, right?

But first, a shameless plug: You might recognize these from the [Kajabi Trailer video](#). If you haven't watched it, you should check it out here. I would appreciate it. 😊

Now let's continue.

Fundamental Force 1. Technology

I used technology before as an example of how we can let what's *Necessary* become a mental obstacle for us. And obviously, if you're talking about an online business, *you have to talk about technology*. But the way that technology acts as a shaping influence in our business **CANNOT** be underestimated.

And that influence is largely dictated by your competition.

If you want to compete, you have to look at using whatever technologies *THEY are already successful with*. SEO? Email Marketing? Video? If the other players in your niche are using these, **YOU need to use them**. And it's not strictly just to keep up with them.

It's because the actions of your competitors help **set the expectations** of your audience.

If your potential prospects are used to having their info products delivered as streaming video, then your e-book, no matter HOW GOOD it might be, *will not* seem as attractive by comparison.

If your competition has a membership site with a full blown and thriving community, *you might have a hard time* getting people to consider your static, password-secured download page as terribly exciting.

If people can instantly get in touch with a competitor through their constantly updated social media accounts, *your potential customers may very well expect YOU to do the same*.



This can lead to *ALL* of the *Fundamental Frustrations* if you think about it.

Technology is *Necessary*, and can be *Intimidating* and *Complicated*, not to mention *Expensive* – especially if you have to resort to customization **just to keep up** with a competitor.

Fundamental Force 2. Professionalism/Polish

Just like technology, the level of “slickness” you need is largely *dictated by your competition and your prospect’s expectations*. If the competition is using professional graphic design and eye-catching bells and whistles, **you’ll be seen as inferior** if you don’t at least keep up.

It’s just like when the smartest kid in class sets the grading curve for *everyone else*.

And the thing is that not only will you need to maintain the same level of presentation just to “keep up with the Joneses” *but if you DON’T you’re not going to be able to charge anything like a premium price.*



Prospects see a *superior* package and presentation, they **AUTOMATICALLY** think “better product”... *It’s just a fact.*

It’s why the brand name cereal is more expensive than the generic. “Froot Loops” have a cute cartoon Toucan who sings. “Frosted Fruit Flavored Rings” in a plain white box will not really get the cereal-eating public excited. 😊

But there’s also an effect in play called “anchoring” – they don’t even need to see your products side by side to see yours as “less” once they’ve seen something they think of as “more”.

So even if they see you first, all it takes is a glimpse of a competitor selling a similar product with a slicker presentation, and all of a sudden – “*Hey! The grass looks WAY greener over THERE!*”

Even the *fastest, first-to-market* folks **still have to deal** with this arms race.

The same goes not just for graphic design but for *conversion* design as well. We’re not just talking about the “front of the house” here.

Professionalism extends into the whole post-sale area, too. Delivery. Customer Service. Technical Support. *These are all areas* where you have to meet *pre-existing expectations*.

So it's *Necessary*. But when you're just getting started, or you start growing fast, it can be *Intimidating* when suddenly faced with concerns like service and support.

Obviously, *Complication* and *Expense* are going to get involved when your niche requires a level of professionalism you simply can't deliver on your own.

Fundamental Force 3.

Retention

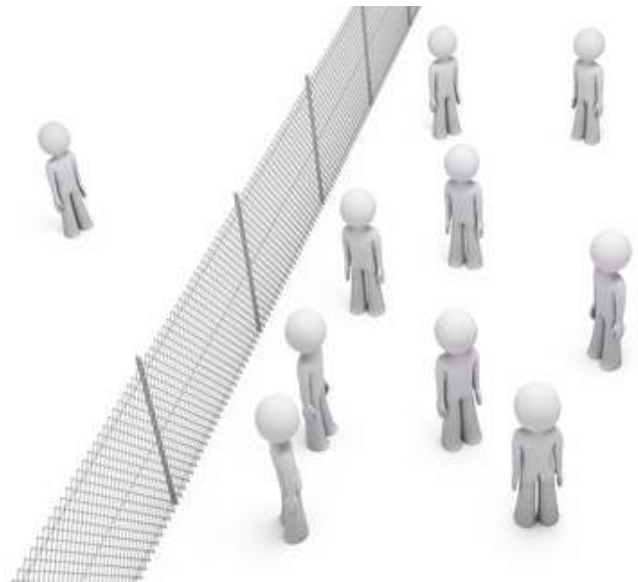
We already started talking about the "*back of the house*" expectations dictated by your customers. When you're talking about a membership or a subscription – *any continuity model* – **you MUST pay attention to Retention**. (Hey, that rhymes!)

