

Disclosure Journal

Vol. II
Second Edition

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found at end of this report.

“The Hardcore, To The Point, No Holds Barred, Tough Love Reasons Why 99% Of Wannabe Internet Marketers Fail, Fail, And Fail Some More!”

Beware! You’ve Been Warned...

It’s the beginning of a new day, a new time, a new period of life for you... a new time to put old habits, barriers, obstacles and issues away and start down a pathway of freedom, success and abundance.

If you are like most out there, you’ve been pounding away at some job, earning a salary and living up to some standard of rules someone else thought-up in some *‘committee meeting’* somewhere.

If you are like most, you want more. You understand there’s more out there, that it’s not that difficult to achieve and even you... yes you... even you can ‘do it’ if you really put your mind to it. You know this, you know this well. You know it.

However, something stands in the way. Something prevents you from proceeding forward and doing what you know you should be doing... but you just ***don’t*** do it.

You know there are dozens of things you should be doing, but you don’t do them, huh? You know there’s a better life, but you stop yourself.

Why do we do such things?

You throw-up barriers and obstacles, and excuses to continue to *trick yourself* into denial that you can do this. You know you can. You know it. You know it indeed.

But, the mind-tricks... The obstacles... the procrastination and multi-tasking... it all continues... and it pisses you off.

...One challenge or obstacle or barrier after another. Someone says, *"Well, then why don't you do-it instead of talking about it all the time"*.

You know you should do it. You know you **can** do it. You know it. You know it.

But yet, it does **not** happen.

...One hopeful event after another.

...A new idea, a new product purchase. A new seminar or webinar, a new guru to follow, there's got to be an answer somewhere.

Who do I trust? What's wrong with these people? They are just greedy. Why don't they just tell me how to do this? It can't be that hard. I should be able to do this too. I know it. I know it.

A year passes and no gold.

Maybe a few years pass, or even FIVE or TEN years pass, yet no gold.

Where's my piece of the pie? Is it too late now? Did I miss the gravy train?

Why don't I have money, success and freedom? I want it, but it escapes me. What's the secret? How do I even do this? I'm lost. I have information overload.

I'm paralyzed. I just stare at a blank computer screen and wonder. I'm paralyzed. I'm lost.

How do I get traffic? How do I convert? How do I make money if I don't have any money to start with? What do I do?

There's got to be a way. Is it me? Do I have what it takes?

If any of this sounds familiar...

Then, this report is dedicated to you.

Sincerely,

A handwritten signature in blue ink, appearing to read "Eric Louviere", with a long horizontal flourish extending to the right.

Eric Louviere

Howdy!

...Eric Louviere here and in this edition of Disclosure Code, I'm going to just let it rip. I'm not holding back. I might offend some people. I might piss off some preemies (premium subscribers). I might have a mob of angry people outside my door with torches and pitchforks.

Nonetheless, I'm not holding back.

I'm going to tell it like it is.

Even gurus might run for the hills scared out of their wits because they may not like what I have to say one bit. Heck, you might not like what I have to say.

However, the end result, if I've done my job, will be the dirty truth as to what this is all about. You **will know** why most fail. You'll know what to do. And, you'll know if this is for you, or not.

Perhaps a Subway sandwich franchise is better.

...Or, maybe a carpet cleaning company... or real estate. Who knows, but whatever happens between now and the end of this report, I can assure you, I'm going to let it rip.

What that means for you is insights. You can take them as they are. These insights are what I've learned coaching people, selling people, working with people and more.

I pay attention to people. I study success for a living. I know, and can see success in someone a mile away.

What stands out even more is the failure. Or, should I say, the signs of failure. The signs of failure stand out like a sore thumb and I can see them glaring at me, beaming at me all the time.

The bad news is... I can't do much about it. I surely try. Boy do I try. But just like helping a crack head addict, I can't help anyone who does not want to help themselves.

...Not that you are a crack head. That's not what I'm saying. And, I mean no offense to crack heads. I guess.

My point is simple.

