

The Simple Things Stopping You From Getting What You Want

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Mike: Brett, what I want to talk with you about is the importance of mind set when looking to achieve success or happiness, or basically when trying to create the life of your dreams.

So how important is mind set - as far as you're concerned?

Brett: I believe it's critical. I think that without the right mind set, then nothing that I teach you, or that anyone actually teaches you, or anything that you read, anything you watch, or anything you hear - nothing can happen unless you have the right mind set.

It's a little bit of an invisible thing, because I've certainly found out over the past seven years of training people, that most people don't realize that "mind set" exists. It's like an invisible wall.

So, they'll go and try and learn some new information or change the course of their lives, by reading a book or listening to a CD. And then perhaps wonder why things aren't working out the way that they've learnt that it should.

In nearly every case I've found it really all comes back to you as a person as to how you are *communicating to yourself* and it does come down to mind set.

That's what it's all about. How you're actually speaking to yourself. How you're thinking. The *process of thinking* is what I've found separates the really successful people from those who want to be successful.

"How you think makes all the difference..."

I get to deal with a lot of the best minds in the world in terms of Internet marketing in particular. I see a lot of similarities between all of them and it has a lot to do with how they think.

One thing, I do see from the experts who are super successful, is that they ask different questions. Here's what I mean: A lot of people when confronted with

having to learn something new or challenging often decide that, ***'Gee, I don't think I can do that.'***

Now, what happens with the successful people in my experience is that whenever they need to understand something that is brand new or fresh, they ask themselves, ***'I wonder how I can make that happen?'***

And their whole view ... even if they don't really know everything about it, they don't know all the answers, and they can't see all the exits or all the information ... is based around asking themselves, ***'I wonder how? Maybe we could do this or that?'***

Basically it's a mind set of possibility. Even if you don't know everything, we need to learn as we go. We need to take the bits that we do know and act on them, and the parts we don't know, we need to ask HOW we're going to learn them.

Just having that mind set alone will change your future, because you won't be stopping yourself. You won't be putting up barriers up, these invisible barriers that stop you. Suddenly, you start thinking *"well I don't know the whole picture yet but what if I do the bit I do know and I can learn the rest as I go. At the end of the day I'll know it all, but first things first."*

I'll tell you what, that makes life a very exciting journey. So I think mind set is critical. If you ever try to learn anything or change anything or do something ... how you look at it and how you see the world will determine how much action you take. Which determines how successful you will be at it.

If you try doing something - a challenge let's say, and you think, *'I'm not sure I want to go here, I don't think I'm going to do very good,'* instantly, you're brain is getting messages from you that it shouldn't give 100% towards the task.

But if your view is ***'Damn! I know I can do this. I just need to learn how!'*** And you keep on persisting, it's amazing how opportunities come up that you didn't see before.

They were always there but you need to make your brain see what is truly there. Because honestly, it's critical!

One of the things I do is teach people to start a brand new life using the Internet. That's what my expertise is. So, it's a fresh start. If you don't get your mind set correct, right at the very beginning, then how are you going to learn all of the information that you need to learn?

It's easier if you're an expert in something right now. Maybe your job, or your business and you learn a little bit extra here and there. That's easy, because you

already have a track record of doing something, of applying things and being successful in certain ways.

But when you're trying something new, it is critical that your attitude is in the right frame of mind, because let's say you get the wrong information - that's all right, you can eventually get the right information but you can't get yourself a new brain!

It's very important to have your mind open to what can happen, to be thinking of *possibility*. To think, *'well OK, eventually I'll get there, I mean what if I make mistakes? Hey that's OK if I make a mistake, I've just found another way not to do something!'*

So 'possibility' thinking is critical in everything we do in life.

Mike:

Right, so it's like a process of engaging your brain rather than switching it off?

Brett: Well this is the thing. Your brain will always be there. Till the day you die, your brain will be there. So you can either get it to help you or to hinder you. You are in total control.

