

# **Dropout Entrepreneur**

**KEVIN FAHEY**

# **FOREWORD**

**BY JOHN MULRY**

You're about to read Kevin's story of how he got started. When Kevin asked me to write the foreword for his book I was delighted. Firstly, it's my privilege to contribute to his book and if I can add a little value here for you, I'll be happy. My second reason is because Kevin and I are much alike. Sadly in the information marketing world and in the online business world there are a lot of charlatans, con artists and snake oil peddlers. A lot of them. People who would rather make a quick buck selling you crap you don't need instead of helping you get and achieve what you do. I know I'm not that type of person but more importantly, Kevin isn't either.

Everything he does from the products and courses he creates to how he builds and maintains his relationships with customers, clients, partners and friends is coated with the utmost integrity, honesty and value. I'm sure he'll testify to this, but he passes on making a lot more money by maintaining the level of quality of the offers he promotes and the company he keeps. He does so because he has your best interests at heart. Trust me when I say this, with Kevin by your side, you're in good hands.

, the reasons he pushes his limits for success and even his failings along the way. He's brutally honest and doesn't paint this fantastic business that we're in as easy street. Don't get me wrong, the information marketing world that we're in IS the best business to be in and the best model to have and follow. Whether you

are a fledgling or flourishing you would be wise to remember that. Like all businesses it has its drawbacks but my hope is that by reading Kevin's story and gaining insight from someone who has made all the mistakes, and lived to tell the tale, you can avoid some of those mistakes and blaze your own trail.

That's what this book will help you do. It's not a motivational woo woo book that will get you all dressed up with nowhere to go. It's a book that you can use to edge you back on track or point you in the right direction no matter where you might be right now. You may or may not know that my mantra is invest, consume and act; by buying this book in the first place you've invested in yourself and you've done what so few do. That's only part one though. By reading this foreword and (hopefully) reading the rest of this book

you're now consuming what you invested in. Finally, once you have consumed everything, you then must act upon what you have consumed. How you do that differs depending on your position, goals and level of commitment you give to yourself. Use Kevin's story and the lessons he shares throughout the different chapters to your advantage. Some of those lessons are worth ten to a hundred times what you invested to read them.

You would be foolish to think this short read has no value because of its length. Remember, there's no faster path to success than listening, learning and emulating someone who has done what you want to do. This is true of this book, but also true of everything you invest in. You should judge everything based on the value of the information, and not the bulk of the information. Judge based on the

value of the result obtained by implementing the information. If that's the case, this book, and everything you get from Kevin, from his information products to his courses to his private coaching, is priceless.

I'll leave you with an Irish proverb since both Kevin and I are from Ireland:

“An té a luíonn le madaí, eiroidh sé le dearnaid.”

In case your Gaelic isn't up to scratch it stands for: “He who lies down with dogs, gets up with fleas.” I believe this sums up one of the keys to success in business and life; who you invest your time and money with will determine how successful you become. With Kevin, you're investing your time and money wisely, so go forth, read this book, enjoy it and if you get the opportunity to work with Kevin, jump at it, you'll not be disappointed.

John Mulry

Top Selling Author, Trusted Marketing  
Advisor and Speaker -

[www.JohnMulry.com](http://www.JohnMulry.com)

# Contents

1	An Opening Rant	Pg 9
2	Who Am I?	Pg 17
3	Turn Off The TV - You're Broke	Pg 36
4	Focus & Mapping Out Your Goals	Pg 45
5	Entrepreneur Roller Coasters	Pg 61
6	The 25% Work Rule	Pg 87
7	Saying No	Pg 94
8	Become The Expert	Pg 104
9	The New You	Pg 113
10	Closing Rant	Pg 124
	Acknowledgments	Pg 131
	Bonus Training	Pg 135

# **Chapter One**

## **An Opening Rant**

With less than six weeks left in the year and after six months of torture, there's a lot I need to get off my chest. Goals have been missed, a few disappointments and some stress to deal with, but at the end of the day, I'm still worry free and more than happy with the outcome.

Quite a depressing opening paragraph but bear with me and I promise you some entertainment, some discoveries, and a few life lessons.

For those who have followed me through my internet marketing career over the past seven years, you may be expecting this book to be another one of my guides on how to grow or start your own online business. However, this book is going to be a little different.

What I want to talk about in this book is my life as an online marketer and how I've overcome the many obstacles and roadblocks associated with growing your business, launching new products, enticing new clients and even getting married.

I want to share my desire to take multiple holidays, and explain how I plan to take a full four months off while my business runs on complete autopilot.

Life isn't a fairy tale story and profitable business ventures don't just fall into your lap. That doesn't mean life has to be hard. It's all about entrepreneurship. Success, failure, and most of all "trying".

You can only ever fail at something when you really try. If you didn't really try, you'll never learn why you failed.

Anyone can achieve anything in life. If you've big goals, unstoppable dreams,

and you're willing to put the work in, you will be successful. That may seem a little too confident for some people, but there are a lot of lessons to be learned by this sort of confidence.

Success stories don't just happen. They require planning, training, education, risks, sacrifice and mentorship. Even with everything listed, success is not guaranteed.

With all that being said, success is not about luck. Making things happen is never about luck. If that statement is in the back of your head right now, remove it and state the facts. Success is about work, dedication, accepting failure to improve, and pushing your limits. It's not rocket science and it's something anyone can do. Fifteen years ago I thought success revolved around a good day at the horse races. Moving forward and I have

accepted being unemployed in the winter with barely enough to barely get by was not the life I wanted.

In 2006 I finally hit rock bottom. Six years of travelling, partying, and being broke had taken its toll. To be clear, I have no regrets, but I felt slightly relived and particularly lucky when I met someone that I cared for more than the party lifestyle.

I now had a “why?” in my life and finding your “why?” is the first important step in changing your life and becoming successful. Let me explain.

You will hear many mentors, life coaches, and motivational speakers tell you that you must find your “why?”

I believe before you find a “why?” you must first remove your “inner devil”. This is a phrase I'm borrowing from Dean Graziosi, a motivational speaker I started

following two years ago.

Let me explain a bit further. I presume at some stage almost everyone has watched the Simpsons cartoon. If you remember Homer, when it came to making an important decision, a bubble would appear around his head with a “Devil Homer” telling him to do the wrong thing. He would sometime do the right thing, but more often he would not.

Now what would happen if that devil never appeared? Homer would always do the right thing, be more successful, and Marge would be less stressed.

Everyone has an “inner devil” inside of them, just like Homer. It there telling them they can’t do this, they can’t do that, they’re not able and it’s not possible. The “inner devil” forces you to just stop, quit and give up.

What if you were able to remove the

“inner devil”? Every time it appears you smack it down without any thought or resistance? I’ll return to explain this later in the book but removing the “inner devil” will help you find your “why?”.

So you find your “why?” But why is this is so important?

Ask yourself a few “why?” questions. Why do you want to be successful? Why do you want to change your life?

I hear many people say that they want to make \$10,000 per month. Perhaps this is one of your goals as well, but why?

You must find a “why?” that is strong enough that you would do anything for it.

When I met my wife I want to make \$10,000 per month so I can take my family on nice holidays whenever I want and provide them everything they need.

You see with goals and aspiration like that, you’ll push and push and push.

If you wanted a beautiful new car but knew you would have to work harder and make lifestyle changes, you would push harder for it.

I know that just surviving is a part of daily life for many people. Life can and should be so much more than just surviving. I personally believe a bare means of survival is a bare means of existence, as harsh as that might sound.

I know that just surviving is a part of daily life for many people. Life can and should be so much more than just surviving. I personally believe a bare means of survival is a bare means of existence, as harsh as that might sound.

So find your “why?” and hopefully, by the time you finish reading this book, you’ll have the vision of the lifestyle you’ve always wanted and begin to create a plan, to start achieving your goals and by taking

consistent action you can achieve all your dreams.

## Chapter Two

### Who Am I?

In this second chapter I want to cover a few things about my past on the road to entrepreneurship. I'll try my best not to bore you.

I was talking with a German friend of mine the other day about writing this book. I told her it would probably be fifty to sixty pages long. She just laughed and said "a small book then?"

There are few reasons this book will not be hundreds of pages long. First, I'm hoping a few family members and close friends actually read it to the end. Knowing many of them would struggle with anything over 200 pages. And secondly, I believe things only need to be as long as they need to be. No longer and no shorter. If can I get my point across

faster, I'm saving you time, and time is money.

I am forever grateful to my father for giving me my first taste of business and I'm really lucky to come from a knowledgeable business background. My father's six brothers and three sisters were all self-employed business owners for as long as I can remember.

They were mostly involved with horse racing and although they tried to introduce me to the industry at a young age I decided to take up partying and travelling as they like to put it.

So let's skip past the baby years and jump into my first smell of entrepreneurship (a word I only learned the meaning of a few years ago). Entrepreneurship became an obsession of mine after getting a new PC led me to spend many hours "surfing the web." And as we all know, while "surfing

the web,” you’ll come across ads like “Make Money Today,” etc., Now at this stage, I’m 13 maybe 14 year old, so why I got so interested in entrepreneurship and making money, I have really no idea.

