



The Seven Keys To The Castle

A Critical Look At What It **REALLY** Takes To Make It On The Net.



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Table of Contents

The Seven Keys To The Castle	1
Table of Contents	2
About Steve Johnson – Or Why Listen To Him?	3
INTRODUCTION	5
TWELVE MONTH MILLIONAIRE	6
PART I - YOUR WHY.....	7
PART II – INFRASTRUCTURE.....	9
YOUR HEALTH	10
YOUR ABODE	11
YOUR RELATIONSHIP	12
SUPPORT/LOVE	14
YOUR RESOURCES.....	14
YOUR TAXES.....	14
YOUR EDUCATION	14
YOUR SELLING EXPERIENCE	15
PART III - A PLAN.....	16
PART IV – SECURING A MENTOR.....	20
Part V – WEAPONRY	24
Part VI – BECOME A VIKING!	30
Part VII – TAKING ACTION!	34
THE NEXT STEP.....	35



About Steve Johnson – Or Why Listen To Him?

Steve has been a mentor and teacher all his life.

As a kid helping his friends master greek and latin roots and prefixes for a daringly tough English teacher.

As a teenager working with a Tennis Pro.

In college, building a 5,000+ multi-level marketing distributor organization.

As a Certified Public Accountant, counseling hundreds of tax and small business clients.

As a PC Hardware and Small Network Integrator, teaching mastery of hardware, software and operating systems.

As a global call center technical support rep, helping people grapple with ever-more-complex tools, software and systems.

Steve is also an electronic community developer and deployment specialist, having built 2 online communities past the 10,000 member mark in the past 12 years.

He writes and speaks on a wide variety of marketing-related subjects including article marketing, listbuilding, traffic strategies, tracking techniques and CMS (content management system) development.

In Steve's core membership community, Internet Mentor, his mission is simple:

- **To bring like-minded, aspiring marketing professionals together** – Contrary to popular belief, Internet Marketing is **HARD WORK**. New marketers need a support structure in place when they are first starting out, or they are not likely to survive.
- **To provide a set of resources unmatched anywhere on the net** – E-books, Software Tools, Video and Audio Libraries, Members-only forums, Teaching venues including E-mail based



courseware, live Webinars, and step-by-step how-to manuals on a wide array of subjects.

- **To facilitate the personal and business growth of the membership, both online and offline** – Self-improvement challenges, tax planning, real estate workshops and financial skills development, retirement planning, outsourcing, offshore tactics, asset protection.

Steve counts some of the most successful Internet Marketers in the world among his clients and friends. He writes extensively on marketing tactics, financial and tax matters, cutting-edge web-based strategies, the real estate market, asset protection, and secrets of the ultra-rich. You can subscribe to his popular electronic magazine - Internet Mentor News here:

<http://internetmentornews.com>

Steve's center of operations is called Big Dog Mentoring, where you can spy on the latest sites in his fast-growing network and a calendar of upcoming events:

<http://bigdogmentoring.com>

Last but certainly not least, check out Steve's blog:

<http://stevenwjohanson.name>



INTRODUCTION

Dear Aspiring Marketer,

This is a book that was designed to make you think. At times, it may be upsetting. Some of the discussions may make you downright mad. But there is one all-encompassing theme running throughout its pages:

This book is about **CHANGING YOUR LIFE**

Before we begin, I want to tell you a story. It's about a well-to-do man named Jim. Jim pretty much had it all. He had arrived. Jim made arrangements to meet his architect at his new home site, where they were to finalize the location of his new dream home.

The first site they thought was perfect turned out not to have much of a view. That wouldn't do. So, they moved the house. The second site was a perfect view, but the slope was just a little bit too steep. So, they moved the house again. The third site was perfect. It had the million-dollar view. It was flat enough. It was even nicely sheltered from the wind. But it had the most beautiful stand of Douglas fir trees where the house needed to be. As they began to ponder Site number 4, Jim yelled "Enough! We're building the house here."

The moral to this little tale? If you are even **thinking** of starting an Internet Marketing business, **YOU MUST CLEAR THE LOT OF YOUR LIFE FIRST.**

What does that mean? To clear the lot of your life?

Read on...



TWELVE MONTH MILLIONAIRE



Are you wondering why you're in neutral while the next guy has just shifted into overdrive?

I set out in this book to explore the reasons why some people entering the arena of Internet Marketing make it all look so effortless, while others struggle.