I believe it's never about the knowledge, because you can always get the knowledge, but you can only get that knowledge once you have this possibility mind set where you think *'I'm going to learn it, I'm going to learn, I'm going to find a way through -even if I don't know everything, I'm going to find a way through.'*

It's possible that the person reading this right now has fallen into a cynical way of looking at life. I hate cynicism, I hate it, absolutely hate it.

Basically cynicism means that in the past, you've tried a few things, they haven't worked and so therefore because of that experience, you make a decision that anything related to that activity doesn't work also. And so you block it all out.

It's a way of protecting yourself from future disappointments. A way of blocking out potential "pain."

So therefore, you can have a "nice secure" way of looking at the world because you "know what happens." But see, once you do that, then you don't look for anymore possibilities.

And that's where cynicism really starts to affect you in a negative way. It's because

you've been hurt in the past, something has happened or someone's done something to you and now today, you protect yourself by not actually striving any further.

By pretending you know what the world's really all about, that whole belief actually ends up being a self-fulfilling prophecy. When you stop looking for new opportunities, when you stop believing in the possibilities, that's when those things will shut down.

When just changing that all around and thinking, *“how about I give this another try? How about maybe I change the way I look at the world, the way I see it, so maybe I'll see some new things?”* ... can make the world of difference.

Mike: Great. So presumably Brett, you didn't know this information all your life, so before you became successful, before you availed yourself of the opportunities that made the difference in your life, what was happening for you then?

Brett: I think I was a lucky kid actually. When I was young, I was the youngest of three boys so by the time I was growing up my parents – which till this day are very positive people - had the 'bringing up the kids' thing down-pat.

So they knew what they were doing. I think some parents struggle with the first child on want to say, what to do and what sort of leadership to provide. By the time I came along they were much more relaxed, so I think I ended up with a fairly positive attitude.

I was predisposed to looking at the bright side of life, to see what 'could' be done instead of what 'couldn't.' One of the real changes for me was when I was 12 years old, my parents were in Amway (which I'm sure there's a good chance the reader has heard of) which is a very successful multi-level marketing company.

They were in it for a couple of years, until they got disillusioned with it. Some people were very successful with that company but certainly there were many that were on the side which weren't.

But what I got from it was this, by being involved in that environment, was very positive. I would go along to seminars with my Mum and Dad and I'd hear tapes from some of the motivational speakers. I remember deciding at the age of 12 or 13 - *from what I heard from the pump-up sessions that would go on regularly within Amway* - I realized that I would love to be a motivational speaker one day and it was just a dream.

I thought it be a good thing to do because you help so many people. And so through this period I would listen to the information, which is all about inner possibility and about making sure you never give up etc.

So, I was getting very positive input regardless of the business medium. And then I started to use it. I played cricket quite competitively. And I would use my mind set to become a really good bowler.. And I achieved lot of goals in cricket just because of having the right attitude. And so little successes like this along the way built upon each other.

And once you have the momentum that's when you have power. When you've had success here and a success there. Even though they in themselves might be small, those successes build up and give you a lot of inner faith in yourself. Until basically I started then to mature and get a job and my attitude followed me through.

So I am very fortunate, very, very lucky and because I think I had a head start because I realized so early on about mind set, and it wasn't drummed me into or anything. I just discovered it and I thought '*gee, that sounds to me like the right way to think and the right way to approach things.*'

So without realizing what was actually happening at the time, that's how I got my start and how I started searching for wanting to be more and do more in life and definitely had that confidence to go after it.

Basically that was my start in my teens but then obviously you need some structure. And the structure comes from learning more, applying it and in particular - "*immersive learning.*" I think one of the most successful ways to learn properly is to undergo "*immersive learning.*"

And what I mean by that is that I would actually read books intensively. I would read them and take notes and if they actually asked me to do something. I would take part in the procedures.

