

Startup Momentum - Fast Start Guide

Name: _____

Why did you buy this system?

Hi, my name is Sam Bakker and I would like to personally welcome you.

I am excited for you and I'm sure you are equally excited to access this information and start getting your life 'Fast Tracked' to success.

I want to start off with what many of these booklets start with, "Goal Setting". Don't even think about scrolling down and missing this section!

If you do not take the time to complete the goal-setting part of this report the next few chapters will prove to be useless.

Write down at the top of this report:

Critically, what is your current situation?

Example: I have 3 kids and I work at Wal-Mart. I have a \$20,000 debt to my name and I am concerned that I won't be able to keep my house if I don't make the next payment. I have been working in online marketing for 3 years now. I have not had any success yet but I have the knowledge. I need to start making \$600 per-week in order to quit my job.

Where do you want to be in 5 year's time?

Example: I want to be working from home and sending my 3 kids to college. I want to be in a happy marriage with my loving wife, have my mortgage paid off and the financial capacity to go on a holiday whenever I like.

Where do you need to be 6 weeks from now?

Example: I want to have \$1500 in the bank and be up-to-date with the payments on my house. I also want to have clients calling me regularly and be in the position where I can quit my current job.

Keep this piece of paper as a reminder of your goals and where you want to be.

Now that we have refined what some of our goals are, it's time to get into the biggest reason people fail to take action.

(This first week is as much about breaking negative habits as it is learning more and applying positive principles.)

Let me tell you about a guy I met in Sydney earlier this year. I was speaking at an event and once I had finished this guy Mike came up to me and politely pulled me aside for a chat. He started telling me about his life, about his struggles and all the seemingly unreachable opportunities that were laid before him. He told me he could not wait to get into my system as well as many of the other courses that were also being sold at this event.

After listening to him for a while I asked him a few questions and it became apparent that he had a serious problem. He didn't realise it at the time but it was not possible for him to become successful. But why?

I will address this question in a moment but before I do, please answer the following questions:

What focusses are occupying your time each day?

Where do you currently invest your time and focus each day?

What do you perceive to be your biggest opportunities right now:

Ok, now that you have done that, here is what Mike's focusses looked like:

- 9 – 5 job
- Family
- MLM opportunity
- Exercises at the gym when he can
- Likes to buy 3 Products each week
- Attends night classes at University
- Spends time with friends 3 times each week.
- Invests 30 minutes - 1 hour into their future (Building Their Business) 4 – 5 hours a week (Dedicates most of this time to watching training videos)

Now be honest - what are Mike's chances of success in this business?

Are you or your lifestyle similar to Mike's?

If your answer is yes, then please pay attention because this problem can be solved very easily but it will require discipline.

Here's what Mike agreed to do:

Show image of Crossed out tasks in Mike's mind

I want you to write them all down because you are going to have to make some sacrifices if you want to start a truly successful business that pays you year after year, all year round.

How do I know this could work for you?

Because this is exactly what I did to achieve success in my own business. I had focusses elsewhere and it wasn't until I cut off all of these 'opportunities' that I discovered what I really wanted to do and could focus on it and become skilled at it.

You must be willing to do this!

You have made the excellent decision to buy this course but I will tell you what I told Mike after we did this exercise:

Below are 3 lines. If you cannot fit this course into your focusses on one of these 3 lines then the system is not for you.

If you have more than 3 core focusses you will need to make a sacrifice in order to incorporate this course and dedicate the time required to reach success within a 6 week period.

Example: 9-to-5 job working 40 hours per week, Family - 20 hours per week, Contest App Sales System - 20 hours per week.

You need to be able to focus on this business for a solid 6 weeks in order to make it work.

There is no 'push button solution'. It takes hard work to succeed in anything you do but I assure you that if you focus and remain committed you WILL find success and it will all be well worth it!

Now that we have covered this I hope you have written a list of what you are going to focus on and for how long each week for the next 6 weeks.

Now let's address how you manage your time, how we plan the week and how you can ensure that you stay focused throughout the entire process.

Time Management

My girlfriend Eva is a person that I really admire. Assuming that you don't know her, let me tell you a little bit about her business because there are a lot of important lessons that can be learnt from her successes.

Eva has done the opposite of what I have just recommended you do. She runs 3 businesses and also attends university as a full-time student. The difference between what I just told you and why she is able to do this stems from the time and systems she has setup. She has about 16 people working for her throughout her 3 businesses and her time is extremely valuable. None of what she did took place overnight, it took her years to build her businesses from scratch. Because she constantly has so much going on, Eva has become very good at managing her time and as I have observed her and what she does, my own business sense and approaches have improved substantially.

Starting today, here are some tasks that I encourage you to make into daily habits.

What tasks do you aim to achieve on a daily basis?

Initially, when you start on this business it will be easy to slip into the mind-set that you need to learn more and more in order to be good at what you do. What can often happen is that you get so good at learning that the process remains constant even when you are not aware of it.

At the end of the day though, what's going to make you money?

Is it the training you are learning or the actions you take in your business?

Once you have gone through this course I encourage you to focus the time you have dedicated to this business during the day to what I like to call "Base Tasks".

I define these tasks as those that generate money the fastest. What tasks allow you to achieve your goals the quickest?

You may not know what these tasks are right now but as you build your business and act on what you have learnt, they will become increasingly apparent.

