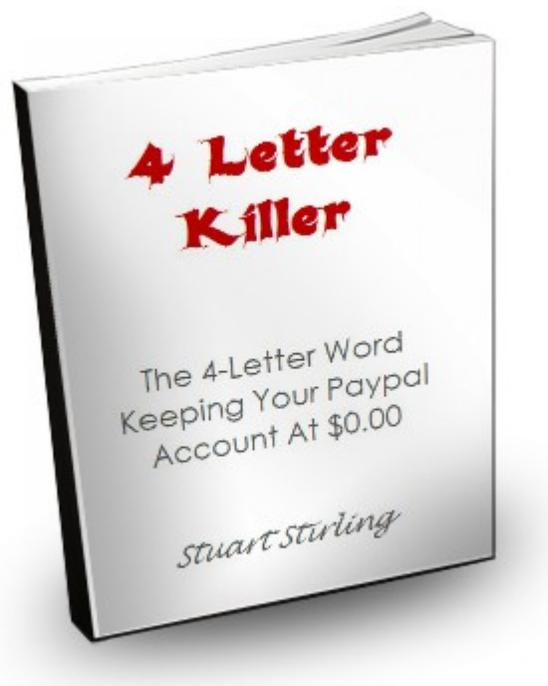


The 4 Letter Killer



This Free Ebook Is Courtesy Of Stuart 'Sensei' Stirling

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Hey There... Nice to see you made it!

Before we go any further... you need to take a good look in the mirror...

Why?

Simple really... the buck starts and stops with that person in the mirror... not the latest ebook you just bought... or the latest guru on the scene... or the boss, friend or relative that for some reason keeps you down...

Once you take real responsibility for what you want to accomplish... **amazing things will begin to happen**... sounds simple... I know.... But isn't that what life should be? ... simple...

So before you go any further... go look in that mirror... think about what you want to do... then.. come back... see you in a few...

.....

Alright... let's get this going...

Still wondering what that 4 letter word is... the suspense too much?

I'm sure you use this 4 letter word everyday... I still do too...

This 4 letter word... kept me from making a dime online for 6 straight years... I tried this... I tried that... I bought this "Secret" and that new "Secret" over there...

I was on a mission... I was always... busy

BUSY = 4 little letters... that never amounted to much...

Then one day... something happened... and honestly.. I'm not real sure what made me change... maybe just tired of finding more of the same...

I took action...

ACTION = 6 little letters that can change your life!

So the question is... how could 4 letters be so bad.. while 6 others so good?

While the concepts of “being BUSY” and “taking ACTION” may seem to be the same, and in many facets of life that may be correct, in YOUR on-line business there is a huge difference.

One yields in getting paid, the other results in nothing.

One results in easing our frustration, the other results in more.

One results in us getting closer to our dreams, the other takes us further away.

The funny (or sad) thing is that most on-line marketers know the difference between the two. In fact, most can see the difference in others, but very few can see the difference in THEMSELVES.

It's much like a person who smokes. They know it's bad for them. They can even see the effects on others when they hack and cough. All the while, they continue to puff away.

In the same way that smoking will cause a person to waste away, so will being BUSY. It is a disease that will eat away at YOUR spirit and only leave broken dreams.

People who are BUSY in their business are very convincing to others about their level of success. They know all the information, they know all the answers. But when asked about how much income this information has brought them, suddenly the answers become hard to find.

SOUND FAMILIAR?... ↴

A BUSY person leaves behind them a trail of unfinished projects, and a roomful of excuses. As one project starts to fizzle out another becomes more attractive.

The excuses for abandoning the one project for another always sound rational, always sound reasonable, and always make the busy person look very intelligent. The results though, are always the same. Nothing has changed.

Just like there is a difference between taking ACTION and being BUSY, there is a difference between goals and wishes. Goals are what we take action on and wishes are.. well... for fairy godmothers. And this actually explains why busy people are so...busy. They have an irrational belief that all of their efforts will suddenly and immediately result in their wishes being

granted. As if the performance of 100 unrelated tasks would suddenly result in a new car in the driveway!

Think of an automobile assembly line as an example. How many cars would get built if one worker busied himself with sweeping the floor, another with filing papers, another with mixing the paint and yet another working on different car designs? All are thinking about how great this car is going to be and how hard they are working at it. All believe that what they are doing is going to get the car built. The reality is that that car will never get built. Only by each laborer performing a task that DIRECTLY results in the completion of the project will anything get accomplished.

The mind of a BUSY internet marketer is much the same with the exception that he/she assumes ALL the roles needed. A BUSY on-line marketer will be the copywriter, graphic designer, create the product, be the coder, etc, etc.

Whatever the BUSY marketer doesn't know how to do they will go to great lengths to learn how.

The biggest challenge this BUSY marketer faces though is that there is ALWAYS something else that has to be learned before they can take the final step of offering their product or getting their website live. There is always one more tweak, one more revision, one more part that needs to be added before ANY ACTION can be taken.

Eventually what happens is that the BUSY marketer gets bored with the current project and decides to chase after the pot of gold at the next

rainbow and the cycle starts all over again.

↶ Read That Again...

How do I know so well how a BUSY marketer thinks and acts?