Books by people like Anthony Robbins and Stephen Cover - I believe they are two of the best leaders in the word in terms of motivation, mind set, attitude, values and principles.

They were two very big teachers for me. But I am the sort of person that when I read a book, if it asks me to perform an exercise - well I do it!

Now there's no genius in that but I tell you what, a lot of people just do not do that. They just do not actually want to take that first step and if you can just get yourself to take these little steps at the start, then taking the bigger step later on is easy.

Right now I am actually learning how to surf. I'm getting one-on-one lessons. I live on the beach so I'm now learning how to surf. I am an absolute beginner.

My teacher tells me that what most people do is they come to him and they basically want to be standing up on the surf board within the first lesson. Now it is not a huge possibility. There is a lot of things to learn and not very many people get to start up and surf on their first go.

Whereas from the first day I just wanted to know the basics. I wanted to know how to lie down on the board first. To actually feel what's its like to catch a wave. To understand the difference between a good wave and a bad one. And then step it up from there.

See if you try to master a *level 3* skill, when you're only at *level 1*, meaning you're falling off the board all the time because you haven't done the basics, you're going to get frustrated. You might even get hurt. And so the chances of you giving up are much higher.

The learning process is very important. If you can just have little successes along the way by taking the small steps, then the big steps come so much faster and they are so much better because you are ready for them.

Many people like going from a beginner to expert really quickly. I don't think that's an effective way to learn at all. I think our brains need a process. And our brains need time to learn things properly.

Yeah, you can always find quicker ways and short cuts, but the learning process never changes. And so here's something I would like the reader to remember right now - and it certainly works for me and I do teach it around the world.

If you are going to be learning something or trying something new, my suggestion to you is to 'get bored with each step before you try the next one.'

Make sense? Get bored with it before you try the next step. Now why would I say that? Here's why...

If you get bored with '*Step one*', what is that telling you? Your body and your brain are letting you know ***'OK, I am done here. I have learnt all I need to know, in fact I am no longer even getting any mental stimulation from it, which means I must know it.'***

Because while we are learning something, we enjoy it. When we stop learning, we get bored. Which means we're ready for the next step.

That's a principle. It's a universal principal. It's a very, very pleasurable process.

If you have a ten step process to do something, and you follow that process of getting bored with one step before progressing to another, then you will truly master each of the steps.

And you will be much more powerful, much more effective by the tenth step than you ever would have by quickly rushing through them and try and fast forwarding the process.

So, I hope that helps the reader because I use it everyday. I have used it for at least the past seven years intensively.

With my surfing lessons, these first two or three lessons these are the slowest part of all. You don't really know what you are doing but you are feeling it out and you are training your brain .

Here's another analogy - I did some jet skiing a little while ago. It was the first time I'd done it. So you hire the jet ski for a half-hour session. I was out with my brothers. My brothers were zipping around the coast because they had done it before.

Now, the natural thing would be try to keep up with them. But I didn't do that because I know how the brain works. I know what it takes to learn stuff really effectively.

So, for the first 15 minutes I trained my brain and so I took it slow, I learned how to corner, I learned how to speed up, I just had a feel with the Jet Ski. And by the end of 15 minutes, I had the skills I needed.

So, I had done my learning in 15 minutes and then had the second 15 minutes to actually then start and use it. Now it's a simple analogy I know, but if you just take the time to do that little learning process and do the principles, do the slowest steps properly at the start, then that's when everything actually speeds up.

Why? Because you haven't left any thing out. By the time you get to the part you really want to get to - the exciting bit - it happens fast because you know everything you need. So get bored first, then move on.

Mike: It's kind of like the short cut to the long way around.

Brett: Yeah, that's right. It absolutely is, I mean, to get there fast, go slow.

Mike: So I suppose when you became a copywriter and when you started to look into the Internet marketing business - which is effectively what made you so successful - how long did it take from the start to where you are now, to actually start to see results?

