

## Urgent and Confidential:

# “11 Really Stupid Blunders You’re Making With Your Biz & Career Right Now.”

*Special Report By John Carlton*

Sunday, 1:15pm

If you saw me sharing the stage with my pal Dan Kennedy (at his big event in Cleveland last week)...

... you know I’m a straight shooter.

After 3 solid decades in the front trenches of the business world – as a globally-feared and respected copywriter, a ridiculously high-paid consultant, and the mentor who’s helped over a thousand entrepreneurs and writers get their act together – I can now spot the mistakes you’re making in your marketing and advertising in *seconds*...

**... and have a damn good solution ready within the next minute.**

It’s not that your problems aren’t important.

Just the opposite – the problems I see most often are the kind that can *cripple* a business quickly...

*... often before you even notice something’s wrong.*

It happens with veteran business owners as well as the raw rookies. And it can happen even if you “know better”.

Because things move fast out there in the real world. Technology changes overnight...

... hot products become obsolete faster than ever...

... ways to reach your prospect base are increasingly being controlled by a tightwad group of greed-blinded behemoths (like Google and Facebook and Amazon)...

... and, worse of all...

... *nobody tells you nothing.*

You're never warned properly. You're left out high and dry when the Big Changes come roaring down the pike, aimed straight at you.

The gruesome realities of surviving in any cutthroat market get more and more complex every day.

Well, I *hate* complexity.

**I like things to be simple.** I have based my entire career on a *few basic principles*, and done quite well. (Okay, *really* well.)

Clients pay lots of moolah to consult with me, too...

... just to experience the sheer gorgeousness of *seeing these wealth-generating simple ideas applied to their own bottom line.*

Simple doesn't mean brain-dead, however.

In fact, pivoting away from the complex BS that clogs your path to profits and happiness can be difficult.

Why?

**Because of First Rule of Entrepreneurial Growth:** Nearly every successful entrepreneur starts out with an elegant – and very simple – original idea that takes the target market by storm.

But the *first* impulse that same entrepreneur has, once that simple idea strikes paydirt...

... *is to complicate the hell out of it.*

By adding layers of unproven difficulty (like membership sites), deep troughs of content (which does almost nothing to increase sales), and complicated schemes that require extra staff, steep investments of cash, and personal workloads that will *crush* you.

And very little of it will work.

This is the *first* classic blunder most entrepreneurs make.

Often, my advice (which, again, they're paying an arm and a leg for, because they're burning out, going broke, and *desperate* to find their mojo again)...

**... is to go back to basics.**

Keep it simple. A simple sales funnel, with a simple menu of products or services to offer, priced in ways prospects easily understand.

*Don't seek out complications.*

My most recent consulting client is a perfect example. He had a business that had been going south for years, losing customers to competitors... being ignored by the press... with a small staff feeling adrift, without goals, working too hard for too few results, missing payrolls.

He came to me bedraggled and bereft of hope.

I knew what the solution was before he had finished his tale of woe, though.

**Step one was to de-complicate things dramatically.**

I call this **Operation MoneySuck**. It means you focus entirely on those actions that will bring home the Big Bucks, and *nothing else*.

Every beautiful idea you have *outside* of the simple fundamentals of that original idea...

... will be put on a nice list, which you will keep hidden from view in a drawer somewhere.

You won't lose that list...

*... but you can't DO anything on it until you've got Operation MoneySuck going at full tilt.*

I asked this particular client to commit to 3 months of Operation MoneySuck. Total focus on those actions that will bring in the moolah, and *zero* time wasted on anything not directly connected to results.

Step one was to bring on a personal assistant. For years, I earned a fortune with my own simple business (Marketing Rebel, Inc) with JUST one assistant. Who worked part-time from her house.

*Her job was essentially to handle every detail that wasn't bringing in money. That included dealing with website maintenance, customer support, manufacturing and*

shipping of product, bank and bookkeeper liason, keeping the printer full of ink, filing, intercepting phone calls, etc.

My job? **To do the stuff that brought home the bacon.**

There are endless details to running a biz, MOST of which are *not* Operation MoneySuck. If your job is to bring in the dough, then that's your Number One job, your Number Two job, your Number Three job, and so on.

*Nowhere* in your job description is "fix the printer when it jams". Or "go get a new keyboard at Staples". Or even "answer the damn phone".

