

What's Holding You Back?

- By Jim Edwards

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(Feel free to pass this on to a friend).

5 years and two months ago I was still living in a trailer park... and had been there for 7 long, long years.

5 years and two months ago I was fired from my crummy little \$1,500 a month job (working for a boss I hated).

5 years ago to the very day (August 21) marks the 5th anniversary of my "breakout" on the Internet.

Though I'd been selling online since late 1997 and had already created, produced, and sold a \$100,000.00 selling CD product (for the boss who fired me), it wasn't until August 21, 2001 that my Internet "career" took off.

On that day I launched www.7dayebook.com with Joe Vitale.

It was, at that time, the culmination of what I'd learned in the previous 4 years about creating info-products and was based on my experiences in selling my niche ebooks "Selling Your Home Alone" www.fsbohelp.com and "The 10 Dirty Little Secrets of Mortgage Financing" www.mortgageloantips.com and other products which shall remain nameless ☺.

Million Dollar Tip: If you have something that's working, don't always go blabbing it to everyone and say "Look what I did!"

On that day we sold enough ebooks that I knew I didn't have to worry about paying my bills. I wasn't rich, but at that point I knew I could survive full-time off my Internet earnings.

In short order after that ebook, Yanik Silver and I released "33 Days To Online Profits" www.33daystoonlineprofits.com ... my dad and I released "26 Key Typing Tutorial" www.26keytypingtutorial.com and "The Lazy Man's Guide To Online Business" www.getmoredonefaster.com ... David Garfinkel and I released "Ebook Secrets Exposed" www.ebooksecretsexposed.com ... and the list goes on and on.

In the following 36 months I released over a dozen products (Internet Marketing and others), while publishing at least one article a week and developing my now infamous

www.IGottaTellYou.com multi-media newsletter.

I've stubbed my toe plenty along the way and made more than my share of mistakes.

I've left more money on the table, wasted more time, and squandered more opportunity than you can shake a stick at... and it scares me to even think about it - so I don't ☺!

But in that period I've also managed to speak all over the world... generate millions of dollars in online sales... make lots of friends... and change plenty of lives for the better along the way.

I'm no smarter than you... in fact, I bet if I got tested, they'd tell me I have that ADD crap everyone's so keen to get diagnosed with now.

I have a degree in history... not the precursor of a successful Internet career.

My first 18 months out of college I quit or got fired from 7 different jobs, including: selling weight loss, selling life insurance, selling cell phones, delivering pizzas, selling furniture, and a few others.

Not the training ground for becoming what many consider an Internet "guru."

I like to shop at Wal-Mart... I'm overweight... I use too many cuss words... I'm not patient enough... I'm sometimes rude... I wear obnoxious Hawaiian shirts... and I play video games like a 13-year old, though I'll turn 39 this fall.

I got good grades in high school.... I have a heart condition... I drank too much in college... I survived cancer from age 10-13... I was social chairman of my fraternity... I used to deliver papers to make grocery money... I should go to church more... I love my family very much.

In short...

I'm a real person just like you.

I come complete with hopes, dreams, aspirations, faults, failures, successes and more.

There's nothing *extra* special about me... and there's plenty that's special about you that you probably don't recognize.

Everything we have... everything we are... everything we see and hear at this point in our lives is the sum total of what we've thought, believed, and acted on (or not acted on) up to this very moment.

The reason I was so poor for so long and had NO MONEY (NONE) can be traced directly to the sum total of my thoughts and actions to **THAT** point.

The reason I have many blessings in my life **NOW** can be directly traced to the sum total of my thoughts and actions to **THIS** point in my life.

Bottom line, what's going on between your two ears (in your brain) is what you need to get a handle on if you want to change the results you are getting in your life right now.

It's not about getting the latest tips on cashing in with Google AdSense... or the latest search engine algorithm... or finding the key piece of software that will allow you to push a button and get rich overnight with no effort (because that DOESN'T EXIST).

It's about controlling your thoughts, focusing on the right things in the right way, and staying with something long enough to get results.