Brett: Really, fairly quickly. No matter who you are you would sooner have fast results than slow results, right?

So we are always striving for that, and how that can happen is if you learn the right information. There are two ways of doing things: the slow way and the smart way.

The slow way is a trial and error way where you do it yourself, you learn from your mistakes and then you improve as you go.

Now when I first started out in my own business at age 18, I was then working for other people for about 11 years. So I was an employee. I just learned from my own mistakes and from the company's mistakes.

But I didn't have any extra learning coming in to show me how to have my own business. I always wanted my own business. I always knew that's where I would end up. But it took me 11 years to get there.

Now so what I might say is that that was the slow way. And so what changed was when I started getting some extra learning, as in learning the right things from people who were actually doing what I wanted to do.

I would attend seminars, I would read books, I would listen to CDs and I would hear what they were doing. Then I would simply copy what they were doing. So when I was learning my craft of copy writing - *copy writing is about writing words on a page that make people buy* – and stopped learning from all the corporate people and instead started learning from those guys who were actually earning hundreds of thousands, even millions of dollars a year ... that's when my results changed dramatically.

So, when it came to the Internet I suddenly had this key knowledge, this essential knowledge about how to get results very, very quickly and that's when things really started to change for me.

It really would not have mattered if I had applied my knowledge to real estate or shares or any other business really. I would have got very, very quick results. And

when it came to the Internet, I was getting results inside the first six to eight months.

As in, my subscribers to my newsletter, which is a free newsletter, my subscribers went from like about a hundred to a thousand inside the first six months. And those subscribers all came to me for free because I was learning how to use the search engines to bring people to my website.

Once I had thousand people on my database whom I could then email anytime I wanted **for free** (*this is what's great about email*) - it meant I could email those one thousand people with an offer of a CD I'd recorded or an eBook that I'd written.

I could email those 1,000 people and have about 20 to 30 of them buy straight away. Now, 30 people buying at \$50-\$100 is really good money for very little effort. And once you get those sorts of successes, it's very easy to build on those and bring money in with very little effort and with no marketing costs.

Once that started happening, I started attending seminars myself to see how all these people were doing it. I asked questions, and that's when things really went through the roof.

So, from the starting on the Internet for me, within about six months I was having results-I was actually making money. The whole concept of making money on the Internet just blew my mind because before the Internet, I would write advertisements that would go in magazines or newspapers.

And they might sell, say, an audio tape that I've made, because I teach people how to do copyrighting in their business and so I actually made products for them to learn from So, I'd have to place the ad six weeks before the ad appears, that's what you have to do with magazines, and then you have to pay up-front.

With the Internet, it blew my mind. Hold on, if I could have a website that was online 24 hours a day, not only could Australians see it but everyone else around the world could potentially visit my website.

That really took me back and I thought, 'Wow! That is amazing!' So, I quickly put up a web page and I write my first sales letter and the first product I sold was, ***'The Lazy Way to Advertising Riches.'***

It still sells from my website today, and it sells for \$119 (Australian). That product started selling within the first six months of me being online. Basically, it's a web page, and a link to go and order it and give your money, and then I basically send you out the course through the mail. That's all I did but that's how quick it was. It doesn't have to get anymore complicated.

Basically you need a website, you need a product, and you need traffic. And, I was able to get all three happening inside the first six months - so very, very quick.

Let's just look at that six months - that was me getting bored and then moving on to the next subject, right? The first six months I learnt very, very simple methods but very powerful methods. By the time six months were up, bang! I was making money and the system was in the bag. That was now turning over and it has been turning over since I first started about seven years ago - I get confused because it all happened so quickly, right? ☺

After that first six months, I setup a system and it just ticks over. So, I set it and I forget it and the book just sells. After that then it's just all a matter of scale. So instead of 1,000 subscribers, I then went to 2,000 ... then 4,000, then to 6, then to 8.