That client I had ordered to go on an Op MoneySuck diet promised to follow my advice for 3 months. He hired a personal assistant, which immediately freed up HOURS every day he could now focus on the biz.

**Next step:** See where the *bloat* is in the biz. And murder it.

For him, this was easy. He had a cumbersome membership site that, when I made him actually examine the numbers, was not profitable at all.

Despite requiring 90% of his attention.

**So we readjusted his focus.** Instead of luring people into a membership site, which required massive dumps of written and video content regularly (which took weeks to produce)...

... just create a much simpler funnel. Email the list, offer some value in each email...

... *and then sell something in the P.S.*

He resisted mightily. He'd become convinced that (a) he couldn't email too often, or his list would start hating him...

... and (b) he needed to offer tons of free stuff to "prove" himself worthy of his prospect's trust...

... and only then could he ask them for money.

*Horseshit*, I said.

Give me a simple 3-level product series – good, better, best – and focus on keeping your list full of fresh names.

Nothing else in the pipeline. Three options to buy. A very inexpensive first level, to bring people into your world. A more expensive second option, for folks who love what you offer and want more.

And a breathtakingly *huge* ultimate option... for those customers with money who want the best you've got.

This client actually had the goods, too. His products were excellent...

... but he'd been *blocking* prospects from simple ways to get them. Burying his great stuff under complex piles of membership BS and a few rare emails that barely made a pass at selling anything.

Very common blunder. Entrepreneurs do this all the time *to themselves*.

When I'm able to intervene, and put Operation MoneySuck into high gear, things can turn around fast.

At the end of those 3 months... sales had quadrupled, list size had doubled, and happiness reigned supreme across the land.

And all those fancy ideas he'd had to complicate his biz even further... still sat, untouched, in that file drawer. He'll get to them eventually...

*... but he's having too much fun making money right now.*

**So that's your first blunder to avoid: Complexity.**

My motto: **K.I.S.S.** Keep It Simple, Stupid. (I have this very sign hanging near my desk always – I'm the "Stupid" one, in this instance. Without constant reminding, I will add complexity to everything I do. Just like everyone else.)

And you can take that to the bank.

[Quick word from the sponsor: If you're wondering how to get this kind of hands-on consulting from me, just go [here](#). That's the list of consulting options I have.]

Would you like to see the rest of the Blunder List?

Great. Let's go...

## **Stupid Blunder #2: Not emailing enough.**

Now we get to the Big Kahuna of self-inflicted wounds so many entrepreneurs commit: Thinking that emailing more than once a week...

*... will somehow enrage your list, and cause them to hate you.*

Just get over it.

**Here's a clue:** ALL top marketers email their lists often. Once a day is very common. Several times a day when they've got something urgent going on.

I aim for 5-7 times a week.

I offer some stunning value – usually advice or tactics that folks can immediately use to bring home serious moolah in their biz – and then offer something interesting for sale in the P.S. (removed from the main part of the email... which allows me to share great info, *and* make sales, without the two efforts stumbling over each other).

**Quick story:** A biz owner in my mastermind had plateaued in sales. He had a huge list, but wasn't pulling very much money out of it.

Normally, this means the list is bloated with looky-loo's or mooches (people who are only there for the freebies, with no intention of buying)...

*... OR it means you're simply not contacting the list often enough.*

In this case, he was only emailing them once a week. He was terrified of doing it more often, because he believed he would be seen as a pest.

This was utter nonsense. His list LOVED him. Whenever he did email, people responded well. And whenever he offered anything, it flew off the shelf.

**I had to remind him why he was in business:** *To make money.* By providing excellent product to a hungry audience.

Do you have a good friend you rarely see?

Would you suddenly start *hating* him if you saw him more often?

No, you wouldn't.

**And you need to look at your list the same way.** If you've got something they want...

*... then it's your JOB to contact them as often as makes sense to remind them of that fact.*

They WILL forget who you are, or what you offer, or even why they got on your list in the first place... if you rarely contact them.

Think of your list as a big group of friends. Who are interested in what you do, what you offer, what new things you've got going on.

And think of yourself as the ring leader here. It's YOUR list, after all. *You're responsible for the care and nurturing of it.*

**So mail often.** This is how you develop an ongoing conversation with your peeps. A real relationship...

... fueled by you leading the conversation. About the one thing you all have in common: What you offer.

