

Ryan, Sting and Your Future

Ryan, my 12-year old son, plays guitar.

Now I'm not saying he's a musical prodigy or anything, but the little guy knows a bunch of chords and notes and can play a song with rhythm and feeling.

Here's Ryan's version of the Troggs "Wild Thing" if you want a chuckle:

<http://www.RyanMulligan.com/guitar>

Most people would agree that playing guitar is not a natural thing to do. Ryan has been taking lessons for about 9 months, and practicing (about as much as you can get a 12-year old to practice) to get better.



When he started, he didn't know a fret from a chord and had never played any instrument. He just had some desire, and we helped him out by giving him his instrument and lessons for a Christmas present.

Ryan performed at his school's talent show and I'm sure you can imagine **how proud I was** of his accomplishment. To have the guts to stand up in front of his

teachers, friends and their parents, and belt out a song is pretty amazing for a kid his age. Plus, he actually sounded good.

So what's my point in telling you this? And what does it have to do with Internet Marketing?

I think Ryan's story has a lot to do with getting started in Internet Marketing. He knew nothing about the subject, and now he does. He made a decision to learn, he practiced, he got help, and he is making progress every day. He has already had small victories (like the talent show) and will no doubt have bigger ones.

Maybe you have something in common with Ryan?

Maybe you don't know how to get a web site up, running, and making money yet. Maybe it seems as foreign and difficult to you as the guitar did to Ryan the first night he tried to play. (It looks a lot easier when the other guy is doing it.)

I bet I know the one major difference in what made Ryan successful. He took lessons. Ryan's teacher is a very talented guitar player **who also knows how to teach.**

I emphasized the last part because it is important. Just because you can play, doesn't mean you know how to teach someone else to do it.

I want you to think about what you could do if you had a good internet marketing coach. Someone who has not only been successful, but has also trained to become a good coach.

Will you listen to your coach the way Ryan did? Will you practice your lessons? Will you keep your goal in mind and continue to work towards the results you desire?



You'll need someone you can actually talk to on the phone. Someone who will take the time to assess exactly what stage you are in, listen to your goals and develop a plan. Someone to give you assignments and hold you responsible for completing them. It will have to be a coach who will actually provide personal support. Not in a group teleconference or at a seminar, **but to you personally.** By email or by private phone call.

Now imagine yourself 3 months from now. You've got a web site up and running. It is ranked high in the search engines for some important keywords. Maybe you sell your own product or maybe you are promoting an affiliate product.

Either way, your site is getting traffic, generating sales and making you money every week. What will you do with the money? How will you feel telling your spouse or friend that your latest check just came in? (Probably better than Ryan felt when he stepped off the stage at his talent show.)

Sounds great, doesn't it? And I'll bet you can admit to yourself that you could actually do this, if you had the right help.

I have to acknowledge that Ryan has a big advantage over you. He's too young to even think about failure. He just wanted something and went after it. I'd be willing to bet he knew a lot less about guitar than **you already know about internet marketing.**



But Ryan didn't put excuses in his own mind about failure. He "believed" he would be playing the guitar soon. So he did what he had to do and he became a guitar player. A lot of adults let excuses prevent their progress. Like mental roadblocks. Not on purpose, but they let "life" get in the way of achieving their goals.

The simple fact is that you can get exactly the kind of help I was talking about earlier. Just like Ryan's guitar teacher. And simply taking that step puts you on an almost inevitable path to success. Just like it did for Ryan.

I would have loved to teach Ryan myself and save the money, but I don't know how. And I would have loved to download an eBook and told Ryan to read it and learn everything he needed from it. But I knew that was going to be a tough thing to learn by just reading a book. I knew he would have questions a book couldn't answer. I knew he would need someone to show him how to make some of those chords with his little fingers.

Nope, I had to pay for Ryan's teacher. (I mean, the guy's got his own family to feed.) It wasn't cheap, but it was the best way to ensure Ryan had the highest chance of succeeding.

I'm sure you can see where all this is leading. Whether you want to learn guitar, or you want to learn internet marketing, the combination of your own motivation and a good coach is the surest bet to success.

Personally, when I got started I hired a coach named Terry Dean. I paid several thousand dollars to Terry, and Terry coached me to success. I still invest in my marketing education, buying books and going to seminars. But now I pay for it from the profits of my business.

Now I know you might be saying, "Sure, it's easy for you to spend all that money because you already make money online." True. But it wasn't so easy when I hired Terry because I hadn't made \$10 online yet. I stretched because I believed in myself and I was committed to creating online income as quickly as possible.

I knew I could do it alone. But I also knew it would take a lot longer, I would make more mistakes and waste time and money. With a good coach guiding me I would be taking the surest path to success.

If what I've said here makes sense to you, you are ready to get a coach of your own.



But only do it if you are willing to make the investment and do the work. Coaching is not a get rich quick program. It is a “*make money slowly and surely*” program. Read the case studies of the people on that site. They were no different than you are. Heck, none of us was born knowing this stuff...

You can achieve your dreams. No matter where you are now. I personally know many people in this business *who were virtually penniless* and are now making huge six and seven figure incomes online. And those are just the ones I personally know. There are plenty more...



Maybe even you some day.

We took Ryan to a Sting concert for his birthday. When we were walking out, Ryan was bubbling with excitement and told us that he wanted to perform at concerts some day. I started to tell him how hard it was to get to that level.

But I thought better of it and shut my mouth. If Ryan believes he can do it, I just may be watching him at Madison Square Garden some day.

I hope you can have that same faith in yourself.

Sincerely,

A handwritten signature in blue ink that reads "Jeff Mulligan".

Jeff Mulligan
CBmall.com

P.S. When I worked in the software industry we used to have a saying about “Are you eating your own dog food”. That meant, do you actually use the software you sell? Sadly, in many cases software companies did not. I’ve been asked by several people if I would spend money on a coach. The answer is: I did.

Why?

Because I wanted a shortcut. I didn’t want to learn by making mistakes. That takes too long and is too expensive in my opinion. I wanted someone I could talk to that would give me advice about my personal situation. Someone who had been there and done that. Someone I could actually speak with on the phone.

That was years ago. And guess what? I have spent thousands on coaching and my education since then. Because it is an investment that always pays off.

When you think about it, the best investment you can make is in your own brain.

Is coaching for everyone? No. Is it cheap? Absolutely not. Anyone who knows what they are doing in this business is extremely valuable. And they are paid well to share that knowledge. It's only fair. But for a lot of people, coaching is the best legitimate path to success. I know it was for me.

<http://www.CBmall.com/coachinghelp/premier>

P.P.S. If you are on a tight budget, here is a great alternative to personal phone coaching. You still get tons of individual help, copy and site reviews, personalized answers to your questions and more. This is a great place to go when you are just getting started.

<http://CBmall.com/coachinghelp/starter>