So as you get more subscribers all wanting to be in your database, then all the numbers change as well. And that's when I got involved with teaching people how to do what I do - which is how I got involved in creating [World Internet Summit](#).

In fact, we get the best internet experts from all around the world, not just me, to teach people how they make their money and how they make their businesses successful on the Internet.

Mike: Brett, a lot of people when they don't see results by a certain point, begin to feel disheartened. So, did you go through any of those emotional stages yourself or did you have crises of faith around them, and if so, what actually kept you going through that?

Brett: Well, here's how I tend to look at things and this is pretty critical: I tend to try to look at things as a scientist. And, what I mean by that is, if you look at something the way a scientist actually does, you're basically there to test it and measure what works and what doesn't.

You stop using the things that don't work, and you keep using the things that do. That's all a scientist does. He does not get emotionally involved in the end result; he just wants results, in general.

And so, if you will do this, suddenly you will find success so much easier to achieve and here's why. As human beings, as mental creatures, we hate experiencing emotional and mental pain.

We'll avoid it like the plague. We hate getting hurt, we hate making mistakes, and we hate feeling bad about ourselves. And in life, we need this. This is what keeps us on the right track, right? We're always chasing the good things, the positive stuff--the things which give us pleasure.

So, when you're running a business and when you're trying new things which in business don't always work on the first try, what some people do is that they interpret it as a bad experience for them.

They take it personally. They think, 'Gee, I failed' and they turn it into a real negative. And, they stop trying. They don't want to try it again because, ***'That might make me feel bad. I might actually feel like a loser again. I might actually not succeed. I might fail again and I don't want to feel like that!'***

When what's really happening, is not like that at all. If we tried 10 different techniques to succeed in business on the Internet, and nine of them fail but one works, that's a success.

That's a success because we now know which nine methods didn't work and which one did – our results prove it! And so you keep pursuing the one that does work, while dropping the other 9. And by having that process, I've never actually gone through a stage where I thought, 'I want to give it all up. I've had enough.'

Now, I've got to tell you also that I've made a lot of mistakes because I don't know everything about the Internet. I know a lot about copywriting but I still don't know everything about copyrighting.

You're always going to get things wrong, so you've got to feel happy about the mistakes, not feel bad about them.

By changing your mind set in how you communicate this to yourself, the results are dramatically different because you can start getting some pleasure.

For instance, if you make nine mistakes but get one success, then you start getting some pleasure from making those mistakes as in, ***'Great! All right! I've eliminated those nine ways. Now, I'll get on to the one that does work.'*** That's when things really start to change because you become less afraid to try new things.

And, that's what a lot of people struggle with-they don't want to make fools of themselves.

Let's say that you want to try something new in business. Now, it's a bit scary, and guess what? You might try it out and it may not work. Then you

might find that your partner then looks at you in a certain way and makes you feel stupid for even trying. *Isn't that just possible?*

And might this actually influence you in terms of how much effort you put in next time? After all, you don't want to look foolish in front of your family, your friends, and your partner, for a second time or a third time, right? In fact, you might just want to keep it to yourself in case you do fail again, true?

Now, what I'm just saying there is that's the natural human way of reacting to things. But, if we change the way we look at things, change the way we see the world, and look at it as a whole scientific experiment – then it means you're actually *planning to make mistakes so you can find the success*.

You become like a scientist - you become unemotional about whether you lose or win. All you become passionate about is actually making sure you do it.

And so, it's very important there to make sure you associate the pleasure, the fun stuff, the exciting stuff, all the stuff you love - to doing the whole process. Not just tying your happiness to when you get things right, but to the good and the bad.

And getting some momentum about it? So, you try a little step here and there. And no matter what, you keep on trying because it's all the result-very, very important.

Mike: Alright. So, what's the definition of success to you, Brett?

Brett: To me, I think success is just simply setting a goal and keeping on going until you get what you want.

