

Building The Ark

It **All** Starts Here

*"Wherever you go, **there you are.**"*

That's a quote from Buddha, or so I've been told. I'm not Buddhist, but I believe you can learn something from just about anyone, and that quote really resonates with me. Hopefully, it will also resonate with you, because it is speaking to the foundation you NEED in order to build a revenue stream with kindle or self publishing...or anything else for that matter.

In case you didn't catch it, it means that you can't escape yourself, your failure, your frustration or your pain by running away. It means your cure for an empty royalty account or bank balance will NOT be cured by purchasing the next new training or service. It will likely not be cured by continuing to do what you have been doing for the past week, month, year or lifetime-- unless of course you've been doing things that constantly bring in REAL RESULTS.

The quote, "wherever you go, there you are" means that nothing changes until you change.

If you're like me, the very term "self help" brings up a lot of negative thoughts and feeling. Maybe like me, you spent some time trying to "improve" but found your effort futile, and now the very term brings a terrible taste to your mouth.

If that's the case, take a deep breath and relax.

I'm not going to be talking about any esoteric mumbo - jumbo. I'm going to be speaking (briefly) about age old principles that have helped push people past their old selves and propel them into new beginnings.

Everything in this is simple. It is not profound (though the effects when implemented certainly are) or "new". This is a distilled manifesto that touches on the most important things I've learned (the hard way) over the past seven or more years.

I have tried and failed for a LONG time. I've also tried and WON, and the winning has been coming with more frequency as the years have passed.

My objective is to give you exactly what you REALLY need to see the results you want to see faster than you ever thought possible. I'd like to think that if I'd had a simple guide like this when starting out I would have cut my learning curve by about eighty percent. The idea is for this to do the same thing for you.

Remember, this is a mastermind group. My success is largely determined by the success of the group. Therefore it's in my best interest to give you whatever I can to get you the results you want as fast as possible.

Part of me wishes I could tell you I figured all this stuff out and that you've never heard it before. But that wouldn't be true.

In all likelihood, most of you have heard some or all of this stuff before. I certainly didn't make it all up myself.

The truth is, there's nothing new under the sun. Nothing is one hundred percent original. It doesn't matter so much to me that I impress you with all the awesome things I figured out on my own (because I didn't). What matters to me is that right here and right now, seeing or hearing some of the same stuff you've heard, finally clicks with you and change happens.

Whether that be due to the way I explain it or just because seeing it all together is the straw that breaks the camel's back and allows you to make a big breakthrough; doesn't much matter to me. I just want it to resonate with you and change the way you think. For the better.

Before you read another line, I'd like to ask you to go somewhere you will not be interrupted. Eliminate all your distractions and read this straight through in one sitting. I wrote it in a couple sittings, so you should be able to go through it quickly enough.

I have no interest in meandering around and giving you a bunch of fluff to convince you this is valuable.

Value's great, but it should be a by-product of *your RESULTS*.

This isn't some WSO. I don't need to "WOW" you with fifty pages of drivel painting the same picture you saw last week in different colors. **You're in the Inner Circle now.** This is a high caliber mastermind group; results are what we aim for.

I need you to take this mentality and adopt it:

Results.

Results.

Results.

What are you doing today to get results?

I've warned you before, and I'll continue to warn you: DO NOT TAKE THIS INFORMATION LIGHTLY.

In order for you to get results, I need to show you what ACTUALLY works. That means we aren't going to worry so much about sleek new tricks and fancy systems. In the beginning, we're going to build a foundation you can use to not only see results with your self publishing efforts, but in your life, overall.

Get it?

Got it?

Good--

Moving on!

Making “The Impossible” Easy

Just the other day I was remembering back to when I was a scrawny thirteen or fifteen year old. My dad had bought a workout machine for my brother and I as a Christmas gift. On the machine you could do benchpresses. There was a little steel rod you set below weight plates. We loved the idea of it. We set it to “one” and lifted it with ease. We set it to “two”-- a bit harder but we lifted it easy enough. Then we set it to “three” and... well, we couldn’t get it all the way up. We could lift it about halfway but then our arms began to shake under the weight and our confidence and belief left us in struggled breathing. We tried it for days until one day my dad came down and told me to try it again.