Now, first of all, for the people reading who have not incorporated some kind of recurring billing product or service into their business – **here's why you SHOULD**.

Like, ASAP.

Internet marketing is different from a brick and mortar store in that a real-world location *doesn't move*. It will always be on a busy street. But with a website, your "foot traffic" is far from dependable. *Your SEO rankings can change*. Your PPC competition *might have more cash* to buy traffic. Maybe a major source of your traffic has simply decided to *close shop*, or worse, *send their leads to a competitor...*

This is where having at least the OPTION of some kind of *recurring billing product* in your business can save your bacon.



If you rely on a constant influx of fresh traffic, *you're in a tenuous position*. Now, it's common marketing wisdom that **this is why you should build a list**, right?

And that's great, *you totally should*.

But a list is *simply just a CHANCE* at making some money each time you mail. **Subscriber income is actual money coming in month after month**. So G-d forbid something catastrophic happens and your traffic drops to zero, *you don't have to start suddenly pounding your email list* just to make ends meet. *Make sense?*

Plus, recurring income is pretty predictable, which allows you to make more effective budgets because you know at a minimum, how much will be coming in regardless of the fickle traffic providers (*and the even fickle-er average web surfer*).

But that's enough about that – if you don't have a recurring income product, *seriously think about it*. 😊

Now, as we said, Retention mostly deals with membership sites, *but I often find it's useful* to think of *all* your customers to be buying into some kind of “club” when they buy from you.

I mean, unless you WANT to have a high refund rate. Having high conversions on the “funnel” does you no good if the container you're pouring your customers into *leaks like a sieve*.



You MUST meet their expectations if YOU expect them to keep what you've sold them. And that's especially true if you want them to buy from you again. *And hopefully again*. 😊 So you see, even if you're NOT doing recurring billing... *you still kinda are anyways*.

Now whether we're talking about keeping people on a subscription plan, or we're talking about keeping people sold on your products so you can keep their money, (and hopefully get more of it down the road)... regardless, **this largely has to do with continuing to give them stuff that they want and need, and more importantly, stuff they LIKE**.

There's a long laundry list of things the old “modern internet information consumer” expects to have. If you're selling a digital product, **that download better be instant**. If you're selling a

membership site, **it better have community** or at least *rapid* support response. **It's what your customers expect.**

See, the persuasive power of marketing puts the consumer at a disadvantage at first, but after they buy, *they have the right to exercise your guarantee.*

THEY have the power after the sale. THEY decide if you can KEEP their money. And that's why they are a force *you MUST reckon with.*

Retention is Necessary for the long-term growth of your online business. After putting so much focus on the marketing side of things, it can be *Intimidating* to have to suddenly entertain the idea of actually **GASP** interacting with your customers! And putting the mechanisms in place to MEET those customers expectations can be *Complicated AND Expensive...*

But it's certainly **LESS expensive** than IGNORING the importance of Retention. Which leads us to:

Fundamental Force 4.

Stability

One of the forces that actually feeds into your ability to retain your customers is also one of the simplest. **Stability.**

Here's how it's simple: either your stuff works or it doesn't. **Period.** At least, *that's how your customers see it.*

From your point of view though, *it probably goes without saying* that stability is a much more *Complicated* issue, right? We know it's *Necessary*, but often, there's not a whole lot we can do about it.



So who dictates the stability of your site?
Lots and lots of people. Your host, for one. They've got to have stellar uptime. And of course, you have to make sure you've paid for a server with enough horsepower to handle the traffic you send it.

And you probably don't want to host your media in the same place. So you'll need a separate streaming service.