Certainly in my experience I've found that around 80 percent of people give up way too easily, way too early. So, they're looking for the easy win. No matter what it is you're going for, 80 percent of the people actually tend to back off and then try something else.

So, to me, success is simply wanting to do something and then never giving up until you get what you want. And the good thing is, with so many other people prepared to give up prematurely, your chances of success are pretty good.

Now, let's say it takes you 30 years to achieve a goal. Would that be OK? How good would you feel after 30 years when you finally get there? But, of course, if it happens in the next three months, that would be pretty good also. But it's not going to happen unless you actually take some action.

So if you hate failing then you should actually try more! Because if you don't try anything then you are going to fail anyway aren't you?.

I'll say that again, if you hate failing, then you should try failing more. Because if you don't start something right now then you've already failed. And that's the thing you hate, right? Failing?

So at least get in the game and try something, because eventually, if you choose right now to never ever ever give up, you WILL achieve your goal eventually won't you?

And let's look at the worst case scenario. Let's say you don't achieve your goal and you're 90 years of age and you still haven't achieved it – but you're still bound to be closer to your goal when you're 90 than you are right now, true? So at least that will be some form of success.

To me there is no losing, you can really only win. Why? Because you'll learn so much anyway.

Mike: Brett, can I ask you if you've got three favorite books which you could recommend for me to the audience, to change their minds?

Brett: Yeah, sure thing. The first book I think everyone should read is Stephen Covey's *'Seven Habits of Highly Effective People.'*

Goodness, it's been out for at least, I think, fifteen years, and a book doesn't stay around that long and stay as a top seller if it doesn't have something really worthwhile in it.

Books come and go these days, and it doesn't take long for a book to turn into a sleep within the first six months. If people don't like it, it doesn't sell and it doesn't come back on the shelves. That's true, but if a book sticks around for a decade or 15 years or longer you know it's got something really worthwhile in it.

Why do I recommend that book? Because I believe **it teaches you the principles, you need to know about life** and about having a much, much clearer view of life.

FACT: You see the world differently than I do. It all depends on what experiences you've had in your life, what beliefs you have, if you've had negative experiences, positive experiences, etc. These will all tend to influence the way you look at the world.

It will tend to influence the way you think about people, whether you think they're good or they're bad in general. So it's very important to get a much more accurate view of life.

What that book does, is gives you the absolute principle based, rock solid way to see your life. So suddenly you have the right map, the right map and that's really, really important in life.

Now, the second book I want to recommend is Anthony Robbins' '*Awaken The Giant Within.*'

Now these are books that you've probably heard of, right? But again, with 'Awaken The Giant,' it's been around for at least 15 years, longer even. So again, a book doesn't last that long unless it's got something really powerful in it.

Now, why would I suggest that one? Well, the first book, by Stephen Covey, teaches you the principles of how to live a really effective life, how to have everything in balance; family, money, your physical, your well-being, your mental side, and have it all working as one beautiful, balanced life.

With Anthony Robbins' book, what he teaches you is how to make sure you do what you need to do to make sure it happens. So the first book shows you what to do, the second book shows you how to make sure you actually do what you should do. So to me, they're beautifully paired and they work really, really well together.

Now, in terms of books, those are the only two that I ever recommend as rock solid books you've got to get, you've got to read, you've got to apply.

Outside of that there are hundreds I could suggest but I won't even suggest them here, I just think get those two right and your life will change, or at least you'll be able to know how to get where you want to go; how to have fun doing it; and how to have a life that you really love.

For instance, in your life right now, I'm talking to you, the reader. In your life right now, how happy do you feel?

How satisfied with your life do you feel?

How much energy do you have?

Do you regularly feel a bit down?

Do you regularly feel low in energy?

Do you regularly feel that you just can't get ahead? You just cannot change?

If you do, then these books will help you turn that around and actually get back to where your life should be. So I recommend those two books, I think you should go out and buy them today if you haven't already. If you've already got them but you're still not applying what's in them, you need to read them again and this time, get serious.