I set my teeth and began to push. Right as I did, my dad held the handles and began to pull. As soon as he did, it suddenly felt easy and I pushed it up all the way for the first time. It felt good to get it up but it was cheating, so it didn’t really count... that’s what I thought at least. Then he said something that changed everything.

“I wasn’t pulling.” he said.

“Huh? What do you mean? Yes you were, I watched you.” says I. But dad shook his head and smiled.

“No, I pretended to help, but really, my hands were just on it and you were pushing it.” Puzzled and not completely believing him, my brother and I did the same thing for each other.

To our astonishment, it worked. If one of us pretended to pull, the other was able to lift the weight with remarkable ease. Not just once, but numerous times. It wasn’t long before we were doing it on our own and adding weight from there.

That simple experience shifted something in my mind. Over the years I’ve realized how profound an experience it actually was, and how applicable it is on an everyday basis. The truth is, the only real barriers we have are the barriers we place on ourselves. We self censor our success not over a lifetime, or a year or even a day. We do it CONSTANTLY.

Listen, I’m not into all the law of attraction stuff-- honestly, I’m really not. Never have been. If you are, that’s fine; but understand I am not. That being said, it is one hundred percent true that what we believe defines our reality. It shapes our lives. And when we believe lies, our lives become lies.

When we believe lies, very easy things become impossible.

You suffer from this. We ALL do. You may not suffer as bad as you once did, but it ain’t gone and it never will be. But you can get better. You can believe truth. And the TRUTH is:

You CAN create an income stream from self publishing.

Do you believe that?

Honestly, do you? This isn't a trick question. I'm asking you: Do you believe YOU can build an income stream with self publishing?

If the answer is "yes" and you work towards that goal, then you WILL succeed. How could you not? If it's possible-- if it's attainable and you are capable-- and you're working towards it, how could you do anything except succeed?

Of course you'll fall (fail) along the way, EVERYONE DOES. But you can't *really* fail if you never stop trying. When giving up becomes harder than trying, the only outcome is success. Kingdoms are built with this mentality. We build cities and rocketships with our minds. Why were we racing the Russians to the moon and not a community of orangutans?

I know you've heard all about this "belief stuff", but if it has to become personal or it will never mean a thing.

I used to shrug all this stuff off as "new age bunk". Then I wised up and realized it's true (and no, I don't practice new age spirituality or anything like it). Don't make the same mistake I did. Take this and run with it.

Believe that self publishing is not only possible for you, but something that's already happening now. Believe it by making it a reality. Make it a reality by believing it.

Crafting your blueprint (aka: **Building The Ark**)

If you were going to visit a city, state, province, or country you'd never been to before, and had only heard about, would you know your way around, or would you be studying maps (tourist guides, GPS, tripadvisor, etc) and asking locals where to wine and dine?

The answer's obvious: You would need help. You would need a MAP.

Isn't it also logical that you might plan a general course of travel if you were, say, spending two weeks in Europe?

I'm all about spontaneity, and in travel it's great; but In business or any great endeavor... not so much.

Most people know this (at least unconsciously) yet that doesn't stop them from taking half a dream, two nickels and a breath of motivation as their only provisions to embark on a journey so difficult, most people fail before starting.

Here's the caveat. It isn't really all that difficult IF you build a map, a blueprint, an Ark (you know, like Noah) to get you there, and you stick with it through the ups and downs. You follow the map even when you're tired and running low on supplies, you keep pounding that mallet into planks when your neighbors are laughing at you.

What I'm saying is this: You need to know where you're going, or you'll go nowhere.

I know you've heard this a million times, but for the sake of my sanity, let's pretend your mind is a blank canvas and you need to re-learn some basics.

In the wonderful, wild world of self publishing and making money online, IT IS IMPERATIVE THAT YOU FOLLOW A BASIC MAP.

You don't need to go all "life planner" and hire a secretary. You don't even need to go all Spartan and subject yourself to merciless punishment. You just need to create the plan and follow through with it.

So let's do that right quick...

Identify Your “Dream”

What is it you REALLY want?