I found the answer. It's all about the trees. You must **CUT DOWN THE TREES ON YOUR LOT.** You must clear away the dead wood and prepare yourself for the business.

All the pieces of the puzzle are sitting there, waiting for you. They are as close as your high speed connection to the net. All you have to do is open your browser and the riches will come pouring in. Right? Not so fast.

What's holding you back? Why haven't you arrived already? You're old enough, aren't you? Smart enough? Confident enough?

What magic formula is behind those seemingly charmed entrepreneurs who are on the fast track to their dream life while you're standing still? And with your mouth ajar in astonishment at the speed of their ascent!

I've developed seven reasons they have already arrived, while you struggle to catch up. I call them **THE SEVEN KEYS TO THE CASTLE**

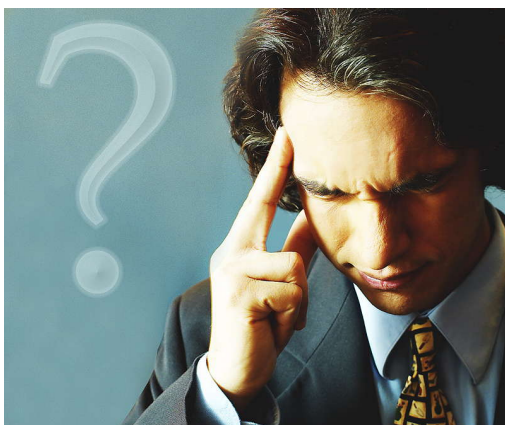
Seven keys that they have dialed in completely and you don't. At least not yet. Seven keys to a better life. More time. More freedom. More ability to help others, if that's what gets you up in the morning. In short, **MORE OF EVERYTHING.**

These seven keys aren't just about Internet Marketing. They apply to ALL people, in ALL walks of life.

The first step is deciding why...



PART I - YOUR WHY



What ARE your reasons for even attempting to get started in Internet Marketing?

How **BIG** are those reasons? Are you short \$50 on your car payment every month? Is that it?

Or do you have one of those **NON-REASONS**? A NON-WHY...

For example: "My spouse bitches at me every month because we don't have enough to pay the bills...."

Here's a REAL reason:

Ever since I was a little kid, I saw myself as the captain of an 80-foot blue water schooner, traveling the world's oceans, meeting fascinating people, experiencing exotic foods and strange customs....

Now **WHICH** is the image you think your brain will pick up on and run with? The nagging spouse scenario or the blue water yacht?

The shocking reality is:

HUMANS DON'T REALLY KNOW HOW THEIR OWN MIND WORKS!!!

Are you late to class on this all-encompassing, absolutely fundamental, deal-breaker of a lesson? FINE!! The Internet Rides To The Rescue...

Read Napoleon Hill

<http://www.internetmentor.net/files/ThinkAndGrowRich.zip>

This is a monstrous first step. Many many successful people from all sorts of businesses across the globe trace their success directly to the day, no, the HOUR they read **Think And Grow Rich**. In this watershed book, Mr. Hill expounds:



Your **THINKING IS YOUR FUTURE.** Your attitude dictates everything.

A wise sales trainer and motivational speaker once said "Show me a man with **STRONG FEELINGS**...about what, I don't really care! Because it's so much easier to take **NEGATIVE** strong feelings and re-direct them than it is trying to raise a dead horse off a couch, someone who is glued to their T.V. set.

A person with a strong attitude, when set on the right path by a skilled mentor, leads to amazing, productive, life-altering behavior. Someone without strong feelings is stuck. Lost. A Write-off.

Here's a **very tough question**:

If I were to ask you to summarize in one paragraph what your life is all about. What your passion is. What overriding theme has left it's mark on your friends, your family, your co-workers. What would it be? What will you be known for? What will they write on your headstone?

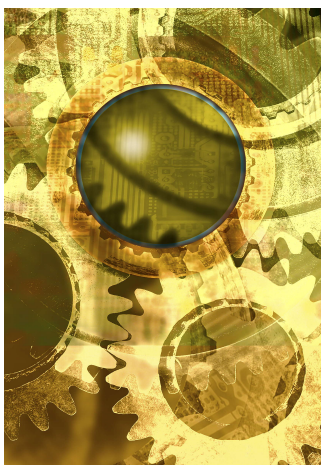
Could you respond? Effortlessly and instantly? Coherently? Without a lot of stammering? Or are you halfway through this journey we call life and haven't really given it much thought?