If you feel like you're spinning your wheels... if you feel like you're not getting anywhere... if you can't figure out what's holding you back... I've got a list of things here that I think will help you to spot the roadblock and do something about it.

The following is based on my direct experience helping hundreds if thousands through my newsletters and autoresponders, tens-of-thousands of people through my courses, thousands live from the stage, and dozens one-on-one.

I've watched, listened, and observed the people who act and get results (and the people who bitch that things never work out for them).

Many of the "gurus" will tell you that it just comes down to "taking action" – but I'm here to tell you that **ACTION is only PART of the equation.**

There's a lot more to it than that.

Because if it only came down to taking action, a mouse running on a wheel in a cage would be the richest creature on the face of the earth!

What holds most people back can be traced to one or more of several mental blocks we all face at various times in our lives.

Some of us deal with more of them than others.

I can guarantee that if your business isn't where you want it to be, to one degree or another you need to look inside yourself instead of searching for all the answers externally.

Lack of Self-Worth

If you don't believe you should have success, then one of two things will happen.

Either you won't make any headway toward your stated goal, or as soon as you make a little progress, you'll sabotage the process (because you don't believe you deserve to have the good stuff from life).

You need to look inside yourself and ask a simple question: ***"Do I deserve to have _____?"***

If you get anything other than a warm fuzzy feeling inside your gut when you ask this question, then you've got some self worth issues.

If that's the case, sit down and make a list of all the things you like about yourself.

If you can't do it, then find someone who loves you and ask them to help you make a list of the things you should like about yourself.

This will be harder for some than for others.

But if you can't see the value in yourself, you sure won't be able to mine it from others in the form of selling goods and services.

And YES, **no matter what you're selling online**, if you don't see value in yourself, it won't translate to others recognizing and rewarding that value.

Even if they do send you money, you'll repel it through your thoughts and actions.

To Do: Make a list of all the things you like about yourself. Get help from a loved one if you have difficulty with this step.

Lack of *FAITH* that things will work out for YOU

Some people flit from job to job... project to project... scheme to scheme... just like a bee in a field of daisies in spring.

Never getting enough done on any project to obtain any meaningful results, except the results that make them think "this stuff doesn't work!" or "All the gurus are full of !@#\$.%"

Faith means sticking with something long enough to get results, even if you're not 100% sure HOW things will work out.

It doesn't mean sticking your head in the sand and blindly banging away at something long after any sane person would say "This isn't going to work out."

What it means is having the faith that what you're doing will produce good results, either the results you intend, or a greater or equivalent result you can't see coming.

Have faith that the WORST thing that will come out of concentrating long enough to get results is that you'll learn something, make new distinctions, and be better prepared for the next project.

Have faith that as you grow and mature, your results will grow and mature to match your improved skills and abilities.

If you suffer from a lack of faith, one quick way to increase your faith is simply to write down all the things you're **grateful for** in your life.

By doing this you'll recognize that things DO work out for you and you DO have goodness and positive results in your life.

To Do: Make a list of at least 5 things you're truly grateful for in your life.

Lack of *Belief* it will work out for YOU

It's fine to see others succeeding and getting ahead.

It's fine to hear about success stories of trailer trash "making good"...

Heck, much of literature throughout history focuses on the underdog who overcomes incredible odds to rescue the princess, become king, become famous, become rich, **become something MORE than what they are** at the beginning of the story.

But if you look more closely, you'll see there's **something most people never talk about that MUST take place** in order for this to work... it's the “**special sauce**” that enables the hero to overcome all odds and reach the goal.

There's a moment of DECISION that must happen where the hero **DECIDES** things must change, they **CAN change** them, and they **WILL change** them **NOW!**

Look at the movies!