Most people cannot be helped, because most people will not help themselves. I'll tell people until I'm blue in the face... "It's not the methods you are missing, it's your attitude, beliefs, mindset, confidence, habits, ways of thinking, faith, courage, etc etc --- that's the big ass problem here".

Understand?

If someone has made 20k per year for the past 11 years as a receptionist, but now wants to earn big money from home online, there's some "changing" that's going to **NEED** to take place within that receptionist.

Changing = changes in THAT PERSON. Mindset, beliefs, attitude, perspective, perception, courage, confidence, bravery, risk taking,

calculated decisions, focus, follow-through, expectations, comfort zones, faith, ways of thinking, etc etc

If someone has been a 20k per year earner forever and now wants to make money from home online, then there's a major-major-major thing that needs to be understood right off the bat.

A 20k per year job is FAR-FAR-FAR different than a business of your own. Far different

It's like as different as the planet Mars compared to an Iphone. Completely different things there...

Someone who has had a 20k per year receptionist job for 11 years has been living in the "**employee world**". That world is a different dimension than the "**business owner**" world.

Two different worlds. Mars and an Iphone. It's different as can be. Completely different.

Those in the "employee world" have no idea what the "business owner world" is like. They cannot breathe in the business owner world. There's no oxygen for them. It's a place employees cannot fathom. They have no idea. It's foreign. The business owner world is extraterrestrial to them.

"Forgive them for they do not know!"

Sure, they (the employees) understand the benefits of being in the business owner world, such as FREEDOM, but they don't understand the stark differences and requirements it takes to thrive there, in the business owner world.

Employees are used to being taken care of. They are used to someone saving the day, bailing them out, someone to blame when things go bad, but most importantly, all employees are on the dope.

Employees Are On Dope!

They are addicted, like crack-heads. They don't even realize they are addicted either. They are junkies. You junkie you!

Employees = junkies

No offense to junkies either (nor employees).

Employees are addicted like lab rats are. You ever see lab rats that are addicted to some drug? Poor rats.

"Forgive them for they do not know"

Those rats have no idea some scientist has been injecting them with crack, or whatever drug or supplement. Their tiny little brains cannot fathom what crack or drugs even are. They just react. It's not like they go to school, learn, expand their brains or watch LOST on tv.

However, those rats are infested junkies, and it's not even their fault. They have no idea they are junkies just like employees have no idea they too are junkies... zombies... under control by some hidden force.

Employees are on dope. They are used to the easy way. They are used to showing up at some job, doing what they are told, and out comes the dope.

Show up on time... do an average job... don't piss off the bosses... smile and dial... and every two weeks, out pops your dope.

Every two weeks, employees across the world get their hands on just enough money to pay their bills. Every two weeks, their bosses issue them a paycheck (better known as dope).

Business owners are on dope too.

But, they are not satisfied with the same amount of dope every two weeks. No sir. They want more than the average. Plus, they want freedom too.

They got tired of doing the same old thing every day... they got tired of listening to bosses... they are rebels and they know they can create their own cheese themselves.

And — by creating their own cheese, they strive to live the free lifestyle of not having some ass of a boss telling them what to do in order to get their cheese.

Lab rats (err... employees) have no idea about the stark differences between the two worlds.

However, sometimes, employees stick their big toes into the water to see how it feels. In other words, sometimes employees venture into the dark woods of the “business world”.

They straddle the two worlds, the “employee world” and the “business owner” world. They pick up some things in the business world, and they start liking the idea of calling their own shots.

However, they’re still addicted to the dope (constant paychecks). They are still used to being taken care of. They are still entitled... still blaming everyone but themselves... still trying to “coast by”.

These employees who enter the dark woods of the business world get jaded very quickly too. I mean, damn... I hear people say things like, *“I’ve been at this for years and still not making any money. It must be those greedy gurus. If only they’d finally tell me the damn truth on how to do this stuff. It’s their fault”*.

Yep. Just like it’s your bosses fault... co-workers fault... economy’s fault... parents fault...

[Ouch! I told you this was tough love.]

Yet, it’s true.

Most people who enter the business owner world still want someone to fly out of the sky like Superman and save them... do it for them... and just hand them their dope, cheese, paychecks, life, whatever you want to label it.