You **MUST DEVELOP YOUR OWN REASONS FOR DOING THIS.** **YOUR** why. Nobody Else's. They must be powerful. They must keep you up at night, thinking about them. Your why will get you past the tough times, the failures, the wrong turns. If it's not big enough, it won't do it's job. So get a monstrous, imposing, earth-shattering why, and you'll have a chance at success.

Next, I'll talk about the "I" word: Infrastructure



PART II – INFRASTRUCTURE



Ok, so you're out of the starting gate. YES! You have the burning desire, take no prisoners, guerilla tactics attitude...you just KNOW that's half the battle right? If you can program your mind strongly enough it HAS to happen, doesn't it?

Your internal success engine is revved up to the red line. Smoke is blasting out behind you. Your tires are kicking up one helluva smell on dry pavement.

And your **STUCK IN THE STARTING BLOCKS!** Your brain wants to take you places YESTERDAY! Your body is having none of it.

Infrastructure.

Successful people take it for granted. What is infrastructure and how do I get mine together?

If you asked me: "Steve, what is likely to be my biggest challenge launching my business? My darkest blind alley? My Achilles heel? I'd have to give you the hard news, straight up:

Infrastructure

Consider this: You know what your "**WHY**" is... it's crystal clear. It's detailed. It excites the heck out of you. You want it so badly, your having nightmares. You wake up in a cold sweat and can't go back to sleep. Your mate thinks there is something **WRONG** with you! You're bright, you're articulate, and people like you.

But you live in Burma, earning less than one US dollar per day. Your Internet connection (when it's not hosed completely or shut down by the Junta) is down the street a few clicks at the Internet Café.

Infrastructure

What Do I Mean By Infrastructure?



YOUR HEALTH

If you're a Stage 4 terminal cancer patient confined to your hospital room, my heart aches for you. My own brother died of Primary Central Nervous System Lymphoma at age 45 after a 9-year battle. I wish I had the answer for you. I don't.

If you're an alcoholic or even a problem drinker, get some help. It's just a matter of time before you hit someone, or lose your job, or get a divorce, or **ALL THREE IN THE SAME WEEK!**

If you're morbidly obese, or 5'2" tall and 70 pounds, I guarantee you it's going to be a monstrous distraction to your success. Get some help.

Pain. It's really, really hard to move forward (except if you're in the business of writing country music lyrics) if you're always, always in pain. Physical pain, emotional unrest, depression, and other forms of mental distress are all debilitating. Your BRAIN is your number one asset.

Think of your brain as if it's THE ENTIRE PERSONNEL DEPARTMENT OF AT&T TELECOM. After all, you are alone in the beginning. From an investor's point of view, would you buy an AT&T product or service if you knew that **EVERY LAST EMPLOYEE** was in pain? Or in emotional distress? NO! You wouldn't!

So get healthy. Feed your mind and body good things: more raw food, fresh air, exercise. Take your dog for a walk every day. Go surfing or sailing. Whatever makes you feel alive! Lose some weight. I call it "entrepreneurial S.O.P" – standard operating procedure – Take care of your most important asset and as they say in the Navy, "Guard Your Top Knot!"



YOUR ABODE

Where are you living? What's it like? Is it **Chaotic**? Are things really messy? Or worse, filthy? Is your living space really tiny? Are you twenty feet from a major Interstate? Can you SLEEP at night without earplugs?

How's the hood? Is it Safe? Here's a test:

It's 2am. Can you confidently and comfortably go out for a 2-mile long walk without any fear? I can! How about distractions? Kids? Do you have multiple living partners? Are you a fundamentalist Mormon with 17 kids and 6 wives?

Do you have a gigantic, high definition TV you can't stop watching? How about state-of-the-art gaming gear? A huge investment in all those wonderful weekend toys our society loves to crank out? A super-expensive home theater you like to watch with your football-loving buddies?



YOUR RELATIONSHIP

Are you alone? Are you on the verge of divorce? Is your current partner or life mate **TOTALLY** and **COMPLETELY** behind your vision and desire that we discussed in Part 1. ?

In case you overlooked it, now would be a good time to review Napoleon Hill's book "Think & Grow Rich. There's a reason for failure he calls "Wrong Selection of Mate in Marriage"

Life partners **HAVE** to be in your corner throughout this period of your business. They're your staunchest ally. Your sounding board. They pick you up when you fail, dust you off, and point you back out there. They're your cheerleader.