Here's a fun fact: Did you know that certain small-size merchant account processors can only process so many transactions a day?

Do you know when the worst time to find this out is? *Try during a launch.* Imagine if you'd offered an instant commission to affiliates who are mailing like crazy, *and your shopping cart is spitting out a "Declined" error!*

In the online world, Stability = Reputation. Your videos better not stutter, your downloads better be instant, your response rate better be fast.

The problem is, that stuff can get *Expensive*, too! Sure, there are plenty of free and open-source options out there. But how do you know that stuff has even been **tested to withstand the rigors of SERIOUS launch-level traffic?**

Seems like a lot of risk to save a few bucks. Hey, if you're just starting out, *great.* But when you start actually taking people's money, remember what I said – *they have EXPECTATIONS.*

They won't care if you sold more access than your Frankenstein server can handle.

They'll refund, and bail, and go somewhere else. There are PLENTY of competitors getting online every day that will be more than HAPPY to take their shot at your hemorrhaging customers.

Fundamental Force 5. Speed

The final Fundamental Force I want to discuss with you *is different* from the others. **This one is actually determined by you. YOU decide how fast** to create a product around your idea. **YOU decide how fast** to launch it. **YOU decide how quickly** to respond to issues like tech support and customer service... **BUT!**



It's the market that decides if you're ***TOO LATE.***

You know what's **one of the worst feelings** I've ever experienced in all my years in online business? It's when *I had an idea* that I knew in my gut was a *good one*, **and I let those N.I.C.E. frustrations get in my way**, and slow me down – and eventually let myself give up on the idea altogether.

A full YEAR later, I see someone (*I actually know the guy personally*) take that idea and build a million dollar business around it.

Million. Dollar. Business...

Exact. SAME. Idea.

It took me longer to give up and decide it was impossible than it took for him to do ALL the work. It only took him a couple of months. After seeing how he did it, I realized every "reason" I had for not moving forward *was actually just an "excuse" I made for myself.*

I could have done exactly what he did a YEAR EARLIER... **and think how far along I'd be today!**

But now, if I wanted to compete, for all the customers who already went with him, **I'm too late.**

Of course, there are tons of other ways that other people dictate the speed with which you can run your business. If you do email marketing for launches, **does your email provider send bulk email FAST enough** to get your link out there before the thing sells out?

How about your tech support and customer service solutions? **How fast do your customers get a response?** I doubt that any online customer today expects anything less than nearly immediate response. I know when I buy stuff, *that's what I want*, only based on what I've been given in the past.

When someone buys your membership site or an instant download, how fast do they get a receipt, **how fast do they get their credentials** for logging in or downloading what they bought?

In my experience, I've frequently needed to be sending customers emails from as many as 5 different



systems for a single purchase! And believe me, when someone has just paid a thousand bucks or more for what you're sending them, **timing is EVERYTHING** when you want to make that *critical* first impression.

So obviously, Speed is a *Necessity*. If you're not ready to move in pace with your market, there's no doubt it's *Intimidating*. And if there's anything that slows you down more than anything else, it's the *Complicated and Expensive* solutions that are supposed to help you speed things up...

But you know what? Now that I think about it, NEVER in my whole entrepreneurial career have I ever ADDED something that made things go faster. *In every case I can think of*, Speed came from simplifying, consolidating, and making everything as streamlined as possible.

Not just for me, but for the CUSTOMER, too. **And that's what we started this whole conversation with, right?** Now it's time to get over our Frustrations, face the Forces we're up against head-on, and now we're going to *"Flip the Script"* as the kids say...

Customers Want What's N.I.C.E. for THEM

I said at the very beginning of this report that *we create a sort of mental "Gap"* between our own ideas and being able to convert those ideas into a nice online income. We open up that Gap the second we approach online business *by looking at what would be "Nice" for US, instead of what would be "Nice" for the customer.*

And everyone in business will inevitably encounter those Fundamental Forces I told you about. Since we don't control those factors, *they can make us feel like our business is totally random and unreliable.*

They can make us feel like we have NO control over ANYTHING.