Guess what?

It isn't ever going to happen.

It's up to you.

No free lunches here. No Superman to save the day here. In the business world, you get what you get by putting the responsibilities squarely on your own shoulders. Blame nobody. It's your fault. Look around you; you created what's around you. It's up to you, not some guru or some ebook, or some course, or some late night dream.

The Tyranny Of The Average!

Free yourself from the tyranny of the average. Don't do what average people do. You are reading this because you want more out of life.

Even if you are just scratching the surface... just getting started... just now sticking your big toe in the water to test how it feels... even if you are just now starting to become a wannabe... you have to realize one major thing.

You are venturing into the dark woods of the "business world".

It's marked with dangers, fears, wild animals, cheats, bastards, liars, scary junkies and severe obstacles. It's very uncomfortable at first, and you have to build up your skills to survive, and then thrive.

For, if you can survive and then thrive in the dark woods, the haze clears... the black clouds lift... the sun opens up... the birds start chirping... the rainbows appear... and the streets are lined with gold!

You cannot flip a switch and go from the employee world, to the golden business owner world, without going through the dark woods first and building your skills.

No damn unicorn or superhero is going to save you either.

Now you can probably imagine why most fail. You can imagine why most stick to the dope of a bi-weekly paycheck. The average will never venture into the dark woods. It's too damn scary. It requires courage. It requires self confidence and most of the planet is scared out of their wits anyway.

All sorts of fears creep into the average person's attitude. Fears of failure, fears of having to look for a new job, fears of ridicule... there's fears everywhere and it's as abundant as can be.

What's Maslow's hierarchy of needs again?

I just Googled it here:

Physiological

- Breathing, food, water, sex, sleep, homeostasis, excretion

Safety

- Security of body, EMPLOYEMENT, resources, morality, the family, health, property

Love/Belonging

- Friendship, family, sexual intimacy

Esteem

- Self-esteem, confidence, achievement, respect of others, respect by others

Self-Actualization

- Morality, creativity, spontaneity, problem solving, lack of prejudice, acceptance of facts

Just look at those basic human needs and think about employees (people) and how hard it is for most of the planet to leave the comfort of a job.

If any of those above are in danger, people put the brakes on and no wonder why so many sabotage their own success. No wonder they create psychological barriers.

I mean, why is it kids can make themselves a killing online and adults with 30 years experience cant?

Kids have less psychological fears and barriers!

Teenagers have not been beaten-up yet in life. They have not yet become addicted to the dope of a bi-weekly paycheck. In fact, if teenagers were not distracted by teenager distractions (MTV, parties, etc)... then they'd probably kick all our asses in business.

They have the courage.

I remember as a teenager feeling almost invincible. I would drive my car super fast. I got 5 speeding tickets my first year in college.

So, it's no wonder we sabotage so much. Being in business (the dark woods) is scary and threatens our basic human needs. The security of a job warms those fears.

And, it's interesting that "Esteem" is one of the basic human needs. Perhaps, because of esteem, that's why so many people stick their big toes into the water of the business world to see how it feels.

Perhaps, that's why gurus even exist... for esteem and significance factors... vanity and self respect and the respect or admiration of others.

Does that drive us to test the waters?

But, it's a need. That means we have the need to feel confident. And, anything that makes us feel the opposite of confident is a threat to our basic human need of confidence.

I don't know about you but if you've never been in the business world before and all of a sudden enter this world, I'm quite certain your confidence will be tested to the max.

Am I good enough to do this? Am I smart enough? I mean, I only made C's in school. Am I good looking enough? I'm bad at math and know nothing about taxes or LLC's. Advertising? I've never advertised anything short of selling a couch on craigslist, maybe I can't do this?

The more you dive into this way of thinking, the more you realize why the great majority (billions) of people on this planet stick to the dope of a bi-weekly paycheck and 401k plans.

I went to a convenience store to put some gas in my Denali. I glanced over to the store from the gas pump and noticed about 10 landscaping guys scratching off lottery tickets.

It was the craziest scene and I wish I had a camera or video camera, because it reminded me of the lab rats.