They got onto your list because they're interested.

They WANT to hear from you.

And the universe is working hard to make them forget you. Lots of white noise out there, tons of competitors vying for their attention. Social media eating up their attention span. Big corporations spamming them with offers based on psychographic data bought from other big corporations. Bills. 24-hour cable news cycling "hair on fire" freak-outs.

It's a confusing world out there.

If you've *honestly* got something – a product or service that *actually helps solve problems and makes their life better* – then your MAIN DUTY is to keep reminding them of that.

Don't hide.

Email your damn list more often.

### **Stupid Blunder #3: Being boring.**

But NEVER email them boring stuff.

Remember that good pal you don't see quite enough of?

He's not boring, is he.

In fact, he brightens your day. Brings some mirth, some energetic mojo, some level of happiness and fun and interesting news whenever he sees you.

**That's what your email has to be, too.**

Tell stories that matter to your list. Don't lecture, and don't drone on about anything.

*Be* that bright spot in their day that guarantees they'll read your emails forever.

That's the best advice I offer marketers: **Be the ONE THING your prospect reads today that gets his blood going.**

It's true for advertising, for email, for every contact you have with him.

Not much in his life is exciting. He's being ground down by an uncaring world, PLUS he has a gap in his life that is very relevant here.

**Consider:** *Why* did he opt in to your list in the first place?

I'll tell you.

**Because he had a need or a problem that wasn't being met or solved elsewhere.**

He trusted you enough to get on your list, to see what you had to offer.

Maybe he's already a customer. Or maybe he's still considering whether to buy or not.

THAT'S why you're emailing him.

Because customers may want to buy again, if you have anything else to offer. And prospects need just a bit more convincing to drop the hammer on their *first* buy.

So you have something in common, right there.

You have the basic subject matter already laid out for you.

Now: *Don't be boring.*

**Here's a sampling of recent subject lines I've emailed to my list:**

- How not to make dumb decisions.
- [Quiz] Are you a hard-core introvert? (Might be good news.)
- [Pro Hint #39] Are you having fun murdering your creativity?
- [Seriously] Sgt Pepper says you're blowing it.
- The raw, sizzling beauty of Operation MoneySuck.



Not a dull one in the lot.

A lot of entrepreneurs and freelancers and consultants come to me for advice on developing a better “personality” in their writing.

**The answer is very simple:** Learn to tell *stories*. Find your “voice” in your writing, and share interesting stuff that connects with your audience at a deep level.

Write about the things they care about.

The stuff keeping them up at night.

The rumors, fun insider tales and gossip that they seldom get to hear.

The stories that are relevant to their situation...

*... and the solutions they seek.*

And don't worry about unsubscribes, unless they balloon to obscene proportions. I expect around a dozen a day, from each email...

**... and I'm HAPPY to see them.**

Because I don't want my list bloated by people who don't want to hear from me. It's a waste of my time and energy, and it's a waste of yours, too, with your list.

**Look:** I tell marketers not to just *tolerate* refunds during campaigns...

... but to actively SEEK THEM.

Because if you're not getting refund requests at all...

*... that means you're not marketing aggressively enough.*

**The old-school rule is:** For every refund you get...

... you've probably made *ten* sales.

Think about it. Twenty percent of the general population out there is bat-shit insane, neurotic, criminally-inclined, or flat out dumb beyond belief.

On average, then, you shouldn't be bugged when up to 20% of your sales are refunded, in an average campaign.

Now, I don't suggest you go after 20% refunds... but around 15% *is* the sign of a healthily-aggressive advertising push. (Always refund gracefully and without hassle, too. It's part of your appeal to offer to take on most of the risk, and fulfilling on your refund promises defines who you are.)

**(Side note:** We always try to find out *why* people are refunding. It's great info for the next campaign...

... and often, *you can gently convince them to change their minds*. You do this with excellent customer service – sometimes, the refund request is the result of a misunderstanding, or confusion...

... all *easily* handled by caring, engaged customer service people. This can *stun* a disgruntled customer, who is used to being bullied, ignored and abused by other marketers. Just *be* the kind of biz you wished you'd encounter yourself when *you* buy something. Refunds can plummet with great, personable customer service.)