I remember that I found a website where you can click on ads and view a website for thirsty seconds and get paid. WAHOO! Winner... I think I lost a few weeks of one summer, sitting and clicking and waiting. No regrets, it proved something. One day a check arrived in the house for around \$35.00 USD. I asked my mother to cash the check in the bank. On a school lunch break I was told the bad news, which I found entertaining and still do. The bank wanted £20 Irish Pound to cash the check, which would end up costing me because of the exchange rate. Needless to say, that was the end of this particular business venture.

A few months later, I decided to create my first business. This was called “Printing Progress.” Interesting name you might think, but I reckoned since I wasn’t a professional and always progressing it matched. I designed and printed business cards, flyers and leaflets for various businesses such as takeaways, taxi drivers and a few other small jobs. Nothing life changing, but a little more pocket change for a school kid. I remember getting a call one day from someone looking for billboard signs and realised I must be over my head a little.

So all these little adventures were happening while in school and as far back as I remember I’ve always had at least one part-time job. Boredom is a horrible thing at times.

They say kids are mischievous, and I would say that things might have gotten

worse in my case, for a while anyway. Since this was mentioned during the best man speech at my recent wedding I might as well share it with you.

School can be profitable. If you remember that guy in Fast & Furious - Tokyo Drift, he was selling iPods, runners and all sorts of things to the kids in school. It's a playground for him and a money maker. Now I didn't have things up to this level, but I always managed enough for lunch, a pack of cigarettes and I could afford the tip the guy who bought us beer from the off licence.

It wasn't long before I realized we didn't need this guy, we just needed ID cards. So, I had this knack and interest in computers and we were a group of 15 to 17 year olds who could not get served in the local pub because none of us have an ID card.

The school had these flimsy laminated ID cards which I'm sure someone thought was a great idea at the time. Note the Irish National ID Card did not come in until years later. I'm not sure the exact story but when "shit hit the fan" let's just say the laminator was confiscated and I was banned from purchasing a new one. I can only imagine a local bartender was thinking that these 18 year old kids are looking younger by the day. Looking back, I can do nothing but laugh and it this particular business venture was a pretty short spell.

Overall, my personal opinion about school and the current form of education is overrated. You might not agree, but many of my successful self-employed friends think the whole education system needs a complete overhaul, and I could not agree more. Now, I was no Einstein but I recall

showing my “Information Technology” teacher how to use the PC. My business studies teacher was a lovely lady but a Nun, so I expect no degree there or actual experience. I don’t recall making use of anything since I left school and I’ve travelled a lot. History taught in school is a load of bias bullshit in my opinion. You’ve a book written by an Irish person, taught in an Irish school by an Irish person, and approved by the Irish government. If you look at history books in England, Scotland, Spain or America you’ve different versions and different events. I believe this to be extremely bias opinionated nonsense so I’ll leave it at that.

Let’s move on to the next chapter of my life. I’ll be honest. It’s blurry so I’ll keep it short. At 15 I finished up in school. In Ireland once you finish third year in

secondary school you're giving an opportunity to take one year's work experience. I know our UK neighbours and US friends have different terms and not even sure if the practice is still in place. Regardless, you get the point.

You can only guess what happened.

After working extremely hard in a hardware store, and learning new things daily in all parts of the business, my boss at the time had given me an opportunity to stay on, earn more money and move up the ranks. This was a simple decision for me, but needless to say a few teachers did not like it, even though I made their life hell, and I remember my parents trying everything possible to get me back into school. At that point in my life, I simply wasn't having it and life went on.

So my dream of working in that hardware store faded away pretty quickly and my

new plan was to travel. I still believe it was a pretty good move, and I decided that the best way to travel was to become a bartender.

Everyone around the world wants Irish bartenders, right?

Well yes, this proved to be true. Let me quickly tell you about what was probably one of the best summers of my teens.

When I worked in the hardware store it was five to six days a week, working from nine in the morning until six in the evening. I spent many of evenings in the pub, (which was a typical Irish thing to do), so my solution made a lot of sense. Rather than be in the pub drinking, I could be in the pub earning money.

My first bar job was two nights a week at a local bar and this was excellent, but I still had five evenings free per week. I ended up getting another job in a pub

seven miles away working another three nights per week. So there I was, working six days and five nights every week. At that time I was working nearly eighty hours a week. I had no time to spend money, and I was always earning and saving. When I could, I would grab a one hour kip (sleep) between six and seven in the evening, if I was lucky to get a lift to the bar. Most days I would walk, hitchhike or cycle.

So how does this turn into the best summer of my teens you might ask?

My boss at the hardware store gets pissed off one day when I get sick and needed to take three days off. Since I had recently started a new job, I turned up for one of my evening shifts at the pub not wanting to let them down. Shit hits the fan anyway and I end up leaving the hardware store, and the boss at the local

pub offers me full-time work but only at the end of the summer. I ended up packing in the job at the hardware store. The way I looked at it then, I worked hard, had a few pounds in the bank account to survive the summer and was still working two nights a week. So, yeah it turned out pretty darn good.

I then spent about two good years enjoying life in my local down as a 16 year old adult, partying hard with my friends and older brother.

At this point, we were probably on to the next stage after I was invited to go to Mallorca on holidays with some cousins. While there, I thought the place was great and decided to stay. The next 5 years was pretty much partying hard in the summer, surviving in the winter, and waiting for the season to start back again. Lots of fun, but as I said it's blurry, and I want to keep

this short and not bore you.

Roll on to 2007, and winter time sucked. That's probably a mild word to describe it. This was in the middle of the recession when many people were hurting. I was always able to pick up small labour jobs in the winter but this time round, nothing was happening.

Before I met my wife, I got by and could just live it out with a smile. But when there are two people and someone you love around you it sucked. During the previous summer I meet my now wife and wanted to take control of my life, not relying on the tourism industry in the summer and hope of some extra's in the winter. This was definably the "why?" which got me going.

I've always said to people, after that winter that I will always be in more control and never have to experience the

same again. I wasn't living on the streets or anything like that but I was with someone I cared for, wanted to settle down with, get some security in my life, get married, have a family and buy a house. You know all the normal things that you should do in life.

Enter the beginning of my Online Career.

We are now about 15% into this book now, and I know not a lot of life-changing information has been revealed so far, but I wanted everyone to know where I've come from and what I've done in the past.

I spent the first six months of my online career working over ten hours a day, seven days a week without earning a single cent.

And it got worse.

The people around me did not believe in what I was doing, including the people I

was working so hard for. When I think about it, who could really blame them, society told you to work hard 8 hours a day and get a guaranteed wage at the end of month.

I believe when you work, you get paid. I've seen it all my life that if you work hard for an end result and long-term goal, put everything into it, and you're able to adapt to the ever changing times, you'll be successful regardless what happens.

I've also come to the conclusion that it takes 3 - 6 months to setup a long-term profitable business model and that's when you know what you're doing.

This leads me to the night I'll never forget. I made my first \$5.00 online.

At this stage, I was still clueless about the whole online marketing world. For my marketing friends and readers I'll embarrass myself here, and for everyone

else this part might bore you a little, but it's got to be shared.

We're still in the broke winter, pretty darn cold and its a few days before a transfer comes in. I managed to find 10,000 articles which I could resell and decided to put them on a forum. Around eleven o'clock that night I made one sale. From there, we pulled out the sofa bed with me checking the computer every 20 minutes for another one to come in. Around 5.25am another sale arrived, and I think within 24 hours I'd made \$20.00. Again not much, but big smiles all round.

A few months later I learned that I needed to build an email list of people who were interested in what I have to say and begin to build lasting relationships by communicating with them this way. I still live by this rule and for anyone who has researched making money from the

Internet you'll always hear that you need an email list. I and a former business partner invested over \$15,000 into an app. Another company developed a similar App and ended up selling their company for \$19 BILLION! Why? Because of the amount of people using their service and on the list. You see the power of a list and numbers? We'll get more into this in Chapter 5: Entrepreneur Roller Coasters.

After about three months I was generating \$150 per week, which was not enough to survive so I still needed a job. A friend who owned a bar asked me to help out in the evening for a few hours. This ended up being 8 hours in the evening, seven days a week. More or less I worked on my "online business" from 10am to 5pm and worked in the bar until 2am. Rinse and repeat daily for about three

months where it got to the stage where my online business was generating more than my normal job. That feeling was great. I ended up leaving my job and working full-time from home.

Remember when I said I would never repeat a winter like the previous one. All summer long I kept this in mind and when I had the unlimited hours to put everything into my dream and my success, I took it.

You could call this the next chapter in my life. When you remember moments years ago like they were yesterday. September 10th, I “clocked out” and took everything into my own hands.

Let’s start talking about numbers and figures. Keep in mind, it’s not all profit. Many marketers tend to leave this out.

So during September, my first month as a full-time marketer, with the little assets I

had already built, I managed to earn around \$1,800. The next month I made \$5,000, the following month \$8,000, and in January \$10,000. By June that year I was able to generate \$33,000 in one month.