They all bought lottery tickets hoping to win some money. I wish they would. How cool would it be for a landscaper earning next to nothing to hit the jackpot and retire rich!

That would be sweet!

But, it still reminds me of how people think Superman might fly out of the sky and save them... make their wildest dreams come true... and change their entire lives forever.

Instead, they should put that responsibility on their own shoulders and MAKE those dreams come true. AND, they CAN make those dreams come true with courage.

Do you think the landscapers are not worthy... or not smart enough... or not savvy enough?

Remember the teenagers?

There are countless cases of people from all walks of life who make it big in business very quickly. I know people who worked at fast food joints; Jiffy Lube and other jobs escape the rat race and live free lives.

There are people with severe handicaps who have gone on to do miraculous things with their lives. There are sick people who have terrible diseases who enter this world and succeed.

Any excuses or limits are just the conditioning of habitual beliefs that are blocking the pathway to abundance.

Revelation Number One!

If you want to be a business owner, then understand the “business owner world” is completely different than the “employee world”.

Nobody cares about your success as you do about yourself. It's up to you. You are in charge. You have to make it work. You have to do it yourself. You have to take the initiative and make it work.

Don't blame anyone but yourself. Don't blame gurus, or people who sell products to you, put the responsibility on your own shoulders and make it work.

Everyone is ALL about themselves. People only care about themselves mostly. Sure, people will operate within the rules of society and what they are supposed to do, but people clearly and obviously care about themselves. Care about You...? Not so much.

What that means is: you have to attack this in that frame of mind. That does *not* mean be rude to people or screw people over or treat people badly. You should love everyone. I love everyone. I love people. And, that's why I love helping people.

However, as a business owner, you have to know that you are in this to win. You have to put food on the table and achieve. It's a game of achievement. To achieve, you have to put the responsibility on your own shoulders. It's ultimately up to you. It's your business.

There's nobody to blame here, but yourself. So, attack it like that. You're going to do this for you. You are going to rock and roll and tackle everything by yourself.

Sure, other people are critical to your success. Everyone who is successful owes that success to many other people. Love everyone.

People are your best resources and assets. Respect others. Love them. But! You have to stand on your own two feet.

If you put the responsibilities on your own shoulders, and attack it like that, you'll win. You know you will. Because, you have to put your mind to it in order to accomplish it.

We all know that... If you put your mind to something, you'll get it. We all know that.

What's the difference between the employee world and the business owner world? A lot!

For one, people in the employee world are used to "milking" a paycheck. They think to themselves, "Ah, I don't feel good today... I'm going to coast today and just pass the time reading about celebrities online. I'll work hard and catch up some other day".

In the business owner world, you are pulled to work. You have to work. You want to work. You want to work hard. Most of the time, someone has to pull you away from working. It's addictive and you have much more "conviction" than in the employee world.

There's no milking a paycheck. You get what you deserve and you make as much as you deserve to make in the business world. There's nobody but your customers telling you to improve.

If you have a boss and your boss sees that you are not good with time management, your boss might have you go to a class and improve. Your boss might demote you, or write you up for being bad at time mgmt.

In the business owner world, you are dust if you don't manage your time. You don't eat. There's no boss to help you out. Your house payment does not get paid. Manage your time or else! Work hard with conviction and passion to achieve results, or go back to the employee world.

That's how it works out. I did not make it that way; it's been that way for generations... thousands of years.

Revelation Number TWO!

People fail because they are not good at anything

Duh right? Well, you are one major skill away from making more money than you ever have in your entire life. You are one skill away from that. Most people out there are one skill away.

However, most people never-ever take the time or resources or money to invest in "themselves" to create a valuable skill. They just coast on through life and take what life gives them, which is usually shit.

Those who invest, and try, and learn, and work on creating a new valuable skill... well, those are usually the ones who make the most money.

...Especially in a business of their own.

This is a big one here. Think about this. This could absolutely change your life for the better, big time!

Let me elaborate on this and use Internet Marketing as an example.

I have VIP students of mine. They pay me a lot of money to work with them and I've seen many who have zero skills for Internet marketing.