If you’re reading this from the Inner Circle, I’m going to go out on a limb and say you’re looking for a second income with e-books.

Why?

Is it because you’re struggling with a first income? --looking to replace an income?-- need a retirement fund. or some combination of the three? Maybe you want to buy a sailboat or buy a condo in Bora-Bora. Whatever the reason,

The “WHY” is important.

USE ARK CHEAT SHEET 1 NOW

Don't Multi-task

Show me one successful person who became successful by focusing on one hundred projects at the time and I'll give you a prize.

You don't get things done by spreading your focus and energy.

Every single day you're rewarded with two things. Each of these are given to every single person still breathing.

They are:

1. Time

You're given a full 24 hours every single day regardless of whether or not you spent the past 24 hours worse than your neighbor, spouse, colleague or the president of your country. Nobody is given less hours in a day. It's allotted equally and fairly, and time is the biggest asset given to anyone. There's no credit and no debt. When you wake up, your "time vault"-- your bank account of time, is filled to the brim. You can't get borrow more, nor can you owe any. You own your 24 hours. They belong to you and you have to spend it in the present. You can't take back a minute or borrow a minute more. Essentially, you're gifted with the world's greatest asset-- something so powerful that kings would trade their kingdoms to get just an hour more of it-- every single second. The present truly is a present and so much more. Think about that for a moment. Let it sink in. How do you want to spend the world's greatest asset?

2. Energy & Focus

When you open your eyes and roll out of bed you're spending your second biggest asset: your energy. Unlike time, energy is not given equally to all. Some folks are sick, born with an illness, etc. And everyone is in different condition health wise. But also unlike time, energy/focus can be earned. They're earned through work, risk, determination and the utilization of the time and energy (no matter how limited) you currently posses. If you're able to read or listen to this, you have both time and energy enough to earn more. There are people who can't move anything below their

lips, yet somehow paint masterpieces...



These two assets are the key to where you'll be in one week, one month or one from now. Utilize them properly by investing them carefully.

When you multitask you waste both time and energy. When you harness that energy and use your time as efficiently as you can, you will see RESULTS.

Remember when I asked you to show me one person who became successful by multitasking?

Those who have seen success in their life have realized that when they simply put all their focus and energy towards one specific goal, they saw results. As they continue to do it, they begin to see results FAST.

The more you do this, the faster you'll see results. The first time is always the hardest, and that applies to all areas of life. This is no exception. If you're stubborn like me, the first time is going to be what breaks you and propels you forward.

As you may have noticed, a "big idea" this training is driving home with you, is that you need to create a goal and apply your time and energy towards it. Do you believe that, and are you willing to make the commitment to do your best with this for a set amount of time? Maybe three months?

As you're probably well aware, I'm not allowed to make any kind of promises telling you that you can "achieve X results in X amount of time". But even if I could, I wouldn't. I'm not willing to make a promise I have no control over.

This all comes down to you and where you're at.

What I will say is that I find it so incredibly unlikely that you'll fail to see any results by implementing these basic things I'm telling you, that I almost can't imagine it at all. I firmly believe that doing this will yield results. I believe it based off my life and the lives of others.

RECAP:

- You get a full bank account of time everyday and a measure of energy and focus everyday. Apply them to ONE desired outcome.
- Eliminate side projects.
- Remove distractions.
- Kill multitasking.
- Make your focus singular for a predetermined amount of time.

Love & Respect Failure

As much as you may hate hearing it, it's a truth. If you want to make it with self publishing, your relationship with failure must change.

Failure sucks. It sucks so bad that the very thought of it is enough to hold most people down, and keep them from ever attempting to do something different or extraordinary. What if they try and they... FAIL...?

I'll tell you what happens:

NOTHING.

The world keeps turning. Because frankly, outside of your own mind, you are not the main star in this grand play called life. You may be blessed with a few people you're close with who really care about you, and to them you're the star.. (OK, fine, the supporting actor/actress to the star), but I can virtually guarantee you no other mortal is as focused with you as you are.

That means when you win, people celebrate with you and when you lose they... **go on with their lives.**

Remember that kindle author that tried publishing a children's book three years ago but it was really bad?