My general rule with any business online or offline is you should aim at achieving 30% profits. The remaining 70% are your costs and business building funds, covering staff, advertising, rents, and the expansion of your business.

This might seem a high percentage to many marketers and to me now it actually is. Starting with this belief lead me to put 70% of everything I made back into the business for almost 2 years. As I said, it was not all profits. This allowed me to grow faster, invest in more courses, more traffic and experiment with more things.

At one stage we had five full-time staff

with 24/7 support. I had a programming team in India costing thousands of dollars every month, high paid copywriters, graphic designers and my own mentors. Over time, I learned to automate more things, buy less products as you get them for free from friends along with mentoring on pretty much any topic because you've build up the connections. And then instead of paying for mentoring, you get to sell your own coaching programs.

The lesson here is that as your business grows costs can be reduced if you make the correct decisions. I made hundreds of wrong ones, which cost me cost close to \$100,000. In this book I will covered many of my mistakes, success stories and lessons I've learned. Hopefully saving you time, making you reach your goals faster, and make more money.

## Chapter Three

### Turn Off The TV - You're Broke

My first idea was to name this book “Turn Off The TV - You're Broke” but after some consideration I decided this might not be the best idea. Everyone loves TV and very few like the truth.

From the start the whole idea of this book was to get people to wake up, get up off their asses, stop making excuses and realize there is no such thing as luck in success stories.

It's also pointless waiting around for that magical break, because it will never come and the lottery, well, you know your chances. Even if you win a few million, get taxed on it, and live the life of your dreams, you'll be broke in a few years and back to square one.

Personally, I would rather earn a few

million a year and you can too.

I'm not quite there "yet" but I'm surrounded by people already there which is half the battle. I don't want to sound like a complete bore, but TV is a complete waste of time. Think about it, what are you ever going to learn? Every day I see so many people's schedule revolving around what is on the TV. I even grew up with it. The same TV program on at lunch, same 6.30pm program called "Home & Away" for maybe twelve years. What's the point? I'll use a good football match as an excuse to go to the pub but 90% of the time something more important comes up.

One of my most unpopular blog posts was called the 30 hour work day. The reason it was unpopular was because I was asking people to get up earlier, work harder, organize their life and achieve their goals.

The problem is no one likes the first three parts. They just want to achieve their goals without any effort or sacrifice.

Here's the truth. If you want to achieve your goals without making sacrifices you might as well put down this book and go turn on the TV as it isn't going to happen.

Here's what I wanted to achieve; first, become healthier, walk the dog more & work out more, then I want to make more money for investments and my retirement, and also to travel more or even relocate to another county.

Now most people reading that are thinking, that sounds awesome, I wish I could do that and then you sigh. Well here's the thing, WAKE UP! You can. What's stopping you?

Ask yourself how often you are bored in your life?

Let's just say for example you find

yourself bored an hour per day or you end up playing games on your mobile for one hour per day. Many people experience this. Maybe you do too.

Now let's say you spend another hour a day watching TV. Many people do this, if not many hours.

Next you sleep on average eight hours a day. Doctors use to recommend eight but it's starting to be proved that less can be better. I settle for six any day, can live with four hours and wake up cranky when I've more than nine.

So let's say you forget the old doctor's recommendation, you sleep seven hours, even train your body to if needed, put more time and enjoyment into your life while you're awake because we all know, while we're six feet under we'll be lying on our back enough. Think about that when you're half-awake at six in the

morning. It's the reason I'm happy to "get up" once I wake up.

The way I look at it, that's a part-time if not full-time job, so again what's your excuse? There is so much you can do with this time.

Two of my bullet points above related directly to money. The other two are things anyone can do with no cost, budget or money.

I'm lucky enough to live in Mallorca which is a very multicultural island. Some of my best friends here are from Ireland, England, Wales, Scotland, Germany, France, Holland, Belgium, Portugal, Denmark, Norway, Sweden, America, Iran, Spain, and all over the rest of the world. What's my point?

Well I'm surrounded by a lot of free-loving spirits, many who took a massive decision to leave their home country,

travel the world, experience more things and change their lives. They took a massive risk, and in my opinion are living on one of the best islands in the world. So with all that said, this chapter is dedicated to my friends in Mallorca. You've already succeeded in so many ways.

On the other hand, and I'm just going to be open here, I see people daily who fight for everything they have and eventually get they what they want. There are people I see with so much to offer just surviving and not getting what they want in life.

Here's what's I'm saying to anyone who already made a big decision which worked out well.

"You've already proven yourself once, why not do it again and again and again?" It's the same for people I meet all round

the world living in their home town, not happy and also not tied down.

Maybe this is someone like you.

You're in a job you don't like. You are trying to make ends meet, living month to month, no wife or kids. You make a bold decision to move to another country, you find whatever sort of job. The worst that can happen is a few months or years later you end up back in your hometown living month to month again. Nothing really changed.

But at least you tried. And it is this that is so important.

During your experiences you learn new things, meet new people and discover new places. Now what's the worst thing that could happen?

You find a perfect job, in a perfect location, and meet love of your life.

You find a business model and expand it

so you don't have to worry about money. You find a lifestyle that is absolutely perfect for you and makes you happy.

If you're in a situation which is not making you happy, do something about it. Don't blame others, don't bitch, moan or whine about it. Do something about it. Unless you're locked in a cell for some reason, remember you're a free person who can do anything you want.

Decide Your Own Future & Build Your Own Lifestyle.

Why not?

Some people talk about "why money is so important to others".

Let's be realistic about it. Everything costs money. This is a simple fact all people need to face. Ok you can live by the beach and live on \$10 per day which I've done for many winters, but yeah I wanted more. If my rent was not payed on time,

where would I live and how would I survive?

A good friend of mine from London said to me years ago that if he was self-employed, could work his own hours and do whatever he wanted, he would probably never work.

My simple reply was, “how do you pay the bills at the end of the month”?

Being a smart guy, he got it pretty quickly from there.

Anyone willing to make the sacrifice and understand that “they can and anyone can” plan out their own future once they're willing to map out their goals and take action.

## Chapter Four

### Focus & Map Out Your Goals

I said that I would share some of my successes and failures in this book, so I'm going to begin this chapter with a few of them.

When I started I had a goal and a plan every single day. At the time I figured the bigger my email list, the more money I made. This was true at the time. I purchased website traffic to get people to opt-in into my email list and from there I sold traffic to other marketers for the same reason. I wrote a book on it called Solo Ad Escape which explains my success but also why I stopped using this model.

Then I started creating products and services which include PDF guides, video training guides, software programs and app and a design service.

My biggest mistake from this change was not having any major long-term plan. I was working project to project not taking into account it can take three to six months for anything to be profitable.

This mistake ended up costing me around \$40,000 due to business costs, bad investments, high cost lifestyle and in general just having no direction. Let that be a simple lesson for having a plan.

I got into self-development coaching about two years ago buying up lots of products, watching video training and reading PDF's. I ended up coaching an international self-development speaker on internet marketing and Facebook advertising. Getting access to all his training and listening to him during our Skype consulting calls really showed me what's possible.

After purchasing a course which cost

around \$500 I realised at the start, the course said it would take someone three to six weeks to complete the course, which I was happy with.

I completed all the training, filled in all the homework boxes and checkboxes, all in an afternoon by the pool.

Big goals, big dreams, and I could envision it all in six weeks.

Did it happen? Nope.

My goals were too unrealistic for me to complete, with too many steps too fast, but that \$500 spent taught me a two valuable lessons.

First, plans and goals are great, but without actions they are worthless.

We can also sit down and write on a piece of paper what we plan to do to change our lives, we can scream it in the mirror while drunk, stay awake at night thinking about it, but without actually getting up

and doing something about it, your thoughts and ideas are worthless. They're only thoughts and ideas.

Secondly, aim high with realistic goals that you can achieve and push your limits. I recall a conversation over dinner about five years ago when I went back to Ireland for Christmas. My mother asked me if business could get quite one day and if work would stop coming in. It's actually a very common question and that answer would be, work never stops once ideas keep flowing. My answer was no, I explained my business somewhat and told them my goal is to make \$100,000 per month before I was thirty. Everyone looked at me and thought I was crazy. Here's the thing, a few weeks after my 30th birthday when the party died down the accountant rang wanting his numbers. I remember this dinner conversation and

remembered my goal. Now obviously I missed it, I knew I was way off the mark but I decided to add up my revenue for the past four years and it ended up being about \$1,007,000.

Did I fail? Not really. Something was accomplished. My goal was probably not reachable but my aim, plan and structure made the outcome positive. I still achieved a solid average of a very nice six figure annual income.

There is no such thing as failure when you put effort in and try; only experienced to be learned and profited from in the future.

One of my biggest fumbles over the years was not having a plan in my business and I believe I've overcome this. This solution is simple. Simply create a plan.

This might sound like same thing you here in other motivational books but the truth

is they all state the same facts and ask you to apply the same strategies.

Step 1: Create an image of yourself now and where you want to be in 12 months' time. One sheet could have your current income, your lifestyle habits, your personal life, your freedom, your overall happiness. List everything good and bad. I could probably easily list 10 things right now.