This time actually take a notebook with you and write down notes as you go because what we've found is as you write and you read, you learn and you learn much more effectively and you actually remember the information for much, much longer periods.

It's all about remembering. The thing back in school was when you sat for an at the end of the term, the test was not about how much you knew, the test was about how much you **remembered**.

It's about how much you remembered because most of the stuff you know when you're taught it in school in a class, let's say mathematics or English, at that moment when the teacher is teaching you it, chances are you actually understand it.

You nod your head, you get it, and it makes sense. If it doesn't, you put your hand up and ask a question.

Then six months later when you're tested, the problem arises when you don't remember what you learned. So one of the biggest problems we have in this world in terms of learning is remembering what we were taught.

And so one of the most effective ways to learn is to not only read something, but to also write it down. Writing down what you're learning engages your brain in a whole other way.

Another way to really effectively learn is to teach someone else what you've just learned. In fact, you end up teaching yourself by teaching someone else.

It's a very powerful process. In fact, it **doubles the learning effectiveness**. By actually teaching someone else what you've just learned, inside the next two weeks you remember 90% of what you learned as opposed to 50%.

See, when we're engaged in one-on-one coaching, when we're engaged with a mentor, we remember much more because we get to apply what we learn.

But when we come back to reading books or just watching DVDs, the amount of

that we actually remember reduces at an amazing rate. In fact, if you'll only read something (*and don't take any notes or teach it to someone else*), after two weeks you'll remember just 50% of what you learned.

But if you've actually taken part in the process and written things down and asked questions, you'll remember up to 90% of what you learned. So it's one thing to learn all this stuff and read all these books, but I'm more focused on how are you going to make sure you remember it? How are you going to learn it effectively?

I just gave you the titles of 2 books you should read, but how are you going to make sure you take what's in those books and apply it to your life?

Writing them down and teaching someone else about them are two great ways to make sure you actually get much more better value for your money, but more important is to take action on what you learned. So I hope that helps you out.

Mike: Great. Well, thanks, Brett. There's some absolutely fantastic killer information in there. I believe we can get some people to take some action

Brett: I hope so. In fact, it's no longer up to us. If you're reading this right now, who's it up to? You have two choices - you can either say, Yeah, that was interesting, " and then put it down and walk away. Or you can do something with it right now. You can actually make some notes, you can make some decisions immediately.

Which one will you be? You obviously read this interview for a reason. You wanted to get something out of it. Otherwise, you would not have bothered. You're not doing this for your own pleasure. You did this with a specific reason in mind.

I don't know what that reason is but I know that you have one. So right now you have two choices. You can either do something with it or let it go. If you let it go, how happy will you be? If you let it go, how much are you going to achieve? How much less are you going to get from your life if you don't do anything with it?

Now let's look on the other side. Let's say you actually do something with the information you've just read. You made the extra notes, you made some decisions, you actually go and decide to attend a seminar or buy a book or do something with what you're thinking about in your brain right now.

What could be the difference? What could be the real difference?

Imagine a year of you taking action and learning as you go, of being scientific in your approach, and seeing what works and what doesn't, of getting bored before

you take the next step, of failing more so you can actually succeed. What would be the result of doing that?

The result now is in your hands. And so here it comes down to the most important part of all. Taking action. What action are you going to take right now? What action are you going to take right now from reading this interview?

Only you know, my friend. But I wish you the very best and if you'll just agree, just make a decision to never, ever give up, you can actually achieve that goal.

Start with the first step, make them small ones, and increase as you go.

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Brett McFall specializes in teaching people how to rapidly improve their results in marketing their product or service. Brett McFall has written over 10,000 sales messages for 153 different industries since 1989 and is co-founder of the world's biggest internet business seminar, World Internet Summit. To get instant access to marketing reports, products and LIVE training, visit: <http://www.brettmcfall.com>