



DO NOT QUIT On You!

"I Don't Want You Quitting On Me,
And I Certainly Don't Want You
Quitting On Your Family. I Don't
Want To See That Happen."



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Do Not Quit On YOU

See, here's the thing: At some point, if you want to change your life and get to where it is you want to go, you're going to have to deal with the conflict of your time on your job. Unless you get fired, which we hope doesn't happen, you still have to maintain your job – you know, “business as usual” - while concurrently building your own business so you can eventually leave your job, right?

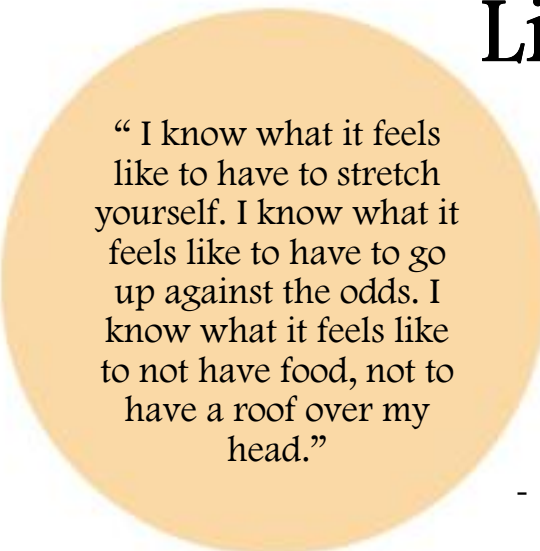
Creating momentum

So, you're creating momentum, and you're learning to develop the skill that nobody can ever take away from you, ever, ever, ever, ever. And when you learn successful Internet marketing, you can work with any product in any market.

You're not the only one that has a conflict with their schedule. We have students with jobs and they've gone 2 or 3 days without sleeping because they still had to keep their jobs. At the same time, though, they wanted to make the effort to learn and develop their online business. They understand that this is just a short-term stretch that you have to go through to build the momentum, and then press through. And then, once you get through it, you can start to have the things that you want out of life.

But the reality is - regardless of which way you try to go, you're going to still have to contend with your job. Your job is not going to go away by itself, unless you get fired, and again, we don't want to see that to happen.

Living your dream



“ I know what it feels like to have to stretch yourself. I know what it feels like to have to go up against the odds. I know what it feels like to not have food, not to have a roof over my head.”

So if you have this dream and idea that you want to build something, listen to me, I am somebody who was in a much worse position than you are. I know what it feels like to have to stretch yourself. I know what it feels like to have to go up against the odds. I know what it feels like to not have food, not to have a roof over my head. You have a job, but you want to back out and give up and pretty much snatch defeat out of the mouth of victory because it's kind of stretching you - because you have your day job.

I don't think that's a good enough excuse if you think about what it is your Internet business will provide for you and your family for the future. Once you're out, you're going to go and search for something else. You're going to probably go back to another Internet marketing event, or maybe a network marketing event, or maybe a real estate event, or maybe an investing event.

You want me to tell you something? The reality is going to set in. Your job has not gone away. You still have to contend with balancing the new pursuit of the opportunity to build your own thing, versus the time you have to commit to your job. Isn't that true?

No exclusives

Many newbies think they can't succeed in Internet marketing without an exclusive. See here's the thing: if you have an exclusive, then nobody else can market it and make you money. If you have an exclusive, then you have to have tens of thousands and hundreds of thousands of dollars to let the world know. That's ridiculous. You don't want to have an exclusive. You want other people out there letting other people know about the product, because that brings more awareness when you have links out there, when you have the banners out there, and when you have articles out there. You don't want an exclusive as a newbie.

But you say you want an exclusive. Well, ask yourself, "Do I have the time to market something exclusively? Do I have the money to market something exclusively? And do I even have the skills to market something exclusively?"

That's not what you want. You want other people out there buzzing about it. Keep doing more of what you're supposed to do. Let people see the links that you put out there, the articles you put out there. Using these marketing strategies builds awareness for your links, but yet people are hearing about your product in all these different places. That's more exposure for you!

That's like saying when *The Secret* came out, one bookstore wanted to have an exclusive on it, so that's the only place it can be sold. Or one radio or one television show wanted to have an exclusive on it, and that's the only place it can get visibility. If that was the case, the thing would've suffered and it would never have become the mega-hit that it's become.