Flexible working hours.

Living in a nice place.

Happy with friends.

Happy with the married life.

Want to quit smoking.

Want to be healthier.

Want to buy a big house.

Want to start a family.

Want to work less hours.

Want to invest in real estate.

So let's take the first four. All things I am

currently happy with. No matter what direction I go, these are things I want to bring from the left side to the right side.

Using a whiteboard works really well for this exercise. It works even better if you don't clean the whiteboard that often. You write something down and every time you walk in and out of your office or work room you see it. Then, where you want to be and how you are going to get there begins to sink in.

On the left, you have your current situation and on the right is where you want to be. In the middle you need to break down what's remaining in order to achieve your goals.

So just to draw a picture for you.

On the right I've got flexible working hours, living in a nice place, happy with friends, happy with my relationship. These are things I currently have which

require no further effort on my behalf. I can be happy that I've already achieved this and each time a look at the board be grateful for it.

Then on the left there are all the improvable points which I would like to change. Now here's where most people begin to fail.

They don't feel like quitting today, which means they'll not be healthier tomorrow. They can't work less hours because they want to buy a big house and start a family, and they can't invest in real estate because they currently don't have the funds. So what do most people do? They quit, return to the TV and their normal satisfactory boring life.

Please don't be that person. Let's break down what we need to do and how planning it out with a possible timeframe would make it possible.

I want to quit smoking - I need to set a date when I plan to stop and from there make no excuses. I need to want to quit and understand the benefits it will have keeping in mind my health and my wealth which will help the points below. I plan to quit next Monday, a fresh week, a fresh start, and I will quit.

I want to be healthier - If I stop smoking and eat out less I'll naturally feel better, have more energy and be able to work faster and smarter. I need to create a list of my favourite healthy foods for cooking and prepare a working training schedule. I plan to work out four days per week and only eat out twice per week, providing myself with that treat.

I want to buy a big house - If I take into account what I'll save from smoking and eating out in restaurants, plus add what I could actually afford to save money each

month, I could set aside \$5,000 per month. Within two years I would have \$120,000 saved which is more than I need to get a mortgage.

I want to start a family - I understand security is important before having a family, but we're also comfortable enough and we can afford one at any time.

I want to work less hours - This is simply a matter of organizing my daily, weekly and monthly schedule better and hiring an assistant to streamline everything and managing any tasks which do not require my direct attention. I spent four months attempting to get this under control this year and it failed, but I will try again and succeed. I talk about this particular situation in Chapter 5.

I Want to invest in real estate - Every time we had a successful launch or month in

our business for the past six years, I ended up splashing my cash on stupid things including experience holidays, cars, and whatever else. I've no regrets, but the party stops now. I promise that every time the business makes more than expected in any given month I'll set aside that money for investment properties or to get closer to the goal to buy a house and worry about investments after that.

When you write something out and you believe you can accomplish it, this is when you can start designing your own life.

But remember words without actions are simply words.

For this to work you need to make a daily plan, weekly plan, and monthly plan.

For example, this Monday I'll quit something. Every Monday, Wednesday & Friday & Saturday I'll go for a three kilometre run and spend thirty minutes

working out. My post workout meal will be straight chicken, fish, rice & salad. I'll try to cook enough for two nights so I can eat similar six nights per week. I've always been a fan of Soup & Sandwich for lunch so I'll go back to that. Every Monday I'll also transfer \$1,000 to a savings account. I'll treat this like a bill which must be paid weekly. I can see myself getting healthier, having more savings and overall feeling great, but I know that if I want to achieve my goals in a faster time I need to push harder and make things happen in my business. This is when believing in yourself and taking things into your own hands comes into play.

Record everything on a spreadsheet and in your calendar. Writing down dates and times for every part of your goal is the key. A complete vision and understand of what you need to do each day to achieve

your goals.

I've been using a calendar the past 3 years and depending on the project or what's happening my schedule would look similar to this.

Here's a copy of today's schedule.

9.00 - 9.30 am - Reply to emails and support desk

9.30 - 10.30 am - Run & Workout

10.30 - 11.00 am - Preparing Promotions

11.00 - 1.00 pm - Product Launch Work

1.00 - 2.00 pm - Break / Lunch / Walk The Dog

2.00 - 4.00 pm - Write Book

4.00 - 4.30 pm - Social Media

Pretty simple right?

Now yesterday my schedule was similar and I always have the opportunity to finish up early or take the day if I wish. I set myself a goal of writing two pages per day for this book. Yesterday for some

reason at 2.30am in the morning I was still typing away. I ended up writing fourteen pages and looks like the book will be complete on time if not sooner than expected. Now I had two choices and the same choices most people face daily. It was a quiet night in so it was watch TV or work closer to hit my goals. For me, it's a simple choice.

Let's take another example. I've spoken with hundreds of people over the years and most people I meet have a goal of first making \$10,000 per month.

That's \$120,000 per year and this could be fulltime or part time.

We'll talk about Internet marketing in this example. There are so many routes, such as setting up ecommerce stores, building an email list to do affiliate marketing or launch products. You just need to break it down.

Ecommerce - I need to have 10 sites generating \$33.33 per day to reach \$10,000

Email Marketing - I need a list of 10,000 people subscribed to my list that I can market to daily to make \$10,000 per month

Product Creation - I need to create one product per month and sell 500 - 1000 copies each to reach \$10,000 per month.

So from here choose your path and break it down more.

Ecommerce - If I build and advertise 1 site per month I'll reach my goal in 10 months

Product Creation - If I create one product per month I'll be reach my goal in 10 months. Write out 3 ideas and get started on them one by one.

Email Marketing - If I add 1,000 to my list every month I'll reach my goal in 10 month.

You see how easy it really is?

Once you complete this book, write down all your goals, what you need to do get achieve them, plan your life and take action. It's that simple.

## Chapter Five

### Entrepreneur Roller Coasters

So you've mapped out your goals and you know what's required. It's all easy sailing from here right? Wrong. This is where the fun begins, or should I say the really hard part.

You've made a decision to change your life but everyone around you thinks you're crazy. They see your notes and whiteboard and laugh saying you'll never do it. Maybe it's another one of your "not so good ideas" which is doomed to fail. The naysayers, the non-believers and the hypocrites.

They come in all shapes and forms.

Some people want you to fail because by seeing you succeed they'll feel left behind and feel sorry for themselves. Life's a bitch, but that's a fact.

Many people believe that you should work nine to five, take four weeks holidays every year, accept shit from your boss all day, and retire with just enough money to scrape by. Who could blame people for believing this crap, that's what society tells you to do.

Then you have people worried and afraid of seeing you fail. These are usually the people closest to you. They don't want to see you waste any time or money, but again, they just don't see the big picture. They're living the life society created for them, while you got your own plan.

That's probably the biggest hurdle for many people; finding people around you that believe in you, more at the beginning. Here's the most entertaining part when you succeed, when you turn things around and you're healthier, you have more freedom and more money.

The naysayers and non-believers will be scratching their heads asking how you did it.

I want to say this loud and clear. This is no such thing as easy sailing if you plan on seeing success.

You'll find so many roadblocks, mountains to climb, new things to learn, you'll reach certain levels and getting to the next will be ten times harder.

This is what the Entrepreneur Roller Coaster is all about.

Let's take a look at the numbers again for an example:

My first goal of \$3,000 per month was reached in six months.

Six months later I reached \$10,000 per month.

Six months later I reached \$33,000 in a month.

Since then I've been pushing and pushing

to reach \$100,000 per month.

I blurt out my idea, with the downfall that I don't know any scientist and don't have a lab. You know, all the normal crap that people would put themselves down for and end up just saying that they can't do shit. Luckily, I'm not with one of those nine to fivers who would just laugh. My good friend, who knows too many millionaires that got wealthy from their ideas, knows a man who works in a lab in China. It turns out the idea could be possible. This is where the "Law of Attraction" comes into play at times.

I'm on an 18 hole Par 5, the conversations led to many creative ideas but we never actually went with this particular one. Here's the idea for anyone who wishes to make a few million with it, or at least try. It's a sunny day and you look like an absolute; not sure what word to use here

without insulting anyone, with all the political, nanny-state shit happening, but let's say, Clumsy Jackass. So you are trying to see a text message on your phone. You walk into the shade, stick your head under the table or hold your hand to the sun and start saluting like a German soldier just to avoid the glare on your phone.

So my idea was to create a peel on, peel off glare-proof screens for all mobile device models and all TV models offering free delivery worldwide.

As I said, it never happened and the idea is all yours if you fancy it. Just let me know and buy me a beer if it works you.

So my idea was to create a peel on, peel off glare-proof screens for all mobile device models and all TV models offering free delivery worldwide.

As I said, it never happened and the idea

is all yours if you fancy it. Just let me know and buy me a beer if it works you.

So my idea was to create a peel on, peel off glare-proof screens for all mobile device models and all TV models offering free delivery worldwide.

As I said, it never happened and the idea is all yours if you fancy it. Just let me know and buy me a beer if it works you.