I mean, they love this business and they buy things and they want to earn money and be their own boss, the entire thing. They want it, but their skills in this industry are severely lacking.

It's not too hard to create the necessary skills though. It's actually pretty easy in my opinion, if it's focused on.

But, most do not even realize they are lacking skills. They don't see it, because they would have to take a long hard look at themselves, which most *hate* to do.

I'm here to tell you that there are some skills in this business that will make you or break you, period. If you want this for the long-term, then skills are critical.

For example, let's say I have a student who wants to create a product of his own. He's serious and wants to quit his job. But, he's new to this business.

He cannot write compelling sales copy (copywriting), so he would have to outsource that to a pro. That's not cheap. So, instead, he takes a shot at it and does it himself. He is now the copywriter.

Most likely, without even looking at his copy, or his sales video, I can assure you... it will not convert well! Nobody is going to buy his stuff. Or, maybe a few will, but not enough to make a financial difference in his life.

Conversions are key.

Without them, you make zero money. It's like the engine in your car. Without it, it goes nowhere. You have to walk then, and you know we hate walking anywhere.

The ability "to convert" is a skill. It's learned. Some can try and do sales videos instead of writing copy, but 9 out of 10 sales videos I see are terrible.

Everything has to be tested and tracked and tweaked though. You have to put your salesletter up online and drive traffic to it and test it out. You have to tweak it and continue to try and increase the conversion ratios.

Guess what? That's a skill too. Tracking and testing and tweaking are learned skills.

Content creation is another one. What are you selling? It better be valuable or you'll get tons of refunds and a bad reputation online fast.

It's just a matter of providing more value than what the price tag is asking for. If you sell something for \$47, then provide \$100 worth of value. Do that and you are fine.

But, content creation is a skill. If you cannot do it, then you need to outsource it or partner with someone who can. Content creation (your product) must be compelling too.

It must be something people want to buy. It must be something similar to what people are already buying online.

Who is creating your content? It's a skill.

But, here's what I find with people in this business:

I cannot create content. I'm not good at writing. I'm not good at speaking. I'm not good at creating software. I have some PLR (private label rights) products, but they are not good of value. I have no idea how to create valuable products.

(It's a skill and I'll tell you how in a moment)

Also, they say...

I cannot write copy. I cannot afford a copywriter. I'm not good at sales videos. I have no idea how to craft a good sales message.

(It's a skill and it's PARAMOUNT to your success online. Figure it out. I'll tell you more on how to do this in a moment)

Next, people say...

I cannot drive traffic. I am scared of PPC. I don't like paying for traffic. I don't know how to recruit affiliates. I don't have any contacts. I'm not good with relationship building. I'm not good at SEO. Should I use Twitter to get traffic?

(You guessed it, it's a skill and it's paramount to your success in this business)

I'll explain more of what's needed to succeed online in this report other than these skills mentioned so far, but these are the basic ones that need to get covered.

- **Traffic**
- **Product Creation**
- **Copywriting & Conversions**
- **Technical**

Those are the bare basics. And, most people cannot do any of them. I'm just telling the truth here. I'm not here to get you to like me; I'm here to get you making money.

Well, I'd like it if you liked me too.

But the point remains...

Look at those three bullet points above. Which one are you good at? ...Any of them? They are the lifeblood of this business.

It would be like trying to be a surgeon and hate the site of blood. It would be like being a veterinarian and hate animals. It would be like being a dancer who cannot dance. It would be like being a boxer who hates fighting.

...A race car driver who cannot drive.

...An accountant who can't add and subtract or use a calculator

You get the point.

But yet, what do people do about this? What do people do about their lack of skills in the three most important areas of their chosen profession?

...Nothing

I guarantee you, if you are good at any of these four, you'll make some damn money, fast too!

- **Traffic**
- **Product Creation**
- **Conversions**
- **Tech**

Heck, if you are good at any of those three or four, give me a fricken call. All four are severely valuable. All four are HUGE. All four are needed big time, even by millionaires.

You good at product creation? Let's talk. I need someone to create products. You good at traffic? Let's talk. I can use about 1 billion more visitors. Conversions? Do your stuff and I'll send the traffic.