Movie: “Gone With The Wind”

Hero: Scarlet O'Hara (debatable if she's a good hero or not, call her the protagonist)

Deciding Moment: She stands in the field eating a radish, puking her guts out and declares “**I'll never be hungry again!**”

Movie: Rocky

Hero: Rocky Balboa

Deciding Moment: When Burgess Meredith's character convinces him he has a chance to win and you can see the shift in Rocky's eyes that indicate he's made the decision to **stop holding back and go for the win.**

Movie: Original Star Wars

Hero: Luke Skywalker

Deciding moment: Luke looks at the burned out remnants of his home, his aunt and uncle dead, and tells Obi Wan “**I want to be a Jedi like my father!**”

A **DEFINING MOMENT** – a moment of **decision!**

Most people have them, the problem is they decide to lead a crappy life! They decide “I guess I have to accept this.” “I guess this is what I have to put up with and this is all there is for me.”

BULL\$%^T!

You must DECIDE what you will and will not accept in your life... even if the decision is hard!

To Do: Go find a quiet place away from distractions and have your own defining moment. Make a decision that you WILL have what you want, that you deserve it, and you have the faith to stick in there long enough to make it happen!

Lack of Effective Action on “Good” Ideas

Once you know what you want and have made the decision that you can and will achieve it (and believe you are worthy of it), it's time to take action on your “good” ideas.

Let's define a “good” idea.

A “good” idea is one that common sense and experience tell you is worth trying out and giving a fair shake.

This is usually the result of you coming up with the idea yourself based on experience, or getting the idea from someone you trust who, based on experience, says it's a “good” idea.

Here's what a “good” idea is NOT:

- a **fad, a gimmick, or a scheme** that can change in an instant...

- dependent on market conditions never changing...
- dependent on someone (like Google) never changing the rules...
- dependent on others never finding out about what you're doing or that will "ruin" it!

Once you have a "good" idea, you need to **take consistent and intelligent action** on that idea on a **DAILY basis**, even if it's only 15-30 minutes a day.

If you only spend an hour a week on your idea, you can't build enough momentum to get things done and you can't maintain the proper motivation level to see you over the rough spots.

If you're serious about turning your idea into profitable reality, you will **spend at least one hour a day on it**.

Any reason you come up with that says you can't (kids, work, time, I'm busy, TV's on) is just an EXCUSE!

Work on it over your lunch break.

Get up an hour early.

Go to bed an hour later.

Throw your TV out in the middle of the street and hope it gets hit by a beer truck!

You CAN find an HOUR a Day to work on your "good" ideas.

To Do: Block an hour out in your schedule every day for the next 30 days to take action on your good ideas.

And, finally, here's the least likely cause of your lack of getting what you want, yet it's the one everyone runs to first...

Lack of "Specialized Knowledge"

Lack of specialized knowledge is usually the LEAST of anyone's problems (yet that's what everyone looks to for the solution to the circumstances they're not happy with in their lives or business).

With all the information available online – free and paid – there is no lack of opportunity to find tactics and strategies that work for just about anything from losing weight to earning money.

Believe me, if you want to find out HOW to do it, the specialized knowledge is out there waiting for you.

Heck, check your hard drive, you may already have an ebook (or three) detailing exactly what you need to do to get the results you seek.

Even though specialized knowledge exists everywhere, new tactics aren't normally the answer in and of themselves!

Though there's almost always a better way to do something, the "old" way probably still works great!

You need to ask yourself a question: ***Am I waiting for a “magic” answer to come along instead of getting down to business by making the most of what I have in my possession right now?***

If you answer yes, then you're cheating yourself and your family out of the fruits of what you could be doing right now if you got down to business with the resources and knowledge currently at your fingertips.

Stop waiting for the magic answers...

Stop waiting for someone else to solve your problems....

Stop waiting for some future event...

Stop waiting for “permission” from some third-party that it's okay for you to succeed...

Stop waiting!

NOW is the time for you to act...

NOW is the time for you start believing it's your time to succeed...

NOW is the time for you to plant the seeds of your own success...

Here's the bottom line:

First, **5 years will be here in 5 years, whether you do anything about it or not.**

Second, **your life is the sum total of your thoughts to this point.**

Third, **change your thinking, change your life.**

Fourth, **give your new thought patterns a chance to give you different results by taking action on them.**

Fifth, **stick with it long enough to get the results you want.**

Do it now!