When WhatsApp was first founded in 2010 it was a very simple application. In the same year my partner and I had a vision of a new similar app that would be ten times better, with more options and features but we would still keep it nice and simple.

After a few more rounds of golf, a couple of throws of darts, a lot of games of snooker, and a few skype calls we finally had a plan of action. We had all of the features mapped out and had an idea of

the aesthetic design of the software.

Our plan was to outsource most of the design work and the development of the software by finding a suitable programming team and a suitable graphics designer.

I would then just have to prepare a promotional strategy for the launch. I find it important to only do 25% of the work myself and outsource everything else. This is the 25% work rule which I will cover in more detail in the next chapter.

So, everything was 100% outsourced to other skilled professionals. We purchased a few domains and setup some social media accounts, all of which only took a few minutes or again were outsourced.

Now here's where the entrepreneur roller coaster ride really start to take effect. You see, software development was a new arena, something new, something fresh,

and let's admit it, something I knew very little about.

When we started with development, we were aiming our software for release on the latest iPhone 4. After six months of development and testing on various phones, then some more fixing bugs and additional cost increases, we finally have a working app. This was a happy day, but it didn't last.

We follow the usual steps when launching a new app. We setup the App Store account, sorted the subscriptions and started the review process. Then something happened. And looking back, we should have expected it.

Apple updated the operating system for the iPhone 4 and our app stopped working, it just continuously crashed. What good is an app which does not work on the latest version and who are we to

tell Apple they messed up our app?

So, we go back to the programmer and pay another \$5,000 to update the software and fix the bugs. After another 6 months of development, some additional design changes, a few added features and we were getting close to finishing. Then, boom. Another big iPhone update as iPhone 5 hits the market.

I'm sure many people were delighted hearing that news, but there was almost a tear in my eye writing that line. We had invested almost 18 months and \$20,000 into this project and now I had an immense decision to make. Carry on investing or let it go.

I know many people might be thinking, "Why did you let it go?" Well WhatsApp was ahead of us in all ways. Where we would take months to fix a bug, it would take them hours; while we would try to

add to our original features, they were adding similar, better and more without any delays related to iPhone updates. We have not even started on the Android market. We also began to notice other similar apps being developed with massive marketing budgets and still not succeeding. I do believe it was the right decision to just walk away.

The ups and downs of the entrepreneur roller coaster can be stressful and difficult but a sudden loop in the track can throw you overboard. You see there's the one thing that I'll never forget from the whole experience. The day my partner rang me with a confused tone in his voice, like he was half excited yet still very sad.

"WhatsApp has just sold for nineteen billion dollars" he proclaimed.

Ok, it was never ours, we weren't even close, we couldn't keep up, but at least

we tried.

During this time, the my beautiful girlfriend Jordana and I travelled a lot and my online business was sustained mostly by membership sites bringing in monthly recurring income and my email list buying and selling traffic which took one to two hours per day.

Fast forward to about three years and my business took another turn. The business model I was falling foul of (buying and selling traffic) was taking a massive dip. Let's just say buying prices were getting higher, selling prices getting lower and overall investment extremely low. Sort of like a bad month at the stock markets.

During this time I also learned an important lesson in membership sites and recurring income. Many people asked me to include some marketing ideas and suggestions in this book, so here goes.

Let us start with membership sites. If you bring in a hundred members in the first month and by the third month you've only got forty members left, then at this decreasing rate, after twelve months you will only have ten members left.

So the biggest issue here is income. At the start you are getting \$2,700 per month and a year later you're getting just \$270. Bills still need to be paid any your lifestyle needs to be maintained. So, what's the solution?

Simple, if you're going to lose ten members per month, bring in twenty. This way your business always grows and your income never decreases.

A way I would continue to grow would be using a Pay-Per-Lead script called "List Profit Generator" which means I pay other affiliates to send me subscribers daily. I then put their subscribers into my

funnel to feed my membership sites. Next would be product launches. I launch new products on a regular basis and use the membership as an upsell. Depending on the target audiences, I'll follow-up with Facebook advertising to help bring in more sales.

So that's exactly what I did. I began to launch product after product, consistently thinking of new training material, new software, and new coaching offers. I worked and I worked hard.

I thought it would be easier, but I learned then if you want more and want to scale up, you work harder. It never gets easier. I'll take my hat off to Chris Record here, a lesson I learned on one of his Periscopes. He was talking about how to scale your business to the next level.

For example, you're earning one million dollars a year and the next level is ten

million dollars a year.

Do you think it will be easier to get to ten million that it was to one million?

The answer is no, it's much harder. You'll have to work harder, work smarter and make more sacrifices. So where's the shortcut to success? There is none! You fight for it and you work for it.

Let's go back to 2011. I was launching more products and over time started created courses on "how to launch products." I'm going to shout out another marketing lesson here.

When I was buying and selling traffic and had a massive subscriber list people looked at me as the "Email Marketing Expert." People would consistently contact me for coaching and I would offer my coaching services for \$1,000. It works. So when I started launching product after product people would contact me asking

for coaching on how to launch products. So again, I offer coaching on product creation.

I would work with clients from \$2,000 - \$5,000 offering coaching including design services and copywriting. We worked in various niches, some exciting for me like self-development and marketing and others not so exciting.

I was working with various designers and juggling a lot of work. One of the designers happened to live fairly local and was already a good friend who happened to be another like-minded self-employed person. More conversations lead to more ideas and in January 2014 we open a local office offering design and marketing services.

All I was thinking is scale, scale, scale. More income streams, improved work location, and while I help the business get

started, the new business helps my current business grow.

Made sense right?

My original plan was work in the business from nine in the morning until midday more or less just overlooking the business. I would do what I need to do and then leave. Then when I would get back to my home office, I would just manage and overlook things while talking to current and potential new clients and arranging new product launches.

I have learned a few things since then. First, being in any new business requires 110% dedication. You can't work three hours a day on a new company aiming to make \$20,000 a month. I'm not going to go into all the details of the company but I want to see that there were four partners in total, so at just 25% each, there is a lot less profit for everyone.

I made a bold decision after six months to leave the partnership and close the office. I think everyone to this day agrees we all made the right decision to work from home.

This is a common issue and a topic that many people misunderstand, so I'll cover a few pluses and minuses of having an office, even if you don't need one.

Let's start with the pluses.

First, you actually have a workplace, free from all the normal distractions a household brings. Generally I was more focused while sitting at my larger office desk, especially when the office was empty.

Second, it was easier to meet clients and charge them more. Simple fact, the office rent, electric, water and rates all needed to be paid. The "work from home" rates were no longer available and the clients

did not seem to mind the price increase.

And the third plus is that work is work and home is home. For me I was most grateful of this part. I attempted to leave work at work and chill when I get home. I did this a few times a week and the princess was more than grateful for this. More time just chilling out at home, but let's face it, too much TV annoyed me.

Now to the minuses, and I reckon there's a lot more.

First and defiantly the most important for me at least, I enjoyed working when I want, how I want and where I want. Sometimes I'll take the day off and work from six in the evening until midnight. The next day I'll get up at six in the morning and finish before lunch or maybe just work all day.

Secondly, for those who need to travel to work daily, and I presume it's about 90%

of the people reading this book. I had a mere five minute drive to my office and that's all it was really. So if I planned to be the office at eight in the morning, I would get up at quarter past seven, walk the dog, take a shower, pack up the PC and leave. On the way I would grab a smoothie and maybe arrive at quarter past eighth. At half eight the PC is finally connected up and I'm ready to start the day. I would usually get around three hours of solid work done and at half twelve I would drive home, grab some food, chill out for five minutes and be back in the office around two o'clock. Depending on the day I've had, I would be packed up and ready to leave between four and six in the afternoon. I would drive home, reconnect my PC, and finish late that evening. The next day I would do the same. I'm scared to count the amount

of hours wasted on travelling here.

The third minus is profits. I live in a tourist resort, so for six months of the year all we'll see is paper bags rattling by the office and the odd inspection. From the cost of rent alone you can always double that for total running costs. This would exclude the quarterly and annual fees most businesses face. Realistically you're talking thousands of dollars per month. So to pay those fees alone, in our particular business, we would need to bring in two to three extra clients per month. Meaning, the first week's work covers costs alone. Balance them out in this case and it's just not worth it.

During this time I noticed a decrease in earnings from my online business. This was a worry from the start and something I did not want.

You could say this was another turning

point in my online career or me just getting back on track. I simply put all my focus into new projects, new ideas and new goals.

Within three days my business was back on track and my new ideas and plans were ready to take action on. In October I asked my girlfriend to marry me. It was a beautiful sunny day here in Mallorca overlooking the bay of Santa Ponsa, and we were standing under a ten metre concrete cross. With shaking nerves, sweat pumping and trying to balance myself on one knee for three minutes while she overcomes the shock, I finally got an answer.

We quickly set a date for the following October. From here I had a few things in mind. A three week holiday to Ireland over the Christmas period, the wedding the following October and my goal of

taking four months off to enjoy some time with the new wife.