See the point?

Even if you are good at one or more above, then you'll just make your own money very easily. Which one of the above stand out most to you?

Which one would you love to get good at?

Answering that is not good enough, but it's a start. You have to actually do it and get good at it, which is an entirely different challenge.

However, anyone can get good at any of those above rather quickly if they apply themselves and focus on it more than just a day.

Focus on it for weeks, or months, or years. Get real good at one of the above and you are pure gold in this business.

In fact, let's talk about that... how to get good at this stuff.

“How To Get Good At Product Creation!”

First, let’s talk about some of the different types of products in this business:

- **EBooks/reports**

If you are not a good writer, you need to find someone good at it. We call them “ghostwriters”. Most ghostwriters out there are bad. Those that are good are usually more expensive.

You can certainly start out with someone cheap, like those in the Philipians (very cheap) and then take what they wrote and make it better.

You don’t usually have to be a great writer to make a high quality product. Heck, I can’t even spell well myself and tend to screw up my grammar all the time. However, it still needs to be good enough.

Can you talk?

If you can talk-well and explain things or teach things or record yourself talking, then you can simply give the audio recording to a transcriptionist who’ll convert your audio to a report.

- **Videos/Video training**

Are you good at presenting things? If so, then doing simple training videos is great for content creation. All you need is a screen cam software (like camtasia) and MS powerpoint and you can create killer video presentations.

Video is considered high perceived value products. So, being able to create video products is great for content creation.

Can't speak well or present well? There are tons of people who will do it for you for a price. Voice over people and just normal freelancers out there will gladly record the presentation for you.

I'd test them out first of course... see what they've done or get them to do a sample of your presentation first, then pay.

- **Software/Scripts**

Online, these can be hot sellers. You can outsource this if you are not a programmer. I'm not good at technical stuff at all and outsource that stuff all the time.

However, you can be creative and think up ideas for software... or find software out there currently selling and get someone to clone it (but make it better) for your own product.

This can be a highly perceived product as well. Hiring programmers is tricky. They can really consume your money fast. I would not recommend this route if first starting out.

- **Webinars/Teleseminars**

Another great form of product creation is providing webinars or tele-seminars for your customers. You can use a program like gotowebinar.com, or others out there.

There are free tele-seminar programs too that allow you to have a ton of people on a group call for free.

You can interview experts, or just provide a presentation to your subscribers or customers. This is an easy and quick way to create content.

In fact, I've sold programs before that had NO content to start with. I mean, I sold a six week teleseminar program, where my customers would get to log in live to 6 different tele-seminars.

So, they bought the program for like \$97 and then there was a tele-seminar each week for six weeks. So, the content was created as we went. This requires trust. Your customers must trust you're going to do what you said you would do.

This is a form of getting paid to create content really. They pay you, and then you perform the tele-seminars, getting paid to do it.

Then, you can take the recordings of the tele-seminars and get them transcribed, providing you with reports to sell too! Now you have audios and reports to sell. Bravo!

- **Offline Workshops/Seminars**

If you are a speaker, or if you are an organizer who likes to set up events, then this could be a fantastic way to create content.

You would sell people on a private workshop or seminar offline. You could invite guest speakers, or you could be the speaker. Video tape the speaking sessions and now you have video content to use as products.

People love learning like this by the way... from real life people speaking on stage. It's how most of us learned and made our way through school, by watching some teacher speak to us from the front of the room.

Also, you could get those videos transcribed and BAM! You have a product in report form too.

- **Interviews**

It's much easier than you think to interview people (experts). Most experts are looking to expand their audience. Tell them you are going to get the interview out to thousands of people and they will interview you all day long and every day of the week. Of course, you have to get the interview out there to a ton of people though...

These can be private interviews where you both call into a conference line and it gets recorded. You can then have the audio edited in case

you or the interviewee screws up. It's easier than an interview in front of a bunch of people and it's easier to schedule usually.

Take the interview, edit it and then get it transcribed and you have audio files and reports. Pick a subject title and go out there and find different experts and ask them questions. It's easy.