With email, it doesn't cost you anything to see someone one unsubscribe from your list. In the real world, they can always re-subscribe later, if they decide they regret that decision. (And you accomplish this by keeping your emails interesting, so word-of-mouth is consistently good...

... and folks who *aren't* on your list want to be on it. Even if they unsubscribed at some prior time.)

**And you WANT the disinterested or hostile people to unsubscribe from your list.** It keeps your list clean and free of people who aren't inclined to buy.

Yes, your total unsubscribes will go up when you email more frequently. But that's not because you've alienated great prospects on your list.

No. It's because your list is frosted over with people who aren't interested in what you have to offer.

Let them go.

**[Okay, another quick word from the sponsor:** If you seriously want to discover how to become a consistently interesting writer... you've got to check out our Simple Writing System [here](#). It's the fastest way to transform everything you write (and say) from boring to fascinating... no matter *where* you are now on the personality scales. Thousands of entrepreneurs, veteran biz owners, freelance writers and consultants have been through this system over the past 8 years... just see how it changed their lives so quickly and effectively. Because that's what it can do for you, too.]

**Stupid Blunder #4: Not using Direct Response advertising methods.**

The *worst* kind of advertising comes out of the *biggest* ad agencies in the country.

They like to do “image” marketing, full of slogans and funny commercials, that promise to “brand” you in the marketplace...

... so that people think of you when they need what you offer.

And hey, if you have a *billion dollar ad budget* (like Coke or MacDonald’s or Ford) to throw around, maybe that’ll work out for ya.

However...

... if you’re like most entrepreneurs, **you need to make every buck you put into your marketing pay off.**

And that’s why you use Direct Response methods.

This simply means that every contact you have with a prospect – whether it’s in email, a banner ad online somewhere, a spot on the radio or on TV, a speech in front of a group of people, snail mail, or even face-to-face encounters with prospects...

... *you are putting a “call to action” into what you say.*

The action you ask your prospect to make is one that moves him closer to a sale. It might be to actually click a link that takes him to the sales page.

Or it might be to sign up for your email list, where he will receive offers from you over time.

Or it may be to ask for a phone call. Or a free report. Or something else...

... that is a step in your funnel of taking him from being a complete stranger who’s never heard of you...

... to an eager customer who wants to buy everything you have.

It’s a very simple concept: **Never take anything for granted.**

Do not assume he will “figure out” how to get ahold of you if he’s really interested. He won’t.

Do not leave out critical info on how to move to the next step in your funnel, thinking it’s “obvious”. It isn’t.

And do not assume you've completed your task merely by informing him of what you have to offer. If no other action happens...

*... you've failed the selling test.*

You must be EXPLICIT with your instructions on the most important part of your sales message: **What to do next.**

Click on this link, which will take you to our easy-to-fill-out sales page.

Call this number, 24/7, and ask for "the special XYZ deal".

Clip this coupon, fill it out, and mail it here?: 123 C Street, Anytown, PA.

Leave your email address in this box, and we'll send your free report instantly.

Etc.

Direct response advertising methods are the *biggest advantage* you will ever have in the biz world.

Online, especially – when your prospect's eyeballs are on your website, you are EQUAL to your biggest competitor...

... even if it's IBM or General Motors.

**Because YOUR site is what he's looking at right now.** And you have a precious moment to connect with him, to reach out to him with your message, to persuade him to take the next step in your funnel.

He's not looking at anyone else at that moment in time.

You have his attention, even for a split second.

Giving him anything other than the powerful persuasion strategies inherent in direct response methods is a *criminal act* on your part...

**... because you're murdering your bottom line, right then and there.**

[Need a refresher in the fundamentals of direct response? The notorious "Kickass Copywriting Secrets of a Marketing Rebel" is just the thing. Grab your copy [here.](#)]

### **Stupid Blunder #5: Ignoring how people see your website.**

How's your website look on a mobile phone?

You'd be astonished how many entrepreneurs can't answer that question. They only look at their site on their big desktop screens, where it looks just fine.

On a phone, however, it's *unreadable*. The font is too small, the design doesn't even remotely fit into the tiny phone screen, and it's impossible to find the links to the sales page.

I've encountered this many times in the past few years, as more and more people access the Web through their mobile devices (iPads and smart phones)...

*... and entrepreneurs just haven't been paying attention.*

Today, you must assume that your website will be first viewed on a mobile device.