No?

Me neither.

See what I mean?

Sure, some might snicker or make remarks, but there will always be jackasses in the world. Why would you entertain them enough to care what they think? *[The exception is when it's someone we love or are tied down to by blood or marriage, etc. but I'm not getting into that here]*

What I'm telling you is that it's not only OK to fail, it's also not really going to cause a big scene or impact anyone else's life the way you imagine it might.

Failure is something you should be experiencing every single day. If you're not, you're doing something wrong.

Learn to cultivate and respect failure. *Learn to learn from it.* Learn how to leverage it for motivation.

This can be done by realizing and believing that failure is the path to success. Because it's the truth. You have my word, everyone who winds up making it in this group will not have done so without failing. A lot.

There is no way around failure, so instead of hiding from it, USE IT.

Harness it.
Leverage it.
Make it work for you.

Can you imagine what you'll get done when you use one of your biggest handicaps as one of your biggest strengths?

Can you imagine how different you might feel if you looked forward to failing, as a sign you're going the right way?

Try to imagine the way Super Man would feel if he figured out Kryptonite was actually his biggest strength, not his mortal weakness.

If you can imagine that, you can imagine how it will feel.

RECAP:

- Failure is not hard to avoid, **it's impossible to avoid.** Therefore, harness and leverage it to work FOR you, not against you.
- Do this by changing the way you think and feel about failure.
Think about it honestly.
- Think about it until you see it for what it is, a huge motivator and an incredible teacher that will take you to success.

Learn To Work

"The most pernicious aspect of procrastination is that it can become a habit. We don't just put off our lives today; we put them off till our deathbed.

Never forget: This very moment, we can change our lives. There never was a moment, and never will be, when we are without the power to alter our destiny. This second we can turn the tables on Resistance.

This second, we can sit down and do our work."

— *Steven Pressfield, The War of Art*

Work really hard. There's simply no substitute for hard work, and there's literally no way around it on your road to self publishing (and any honest endeavor for income). The bright side to this is that you CAN work hard, and it won't always be painful. If you don't already, you'll actually learn to start loving work. Some people love it so much, they become addicts, work-a-holics.

In the beginning working may cause some discomfort. This is natural and to be expected. It goes away rather quickly. The more you do it, the more it becomes something you look forward to. The more you do it, the more reward you see, the more confidence you gain and the more motivation will come to your aid to push you past previous hurdles that once seemed impossible to surmount.

Learn to work well. Funny though it may sound, there's a learning curve to work. It's taken me years to hone my ability to work well; and I still have a ways to go. Develop an awareness to how you're working.

- Are you getting interrupted every twenty minutes?
- Are you checking your email/facebook/book sales/twitter/texts/insert anything here every half hour?
- Do you begin to feel tired, frustrated, overwhelmed or lost when you sit down to work?

Take notes.

Consciously monitor your working habits for a few days. Don't grade yourself, just become aware. Look at your habits with honesty. Don't attach them to your identity or value as a publisher, entrepreneur or human. They are simply habits.

Bad habits can be changed to good habits. In fact, much of life is the process of transforming bad habits to good. You'll never be finished, but the more you do it, the more things will begin to flow. The more you'll get done. The more results you'll see and the more accomplished you'll feel.

One reward for learning to work well is the evolution of systems. You'll begin to find more efficient ways to do things, creative ways to leverage time, energy, focus, and you'll quickly build systems you can use to recreate success/results over and over again. The more you do it, the easier it becomes. Pretty soon creating a best selling book in a specific genre will be a basic formula you follow and complete without stress.

Don't be afraid of work.

Often, we break out in a cold sweat when the idea of work approaches. This is due more to fear than laziness. We're afraid we can't or that even if we can, we won't, and even if we do, it will be useless. These are lies you've conditioned yourself to believe.

As debilitating as they are, they're actually quite easy to overcome. You can unlearn these lies simply by defying them. When you prove to yourself that you can work, and that your work will pay off, you change the way your brain responds to the idea of work. Instead of feeling overwhelmed, intimidated, tired, frustrated, hopeless; you'll feel inspired, motivated, focused, hopeful and excited.

