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[LNIM] Day 1 Mark - Your eCourse is here!

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Internet Marketing eCourse - Day 1

Why Build An Internet Business?

Hey there, Mark -- thanks again for trusting me with your email address. As promised, this is Day 1 of your 5 day eCourse on Internet Marketing.

I've given a lot of special thought and consideration to exactly what I should try to teach you in five days. There are lots of different kinds of internet business that you might try to start as part of your online journey, but there are some core fundamentals that you need to know if you're going to be successful.

This course is dedicated to teaching you the basic core fundamentals that you're going to need to know to be successful. **In day one we're going to talk about why you want to start an online business.** Knowing why you want to start an internet business will make the difference between success and failure.

It's very simple. Building an online business can be difficult at times. Success on the internet does not happen overnight (contrary to what you might have heard online.)

In order to be successful, it's very important that you know why you're doing what you're doing. **Why do you want an online business?** Understanding your motivation will help you keep going when it's not easy to move forward, it will help you get unstuck when you don't

know what to do next, it will help you recover when something bad happens, and, most importantly, knowing why you want to build a business online will keep you from quitting too soon.

Mark, I've said this many times and you'll hear me say it again. **Most people that fail online in their internet business, fail because they quit too soon.**

The best way to avoid quitting too soon is staying focused on the reasons that you're building your internet business. In order to do that, you've got to know what they are.

At the end of this email you'll find your homework for Day 1 of our eCourse. Don't worry, it won't take you long to complete. I simply want you spend 15 minutes answering a few questions. Easy.

But first, let me tell you what's behind the questions.

Understanding Your Why

When you're trying to understand why you're doing something it's important to look inside yourself and outside of yourself.

What I mean by looking inside yourself is that you need to know what your inner motivation is for doing whatever it is that you're trying to do. This is important whether you're starting a new workout program, trying to develop some new habits that will make you a better person, or starting an online business.

Understanding your inside why usually amounts to understanding two things. What are you moving away from? What do you want to move towards?

Moving Away Motivation

Moving away from something - When you think about building your online business, are you doing it because you're trying to change something that you don't like about your current situation? Maybe you hate your job. Maybe you don't have enough money. Maybe you're trying to get away from a coworker. Maybe you have medical expenses that you're drowning in.

Whatever the reason, if you're trying to move away from something in your life, you need to understand what that is, own it, and write it down. It's really important to understand what you're running away from, because when things get tough you can use that to remind yourself of why you're doing what it is that you're doing.

But, there's something more powerful than motivation away from something. Time and time again it has proven by people that study these things that the most powerful thing you can do is visualize what you're moving toward.

Moving Towards Motivation

Can you see yourself working in an internet business that you truly love? Is your motivation

to create something that is really fulfilling? Is your motivation to buy that red Ferrari with cash? Is your motivation simply to be able to pay your light bill without having to balance your checkbook?

Psychologists tell us that because of the way that your subconscious mind works, it's much more powerful to visualize the outcome that you want. One of the ways that people do this is by creating Dream Boards. They build poster boards, either physically or electronically, that have pictures of the things that they desire, the outcomes that they expect to achieve on the board.

Are you trying to pay for that luxurious beach vacation in Aruba or the Bahamas? Put a picture of a beach in the Bahamas on a board and put that board where you can see it every day. That will help you remember why it is that you're doing what you're doing.

Maybe you have a brilliant child that wants to go to college out of state. Visualize the outcome of that child walking across the stage at a premiere university for completing their college education. Hear the sounds in your mind. You get the idea.

That's motivation based on moving towards something positive. Subconsciously this is a lot more powerful than motivation that has to do with moving away from something.

Internal Motivation

In the homework, once you've completed the exercise of writing down the things that you want to move away from and move towards, you've started to build a picture of what's motivating you inside. Now it's time to turn your attention to what might motivate you outside.

Do you see yourself building a business that helps people or accomplishes a particular goal, Mark? If you can identify motivations that are extrinsic, motivations that have to do with something outside of yourself, those can also be very powerful.

This might be a little premature at this time, because you may be at the very beginning of the online business building process. But it's not too early to understand the kinds of things that give you pleasure. Does it make you happy when you help someone? Does it make you happy to create things of value?

As I'm going to tell you in a future lesson, the only kind of business that really has legs that can really survive the ups and downs of Google rankings and other things that happen to your business is a business that adds real value. Do those kind of things make you feel good? If they do, make a note. While you might not know exactly what kind of business you're going to have, it's not too early to start thinking about what you value in a business and what elements of a business might make you really happy.

Pulling it All Together

The bottom line is that I want you to spend at least 15 minutes working through your motivations. Find your why, write it down.

One more thing from the psychologists -- they also tell us that writing things down is a very

important part of making it real. Be sure and type your answers in a word processor, or write them out in pen if you prefer, and sign the document. Post it on your refrigerator or in front of your computer monitor, someplace where you can see it.

Visualize the goal that you have in mind and spend time thinking about it. Understand why you're doing what you're doing. This will help you be successful.

That's your homework for tonight, so go get to it. I'll be back tomorrow with another email lesson that will give you an idea of all the different choices you have when it comes to building an online business. Knowing why you're doing what you're doing coupled with a solid plan for building an online business is going to be a really powerful combination for making progress.

Until tomorrow Mark, get to work on that homework and look for me in your inbox in the next 24 hours. We'll be talking about 2 critical ideas that you'll need to be successful tomorrow.

Mark

Your Day 1 Homework

Please spend at least 15 minutes in a quiet place answering the following questions. It's best if you write the questions and your answers. You can do this on real paper with an ancient device called a pen -- or you can use your computer. Save your work. We will refer back to it later.

Question 1: What is "missing" in your life that made you look into building a business online. Are you completely thrilled about your current job? I'm guessing maybe not. If not, then why not? What bugs you? Is it the money? How about the people? Maybe the work is really boring. Think hard about this, and write down everything that occurs to you. Spend about 5 minutes brainstorming -- and don't dismiss your ideas. Write everything down. These are your "moving away motivations".

Question 2: What are your dreams? When you think about your perfect life, what are the things that an internet business could make happen for you? A new house? Freedom from debt collectors? Freedom to work on whatever you wanted? Time to spend with your family? Location independence? When you imagine your perfect life, what does it look like? Once again, think hard about this for at least 5 minutes, and write down everything that occurs to you. Remember -- don't dismiss your ideas, even if they seem silly. Write everything down. These are your "moving towards motivations".

Question 3: What makes your heart sing? What would you do for free just because you love it? When are you the happiest? When does time seem to fly by? These have something to do with your mission and purpose, a topic we will touch on soon enough. Same rules apply. Write everything down for five minutes.

That's it. Remember -- no one will read this but you, so be honest.



Mark Mason helps people just like you understand how to start and build a profitable internet business on-line in their spare time



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