So we "choke" and we start creating excuses and making up dubious reasons why we won't or can't do what is *Necessary.*



We allow ourselves to feel *Intimidated* by the success of others, or when we realize that it will actually take some work to get there.

We make bad decisions for business out of the **desire to avoid** what seems like a *Complication* in an effort to keep things easy on ourselves.

And often in a desire to keep chasing profit, we fail to see the *Expensive* things in the right light – as **vital investments** in our long term success.

But now we KNOW what those Fundamental Forces are, and we aren't just trying to fight the wind. **We know what to expect, and how to deal with them.**

And we also know what the Fatal Frustrations are, **so we know how we will try to self-sabotage our own efforts** to overcome the forces we face in our businesses day to day.

Now you may or may not have noticed this, *but every single bit of advice I gave you* about overcoming these Frustrations and Forces had to do with **SHIFTING your FOCUS away from your needs and wants from the market, and ONTO your prospects' and customers' needs.**

When you become willing to do what is Necessary (and ONLY what's necessary at first), you put yourself directly in front of those customers you're looking for... and hopefully offer them what it is THEY'RE looking for...

And if you want to create the most effective and profitable relationship you can, **you will overcome any Intimidation you might feel.** And that goes for marketing, for products, for service, and support. Even just for being willing to put yourself out there as someone who wants to help people with what you've got...

When you learn to spot when **you're falling victim to the Complicated and often confusing machinery involved** with marketing and doing business, take a step back.

Simplify, streamline, and make it SIMPLE for you your audience to find you, and get what you have for them (and pay you in return)...



And finally, when you stop looking at the *Expensive* things you need in your business as “costs” and start thinking of them as **INVESTMENTS in your customers’ overall experience with you**, it suddenly *stops being an OBSTACLE and starts looking like an OPPORTUNITY* for even more growth and profit.

That’s the LONG term approach. And it leads to a whole different kind of N.I.C.E. Let’s look at what it looks like for your customers when we actually pull this off.

4 Pre-Flight Factors

Yeah, yeah. *We’re doing another Acronym.* Well, kind of - it’s the same one, but with different words. ☺ So *ANYWAYS...* When we’ve talked about that Gap we created and all that mess we’ve filled it with, we also said how when you’re tossing all that junk in there, *it just gets wider and wider.*

And that means **you get farther and farther away from your goal... which is making money** from your idea, right? Well now that we know how to **MASTER those Fundamental Forces**, and **conquer those Fatal Frustrations** with a renewed **focus on the CUSTOMER**, we’re basically going to *fly STRAIGHT OVER that Gap.* Faster than ever. Like it wasn’t even there.

And it’ll be ENTIRELY because of the way your CUSTOMER sees your business from the outside. It goes a little like this.

N.I.C.E.

Just like before, let’s introduce all 4 of these, and then we’re going to talk about them in greater detail right after. They are:

1. **Natural**
2. **Invisible**
3. **Converting**
4. **Easy**

These Factors *are not* simply the opposite of your frustrations or the antidote to the uncontrollable forces that shape your business decisions. **No, these are things your CUSTOMERS are looking for** that will get THEM to do what it takes for you to actually, FINALLY, make that idea of yours profitable. *And that is, spend their money!*

Here’s how we do it:

Pre-Flight Factor 1. Natural

When you focus on what's nice from the customer's point of view, you can create an experience that feels NATURAL. And be that I mean, **they don't realize they're being marketed to**. It doesn't have to be all mind-control sneaky tricks, either.

If you've got the right *technology* in place, your website, your emails, your products, your content – *it all flows together as a whole experience* that the prospect loves.

And when you've got *professionally* designed, super-usable sites, **people have FEEL SAFE subscribing, commenting, and BUYING, too.**

And when nothing you're doing feels forced or fake, your customers will stick around and come back again and again.



Pre-Flight Factor 2. Invisible

When you make your complicated technology decisions based on what's nice for the customer, things that used to RUIN your conversions now turn completely INVISIBLE. *Think about it.*



If your videos **always** load and never stutter...

If your launches **NEVER** melt the server...

If your site **never** lags or spits back a 404 or a 503 or a 90210... 😊

In other words, when you've got all the elements of your online business under control, *the complex, intimidating, moving parts all sort of fade into the background* and stay behind the curtain.