From here, I mapped a plan for an entire eighteen months. I believe a business should run 24 hours a day, 7 days a week, 365 days a year when possible. Over the years we did a lot of travelling but I knew the only way to pay for the holidays, while on holidays was have my work prepared in advance. It wasn't rocket science but at times I was setting up over thirty emails to go out at various times, making sure membership sites are updated and my students had everything they needed before I left. It took time a lot of time and the above itinerary may only cover about two weeks' worth of business.

Still on my mind was taking my four month holiday. I knew for the business to continue running while I was on holiday, I

needed to make a few changes and possibly hire a bigger team, hire a manager and hire a content creator. Basically, someone to replace me completely.

I spent weeks on various outsourcing websites scanning pages of possible candidates, I researched local options which is difficult for this business, considering I live in Spain. I then interviewed various candidates and companies.

To cut a long story short, I trained three different people and companies to take over certain parts of my business. I spent months with each of them on the basics, not getting anywhere close to the level I was aiming for.

There was a valuable lesson learned here. If you've got ten years' experience in a particular topic and plan to teach

someone everything you know if a few short months, it's not going to happen.

So you might think what now?

Over time I've learned that the best way to make more money in any industry is to continue doing what you're good at rather than get involved in various projects you'll have less experience with.

I'll be straight up and honest here. The plan I'm about to reveal has generated me over \$54,000 in the past ten months. The past six months I've been tweaking that plan that could possibly generate me \$360,000 in 2016.

It's quite simple when you think about it. The \$54,000 I generated in the past ten months was from one service alone where I took on groups of twenty-five people and taught them a particular topic. In this case it was how to become a product creation expert. The course sold

out, students absolutely loved the content, success stories came from the training, and of course, I made money. Here's the really cool part about this. The entire program was managed in about two hours a week. It was one of the best business decisions I made to date.

It's something which is popular and takes very little time to manage. So how do I scale it? Simple, I double my prices and rather than offer one course every three months, I decided to run four courses covering four different topics four times per year. The only thing I need to do is increase my weekly work hours on this particular project from two to six hours per week and keep it more consistent. While this is happening, everything else in my business will continue to run as normal.

In the next chapter we'll talk about the 25% work rule which will allow you to free up more time.

## **Chapter Six**

### **The 25% Work Rule**

I've always been a big fan of outsourcing work. I'll just explain this quickly for those who might not understand the term. Let's say I have an idea to create a new product. It could be something such as a video training course which I could do in a few days. To launch a new product or service correctly is only 25% of the work.

But there is much more to it than creating an awesome product. You still have to write a high converting sales copy for the product, design a professional looking sales page, look after customer support and advertise the pre-launch of the program. Everything I've covered in this paragraph is outsourced. I pay a copywriter, pay a designer, and pay someone else to manage support. This

gives me more time for, of course... more projects.

I could spend days writing the sales letter and another week designing the sales page. Both would look terrible and I would make no sales because I'm not a copywriter or a designer. I pick the best people in the industry to help me deliver the best finished product.

This brings me onto the two different types of outsourcers you should have in your business.

Online business and offline business is the exact same.

If you plan to build a house you'll need a list of skilled tradesmen and some labourers to help. If you work in a restaurant, you'll have waiters, cooks and bartenders.

So here are the two things you need:

A team of professionals who you can call

upon at any time and will be there to help you. Of course with a fee and it can be mid to high price.

A set of labourers which cost considerably less than professionals and can help you with simple day to day tasks.

Remember that you don't have to do everything yourself, or more importantly, you cannot possibly do everything yourself.

Let's break down launching a new product for example. It contains a PDF guide and a video training course.

You've have four main sections; The PDF report and video, the sales page copy and design, the membership setup and formatting and the promotion.

The core product is obviously most important. In this case I would write the PDF report and create the videos. Generally I can do this in a week or two

depending on the scale of the project.

The sales letter and graphics, as mentioned before, I'm not a professional on either so I hire someone else to complete this part. I don't need to spend any time on it and don't need to worry about it. This allows me to put more effort in the actual promotion of my product. You see if I was to spend another month writing the sales page and design, there would be less time to prepare promotions and the project timeframe would be longer. In business you want things to move fast and be streamlined for quicker profits. This is why having a six or twelve month plan comes into play. I like to be working on two projects at any one time.

Because I use the 25% work rule and outsource things, my time is idle as I can be waiting. This allows me to plan ahead

for the next project, preparing everything for the copywriter and designers again.

Because I use the 25% work rule and outsource things, my time is idle as I can be waiting. This allows me to plan ahead for the next project, preparing everything for the copywriter and designers again.

Next, we have formatting, membership site setup, and support. Any time I have a task for my support team I'll always make a video detailing what's needed. Let's say I need to load twelve videos into the membership area. I would simply make one video recording showing exactly how it's done and pass the video over to the team. It may only take three minutes to add one video. Once I pass this task onto my support team, I've just freed up another thirty minutes. It's the same process for emails, support and pretty much any task you have. Record yourself

doing it once and pass the video and instruction over to someone else to complete. Then move on to the next task. My theory has always been “time is precious so replace it with money wherever possible.”

When you get these things in place and learn how to make the best use of both, you'll be in a position where you can get things done a lot faster, you'll have more freedom and you'll be actually running the business and not have the business running you.

You'll adapt your mind set and never have to say no in any situation. You'll have the confidence to take on any situation, knowing you can manage the outcome, even if it means hiring more staff. This is a rule you need to be careful with. As your business and connections grow you'll have people from all over asking

you to become a business partner, promote a new course or do interviews. One of my biggest mistakes was not saying “No” enough. Time is valuable and following other people's goals and dreams is never a good idea, which brings us on to the next chapter.

## Chapter Seven

### Saying No!

There's an expression which goes something like "the older you get, the wiser you get". The same rule applies to any online or offline business, in so many ways. The chapter title might give a lot away here but I think it's natural for so many of us to end up doing things we regret.

In Chapter 5 we covered some of my ups and down of entrepreneurialism. We talked about businesses where I lost a lot of time and money. Would I invest in these businesses again? Some maybe, others yes, but with a different angle and more experience.

On the other hand there would be many other times in business where I wish I would have just said No!

Over the years I'm getting better at saying no, while still perfecting the best formula for not putting people down or making them feel like you're not interested.

Here are some examples.

First there are partnership projects or joint ventures. This generally happens more online as your business grows or in other case you're associated with the right people the opportunities will come.

So put hard work into making your business grow and use by using the law of attraction you'll have more partnership opportunities than you can handle. It's pretty much guaranteed to happen.

This is where choosing the right opportunities can determine faster success with fewer setbacks

In the past few years I've been approached by many people who would like to create partnerships for different

types of bars such as cafe bars or disco bars. Years ago I would have just jumped at these types of opportunities saying YES, YES, YES! You know what they say about the YES man? Me, neither but I don't think it's good.

Nowadays I think a little more, or should I say a lot more. I find out the basic numbers of any business and do my research. Look at all business costs and ask; can it be scaled? How much profit is possible per day, per week, per month? Is it an all year around business or just seasonal? Continue to run the figures until I'm left with a number. So for example the number is \$2,000 per month, working five hours a day to do my end of the deal. End of the year it's \$24,000, which is \$65.75 a day.

Here's what I need to ask myself every time.

“Can I be doing something else using five hours per day of my time to earn more money?”

Of course the answer is yes!

So again you need to break it down. If the outcome of a business opportunity only gives you short terms rewards and income, the same as a standard paying job, your answer should be, no.

When a business partnership appears you never want to jump into a yes or no answer with anyone. An excited yes might make you sound too eager and maybe a little inexperienced. An instant no can possibly decrease chances of that person bringing further opportunities to the table.

So what is the solution?

Well how about a simple reply such as, “Sounds good, give me a few days to think it over and I’ll get back to you”.

Ask whatever questions you want before or after so you've something to work with if the plan interests you.

In the online business world, especially in the product creation and internet marketing scene, opportunities like this happen weekly if not daily.

Make sure you weigh up all the pro's and con's.

From my experience in launching new products and services, I would say that it is similar to practicing football, basketball, golf, snooker or any other competitive sport. When you practice with someone else who is better than you, your game improves. It's always the case, you'll pick up the other person's good habits and see how they handle difficult situations.

The same happens if you apply this rule to looking for business partners and business opportunities. If you find

someone with more experience the end result will be better.

Next you need to break down “who does what”. Talk about everything here before you ever say, yes. It’s impossible to cover every type of business partnership in this book, so I’ll not even attempt.

Ok, so that’s the first part of this chapter. Know when you say yes and no to the right business opportunities. Now I want to talk about your time.

After all, time is money, right?

You bet!

The biggest kick in the teeth for me would be interviews and phone calls. Don’t get me wrong, I love doing interviews and love getting on Skype with students, mentors, and generally anyone of interest.

Many of the interviews I’ve done have resulted in thousands of dollars in sales

and massive exposure. Some of the marketers who have interviewed me would have a tight schedule and would be picky about who they interview and for what. Needless to say, I'll jump on these opportunities any day of the week.