For example, if I'm in the diet industry, I will reach out and find 5 people who are also in the diet industry and get them to agree to a 20 minute interview.

I tell them 15 minutes, so they know it will not take long, but they usually end up going longer. I leave it up to them on how long to go and tell them what the questions will be ahead of time.

Just wing it. There are no rules. Keep in mind; they are the expert, so all you have to do is ask questions. Easy as pie and just let them do all the talking.

Tell them they can pitch their product at the end of the call, or their website or book or whatever they want.

Interviews are great for creating content. You can find experts all over the place. If anyone has a blog in your niche, or a book, or a product, or you can find people on sites like RTIR.com and other places.

These are some of the basic ways to create content and any one of them can be your chosen way. All it really takes is one way to create content.

If you focus on it, and work at it, any one of the above can become your main way to create content. Of course, all of that can be outsourced too.



STOP!

I'm going to bet you already know much of the above. You probably just scanned through "how to create a product" and are looking for the secret nuggets... or you thought to yourself "I already know this"

If so, then are you doing any of it?

If you did not think that, and got some value out of me showing you how to create a product, then you are new to this business and I applaud you for sticking your toe in the water to see how the "business world" feels. I wish you luck and I want you to know that you can do this. Even kids are doing this, you can do this so don't ever quit!

Look, Let's Stop Beating Around The Bush Here... Why Are You Not Making Money Already?

There's no need for me to tell you how to create a product, or how to convert, or how to drive traffic, or any of that, because none of that is the real reasons you are not making money yet.

If you want to master the requirements for making money in this business, submit a help desk ticket and tell my assistant you want to be a VIP of mine.

Otherwise, understand that there are tons of people in this market who want nothing more to earn big bucks online, but fail to do so because of them.

It's not the techniques, or lessons, or insights, or systems, or secret loop holes, or any of that that cause people to make money or lose money or not succeed.

It's you.

It's your mindset, your beliefs, your habits, your confidence and most importantly, your courage.

You cannot survive in the "dark woods" without courage!

And, if I had to boil it down to ONE major reason why you have not succeeded yet, I'd say it's because of courage.

If you're already successful, then more courage is needed to take it to the next level. It takes courage to get to the next levels of achievement.

Got Courage?



Cowardly Lion:

Courage. What makes a King out of a slave? Courage.

What makes the flag on the mast to wave? Courage.

What makes the elephant charge his tusk in the misty mist or the dusky dusk?

What makes the muskrat guard his musk? Courage.

What makes the Sphinx the 7th Wonder? Courage.

What makes the dawn come up like THUNDER?! Courage.

What makes the Hottentot so hot?

What puts the "ape" in ape-ricot?

Whatta they got that I ain't got?

Dorothy & Friends: Courage!

Cowardly Lion: You can say that again.

Ah, the greatness of "The Wizard Of Oz"! Doesn't that make you feel great? Don't you get that warm and fuzzy feeling when you read that? I can still remember watching that movie as a kid.

Kids... they have courage.

My two year old son has more courage than most of us do. He's invincible. He will stand on the coffee table... squat down... grit his teeth... and leap to the sofa.

The first time I saw him do that, I freaked out. I said, "Julian... what are you doing, you're going to hurt yourself".

Now, I catch him as he jumps from the table to me on the couch, and we both laugh as he makes it every single time.

When my wife saw us playing that little game, she said, "Eric! I've been trying to keep him from doing that and here you are encouraging it"

I said, "You should see when he jumps from the island in the kitchen into my arms then"

Ah, the greatness of being a dad.

But, it's true. Kids have tons of courage. They may not know better, but they sure in the heck have courage.

And, that brings me to my next point.

It's better to have courage and make mistakes than it is to not have courage and take what life has to give you, which usually is not squat.

It's better to take quick and decisive action, fall on your face and fail, than it is to sit on the sidelines doing nothing but eating popcorn.

It's better to be bold than to be timid, as the timid ones get what life has to offer them, which is usually scraps.

"Fortune favors the bold!"

Fire, aim, ready

Those who take forever to make decisions, to take action, to wait around over analyzing things, will continue to miss the boat... be late for the party... and ultimately... create even more psychological barriers to success!