Here is how those base tasks might look like 1 month in:

- Send out e-mails to potential prospects
- Follow-up with potential prospects
- Write-up quotes for application jobs
- Monitor the progress of outsourcers on current projects

You will notice that there is a mixture here of tasks that generate revenue and those that ensure that projects are delivered. All are what can be considered “Base Tasks”, tasks that your business needs to accomplish in order to continue developing.

Tasks that would not be base tasks might include:

- Attend a meeting in town to search for suitable leads
- Have a coffee and a chat with a client
- Analyze information about outsourcing
- Go to a conference on making money
- Do more research on how to make money with other services

Remember, the key here is to make sure your day is occupied with the ‘right’ tasks and not the ‘wrong’ ones.

Outsource the Tasks You Don’t Need To Do Yourself

Outsourcing is a key part to any successful business. There are so many positive results generated by outsourcing that it now forms an essential part of any business plan. Right now you might be thinking; “Why would I want to outsource”, or even “I don’t have the money for outsourcing”.

These are both valid comments, however as soon as you make your first sale for \$1500 you will enter ‘action mode’ and if you don’t have someone else helping you out then you are essentially exchanging your limited time for money.

A friend of mine Liam Martin, who is the founder of timedoctor.com and staff.com, recently told me a story about how he learnt this lesson the hard way. Way back when Liam was running a new tutoring company he found himself constantly working himself to the ground to make it a success. He was investing 18 hours of work each day until out of the blue he started to feel an ache in his tooth that gradually became worse. Soon enough Liam was forced to see a dentist because of a chipped tooth. Liam was shocked when the dentist opened his mouth to stare in confusion and ask him “Which tooth? They’re all chipped”. Due to the demanding hours and stress that Liam was experiencing he

would grind his teeth all day long. The dentist told him that if he wanted to keep his teeth then he had to reduce his workload and stress levels immediately. Liam was forced to look for other ways to run his business as he could no longer do everything. After searching for a while he found a host of websites that allowed him to do this. What was even better is that many of the skilled outsourcers he was able to hire were willing to work for no more than \$2 an hour.

The point of this story is that it demonstrates that importance of outsourcers. They save you time and stress, and combined with some of the amounts many are willing to work for per-hour, it's not a matter of cost but rather of just doing it.

After Liam started to employ outsourcers he found that they were ushering in a whole host of other benefits. Many of these outsourcers were skilled in their area, even more skilled than Liam. Liam quickly saw the amounts of work being done increase dramatically. The work was also completed to a better standard than when Liam had done it personally.

So let me ask you this question. **Is your time more valuable than \$2 an hour? \$5 an hour? \$20 an hour?**

If your answer is "Yes, my time is more valuable than that" then look to outsource tasks that others can do. Be a smart business owner - as soon as money starts coming through the door, look for people who can take tasks off your plate.

Set Clear Goals On A Daily Basis

Setting goals on a daily basis is an important step towards achieving progress. Goals will help you to get a clear idea of what you need to do and how to achieve your most important tasks during your day. When I first started getting into online marketing this quickly became apparent. Few people know that our industry of online marketing/selling digital products is one of the most competitive industries you can become associated with. You always have to be working hard to keep up with moving trends, affiliates, partners and to continually produce products. I learnt early how fast one can progress when goals are clearly written down and then successfully achieved on a daily basis.

Every night before I would go to bed I would write down a list of goals that I wanted to achieve the next day. I would list goals that I knew I could achieve and never tried to overdo it. Then when I woke up in the morning I would get onto my computer and know exactly what I wanted to achieve and what actions I needed to take in order to do this. As a result of this goal setting mindset I have been able to earn a substantial amount in this industry and can now be considered as one of the top online marketers in this industry.

The lesson here is that if you want to be successful, driven and make fast progress, you must set goals for the coming day every night. If you do this you'll see a dramatic increase in productivity and consequently an increase in the money you make. Here's a useful software product I recommend that you use for tracking your goals each day: <http://teuxdeux.com/list>

Discipline

Finally, I want to discuss discipline. Everything that you have read and learnt up until now is utterly useless unless you can remain disciplined!

With all the distractions in today's world, particularly online and at home, it's very easy to be constantly pulled away from what you are doing. In order to succeed you need to be able to remain focused and that takes discipline. The best way that I can help you remain focused is by assigning to

you a series of challenging deadlines that you must commit to. An example of this was when I came back from speaking in Australia with Jeff and Kane. I had had a lot of fun, in many respects it was like a holiday but when I came back I felt like I was still over there. I remember catching myself on Facebook for the 30th time that hour and thinking to myself; “I’m procrastinating”. Then I decided to start a challenge. 72 hours to generate as much income as I possibly could. My initial goal was \$5000. I got focused and committed to my financial goal and went for it. I was extremely productive because I had no choice.

After 3 days of hard work after feeling unmotivated at the start of the campaign I pulled over \$13,650 in 72 hours. That’s the power of being disciplined, focused and working fast to achieve the goals that you have set yourself!

Are you exercising suitable degrees of discipline towards what you doing now online?

If no, then maybe it’s time you challenged yourself and took some focused action.

Use these principles to help you with your day, each and every day. If you can use these methods and ways of managing your time you’ll find that you can be very successful indeed. Focus on your goals and use these techniques to achieve them.



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