On the other hand I have been approached by marketers with little to no following, asking me for interviews. I turn 90% down to be honest as I can't do them daily and here's why. There are a handful of interviews I did which turned out to be a complete waste of time. Let's say the person has no following and the video gets five views on YouTube. There's twenty minutes of my time gone, I'll never get it back, all for what? Nothing. It was a complete waste of time and to top it off you could end up on a bad quality interview with someone who is actually embarrassing your business. Just say, No!

Next would be, Social Media. I know so many marketers who spend endless hours on Facebook “keeping up appearances”. I mean all day, every day. It’s not required. About two years ago I noticed myself getting sucked into Facebook so many times. You find a funny post; end up watching a video and along comes a collection of related videos. You watch these as well, wish a few people a happy birthday and check you Facebook messages three times. This can be very time-consuming. We’re talking about two hours a day, at least. Then people complain they’ve no time to do this or that. Here’s a simple solution which worked for me.

I installed a Chrome App on my computer and my Laptop. It’s free and you can find it by search “Facebook Newsfeed Blocker”. Basically what it does it block

your Facebook Newsfeed so you're not distracted. Of course you can easily disable it and it gives you three minutes of "play time." I choose never to use the feature.

Do you see me on Facebook during the day? Yes, it's very possible, but never while in the office. Here's the trick and my golden rule. Office is for working and the mobile phone is for Facebook during free time. It could be while I'm out having a coffee (I don't really drink coffee, I mean beer), waiting on the wife to finish her shopping spree or when all my work is complete, I then might indulge in some Facebook time.

Facebook and Skype might be instant chat service but that does not mean you must instantly reply. If it's two or eight in the morning, there's always going to be someone around distracting you. Now

don't get me wrong and think that you should never reply. Always, always, always reply to people but set aside fifteen minutes in the morning and fifteen minutes in the evening for this. Even once a day can be enough.

By making this decision and having a plan of action to work towards, you'll free up a massive amount of time and be able to achieve your goals quicker.

## **Chapter Eight**

### **Become The Expert**

A lot of people say you can become an expert in almost anything in three to six weeks. This is very true, but remember, you do not need to be an expert in everything, only what's required and when it's required.

Here's a prime example to get this chapter off.

The past year it has been on my mind that I would one day write a book. I guessed it would be later in my life but due having no major plans on the calendar, I started early. I've never written a book, I have no idea how to go about publishing a book or even if I could possibly get it printed. I was thinking I might need to hire a professional writer to help me, find a publishing company, which would be

interested but it would take years. I was happy with this.

So the first thing I did was purchase a few books which were similar to the subject matter I wanted to write about. I studied the tone of writing, checked if people were using professional words or slang language and looked at how long each chapter was and how long each book was. From here I knew what was required to complete the book. I was taking it one step at a time and came up with a forty-five day timeframe to complete my writing. During this time I remembered that I'm not the best writer and often get stuck for words. I went back to the bookstore and purchased a book on how to write better content and faster. It took me forty minutes to complete that book and I'm now writing around eight pages per session, so it was definitely an

excellent investment.

Seeing that I could finish the book more quickly, I started looking into publishing companies. My first concern was the book size. I didn't have clue what size a standard book for print, but a quick Google search gave me the answers I needed. Then I found one service which can print and deliver my book within seventy-two hours once approved. So I watched the overview videos, downloaded a template and pasted my text into the book. I submitted the book with 5 chapters to test and the next day I got an email stating why it was refused. Just a few small tweaks that I was already expecting, so I'll need to have them in place before I submit again.

I've not worried about the cover yet but I have a plan. I need to go back to the bookstore and research a possible cover

designs, looking at what type of covers are working and why. From here I can send the text and some photos to the graphic designer, and I'll have a book cover within thirty-six hours. Never an issue because I am using the 25% work rule.

Next is the best type of help you can get, professional help. Yes, you can find so much information on Google and YouTube. Always remember this but if you can find someone who has been there and done it, you have the expert advice that can make a massive difference.

I've got two students and friends who have published books in the past and I know they would be happy to check over everything, look out for common mistakes and provide me with an honest feedback. If these connections were not

around I would invest in some more courses and possibly hire a coach to answer any questions I have.

So you have a thirty year old dropout who can barely string a few words together managing to write a complete book with zero knowledge and experience in less than forty-five days. I've rinsed and repeated this entire process even since I started the Entrepreneur Roller Coaster.

I wrote this in the first paragraph but I'll say it again. You do not need to be an expert in everything, only what's required and when it's required.

Here is another example, I wanted my product sales pages to look more professional and decided I was going to make "in person" videos a few years ago. Now I know I'm really bad in front of the camera, have no idea how to use a professional camera or setup a recording

studio with sound, green screen and lighting. Sounds like a lot doesn't it?

After an hour on YouTube, all those questions were answered. After setting up everything and recording my video I began to edit. Sound quality was poor and there was a shadow I could not remove, which made the video look bad. Again I knew a friend who does videos and asked him to help. Within three minutes he replied and told me to click one box which improved the sound quality and to stand three feet away from the green screen while recording. Problem solved. I knew from there I just needed more practice in front of the camera.

For the past 6 weeks I've also been working hard on ecommerce store, when time allowed. I've always wanted to sell physical products as well as digital products like software. Again this was a

completely new niche to me and I decided I was going to make it work.

I invested a few hundred dollars into some courses. I setup three different stores which tripling all costs just by testing different things. I got a bit of a surprise here as I thought it would be a lot easier.

The whole process revolved around buying ads from Facebook, something which I've been doing for four years and consider myself good at. I started by sending traffic from Facebook to a website asking them to purchase the item. It was not working for me this time round and then I realized I was into a completely new game. I'm going to share an example of this one store. It was a jewellery store, and the items were just not selling.

The solution?

I spent hours researching other popular stores, researching prices, popular products, sale strategies, discounts, delivery rates, refund terms, photos, designs, logos and menus. The more you research the more you'll find similarities. Many companies spend millions on marketing and testing different methods. If the top companies are doing something a particular way, there's usually a good reason for it. This can be adapted to any business.

Next I looked at my Facebook ads strategy and started following other stores who were now advertising to me everywhere I went. I studied the ads, the format, the size and location, what text they were using and where you would land once clicked. I could see that these companies were doing it right and it's why they were successful. This is nothing I can't handle,

so again using the 25% work rule and I've passed this project onto designers to make it happen.

Once again, you have this guy who knows nothing about women's jewellery, clothing, or fashion. No ideas about sizes, designs, shipping or credit card payments, that manages to create a successful business selling clothes and jewellery to woman.

Regardless what your business venture is or what you are trying to achieve, there is everything you need at your fingertips. The trick is, and I'll say it one more time, you need to become an expert on a particular topic only when it's required, otherwise you'll get lost with information overload.

## Chapter Nine

### The New You

What's easier, breaking a good habit or breaking a bad habit? You would think breaking a habit which is bad for you would be the easiest, but unfortunately, that's very seldom the case.

Let's take an example such as exercise or trying to lose weight or tone up. I've been active in gyms over the years but completely inconsistent. One year I'll be a lightweight with a beer belly, next year I'll have put on 10kg of muscle aiming for a six pack and four months later back to unhealthier looking Kevin.

Why does this happen? I think it's easier for people to say no, than actually get up and do something, even when they know after the task is complete, they'll feel healthier, more focused, more complete

and rewarded.

Say you wake up with a horrible hangover. Irish mentality says, you get the cure and repeat the same process until you're either broke or just can't drink anymore. Others might prefer to sit on the couch for the day and do absolutely nothing or hope the day passes by quickly at work and you can wake up the next day feeling better. I did this for many years. It can be fun (for some people), but at the end of each of those days, what do you achieve? Nothing!

Let's say you do this one in every seven days. That's around 14% of your life wasted, hoping for the day to pass, feeling badly, not getting the best out of life and simply missing out on things. What a waste right?

I actually found a cure for this and it works every time. What's the solution?

Work, run, exercise and focus. I've seen it time and time again. When I look back at successful people who end up getting what they want in life, these people are focused with a clear mind, healthier body, and simply not wasting days feeling like shit.

I'm not just talking about hangovers. If you're sitting around bored, you need a break, you want to feel fresher, stronger and healthier, the simple solution is clear your mind and then focus on your goals.

The reason I wanted to mention this first is; without a free and relaxed mind it can be very difficult to focus. This is the reason I'm on the treadmill first thing every morning. Just do what works best for you. A healthier breakfast, a morning walk or go for a swim.

In chapter four we covered focus and mind set and talked about creating a plan

for your success. The daily routine, what needs to change, and what needs to be done? It's time to remove all the "bad time-wasting habits" that you achieve nothing from. When you say it like that, it's can't be difficult.

Personally, I like to be on the move. Ask anyone who knows me and they'll tell you I can't sit still for thirty seconds. It's not always be the case but definitely the past nine years. I'm putting this down to a few things but what comes to mind first is owning a dog.