So it's got to look good, be easy to read on those small screens, and it must make SENSE to your prospect. No squinting tolerated.

Every time you create a website (or update it)... test it out on every device you can get your hands on.

### **Stupid Blunder #6: Ignoring your competition.**

I just saw this happen with a recent client: Unbeknownst to him...

*... a new competitor had arrived in his market...*

*... who was offering everything my client was selling...*

**... for FREE.**

This is always a danger when you offer information. But even software and products and services that aren't nailed down tight with patents and copyrights can be worth a thousand dollars today...

*... and available for free tomorrow by someone else.*

Heck, in today's world of unrelenting piracy online, even patents and copyrights don't offer much protection.

### **So you've got to keep a constant eye on the competition.**

Know *exactly* what they're doing, at all times. Subscribe to their services, get on their email and snail mail lists, even buy their stuff to see how they treat people going through their funnel. (How often do they upsell new customers? How are you handled when you say "no" to any offer? What does their back end look like?)

Seems like an obvious step for any smart marketer to take, no?

Well... are YOU keeping track of your competitors?

### **Stupid Blunder #7: Not networking.**

The myth of the great entrepreneur is the dude doing it all solo.

Maybe a small staff to support him. But every decision is his and his alone.

He don't need no stinking friends.

Well, guess what?

### ***Not a single top marketer agrees with that myth.***

We ALL have vast networks of experts, friends, colleagues, resource pools, even competitors we can call for advice, insight and crisis-control.

Great marketing is a *team sport*.

You may get away for a while on your own, ignoring the advantages of having a good network.

But it won't last.

I have a Rolodex of people who would make up a fabulous "hall of fame" for the biz world. And they *all* take my calls...

... because I take theirs. I've worked for years on the relationships, offering help more often than seeking it. That's how you generate "trust capital", the favors and credibility that allows you to use your network to it's fullest capacity.

*You can't know it all today.*

Too much technology. Too many ways to screw it up, or have things out of your control go haywire. Too many marketing ideas going sour overnight (like the Google slap, or Facebook's relentless changing of rules for advertisers, or federal agencies suddenly getting hard-core over testimonials and claims in ads).

*You need people you trust watching your back.*

That's why you go to seminars, why you stay in touch with contacts, why you keep a constantly updated list of folks on your network.

[**Sponsor note:** Masterminds are a great way to boost your network *immediately*. Lots of great masterminds out there.

Ours is small (under 20 people), so everyone gets their “moment in the sun”, with the entire focus of the group on their problems and situation. Over the 2-day meeting (4 times a year), everyone gets problems actually solved, plans actually implemented, goals set up with accountability included.

I’ve been hosting this Platinum Mastermind of ours for over 9 years now. It’s a *perfect* way to grow your biz and career quickly... while also creating a ready-made network of people who know you and are ready and willing to help with everything holding you up.

Go [here](#) to see why it’s such an advantage for you.]

### **Stupid Blunder #8: Burning out.**

The Number One problem I see in entrepreneurs today...

*... is burn out.*

All work and no play is fine when you’re in the first exciting months of starting a biz. It’s a honeymoon, and you don’t mind the long hours and lost weekends.

But that’s no way to KEEP a biz profitable.

In fact, it’s *guaranteed* to fry your brain, and sink your dreams.

I write endlessly about this on my blog ([www.john-carlton.com](http://www.john-carlton.com)). And it’s a staple of every consultation I do...

... whether my client knows it’s a problem yet or not.

It comes up on you fast, and usually without warning.

*And will obliterate your love of the game, your enthusiasm for working, your motivation to even get out of bed in the morning.*

Call it a “mid life crisis” if you want. The fact is, if you don’t find a good groove to work in that allows for a fulfilling lifestyle...

*... you are dooming yourself to the ash-pile of toasted biz owners who didn’t see burn-out coming.*

**Don’t think it can’t happen to you.**

**Here's the truth:** When I consult with a client for a full year...

... I know for certain that at least *one* of our sessions will be about his personal life.

Because there's no such thing as separate lives for an entrepreneur. The private stuff bleeds into the biz, and vice versa.

I try to intervene before divorce, or emotional meltdowns occur. I've learned to spot the signs early.