Think of your spouse as **YOUR ENTIRE COMPANY'S CUSTOMER SERVICE & SUPPORT CENTER...**

Ok, I know this is blunt but... Would you hire them for the job if you had to do it all over again? (your spouse, I mean) Do they deserve praise? Have you given that out lately? Should they get a **RAISE** this year?

Would you trust them to close the deal on your biggest client ever? You need to be open with them. You need to be honest with them (and with yourself) Get real. If your relationship is positively, utterly a lost cause, you may never know if you could have been successful, unless you **MOVE ON!**

Sorry. Sometimes this business-building stuff is downright **PAINFUL...** You only get one shot. Don't wait until your 79 years old to figure that out!



YOUR JOB

Are you unemployed?

Don't expect the Internet to ride to the rescue. Exceptions exist but trying to make a living on the net from scratch, from a **STANDING START**, with limited or **ZERO** working capital is about as likely as winning the Lotto Jackpot....

Don't Try It!!

Are you **UNDERemployed?**

\$10 per hour in a modern US metro area is about as good as that \$1 per day job in Burma! It may keep you from starving, but that's about it.

Businesses, **ALL** businesses require start-up capital. You can't start a **LAWNMOWING BUSINESS** without **SOME** sort of capital. Anyone who tells you different, in particular, anyone on the Internet, is simply **LYING TO YOU**.

You need a place from which to operate. A home, an apartment, a double-wide manufactured home in a park, a **YURT** on the outskirts of town...it doesn't matter as long as it's:

- Warm
- Dry
- Provides sanctuary from the storms of the outside world (see health)

You need to eat. If you're young, you can cheat. Whatever's cheap and fast. If you're older, like me, you need to start thinking about how long you would like to be on the planet. High fiber, lower fat, more raw food, less chemicals, more nutritional value – more fruits and veggies, less red meat, yada yada yada...you know the drill. Just **DO IT!**

Drink lots of fluids

- Pure Water
- Juice
- Grow some fruits and/or veggies and buy a juicer!



SUPPORT/LOVE

(see relationships)

If you're alone, get a dog. Why?

- Stress reduction
- Teaches you commitment
- Good exercise
- Changes your personality (almost ALWAYS in a positive direction)
- Meet people – obedience training, the park, dog people ROCK!

YOUR RESOURCES

How much money do you have? What kind of skills do your friends and family possess? Do you have Transport (read: car or truck) What is your banking and credit history like? What sort of computers and printing devices do you own? What is your connection to the Internet like? Do you have a cell phone? How about a Laptop? Is your PDA old? Do you know what a PDA is? <just kidding> How about flat-rate Long Distance?

YOUR TAXES

Are you a homeowner? Do you have any EQUITY in that thing? How much do you know about Business Entity Asset Transference? Have you ever refinanced? Or done a 1031 exchange? Have you traded up your home through a section 1034 exchange? How beefy is your retirement plan? Will it be taxed on distribution? Do you have an estate plan?

YOUR EDUCATION

How far did you get? How much did you read? Are you **STILL** reading and learning? Or did you quit that years ago? How good are you in a crisis? What are your research skills? Did you make a good debater? Can you think ahead? Do you have any diplomatic skills? What about Leadership Training? Ever been to one of those outdoor challenges?



YOUR SELLING EXPERIENCE

When all is said and done, if there's anything you'll learn about making money on the net, it's that it's all about **sales and marketing**.

Are you afraid of sales? Have you ever sold anything? Are you any good on the phone? How about speaking in front of people? Can you teach? Especially complicated ideas and techniques? Have you ever built a team? How would you rate yourself as a recruiter?

Be honest. Would you buy a product from you?

YOUR INTERNAL DRIVE

Personally, I'm a climber. Have been all my life. Jungle gyms, swing sets, monkey bars, bouldering. I love a good physical challenge. Now, I can't say I've summited Everest, or scaled those nasty peaks in South America. But I've been up Mt. Whitney (ok, that was easy, Forester Pass on the back side in a blinding snowstorm, nope!). I've climbed in the Canadian Rockies. I've been to the Swiss Alps. Climbing is about pushing the envelope. Testing your limits. Teamwork. Character building. Exposing yourself to new places, new people, new things. Are you a climber?