Do you really think there would be millions of successful businesses if work was always excruciating, humiliating and exceedingly difficult?

If this was the case, there would be about 1% (if that) the number of successes as there are.

Do you really think everyone else is some kind of superhuman?

Most people would never be willing to submit themselves to the Spartan requirements of immense mental and physical pain required to become successful... IF work was always as bad as you may incorrectly assume it to be.

This is good news to the self flagellating masses who've always thought they were just *lazy*. Though laziness is real (I know I'm not the only one who's dealt with it!), it's often just a symptom of bad thinking.

WORK through and past this thinking by WORKING.

If need be, start small. Start working in fifteen minute chunks. Dedicate fifteen minutes to an arduous task. Don't stop until the task is finished or the fifteen minutes are up. Complete these fifteen minute blocks as often as you like!

If you can't commit to fifteen minutes of work, I can't help you.

If you can, you're well on your way my friend.

If you aren't sure, find out now.

Set a timer to fifteen minutes, pick a task. Preferably something that requires creativity and causes some discomfort, and commit to fifteen minutes. Then work.

How do you feel when finished?

Learn to love work in and of itself. The rewards for work are very real, but one of the greatest rewards-- far outweighing money or recognition-- is the work itself and what it will teach you... about yourself, others and the world. It will deepen your respect and gratitude and teach you humility.

Work is a creative outlet. When you work, you put yourself in a state of flow. Being in a "state of flow" (working) brings new ideas, confidence and inspiration effortlessly to your mind and out of you.

Work will make you happier and more competent. It can improve almost all areas of your life.

Work is one of the single best stress relievers I've ever found. It's also a major remedy in battling feelings of inferiority, anxiety and low self esteem. It's critical for men and women, but lack of work tends to take a heavier toll on men. If you're a man and not living your passion, you will likely feel apathetic, crushed or lazy.

RECAP:

- **Want an income from self publishing? WORK will take you there.**
- **Work is unavoidable if you want results or success.**
- **Work is NOT always painful.**

- Work is a learned skill that anyone can master starting NOW.
- Work consciously. Record your work habits for a few days and make improvements.
- Work in chunks or blocks. Start with 15 minutes.
- Do it NOW.

Inspire, Teach, Share

"A generous person will prosper. Whoever refreshes others will be refreshed."

— *Proverbs 11:25*

there's something powerful in being a teacher, in helping other people. it changes the way you think about things and it will inspire you more than you might believe.

A big turning point for me was sharing my success in a mastermind. I gave people whatever I could to help them, and in turn they did the same for me. The real reward though, was not in what they gave me, it was in the subtle confidence that comes from helping someone else.

Another big turning point was when I created my first WSO. I was intimidated by the prospect. "Who am I to be teaching others?" thought I. But I knew I had information that could help people, so I pushed myself. It payed off, in more ways than cash. I started teaching after that WSO and I fell in love with it. People were overwhelmingly supportive and sincerely appreciated what I had given them.

Share whatever you have to share.

I know a lot of you feel like what you have isn't worth anything and that's NOT true. If it helps just one person, then it's SO worth it.

When you have a success, share that success. In the group, sharing is NOT show boasting. I'm not a fan of bragging. I don't think too many people are. But share with the intention of maybe motivating and inspiring someone else, help somebody learn something.

If you pick up a new idea, trick, tactic, method, ANYTHING-- jot it down. Make a note. If you do that every time, you'll wind up with a small list or booklet of ideas and strategies that will almost definitely help someone else.

Has it been done before? has the information you're sharing been shared before? Possibly. Probably even. But does that mean everyone in the world has already seen it? Absolutely not! And you might be able to say something in a way that helps someone else.

A lot of the information I've given people was already out there in some way or another. But most people never would have sat down and figured it out or sought after it, and therefore never would have learned.

You have a unique opportunity to share something and help someone else learn-- take it!

That's one thing that's going to make this group so powerful. I believe people are really going to do that. Make it a goal to share as much as you possibly can. As you may have read in the age old proverb: "A generous person will prosper. Whoever refreshes others will be refreshed."

