

Winners don't do different things, ...they do things differently!

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**Winners don't do different things, ...they do things differently!**

**By Amin Khan**

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OK.. Back to the roads of success!

Before I reveal the absolute TRUTH about online success,  
I want you to read this quote very carefully:

Winners don't do different things,  
...they do things differently!  
(Shiv Khera)

When I first read this quote, it didn't get much of my  
attention. But as I started to work on the web, and my  
experience with Internet marketing grew substantially, I  
made it my success yardstick.

As you continue to read this article in it's intended  
logical flow, you will realize why "doing things differently"  
in simpler terms have SPECIAL meanings on the Web.

Once you understand this concept and build your business  
around it, driving that new red Ferrari on the streets of  
San Francisco will no longer be your dream. There's a lot  
more money to be made that way, but only if you do put in  
an honest effort to make it happen.

Don't worry, there's no rocket science here. In fact the  
whole idea is so simple that an average individual can  
easily get hold of the entire concept. And it is because  
of it's simplicity, the technique is so easily ignored by  
many budding entrepreneurs.

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Curious? Read on...

In part—I of this article, you've discovered the undocumented truth about the ailing Internet businesses. You've learned why the profit potential for these online businesses have gone down immensely. You've also been told that creating a "theme" product, or service for your "niche" market is the ONLY way that guarantees your success online.

Over here, we'll go a step further to find out what exactly is a theme based business, and how to successfully build

it using simple down to earth techniques.

Ready? Here goes...

Okay, first let's figure out what exactly is a theme business...

For the purpose of illustration, here's my definition of "theme business" in it's proper contextual meaning:

"A theme is focused on a narrowly defined business idea, or concept that takes birth by identifying a human need in an existing market."

I've been asked by many entrepreneurs the following question repeatedly:

What makes a successful business online?

And here's my answer...

"Create a theme based niche business"

But how? ...Easy!

I advise you to go through these steps...

- Find a targeted niche market — where you can find a gap
- Figure out what your potential customer wants
- Develop a product keeping in view her needs, and then
- Offer it to her

Done! You're now on your way to create your own theme based niche business. Market it aggressively.

And here's my 7 points foolproof checklist to justify what I say:

1. Search engines are now using a technique called "theme indexing" to index your web pages instead of relying much on keyword density, gateway or doorway pages. Now the actual 'site relevance' has more chances to get listed on top positions.

2. The No.1 reason why dot-com have gone dot-bomb is because they tried to be everything to everyone.  
(Source: Forrester Research, ALL industry experts)

3. Almost all successful businesses operating online are built on focused themes for their respective niche markets. Doubts?

4. Managing a focused theme n-business saves time, money and human capital as it eliminates any overheads usually associated with broad-focused businesses.

5. A focused theme n-business is the best bet for a small guy since it sets you apart from the crowd if you have any useful distinct product or service to offer. A unique selling proposition, or USP in this case can bring an instant fortune for you.

6. A theme based n-business takes much greater advantage of word-of-mouth marketing and your referrals will be compounded within a smaller, more loyal and appreciative group of like-minded people.

7. Once a successful focused theme based n-business is built... you can do the following to make your business MORE functional and profitable:

- a) Automate it
- b) Expand your focus, or create a sub-niche out of your existing n-business
- c) Diversify into completely separate niches to have multiple income streams
- d) Repeat if necessary

Remember, the above 7 point checklist is just the tip of the ice-berg to make you realize how important a theme

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based n–business is for you right now.

So are you beginning to get the picture?

There's an enormous amount of wealth that can be made using this technique. People who have realized its potential are all making BIG bucks. Tell me... can you really afford to overlook this grand opportunity?

No way!

Now is the perfect time that you should seriously think and understand what works, and what doesn't. Make your business another successful dot–com not dot–bomb.

So whats the bottom line?

Don't even bother of thinking to start a generalized business, i.e., a business with everything–to–everyone approach. Remember, you'll be lured by the temptation it creates of having a global audience and the potential of

earning unlimited profits.

The fact is if you go this way, you'll be another dot–bomb. Don't waste your time and money on that. With my above 7 points foolproof checklist, it should now be crystal clear that your success is in creating a theme based niche business.

Scoop up your share of the market by going after a well–crafted niche market with a strong unique selling proposition.

By positioning your personality, product, and/or service in your customers mind differently such that their specific needs are solved is the way to earn a fortune.

Believe me, your success is at spinning wheels, all you need to do is drive–it your way... I've given you the keys.

Good luck!

**You've got to get up to go.**

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**By Greg Hickman**

**You've got to get up to go. by Greg Hickman**

A simple title, yet a super powerful message. After all, in order to get where you want to go in life, you first have to get up. But then, even after you have decided to get up, you still have to "go" if you ever expect to get there. Far too often we find that the proverbial get up and go has got up and left way too many people in this country.

Time and time again, the primary reason the would-be winners never make it to the top is because they do not get up, get going and keep going until they get there. Rather than give it their all, these under achieving individuals routinely take the apparently easy way out by throwing in the towel way too early in the game. I say the apparently easy way out because quitting is rarely the easy way out and is never the winning way out of anything.

Quitting is usually accompanied by one of its favorite old companions - the excuse. Would-be winners seem to work overtime finding one excuse after another why something cannot be done, when in reality it would be a lot easier to just go ahead and do it instead. Quitting, in and of itself, is a relatively easy task. Quitting requires no commitment, no personal responsibility and no accountability. In fact, the act of quitting requires nothing at all.

It should also be duly noted that the act of quitting produces nothing as well. Without exception, at one time or another we have all been tempted to quit. It is easy to run up the white flag and surrender when times get tough and the going gets rough. When the temptation to quit begins creeping in, that is the precise moment in which the players are separated from the pretenders. The players keep plugging away while the pretenders pack it in.

Why is this the case? What success secret do winners possess that the would-be winners lack? Would it be that the highly successful people are smarter than the rest of the crowd? No, that's not it. In fact, winners are generally no smarter than those who fail to win.

Could it be that the winners work that much harder than the rest of the pack? No again. Surprisingly, winners on average do not work as many hours as many unsuccessful people do.

Then perhaps the winners are luckier than everyone else? No once more. Contrary to popular belief, success is very rarely the result of luck or happenstance.

So what is it that separates the winners from everyone else? To make it short and sweet, winners get up and go while the would-be winners get lost.

Every day, day after day, winners keep working their plan. They firmly believe in their abilities to overcome any obstacle placed in their paths and as a result, ultimately triumph over any adversity they encounter. The real winners in life get up and go and keep going until they complete the job. Not surprisingly, the real winners produce real results.

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How about you? Are you ready to get up and go? And if you're not ready right now, then when will you be? Come on, if it's going to get done, you're the one to do it and you need to do it right now! It's time to get up off your rear end and get going — and keep going — until you get the job done.

The Bottom Line: When it's time to get up and go, make sure you get up and get going.

Greg is President of The Motivational and Inspirational Corner, Inc. and creator of the highly acclaimed 30 day Power Performance Program. His website address is <http://www.motivational-inspirational-corner.com>.



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