As you begin to dial in the fundamental pieces of a solid infrastructure, it's time to start thinking about **a PLAN...**



PART III - A PLAN



Have you ever seen a home built without a plan?

It's ghastly-looking!

Or a plan that looks like someone was sucking on a hookah in the wee hours when they drew it out?

All businesses have plans. Lots of Plans. They have

- 5-year plans
- Long-term plans
- Detailed budgets
- Cash flow analyses
- Tiny plans as well: "we're going to increase sales of product X by 10% in 90 days"

All large organizations follow plans:

- How they are going to grow
- How to serve their constituents
- How they will fund their expansion

But PEOPLE TEND NOT TO PLAN. Except to die. They're REAL good at planning to die....they buy life insurance. They buy funeral plots. While people are rolling the dice that they are going to die prematurely, the insurance companies are betting the opposite! Imagine THAT! They're betting they are going to **LIVE!**

Guess who almost ALWAYS wins that little bet? Yep.

A plan requires 3 things:

- A conscious decision to execute it
- Practice, practice, practice
- Tweak the plan over and over until it succeeds



When was the last time a close friend of yours asked: “Hey, how’s that 10-year plan of yours coming along?” If you fail to plan, you plan to fail. So, why don’t people plan?

Schools don’t teach it. Parents don’t either. Friends? Ha!! How about Co-workers? Well, maybe they plan for the Christmas party... Now, planning is great. It’s critical. It’s a roadmap. You can take a broad, general, ugly plan, and by refining it, reducing it down to bite-size chunks that are do-able, you can move mountains.

But there’s a gigantic issue with a lot of planning. **It’s this – UNLESS YOUR PLAN MATCHES YOU, YOU’LL FAIL.**

Let me say that again, louder, and with emphasis:

UNLESS YOUR PLAN MATCHES YOU, YOU’LL FAIL

Let me illustrate:

If you’re totally gung-ho to become the next great top-producing telemarketer the world has ever seen, yet you suffer from a severe case of stuttering, you’re in a heap of trouble, my friend!

If you want to become the next 10 million dollar per year real estate producer in your area, yet you can’t bear talking to people in person, you’re up the proverbial creek.... without a paddle.

A plan has to match:

- Your Skills
- Your Personal Style
- Your Level Of Ambition

You wouldn’t set out to build the Trump Tower if you just wanted to make some extra money to cover your car insurance, right? A plan should be detailed and specific.



Your Skills

Don't overdue it. The world is swimming with talent. Use it! When you are capable of polishing off a project or tactic yourself, by all means, go for it. When your skills aren't quite up to the task, consider outsourcing the work. You can grab an entire **manual** on outsourcing from the Internet. Learn how to take advantage of other people's talent.

Your Personal Style

If you are a nightowl, work then. The Internet never sleeps. If you love talking on the phone, or meeting people online, you can develop that part of your marketing persona. Don't forget that whatever you do, wherever you go, your business, your reputation and your **FUTURE** goes along with you.

Your Level Of Ambition

You need to match your daily behavior in your business to the plan you have set for yourself. If you want to become a six-figure earner, and you are unwilling to devote more than two hours per day, on the weekends, you will run into difficulties reaching your goal. The Internet is a powerful vehicle. But not that powerful! You have to work at it. Consistently.



Your brain responds VERY differently to these 2 plans:

- I'm going to make some extra money today....

Or

- I'm going to E-mail three prospects, follow up on the phone with two new customers, finish a minisite, write four articles, post them, ping them, and knock out two more chapters in the e-book I have under development.

Do you see the difference?

- Don't fail to plan
- Match the plan to who you are
- Get down and dirty with all the nasty little details

A Plan means very little unless you have someone to help you execute it. And that brings us to one of the most crucial decisions you will ever make as a small business owner: **Choosing The Right Mentor...**



PART IV – SECURING A MENTOR



You mean like Bill Gates or Donald Trump?

No! My Spouse? Probably not.

Those are icons. Heroes, perhaps.

But mentors, they are not. You need a mentor you can relate to.

A mentor is someone who:

- Is willing to help (probably NOT Donald Trump)
- Is available (your childhood friend might be great, but he's in China, working furiously on his own project)
- Has been there, done that (is that late night TV Real Estate Guru REALLY doing his own deals? Or just selling recycled ideas?)
- Has mentoring mechanisms and delivery tools in place

Here's a test. Does your mentor have...