Let's look at a brick and mortar store again as an example. They don't let the customers in "the back" do they? No, a warehouse full of goods to be sold isn't sexy.

It's the same with your commercial website.

Having to *go through multiple re-direct links* when making a purchase...

Having to *jump through multiple hoops* to get a download...

Or even having to *bend over backwards* just to AGREE to let YOU send them EMAIL!?

You know what kind of websites your customers want? **They want the kind that just WORK, and they do what they're supposed to do WITHOUT getting in the way.**

The less complication you can put between your customer and the stuff they WANT, the BETTER. And when you work hard to make all that stuff *invisible*, it seems like there's NOTHING between them and the stuff you're selling.

Obviously, that's GREAT for business!

And it leads directly to the next Factor:

Pre-Flight Factor 3. Converting

If everything just WORKS people will gratify themselves and buy your stuff. We've already talked about that, right? Some marketers call it the "greased chute" effect.

But I actually want to talk for a second about a different kind of "converting"... I hope no one thinks I'm being sacrilegious or anything, but think about a religious conversion.

Not that I'm saying anyone selling stuff online is *any* kind of religious figure...



But just like in a religious conversion, our prospects go from *not knowing us*, to *being aware*, to becoming *total believers* in us, to looking at us as a *trusted resource* that they aim to rely on again and again (*and again*).

They put their FAITH in you, and your information.

They don't just convert from "prospect" to "customer" – look *at the language of social media*... they become **FANS, FOLLOWERS, FRIENDS**... And when you're focused on what's nice for THEM, that conversion happens *Naturally and Invisibly*.

And when people see how consistent you are, and how you always have THEM in mind, **conversion (*as in sales*) is pretty easy, because conversion (*as in they already LOVE you*) is pretty easy...**

And I guess that's all the segue I need for the last of our Pre-Flight Factors...

Pre-Flight Factor 4.

Easy

If you make it EASY for people to buy, you'll sell more. *Sounds simple, right? Maybe too simple. But it's true.* When your funnel is a natural-feeling process, and your complicated technology stays invisible, *conversions ARE EASY.*



If you get people to **CONNECT** with you, *they will LIKE you*, and they will buy your stuff. Or the stuff you promote, if you're a serial affiliate.

And that's EASY when your messages get presented in the *best light*.

It's EASY when the prospect *knows you're reliable* because your website is *stable*.

They know you're trustworthy because when you say something works, *it WORKS.*

And listen, this Pre-Flight factor **ISN'T** just about the prospect side of things, because when it's easy for THEM, **it's easy for YOU.**

Nice Guys finish FIRST

One of the things we did early in this report was entertain our common daydream in Internet Marketing....

“Wouldn’t it be NICE if I could have what those successful people have?”

But now we know that mindset actually puts you **in the WRONG place** to make progress and **the RIGHT way** to end up at a Dead End on your road to success. What we want to do instead is look at it *TOTALLY from the customer’s point of view*, EVEN when we’re being selfish.

NICE can be good when you want what’s nice for the people who will be giving you money.

“Wouldn’t it be NICE if I had a membership site that people LOVED being a part of...”

“Wouldn’t it be NICE if I could use the internet to make my living helping cool people do cool things...”

“Wouldn’t it be NICE if I actually LOVED interacting with customers because when I do I am providing valuable solutions to their problems...”

Yeah, it totally IS REALLY NICE! 😊 It’s nice when you don’t need to worry about what your business has to HAVE because you’re able to focus ALL of your efforts and energy on *what you have to GIVE*.

The WRONG kind of N.I.C.E. increased the width and depth of our self-imposed Gap between us and success. It made it so all those forces at work in resistance to our business were amplified and made dangerous and threatening.



But the RIGHT kind of N.I.C.E. actually helps CLOSE the Gap! The forces that used to slow us down now actually work IN our favor. And all it really takes to start working this way is to shift your mindset.

It's NOT about what's Nice for YOU, It's about what's Nice for THEM!