So that's why it was on Larry King and on Elle and on Oprah and on 20/20, and all those shows. It's in Amazon, it's in offline bookstores, and it's in bookstores inside of malls. It's available on thousands of different websites. You can get it through pay-per-click ads all over the place. And, ultimately, hundreds and thousands of people are making money from selling the product.

You don't want an exclusive.

You don't want an exclusive. You can't afford an exclusive. You want other people marketing your product because that helps you.

Pushing through

I understand where you are. But the worst mistake of your life would be to back out and quit.

Listen, nobody is exempt of having to build their business. Nobody is exempt of having to push through that launching pad. Think about a space shuttle on the launching pad. The reason the space shuttle has those two extra boosters is because it takes more energy and more effort to get off the pad than it does to sustain itself when it's in the air.

It's just like that with business. It takes more effort, more work and more resources to get it started and get it going than it does to sustain it once you've created the momentum.

But unfortunately, most people give up before they even get off of the launching pad. Oh, because it's too much work or it's a conflict with this or that. The world is not going to bow on its knee to you and say, "Listen, we're going to make this easy for you." It doesn't happen that way. If it did, everybody would be successful.

You don't quit

I'm here fighting for you because I know that it would be a mistake to quit, because you're not going to learn anything. By quitting you don't learn anything. And I guarantee you, you'll go to another Internet marketing seminar. For one, I guarantee you will regret the decision. It seems like an easy out because for the short-term it will ease some of your pain and some of your stress because of what it is you're going through over the short-term. But over the long-term, it's a disastrous decision.

I absolutely guarantee you - you'll be looking for another opportunity. You'll regret the decision. You'll be at another Internet marketing seminar, you'll be looking to buy something else, and you're sure to find the reality of the situation is you had it good. You had the victory but you gave it up. Whatever it is you get, it's going to involve work and pushing through.

We're expecting you to carry out your part and to do this and to learn this and to push through this and to develop the skill that nobody will ever be able to take away from you. Ever, ever, ever.

Here's the thing, you don't quit. You don't quit.

The blame game

Listen, I do this to get people to push through, not give me excuses on why they're not able to do something. Okay? I've been in places you haven't been. I know what it takes. People who give up and quit, they remain failures for the rest of their lives and they try to say that it's somebody else's fault, it's life's fault, it's time's fault, it's the job's fault, it's their boss's fault, it's all these other people's fault, and they never own up to the fact that they gave up, they quit.

You'll never be able to give your family what you want to give them if you quit. If you fall behind, my only response is, "So what." You don't quit. You acknowledge that you're a little bit behind in your online courses or the learning schedule you set for yourself and you need a little bit more time and you give it to yourself.

You don't quit. That's ridiculous. You just don't quit.

Okay, so you're falling behind. It's like a batter in the batter's box falling behind in the count. He doesn't walk out of the batter's box and say, "Well I'm behind in the count." It's like 2 strikes and 1 ball, then you just get out of the batter's box. No, you stick in the batter's box because you still have that chance.

Just because a team falls behind in the game doesn't mean they quit. "Well, you know what? We've fallen behind in the game, might as well just give up and quit now."

Why?

"Well, we were falling behind. They had the lead."

It doesn't make any sense. Life is constantly shifting and changing. You're going to fall behind. Even when you get ahead in life, you're going to fall behind a little bit.

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You have to learn how to handle these things.

You just don't quit

Listen, if you give up on your Internet business, you might as well just keep your job forever and never try to do anything.

I know that you are building an Internet marketing business because you want something bigger and better for you and your family, and you don't want to be tied down to your current job. But if you quit, you're making a decision that's going to forever keep you tied down to your job.

Quitting doesn't create financial freedom, it creates emotional prisons.

Pay close attention here

Listen, according to the emails that we get from our students, some say they're exhausted. They had to go to work the next morning and they stayed up all night building their business, but they understand that's what it takes in the beginning. They don't let the job be an excuse. They don't love sleep more than they'd love to press through this because this is talking about a short-term press. You get through this, you get the momentum, and then you're in a different place in your life and a different place in your business and a different place in your finances. As opposed to your start and stop, you start this and you stop it, you start that and then you stop it, you start that and then you stop it. You create no momentum anywhere this way.

And if that's going to forever be your pattern, you're going to forever be damned to a job. You're going to always be frustrated, and you're going to find other people in other situations to blame. And you're going to feel as if, "Well I can't do this because of my job," or "I can't do this because of my schedule."