They're not a mystery to anyone but the person going through them:

- Not enough sleep.
- A sense that your "to do" list is endless.
- No vacations.
- No weekends.
- Booze as the go-to method of shutting off your brain at the end of the day.

It's no fun burning out.

*However, well-planned mid-life crises can be a blast.*

I've had around 5 of them, and enjoyed the hell out of each one. I saw them coming...

... and *planned* for them. I saved up money, took disciplined care of my health, and set a goal for when to exit whatever situation I was in.

**My favorite:** I quit working with Gary Halbert (with plenty of notice), dropped out of the advertising world completely for two years...

... and formed a rock and roll band. We played all the biker bars in Northern Nevada and became a sensation around town.

I was 45. It was the last big item on my Bucket List.

And when that gig became tiring (it's tough to play until 2am and then tear everything down and go home at that age), I re-entered the biz world.

**And was welcomed with open arms.** Because I'd made my exit public, didn't piss anyone off, and didn't actually disappear completely – I stayed in touch with my



network (though I did turn down all job offers) and keep them apprised of the fun I was having.

Jealousy abounded... *but they were eager to hire me when I returned to the game.*

If I hadn't done that... hadn't left, hadn't gone off to do something else (which was a blast), hadn't saved up enough money to make it easy...

... I'd have burned out for sure.

The human mind can't handle unrelenting anything. Especially hard work.

No matter how much you love what you do right now...

... that can change. When you're planning your 20<sup>th</sup> launch, or writing your 5,000<sup>th</sup> email on the same subject, or hearing the same annoying inanities from the same people again on a Groundhog Day that keeps repeating...

... you may be ripe for burn out.

Or... if you plan... the best mid-life crisis break ever.

Life is to be lived large.

*You only get one ticket, and the ride is very, very short.*

### **Stupid Blunder #9: No back end.**

Do you have a good, ethical product that people in your market should own?

Excellent. That's the first step in all great marketing plans.

Do you have the NEXT step nailed down, too... meaning:

***Do you have a great back-end to offer all customers?***

It's where *all the real profit is* in ANY biz.

Most entrepreneurs consider their first sale to the main profit-generator. They pour their thinking and energy into it, making it the best possible product or service.

And that's fine.

You want your initial sale to be a good one.

However...

... you probably spend a lot of money securing that customer. It cost you moolah to find him, attract him, win him over... and sell him that first product.

If your relationship ends there...

*... you're leaving massive piles of cash on the table.*

The smart marketer always has something ELSE to offer, before the first sale is even consummated. The back-end sale.

You aren't spending a penny to find that new customer at this point. He's already on your list, as a buyer.

**So offering him something else at that point is really a no-brainer.**

Every cent you make is *pure profit*. You haven't budgeted a penny to find him.

Plus, he already trusts you. At least a bit.

I mean, he just bought something from you. You made him happy enough to spend money with you. He's on your side.

It's the perfect time to offer something else.

And it's all pure profit.

### **Stupid Blunder #10: Allowing "sabotage by staff".**

Your staff is gossiping about you behind your back.

That's normal. You can live with that.

But sometimes, they're also *actively acting to sabotage you*.

Sometimes unconsciously. They're tired of dealing with customer complaints, or bored with what you offer, or having trouble at home...

... and their lack of enthusiasm bleeds into the job. And they start alienating prospects and colleagues and customers alike.

And sometimes they do it *consciously*. I can tell you VERY common client tales that will curl your hair, about embezzlement, theft of lists, and worse.

It can be a jungle out there in your office.

Now, I'm a loyal guy. I've had the same personal assistant for 17 years. Same biz partner for 10 (and he's been a friend for over 30 years). Several clients who've been paying me royalties monthly for nearly 20 years.

Heck, I've gotten my hair cut at the same place for 20 years, have the same weekly massage from the same masseuse for 25 years, and I've been happily living with Michele for nearly 20 years.

My car is ten years old. I've lived in the same cul du sac for 15 years, for crying out loud. I'm probably wearing clothes I bought last century, because they're comfy.

I'm a loyal kind of guy.

*But I've also severed relationships with colleagues who did bad things, in a heartbeat. And fired clients who merely leaned toward cheating me, without notice.*

This is business.

It can be cutthroat.

Good staff is hard to find.

Good staff who *remain* good are even harder to find.

If you don't KNOW, for certain, that all is fine in your outer office (and with the remote contractors you work with)...