I got my first dog when I was 21 and before then I worked mostly in the afternoon and the night. With these type of hours I simply stayed in bed many mornings, getting those eight, nine or 10 hours of sleep. Once I got a Golden Labrador at only seven weeks old, times changed. We lived in an apartment and

needless to say we didn't want the dog doing his bits all over the place. The simple solution was to first thing in the morning walk the dog and last thing at night, walk the dog. Since then, when I wake up, the first thing which comes to mind is “the dog”, the dog needs walking, simple as that and must be done. It would be cruelty otherwise. Since then it's just routine. Get up once you wake up and take care of your responsibilities.

I guess the lesson here is having a reason to get up for. I have many more reasons these days, but for those looking for something, maybe get a dog. Don't buy one, go to the pound and save a dog. It's another way to make yourself feel great, rather than having to spend money.

Next is remembering no one is going to do it for you, no one is going to push you and no one is going to make you

successful, healthier and happier. This is all 110% on you. Deal with it!

Successful people are pushing harder to make themselves more successful, unsuccessful people don't understand or don't want you to be successful. Harsh but true in so many ways.

I've spoken with hundreds of people wanting coaching from me and often get the question about accountability. People would ask things like "Would I make sure that they do the work?" or "Will I push them harder when they slack?"

My answer would be along the lines of:

Kevin: "How big are you?"

Customer: "Pretty big, (weird confused laugh) why?"

Kevin: "Well I live a few thousand miles away, and I'm not sure if I can take you on in a fight. You see, I can't go to your house and make you do the work. I can't

put a gun to your head and make you work, it's just not possible. You need the discipline, belief, and motivation yourself."

From here I would see how the replies go, but more often than not they are not an ideal client for me to work with. You see in order for you to succeed in any way you need the motivation to want to succeed and willing to do the work every single day. Now let's say I was to go to their house every day and put a gun to their head or a loved one, would they work? You bet, they would probably excel and many ways, work faster and harder. This is the motivation you need.

I want to talk about some past student examples here. I've coached a lot of people from various parts of the world, including third world countries. Now my coaching is not that cheap but affordable

for those who really want it.

Here's a quick example and I want you to think about which would be the best possible client for me to help grow their business.

A successful person from the US who is very "comfortable" in their life but wants to venture into something new. Or, an unsuccessful person in the UK who has been trying for years, invested thousands and still not seen any success.

A person who lives in a third world country or "not so rich" country who is struggling to get by and simply looking for a better life and willing to do whatever it takes.

Now I know almost every business person and mentor out there will go for the first choice as there perfect client. Where I've seen it time and time again that the best choice is the latter. Let's take each from a

different view.

Comfortable life and already content with everything. Life is good, no stress, no worries and if the new business venture does not work out, it's ok.

A person who has already spent thousands on products and coaching but still cannot see success. What's causing this? Are they un-coachable, or do they not listen or keep jumping from one thing to another.

Someone that will appreciate making their first \$50 will push harder and do whatever it takes to see success. They'll not make any excuses just work and hustle until they reach their goal.

I'll take choice the third choice, I would coach any day of week.

So what's the difference between success and failure when beginning something new?

Wanting it so bad and not having any other options. I think this is the reason many people fail in part-time businesses. They already have an income stream and are already comfortable.

Along with your goals the “new you” needs a “strong why”. Something that you’re willing to do whatever it takes to make it happen. This is where conformable people fail. They already have a roof over their head, food on the table and an income stream. Considering you’ve gotten this far into the book, I’m taking it you the type of person who wants more and there’s nothing wrong with that. Think about four family holidays a year, a million dollar house, Range Rover’s parked in driveway, college fees paid for your children and enough in the bank to retire and live happy for the rest of your life. If you have all this,

excellent. You can probably put down this book. If not, find your why.

So just to wrap up this chapter, the “new you” will be more focused, healthier, have a reason to get up every morning, have a plan and a goal, and has the “why” to push them every single day.

## Chapter Ten

### The Closing Rant

What's Well it's been fun. We're onto the final chapter in this book. Another goal complete and off to another milestone. I'll take this time to congratulate you for getting this far. Don't stop now!

I'm also going to give myself a little tap on the back for getting this far.

Was it easy?

To be honest, I thought it would be more difficult.

Were there times that I wanted to give up and just say to myself it's not worth the energy?

Of course.

Were there days where I got stuck for words and I could not achieve my goal?

Hell yeah!

But did I let that stop me and use it as an

excuse to fail and give up?

No way!

So I guess that's what I want to talk about in this chapter. You'll learn in life that's there no such thing as a fairy-tale story from start to end. There's no such thing as a road without bends or hills. It's up to you to overcome these obstacles and you can.

Daily goals often get missed but never let this bring you down. The next day work harder and fill in the gap. If you've a bad week, figure out why it happened and do everything you can to avoid these situations in the future.

Focus at one thing at a time. This is a mistake I've repeated many times over the years which has cost me time and money. For example, a week before I started writing this book I was planning on launching three new products, a new

coaching series, beginning a massive ecommerce project along with completing this book. I spent some time trying to juggle things, set dates, and work on everything together. After a few days I knew this was a bad move so I moved things around so I could focus on the book first while overlooking the ecommerce project and putting everything else on hold until the New Year.

Having lots of plans like this is a good thing. It means you can space things out if needed and map out plans and goals for six months or more.

Not having a plan is dangerous. As I mentioned in a previous chapter about four years ago I got lost in my business. I did not have a plan or goal and spent endless hours just sitting in front of the computer, doing absolutely nothing.

Don't let this happen.

We've covered a lot in this book from mapping out your goals, finding your why, freeing up more time, how to outsource your business, when to say no and how to become the expert.

You can read another 100 books, purchase a bunch of courses on how to lose weight, make more money or get motivated. Unless you actually believe that you can do it and unless you're willing to take massive action, nothing will happen.

Remember that "most" people are not willing to do what it takes and most won't take risks or sacrifice anything. Most people are simply lazy looking for an easier way out.

What does this mean?

This means your chances of success are a lot better. Doesn't that make you smile?

Here's a quote I would like to share.

“Entrepreneurship is living a few years of your life like most people won't, so that you can spend the rest of your life like most people can't.”

I hope you see the point, but this is extremely important, so let me elaborate here. By putting in the time and effort now you can be rewarded for years to come. It doesn't matter if it's losing weight, being happier, or having more money, why wait? The longer you wait, the more time you're going to be unhealthy and broke, which in return reduces the amount of time you can enjoy being richer and healthier.

So ask yourself “what is it I want and what am I going to do in order to get it”.

Here's the thing, most people will simply not give this a second thought, finish off reading this book, and do absolutely

nothing. There will be no change, maybe just a few seconds of satisfaction thinking about their dream life but will not actually do anything about it.

Don't be that person.

Remember that success is not about luck, it's simply a choice.

When you get knocked down along the way, and you will, just get back up.

I'm going to leave you with these few words and wish you everything you've ever dreamed for in life.

“Embrace every moment you can, make every second count, stand up and be noticed, take everything that you want from life, because if you work for it, you deserve it!”

Kevin Fahey



## Acknowledgments

Many of the books I have read all seemed to have Acknowledgments, so I reckon I better add this part here.

First off, I would like to thank my beautiful wife Jordana. She is my “why” and the future for me and my family. The reason I wake and I work, the reason I enjoy and cherish life. Over the years she’s supported my decisions and stood by during good and bad times.

Next would be my parents for not forcing me back to school and giving me real world business education from my early years. I recall you breaking down many situations and explaining things clearly so I would understand. You’ve achieved a great deal over the years and have been a massive inspiration.

Next, I would like to thank my best man,

“Lee Hunt”, my brother, sister, all my uncles, aunts and cousins for coming over to Spain for my recent wedding. Let’s just say, what a week it was and believe it or not your visit was motivation for this book as well.

Moving on, people who inspired me and have impacted my life would be Russell Brunson, Tony Robbins, Dean Graziosi, and Devon Brown. I would also like to give a shout out to Bryan Zimmerman and everyone over at JVZoo. They’ve helped me out many times and provide the best solution for selling digital products and getting affiliates.

Next would be the people I’ve worked with over the years. First off would be Justin Opay who was my right hand man for over 5 years. I’m delighted to see you doing so well in your own business these days and look forward to working with

you in the future. You put the time, effort and sweat into helping me build my business and it will never be forgotten.

Then, Jesse Regan who I worked with for 2 years. Thinking back, my friend, we had some nice profitable months and lots of fun. I see you're kicking ass in your new business. Congrats my friend. Of course, I cannot forget the team over at Ziga Solution. These guys are the local company and friends who have helped me out many times.

Lastly my subscribers and customers. You make all this possible. You follow my recommendations, purchase my products and services which provides the food on my table. From the bottom of my heart I thank you. Remember I'm here for the long haul and if there's more I can do for you, just let me know.

If I missed anyone and I'm pretty sure I

forgot hundreds I do apologize. This book needs to come to an end at some stage.

If you are interested in joining one of Kevin's coaching programs please complete the application by visiting:

<https://kevinfahey.net/apply>

CLAIM YOUR FREE BONUS VALUED  
@ €97.00

Visit: <http://KevinsFreeTraining.com>