



# **Project**

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## **Internet Marketing**

# **Video # 2**

## **Where It All Begins**

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Hey Guys, Joni here . . .

In Video # 2, I centered around YOU. This is where many Internet marketers fall short . . . like I did. Instead of asking myself questions to find out what it is I wanted to build my business around, I jumped in feet first . . . wasting precious time, money and my sanity.

You need to sit down somewhere quietly and do these couple of exercises . . . whether you write down your answers in a notebook or record them, that's your choice. By analyzing yourself through these exercises you will be amazed at what you'll bring up to the surface. Use those answers to your benefit.

### **1) What are your strengths and weaknesses?**

This exercise isn't hard to do. If you sit and think on this question, you probably already know the answer. However, if you're having a hard time all you need to do is ask someone; a close friend - a mentor - family member, etc.

Also, on a daily basis, just listen to what others are saying to you and about you. I became fully aware of this one day when a friend of mine told me I seem to be able to help her with her problems. I put things into perspective for her in a different way that she hadn't thought about.

Now you may think that's not much, but actually it is. You can take the one comment and ask someone else if you have that same effect on them. You'll soon start to see a pattern . . .

### **Examples of what I've heard from others:**

- 1) The above example
- 2) I can take something others see as being difficult and explain it in a simpler way for others to understand.
- 3) I'm inspiring to others because of the things that I've personally been through.
- 4) I laugh at myself which puts others at ease.
- 5) That I write persuasive sales copy.
- 6) I bring the good out of people - make them feel good about themselves.

Now those are a few examples of what others have said to me that I caught on too. For me, these are some of my strengths that I can utilize in my business. Whether I would decide to sell inspirational products or maybe write great content for self-improvement products or taking Internet Marketing and trying to make it simple for beginners like yourself . . .

The same goes for your weaker areas;

**Examples of what I've heard from others;**

- 1) It takes you too long to write a piece of sales copy.
- 2) You try to make everything perfect.
- 3) You talk too much about politics.
- 4) You get into deep conversations sometimes that I don't like to think about.
- 5) You're not serious enough.
- 6) You debate everything because you don't trust people.

Now with these examples, of course I wouldn't want to use some of these in my business. But, depending on what you're selling and whom you're selling too, you could turn some of these into strengths if you work on how they're delivered.

Are you starting to see what a great exercise this is? Believe me, this is not my entire list. I add to it every time I'm aware of what others are saying to me.

Now, do the same exercise for your likes and dislikes, related to the Internet and in addition, go further just for a little self analyzation . . personally, spiritually, socially and emotionally.

Below is just a quick way to write these down. Nothing fancy . . .

**What are my strengths?**

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_
- 6) \_\_\_\_\_
- 7) \_\_\_\_\_
- 8) \_\_\_\_\_

9) \_\_\_\_\_

10) \_\_\_\_\_

**Notes:**

**What are my weaknesses?**

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

5) \_\_\_\_\_

6) \_\_\_\_\_

7) \_\_\_\_\_

8) \_\_\_\_\_

9) \_\_\_\_\_

10) \_\_\_\_\_

**Notes:**

**What would I enjoy on the Internet related to a business?**

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_
- 6) \_\_\_\_\_
- 7) \_\_\_\_\_
- 8) \_\_\_\_\_
- 9) \_\_\_\_\_
- 10) \_\_\_\_\_

**Notes:**

**What wouldn't I enjoy on the Internet related to a business?**

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_
- 6) \_\_\_\_\_
- 7) \_\_\_\_\_

8) \_\_\_\_\_

9) \_\_\_\_\_

10) \_\_\_\_\_

**Notes:**

Now, jot down any thoughts and ideas that come to mind where you can use your strengths and likes for the better of your business...and be creative here!

**Notes:**

**As promised, below are different things I do to help inspire me and keep me focused and on track.**

If you want to create your own personal vision statement, follow this link to learn how:

**[Download Vision Statement Blueprint Here](#)**

Below are a few pieces of inspiration I like to read or say out loud every day:

1) Things I am so grateful for in my life . . . I usually do this in the morning when I'm totally aware of all the blessings in my life before the rat race begins . . . :)

I give thanks each and every day for stuff most probably don't even think about. While it may sound stupid to some, I actually am thankful for things like soap – water – hot coffee – lights etc.. Because without them, well, life wouldn't be very comfortable I guess and in addition...how many people around the world do not have the luxury of these small things?

I've heard many people say they really don't have anything to be grateful for...really?

Did you wake up this morning? Because some people didn't.

Do you have a Mom or Dad? Because some of us don't.

Are you in the hospital having life-or-death surgery? Because some are.

Do you have a roof over your head – clothes on your back and shoes on your feet? Because some don't.

Is your belly full? Because some aren't.

Are you going thirsty? Because some are.

Do you have a car or other transportation? Because some don't.

Do you have a husband – wife – girlfriend – boyfriend? Because many are alone.

Do you have eyes to see and ears to hear? Because many don't.

Can you talk and express yourself? Because some can't.

Are you walking from place to place? Some can't.

Are you enjoying all the freedoms God gave you? Because some aren't.

Are you warm? Because too many are not.

Do you have a family? Many do not.

Do you have a job? Because lots do not.

Do you have children? Not everyone is blessed with them.

Are you happy and content? Because many are depressed and anxious.

And this list can go on and on and on...

**2) Little things you can do every day to give back . . . You know guys, these things we take for granted are so easy to share and give away to those less fortunate than us. And oh the joy it will bring to you is priceless. If you've ever done any of these things, you know exactly what I'm talking about here. There's nothing like it. You will be a changed person forever, and so will the people you shed your light upon. Be creative!**

1- Talk to a stranger for a minute

2- Flash a "BIG" smile at someone

3- Make a sad person laugh

4- Help an elder carry groceries

5- Call an old friend

6- Say a meaningful "I love you" to someone who desperately needs to hear it

- 7- Spend extra time with your kids
- 8- Encourage someone
- 9- Let someone bend your ear for an afternoon
- 10- Give away an item you love to someone who needs it more than you do
- 11- Cook a dinner for someone who's sick
- 12- Thank God every day for all of the blessings he's shed on you and your family.

**Here is something I have hanging in my office that I love to recite:**

“I attract and receive everything I want and need with ease and grace. I receive all that I need while living a joyful and peaceful life, doing what I love. My creativity flows from within and I pull to me all that I will ever need.”

**Read these special inspirational pieces:**

<http://www.incomeinsiders.com/the-optimist-creed-403/>

<http://www.incomeinsiders.com/shake-it-off-and-step-up-3915/>

<http://www.incomeinsiders.com/the-blind-giving-encouragement-to-those-less-fortunate-2134/>

<http://www.incomeinsiders.com/enthusiasm-the-snowball-effect-2008/>

<http://www.incomeinsiders.com/shes-not-disabled-we-are-1833/>

<http://www.incomeinsiders.com/how-do-you-perceive-yourself-a-lion-or-a-cat-1065/>

<http://www.incomeinsiders.com/4-words-that-made-all-the-difference-988/>

<http://www.incomeinsiders.com/beyond-inspiration-602/>

When you're feeling frustrated, unsupported or alone, find something to make you smile for just a moment . . .

I hope you enjoyed these!



*Joni*

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**P.S. The more you give the more you get. The more you get the more you give!**