Until recently, I had been one for years. Even now it is something I have to battle every day. It can be a long and difficult battle to move from being BUSY to taking ACTION. You will know that you have made the transition from one to the other when a very specific event occurs in your life. Do you want to know what that event is? Do you want to know what the biggest difference is between those that are BUSY and those that take ACTION?

It's easy really....

They Make Money!

People who take ACTION make money. People who are BUSY don't.

It's a very easy measuring stick.

Which side do you fall on?

I'm sure a lot of BUSY people are upset with me right now. In fact I can almost hear the cries now...

“But I'm trying hard”

“You don't understand my situation,”

“If only (major guru) would answer my email, then I would be ok”

“I have a project almost finished”

“If I had more support from my spouse”

etc..etc...

All are common statements from BUSY people. I know, because I've used them all before. You will never hear a person who takes action use any of the excuses above.

So if making money is what distinguishes a BUSY person from one who takes ACTION, then don't all BUSY people want to be people who take action?

you would think that's an easy answer.. But

The answer is “Yes” and “No”

A BUSY person WANTS to be a person who takes ACTION, but several factors keep them from doing so. You see, a busy person THINKS that they ARE taking action. They confuse their activity with ACTION. So it is important to define the difference between “ACTION” and “Activity” in regards to our on-line business. So here it is...

ACTION DIRECTLY results in you making money.

Being BUSY is everything else.

Some Examples... ↴

Being BUSY is researching which article directories are the best to submit the articles you haven't written yet. "ACTION" is writing the articles AND submitting them.

Being BUSY is sorting through the hundreds of website themes you have available. "ACTION" is writing the actual content for the site.

Being BUSY is checking your email 30 times a day.. "ACTION" is producing products that will result in emails saying "Payment Received".

↑ My favorite...

Being BUSY is buying yet another report about how to make money online. "ACTION" is doing what the last report you purchased teaches you.

In his outstanding book [The 4-Hour Work Week](#), author Tim Ferriss writes:

"Being busy is most often used as a guise for avoiding the few critically important but uncomfortable actions. The options are almost limitless for creating 'busyness': You could call a few hundred qualified sales leads, reorganize your Outlook contacts, walk across the office to request documents you don't really need, or fuss with your BlackBerry for a few hours when you should be prioritizing."

Why does a BUSY person keep BUSY instead of taking action.

Mostly for two reasons... ↴

> 1. FEAR OF FAILURE...

Fear of failure is exactly what it sounds like, but at a deeper level a person is afraid of the embarrassment and ridicule that failure brings. From their friends asking, "Are you still doing that internet *stuff*." to others wanting to know why you are wasting your time.

Most people know and understand that failure is part of the game. Formula 409 cleaner wasn't called such because they got it right the first time! Most people have read about "failure being our friend" and other such quotes. But I believe that for MOST people the fear is more of a fear of how OTHERS will view that failure.

↳ note to self...

You are wasting a lot of energy worrying about what others think. Most people are too busy with their own lives than to spend a great deal of time thinking about what you're doing.

Ultimately you have to make a decision. Are your goals/dreams worth the TEMPORARY setbacks that are bound to happen?

If the answer is "Yes", then TAKE ACTION.

If the answer is "No", then you need bigger dreams!

> 2. FEAR OF SUCCESS

The fear of success may sound ridiculous but I hold that it is far more

common than most believe.

People suffer from a fear of success mostly from false beliefs that they don't deserve the rewards that come from hard work, that even if they are successful they still won't be happy, and they doubt their own ability to sustain the progress and accomplishments once they have made them.

Again, it comes down to a decision. You have to DECIDE if overcoming these feelings are worth your goals and dreams! If the answer is "YES", then TAKE ACTION. If the answer is "No", then get BIGGER DREAMS!

I hope that you can see it is your Goals & Dreams that will DRIVE you to ACTION! So your dreams have to be BIG ENOUGH to make you want to break through the barrier of being BUSY and start taking ACTION.

↪ Give This A Try...

Here is a measuring stick for you. If you share your dream with someone and they DON'T LAUGH, then your dream isn't big enough. A dream of "I want to make enough money to quit my job" isn't big enough to get you up earlier than you have to and stay up later than you want to so that you can take actions.

A dream of "I want to make \$500/month part-time" isn't big enough to make you want to put up with the sarcastic comments from your in-laws regarding your business.

In fact, your dreams don't even have to be tied to an income level. Instead what do you want to DO with the resources you earn?

Think BIG then break that goal down to smaller actions.

EASY TO SAY... HARDER TO FOLLOW... ↘

**If You Always Do, What You've Always Done,
You Will Always Get What You've Always Got.**

Is that what you want? Do you want more of the same? If not, you HAVE to do things DIFFERENTLY. It doesn't matter if you THINK you are taking action, or if you FEEL like you are taking action. The proof is in the pocketbook! If you are not making \$\$ you are fooling yourself into thinking that your being BUSY will yield results.

This is simple.. but by no means easy... but until you follow through... more of the same is in your future.

In the end... it's all you... do nothing... get nothing... don't be another nothing... there's too many already!

Find Your Freedom... Defend Your Dream
Good Luck!



Stu 'Sensei' Stirling

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