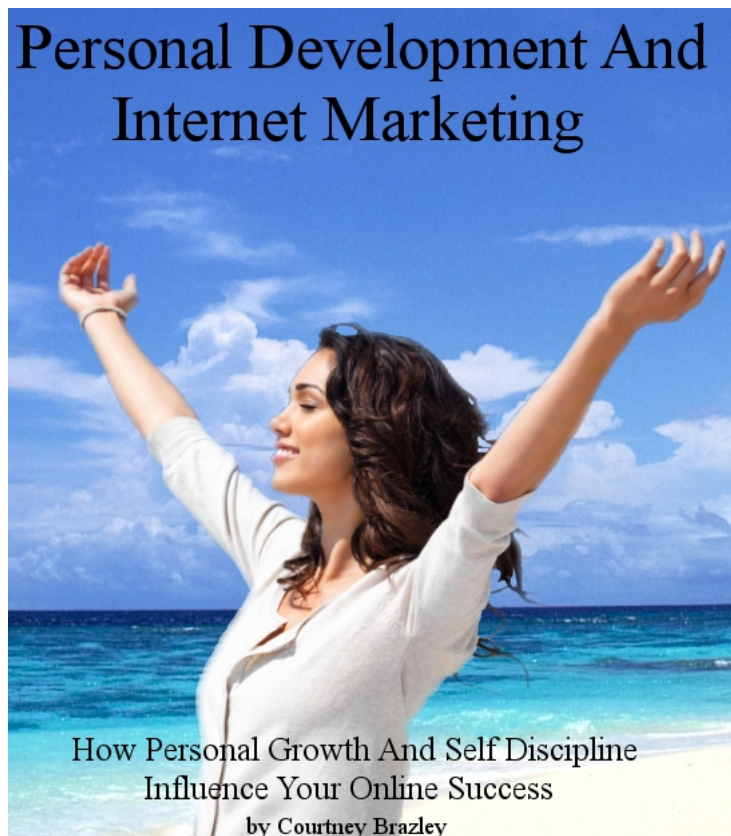


Personal Development And Internet Marketing



How Personal Growth And Self Discipline Influence Your Online Success

By Courtney Brazley

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Introduction

My name is Courtney Brazley and I'm a full time Internet Marketer, Web Developer and Author. I'm not a big-shot heavy hitting internet guru or personal development coach-just a regular guy following my passions and living out life on my terms doing exactly what I want to do.

I market products and services online, build websites and write articles about personal development and online marketing on various blogs. Of course it wasn't always this way. I began Internet Marketing about two years ago while working as a computer technician for a government contractor.

After a series of layoffs I found myself a statistic of the economy; unemployed. I had been marketing online, on a part time basis, for about a year and had a decision to make. Do I go out and look for another job?

Do I make three versions of my resume' and start pounding the pavement, waiting to get an interview so I could sit down in front of one or more people for an interview?

Was I really ready for that-again; someone staring me down, asking me questions and deciding my value-my worth? Not so fast.

I already knew my value and worth, and it wasn't up for grabs. It wasn't up for question. I had already seen success in my efforts online and fortunately I was also in a position where I didn't have to go work for anyone.

Furthermore, I was so tired and fed up with the system within the company I was working with, and the thought of joining another company with the same innate nepotism was simply too unsavory. So I decided to work my internet marketing business full time. What a great *decision* that was.

Working for yourself is without a doubt one of the most self empowering things you can do in life. It's filled with ups and downs in the beginning of course, but when you start to get things right and see the fruits of your labor payoff, it's extremely exhilarating.

The elation and feeling of accomplishment is hard to describe and can only be experienced when you're right in the midst of it.

Starting your own online business, or any major venture, is hard work and you will come face to face with your own belief system and resolve along the way. Believe me when I tell you your commitment and determination will be challenged.

After you finish this book you will have a better understanding of how online marketing really works and what to expect.

Make note along the way that you can apply what you learn here to any situation. This book is the result of the many questions and challenges I came face to face with as I began my journey into online marketing and how I persevered through them.