That's all you need in order to change your business from the kind that gets bogged down in the mire and the muck and actually feels like terrible, hard work... and literally transform it and **evolve it into a business that can TAKE FLIGHT**, *over and above the competition.*

And of course, *bring your prospects along* for a great ride.

And that leads me to a top secret super-surprise EXTRA LETTER for our previous "Good N.I.C.E." acronym. One final "Pre-flight" consideration, not JUST for your prospects, but for YOU. Just to make it a little bit "N.I.C.E.R." 😊

The Final Pre-Flight Factor 5.

REWARDING

When you do what I've said in this report, the REAL reason I think that **it will truly change the way you work** is because it can *finally start to feel REWARDING!*

It *doesn't* feel like you're *fighting* with technology, or limitations, or frustrations.

All of that MELTS AWAY when you can get your idea and solution into the hands of the people who need it and they LIKE it because it HELPS! **It's rewarding for THEM**, because their problems and frustrations get solved.

It's FINANCIALLY rewarding for you, because you've created a natural-feeling, high-tech website that keeps the machinery invisible, converts like, "WHOA!"... and is EASY for everyone to use INCLUDING you.

And that leads to the kind of PERSONALLY Rewarding Experience I hope we ALL are lucky enough to get from our businesses. I mean, why are we even doing this? Hopefully you're like me and it's NOT just about the money. It's about freedom, it's about helping others, it's about just being 100% positive.

And I have been very, VERY lucky in my career to start out moving down that particular path, and aside from some minor off-road excursions, I've managed **to OVERCOME** the frustrations I faced. I managed **to MASTER** the forces that used to knock me around.

And I happen to have done something else, really recently, that I would love to tell you about.

Kajabi is N.I.C.E.R.

Very soon, **we're going to open the Kajabi Internet Marketing Platform** for public access, and I really would love for you to check it out. *We have a preview video here.*

<http://www.kajabi.com>

And the thing to notice is that **I made ABSOLUTELY SURE** it would NOT cause you problems with the BAD kind of N.I.C.E.

It has everything that I found to be **Necessary**, because *no one else was doing it right.*

It's designed to be *SIMPLE to use*, so there's no need to be **Intimidated**.

That doesn't mean that its behavior is simple.

It's got the most cutting edge media delivery engine every made running under the hood. It's **Complicated** *in a GOOD way*, but you'll never have to deal with that.

We take care of it. *(Invisible Ninja Style.)*

And best of all, as you'll see in the video, it's **NOT going to be Expensive**. *No sir.*

So not only does it CLOSE the Gap FOR you, but it smoothes it out into a nice flat runway...

See, when I said you can get ready to "Take Flight" with your business, that wasn't just a figure of speech.



"Kajabi" is an aboriginal word that literally MEANS "Take Flight"...

And it goes even farther, *if I may extend the metaphor...*

Not only is that runway cleared of debris, you've practically got a ROCKET on a LAUNCHPAD, ready to take you from Idea to MONEY... Faster and Easier than it's ever been before.

If this report has had ANY impact on you, Kajabi was BUILT for you. It was built WITH you and your CUSTOMERS in mind.

Kajabi does N.I.C.E.

It's Natural and doesn't feel or look like marketing...

It's advanced technology is Invisible behind the scenes.

It Converts better than ANYTHING ELSE out there, right out of the box.

And it's EASY...

But let's not forget the final "R" – Kajabi is N.I.C.E.R.

More than anything, my hope for Kajabi is that it will finally let you have an online business that is REWARDING.

Rewarding for you personally, and of course, FINANCIALLY. So check out the preview video here.

<http://www.kajabi.com>

Make sure you're on the early-bird list right on that page, too. If it's not ALREADY OPEN by the time you read this, *it's coming very, very soon.*

I can't WAIT to see you inside! (Oh, and if you watch the video, be sure to leave a comment and let me know what you thought of it... *and this report, too!*)

Thanks for reading. Stay Nice. No wait, **stay NICER.** 😊

Andy Jenkins
and the
Kajabi Team

P.S. You have my permission to **give this report away for free** to anyone that you think would benefit from it, as long as you **leave it intact**, including all links. *Thanks!*