Sleep vs. your dream

You want me to tell you something? Sometimes you can't go to sleep. You just can't go to sleep because you have to get critical things done. But it's not your lifestyle forever, it's not like you never sleep again in your life. Maybe there are a couple of days during the week where you don't go to sleep because you have to get this done. Maybe you turn off the television because you need to get this done. Maybe you tell the wife and kids, "Hey, not right now because I'm building this for us," and then you spend some time on the business. It's those short-term sacrifices that allow you to have the long-term benefits and rewards.

Listen man, if it was easy, everybody would be doing it. If it was easy, everybody would be successful. Welcome to the real world of building a business. You just got smacked in the face by reality.

Now the question is: Are you going to own up to it, put your belly to the bar and press through it or are you going to quit?

You now know the reality of what it takes.

Forgetting the egg

It's like trying to make this a beautiful cake, but you stopped and you don't put all the ingredients in. You don't put it into the oven. So, how can you expect to have the cake? You quit midstream in putting together the whole recipe.

So how can you expect to get results if you're not pushing through?

Being wary of partners

Now, let's talk about working with partners. Our students often have partners and work in teams. We have husband and wife teams, parent and child teams and people with partners. But listen, don't blame your partner. If your partner's coming up short, fire your partner. Say, "Listen, this isn't working. You've got to go. Either you step up and you put your belly to the bar and we push through this together, or that's it." You need to do it by yourself or you need to get a new partner.

But you don't allow those things to hold you back. Because here's the thing, there's going to always be something there that's going to give you reason not to do it – Always. Trust me.

You're going to always have a reason to quit. What you have to do is find a reason to continue. Finding reasons to quit are easy. But finding the reasons to continue, you have to dig a little deeper for them sometimes.

I know the curve. And I know that it's not easy on you when you have all these other things in your schedule, and I certainly know it's not easy and it can be frustrating if you have a partner that didn't do what they were supposed to do.

Keeping control

But you're bigger than that. This opportunity is bigger than that. Your job doesn't have to dictate if you're going to succeed in other areas of your life. Your partner doesn't have to dictate and control whether you succeed within your tasks and your projects.

If you see that something's not working, you make adjustments. But man, the worst thing you can do is quit.

Focusing

As your coach and mentor, we're in this together for the long haul, to get you to where it is you want to go.

I won't quit on you as long as you don't quit on me. In fact, that's the only reason the relationship would end is if you quit. It wouldn't be me quitting. It would be you quitting, not me. I don't have a reason to quit on you. I have a reason to kick you in the pants and light fire under you to keep you focused and keep you going. But I have no reason to quit on you or to quit on anybody. If I wanted to quit on people, I wouldn't do this in the first place. It would be a waste of time.

"It's harder to market things in the beginning when you have no momentum. When you build momentum it becomes easier and smoother."

Here's the thing, you build momentum. It's harder to market things in the beginning when you have no momentum. When you build momentum it becomes easier and smoother.

It's like a person that says they send an email out to their list and they made a lot of money. Well, it wasn't like that from the beginning because they didn't have a list of people. They didn't have a list of customers. They didn't have a list of prospects, so they had to start something.

And in the beginning, it was nowhere near where it is right now, for me and for anybody else, so as you continue to go and grow, you build your own thing, you're building your own list, you're building awareness of these different processes, and you're also developing a skill that you can apply to anything that it is you want to market – and no one can take that away from you, ever, ever, ever. So, it's a little harder to market products in the beginning than it is when you're midstream and you already have momentum.

Building momentum

So it's not how long you have, it's basically just building the momentum so you can market anything that you want to market.

We're talking about building a business here, not just marketing a single product. It just starts with a single product. And the single product is like target practice so you can utilize the marketing skills that we develop over time.

Here's the bottom line, it gets easier as you do it, not harder. It's always harder in the beginning.

If you're stopping and starting and you're quitting and you're delaying, or your partner's not coming through, you're not building the momentum.

We support you and this message today is a message of encouragement to YOU because I don't want you quitting on me, and I certainly don't want you quitting on your family. I don't want to see that happen.

Hey, we support you. We support you a 100%.

Take care.

Your coach,

A handwritten signature in black ink, appearing to be 'S. Pierce', written in a cursive style.

Stephen Pierce