Starting any business, online or otherwise, is not easy. But the unforeseen challenges and hurdles of an online business deserve special attention because of the times we currently find ourselves in.

Everyone is well aware of the potential cost of starting a traditional mortar and brick business—a physical store front or small shop. And, the time it takes to make such a business profitable.

But with the advent of the internet and constant bombardment of "get rich quick" online opportunities, many unsuspecting people succumb to the belief that it's easy to start and be profitable immediately with Internet Marketing.

Now, I was not naive about the effort it was going to take to be successful online but the fact is many people get too focused on the "shiny thing" when they get started and quickly become disillusioned, disappointed and end up quitting.

This is why it's imperative to beware of the hype, *have realistic goals and expectations.*

Everyone has a story, and for the would-be online marketer you must understand that, although there may be legitimate "I made \$3,000 today" *claims*, this is the exception and not the rule.

And, nine times out of ten it's a hoax anyway.

Don't misunderstand. You can make a very nice passive income online but not by next week. It will take some time and you do have to learn some new skills.

You will slip, stumble and fall through much of the process so don't go into this with your eyes wide shut. But don't worry and stress when you botch things up either.

One thing I want to emphasize from the start is this:

The implementation and actual *work* required to be successful at ANYTHING is a secondary issue. The primary issue here is *you*. Your attitude and mindset is paramount above all else.

That's why the emphasis in the first section of this book starts with your personal development; and this, *emphasis*, reoccurs throughout the book as a constant reminder for you. It's all about ***Self Discipline***.

It just so happens that the application-*or what you end up engaging in*-centers around Internet Marketing. But it could just as easily be anything; weight loss, how to stop smoking or learning to play the drums. Take your pick.

Your attitude and mindset set the stage for anything you do-so setup your stage properly. That means you have to be realistic in your expectations when you begin structuring your business.

You have to understand the challenges that go along with starting anything new, and understand that *you will* get through the process with time and patience. You just have to believe in yourself and your ability to achieve the goals you set out for yourself.

Having the correct mindset, self discipline and belief comes from within of course. And, as you will see-*even this*-can be learned.

When you have the right attitude or the right stuff so to speak, nothing is going to stand in your way. Nothing is going to stop you because you know that you can do anything you put your mind to.

If you want something bad enough from deep down within yourself, then you are going to feel it in your gut and that will be your focus. No one can take it from you and no obstacle will stand in your way.

Think of it as a combination of faith, belief and an unwavering commitment to seeing a decision through to the end-no matter what. Seek it out and you will find it.

Your goal should be the pursuit of excellence in whatever you endeavor. Perfection is the ultimate branch to reach for but absolute perfection is elusive-so let's get as close as we can.

Your Friend Discipline

By the time you finish this book you're going to have a new best friend-***Discipline***. It's probably inaccurate to call him a new friend because you've actually known him all your life and he's always been there for you when you've needed him.

In the past you, and Discipline, had a lot of fun together and at times you were inseparable; constantly together, facing this challenge, or that obstacle-always successful. You were a great team!

But like any friend, there were times when he got on your nerves and you simply didn't want him around. You were so close he knew when something was troubling you so he would give you advice; good advice but you didn't want to hear it.

As a friend of course he couldn't give up on you so he kept nudging you to do what *you knew* you should be doing. His constant nagging was too much for you so your relationship waned. Over time, you grew apart and stopped hanging out altogether.

You occasionally called him from time to time-but only when you needed something-and, once you got what you wanted you were good.....for awhile.

You still remain friends to this day but the relationship isn't a strong one. He's really more like an acquaintance now. But you feel, and know, deep down he's always there for you no matter what-even though you're the one who kicked him to the curb.

Discipline is the best friend you'll ever have. Every concept, strategy and principle contained in these pages is going to require you to re-unite with Discipline. As you combine everything together, everything you learn here, you and discipline will become inseparable once again.

Discipline is an action, and whether you *do* something or *don't do* something; you're taking an action.

The actions you take to make things happen are the result of discipline and the *training* of your mind. Yes, you have to also teach your mind how to think. The concept itself forces you to.... *think*, so this is where we will start.