*... then you're vulnerable.*

I'm not suggesting you spy on your staff...

... and yet, it's not a bad idea.

This is your life. Your biz. Your dreams and goals.

And you've got to trust other people.

*But you don't have to trust them blindly.*

The conscious sabotage, you have to root out as soon as possible. Keep your accountant and your bookkeeper separate, and have *other* accountants and bookkeepers take a peek at the books every so often.

Get fresh eyes on the important stuff.

The *unconscious* sabotage is easier to spot, if you're on the ball.

Order from your own website. Use a different email, so you're hidden.

See how you're treated. How your funnel operates. Ask for a refund, and see how customer service functions.

Get someone from your office on the phone, and see how what kind of attitude you get.

Stay on top of this stuff.

Trust is a wonderful thing to have in the biz world.

It's also easy to have it *violated*. Everybody's got a good reason to do what they do.

Just make sure it's not *you* they're doing it to.

### **Stupid Blunder #11: Not having goals.**

Goals are the lifeblood of a successful business.

And yet, too many entrepreneurs ignore them. They have a vague goal of getting filthy rich, or being ridiculously happy...

*... without any way to measure progress on those fronts.*

Which can leave you feeling not-so-rich, despite big profits. And not-so-happy, despite getting all the things you thought would do it for you.

That's where thinking about your goals... setting them... planning for them...

*... and putting that plan into action...*

... is the key to wealth and happiness.

Just making a goal does nothing. You need a deadline (and maybe several, for each stage) to push you forward.

Just wanting something won't make it happen. You've got to know why you want it, and how it will make you richer or happier.

Sounds obvious.

Isn't.

Having deadlines for your goals gives you a frame of reference for attaining them.

Having multiple deadlines helps you know where you are in the attainment.

Let's say you want to earn a million bucks this year.

*What kind of guy earns a million bucks in a year?*

There are guys who make a huge killing with one big deal. So you work for 11 months without earning a dime, investing time and energy in a project...

... and then you get paid on month 12.

Or there are gamblers who risk vast amounts of money on a bet or wild game... and may win, and lose, throughout the year as they parlay wins and double down on losses. And if everything goes right...

... on month 12, they're a millionaire.

Then, there are sensible planners, who figure out how to pull down \$90k a month in pure profit for 12 months. And voila, a million bucks.

*So, you have to first figure out what KIND of millionaire you're going to be.*

And understand *what it requires* to work toward a single pay-off... or gamble long term... or make a steady income, month after month.

Then...

... you gotta plan to make it happen.

**And put that plan into action.**

It won't happen by accident. Or magic. Not usually, anyway.

You must be accountable to someone, too. Maybe it's just yourself – you are so disciplined, that you can count on consistently following your plan and solving all problems all on your lonesome.

Some people can pull that off.

Most can't.

We all need reality checks, often. We need help to be able to see past our own delusions and clouded thinking... and stay focused on the Big Picture (wealth and happiness).

I've always relied on partners, colleagues and masterminds to get my reality checks. I like to surround myself with other hard-nosed, serious entrepreneurs who care about my goals (never as much as I do, of course, but because we're a network, they do care).

So, the Big Question is always: **Where are you getting your reality checks?**

Because you can't meet your big goals if you aren't staying on the right path, and it's so easy to get lost out there in the real world.

Goals are mega-important. Very little good stuff gets accomplished without them.

Stay focused.

Get as much help as possible from a network that will watch your back and help you when necessary.

Great business success never just wanders into your life.

*You gotta plan, and have a clear vision of what you want, and put that plan into action.*

You'll find oodles of help on my blog ([www.john-carlton.com](http://www.john-carlton.com))...

... where the 14 years of archived posts are always FREE for you, with total access 24/7.

And where you can find details on everything I offer you for better marketing, faster success, and more fun on the ride of your life.

Make sure you open my emails, too.

They're a great reminder of how high-end persuasion happens, and an excellent example of how good biz practices can include more fun and awesomeness.

Stay frosty,

**John**

**P.S.** Be sure to check out the right-hand column on the blog (again: [www.john-carlton.com](http://www.john-carlton.com))...

... where you'll find easy single-click shortcuts to my books on Amazon, too. All have been best-sellers in their section.

Hope to do some biz with you, soon.