One of my favorite VIP's is a lady named Vickie. She told me how she sent an email to 14 customer-subscribers of hers. Just 14 people. She sent a survey to them.

That's taking action instead of eating popcorn waiting for Superman to save the day.

She got a reply from one person who asked her if she could be a consultant for him. I don't know how much the consultant is paying her, and it does not matter.

The point is she had no idea that was going to happen. Could she have predicted that? Not likely.

But, it happened.

However, most out there do nothing but wait for Superman. You never know what lies ahead for you and when you take action... when you are decisive... when you are bold... when you have courage and do things outside your comfort zone... opportunities arise.

The world gets out of the way for people who take bold action.

The sea parts and the pathway open up for those who take bold and decisive action that requires courage.

A Flurry Of Action

Want to start making things happen for you? Want to start getting all sorts of opportunities? Want to spark “momentum” in your life? Want to finally get the ball rolling and results flowing in?

Take a “flurry of action” without regard for the results.

Just have an “I don’t give a shit” attitude and let it rip.

Just increase your aggressiveness by 40% and let it fly.

Just start reaching out and touching people... spark dialogue... brainstorming and asking for things.

Just get out there, beyond your bubble of normal working restraints and let it rip.

You see, we all operate in our own restricted bubbles of action. We are used to doing the same habitual things and we get caught in the groove of predictable action steps.

Just step out beyond that and see what happens.

In other words, for example, if you don’t ever talk to people on the phone in your market, get on the phone and talk to some people. Spark some conversations.

Or, get on Skype and chat with some folks.

Interact.

Email people personally and spark a dialogue.

Reach out and touch people.

See what happens.

Keep doing it.

Open up possibilities.

Do stuff.

Take a flurry of action and just watch the results flood in. Increase your action, increase your courage, increase your aggressiveness, and force yourself to step out of the normal habitual world you've been living in. Do something different, something bold and do it all without regard or worry for what the result will be.

Be a rebel.

Have an "I don't give a damn" attitude and let it fly. Just see what happens. The world will get the hell out of the way for you and opportunities will open up like mad.

In fact, there's limited opportunities in the employee world. In the business world... once you are knee deep in the business world... opportunities are so abundant you have to turn them down on a weekly basis... sometimes daily basis.

Take a flurry of action and have courage! Be bold, be brave and who cares what people think.

Are you willing to do that, take a flurry of action? Are you going to do it?

If you do, then just pay close attention to what happens. Notice the results. Notice how you were when you took all that action. Recognize the entire experience.

Because, sooner than you think... you'll need to do it again.

If you take a flurry of action and then dedicate yourself to an opportunity that arises, then get knee deep in that venture or opportunity for a while... you'll then find yourself yet again in a habitual comfort zone.

You will then need to fire-up the courage engine again and let it rip again to get to the next level... or get out of your funk/groove/rut you've put yourself in because of comfort zones.

Conclusion!

Every step of the way, I want you to remember the Lion from the Wizard of Oz.

You see, Lions are kings of the jungle. They are supposed to have courage. Nothing messes with a lion. They get what they want. It's ironic that the lion in the wizard of oz is the one without courage. Lions are meant to have courage.

So are humans.

We went to the moon. I don't see lions going to the moon do you? We are supposed to have courage and we were naturally born to have courage.

Kids have courage.

I guess we lose our courage as we grow into adults and enter the rat race. We become like the cowardly lion from the wizard of oz.

The fact of the matter is it is indeed a lack of "courage" that prevents us from achieving our dreams. Your dreams are found just on the other side of "comfort zones"... and it requires courage to escape the tyranny of the average.

It requires courage to conquer your fears and to put your basic human needs on the line to achieve.

For, nobody makes it through the "dark woods" without courage, and once courage is obtained and utilized, anyone, even kids, even people with severe disabilities, even YOU can make it out of the dark woods and into the Promised Land of business success & freedom.

Respectfully Yours,

A handwritten signature in blue ink, appearing to read "Eric Louviere". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Eric Louviere

Ericlouviere.com

DisclosureJournal.com

PrivateLabelMentoring.com