RECAP:

- You will learn through sharing/teaching.
- Share whatever you have to share. Nothing is too small or too big.
- Share your success. Do NOT be afraid to be open about your earnings! There is no bragging in this group-- but our aim is for results! Use your results to inspire others!
- Make notes whenever you have an idea.
- *EXTRA BONUS:* Record your process: from brainstorming, to creation, to promotion, to results. If it's something that will help the group, I am interested in PAYING you for your case study!

Motivation Is Fickle, Perseverance Is Perfection

"If you are going through hell, keep going."

— *Winston Churchill*

Motivation and inspiration are fickle at best.

They are NEVER to be relied on. They are never to be worshipped. Take them as they come, appreciate them, but don't give them too much attention. They can't be counted on.

What can be counted on are *hills*.

As you progress you will encounter hills. There will be ups, downs, and valleys.

When you're going down a hill the sun is at your back, the wind at your face. The birds are singing and sunshine is just pushing itself out of every nook, cranny and crevice. You feel on top of the world; it's smooth sailing, baby! Inspiration and motivation are welling up in you and you don't know what to do with it all. Life is great, nothing could go wrong, nothing could shake you and make you feel down...

...until it does.

And it will. Sooner than you're expecting.

You'll glide down the hill with ease, revelling at the incredible bravery and resolve it took to conquer that mountain. You'll have a high, the kind of heady rush that can come from some powerful new insight or revelation into your potential. Then you'll hit the valley. Inspiration and motivation are beginning to fade with the setting sun. The high's wearing off but you're still smiling, it's still smooth sailing. Then suddenly, you're climbing again. You didn't even see the mountain at first, but now that you're on it you look up and realize it's twice as steep as the last one. The path is half washed away, a thunderstorm is coming, it's getting dark and you're hungry.

Houston, we have a problem.

The happy thoughts are gone. You tell yourself "*it's OK, they'll come back.*" You'll tell yourself "*can do this*", but in the back of your mind there is a very authoritative voice laughing at you for saying such foolish things. It will ask you if you really believe these things you're saying and you'll mutter back "*no*" before you can clasp a hand to your mouth.

Welcome to hell.

This is where things get interesting. There is very little you can do to prepare yourself for this, except *knowing* this will come and *vowing* to do the only thing you can do: *KEEP MARCHING*.

You must remind yourself before the climb that your mind is going to be telling you so many things -- things that make logical sense-- that must be ignored; true or not they must be ignored. You must continue the march. You must make it to the top. You will not be a quitter. You have one job --only one-- and that's to keep climbing. You have no other responsibilities or obligations --they can wait-- right now your only job is to keep climbing.

Don't let this scare you. Anticipate it. Take it as it comes. Roll with the punches as they say.

You'll make it, thousands of others have; and you'll enter a new league each time you make a climb.

You'll move one circle further towards the center. You will be rewarded everytime you persevere. If you keep going when everything around you is conspiring against you, you'll ALWAYS come away stronger. You will ALWAYS be rewarded. You will ALWAYS have moved one (or more!) steps closer to your goal.

Leverage your motivation when you have it. Use it to define your vision and turn it into a plan. Enjoy it while you have it, but remember that perseverance is your true allie when times get tough and you're hanging to the side of that rock face too scared to go back and too tired to keep climbing.

Perseverance will take you to the finish line, every time.

RECAP:

- If you're going through hell, keep going!
- Perseverance is UNBEATABLE. Keep going and you cannot fail.
- When everything feels useless, keep going.
- Perseverance will ALWAYS pay off!

In A Nutshell; **RECAP**
([stay in the loop by clicking here](#))

- **It all starts with you.** Life changing income begins with life change.
- **What we believe** is possible, *is* what is possible.
- **Identify your dream**
- **Break it down**, make it a goal
- Keep your **focus narrow/****manage your time**
- **Implement** your plan **everyday**
- **Work hard.** Work smart. **Work consciously**
- **Start small** if you need to
- **Kill multitasking** and distractions
- **Failure is GOOD.** It is a teacher. Don't avoid it!
- **Share** with others, share everything you can!
- When going through hell, **keep going!**

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<https://honesty.leadpages.net/bta-2015/>