- At least monthly E-mail exchanges with students?
- E-books and Other Educational Assets?
- Video training?
- Audios?
- An interactive forum of "initiates" you can join?
- Self-paced courseware?
- Joint Venture Opportunities?

E-Mail Mentoring

This is also chat mentoring or forum mentoring. In essence, your mentor communicates with you regularly even though they are not speaking with you person-to-person on the phone. It's the closest you'll get to having a \$500 per hour team member for a tiny fraction of that price.



E-Books and Other Training Assets

This is a huge component of a quality mentor. I'm not talking about someone who has downloaded hundreds of reports and E-books and makes them available to you. That may be useful. But those are worth a hundred bucks or less. I'm referring to serious work on strategies and techniques you will use in your business. If your mentor didn't develop them, or at least oversee their development, they are less likely to help when you are struggling with one or more of the concepts.

Video Training

Few tools can teach more effectively and faster than videos. Showing you exactly, step-by-step, what to do next. Your mentor should be involved in Video Training, at least intimately familiar with them, if not producing them in-house.

Audios

You can gain a ton of knowledge from audios. Why? Because there are times when it's difficult for you to read (driving, for example) or church. These are when audios can really expand your knowledge unlike the printed word or video, or computer-based training. If your mentor is on top of things, there will be many audio tools that can fill in the gaps when you can't be reading or watching anything but the road....or your pastor! Be sure to SMILE.

The Forum

Crack mentors always have a means by which their students can exchange ideas and build relationships. The current, most popular tool for this is a Forum. If you are shopping for a mentor, ask to see how active their Forum is. How many members. How many posts.

Self-Paced Courseware

This is pretty self-explanatory. It can take the form of E-mail-based serially delivered lessons, more formal computer-based training, delivery of PDF documents for each lesson. All at your pace, not the Mentor's. It's a powerful technique, because if you are really pushing, you can learn 6 months of skills in a month or two. On the other hand,



if life intervenes, you can gracefully slow things down, only to pick back up again when you are ready.

Joint Venture Opportunities

Your mentor is going to be one of THE biggest assets as you progress in the business. They know people you don't. They have a bigger list. They have Joint-Ventured with larger players. If they aren't a huge evangelist for Joint Ventures, consider seeking a different mentor. You also want a JV mentality among the Mentor's students, as these are your peers and will often become your long-term partners in the business.

Mentors come in all shapes and sizes, they have:

- different skillsets
- different resources at their disposal
- different (and sometimes hidden) agendas

Skillsets

A mentor can be as easy to find as someone in an Internet chat room, chatting about a topic that is important to your business. A mentor can also be someone you couldn't afford more than 10 minutes of their time if you had to buy it privately. In between, there is an entire world out there of aspiring mentors, many of which can be had for "pennies" on the dollar required to secure one of the big dogs. It's your job to identify them, and put them to work in your business plan.

Resources

Mentors have different resources at their disposal. An established marketer may have a large staff. Customer support. Live training events. Or their capabilities may be much more modest, but their ability to give you personal attention (since they aren't a huge name yet) is substantial. One of the most overlooked segments of mentoring is what I refer to as P2P mentoring, or peer-to-peer. These are the people who are close to your level of understanding of the business. They might be a bit behind you or further along. But they are one of your most important sources of mentoring.



Agendas

If you are expecting to get a lot of personal attention from someone who spends 40 weeks per year on the speaking circuit, good luck! Alternatively, if someone is offering to do all the work for you, run the other way!

Summary

When it comes to mentors, pick a good one. And choose carefully. You usually get what you pay for! Don't be afraid to change mentors. Only you can determine whether or not they are doing you any good.

Ok, so you've built a possible dream, dragged your sorry old infrastructure out of the gutter, developed a plan, and secured a good mentor. Now what? It's time to **ARM YOURSELF...**



Part V – WEAPONRY



There are several categories of what I call “The Weapons of War”

- Hardware
- Software
- Marketing-specific client and server-based tools
- A Library
- Partners

You need some hardware to do this

- A Computer
- A Robust Microprocessor
- A Nice Chunk of Memory
- A Big Monitor that won't make you blind
- A Comfortable keyboard
- Networking equipment
- Backup Systems
- Flash Drives
- A Router, a Switch, some Wireless wizardry can be good
- A Notebook PC
- A PDA

A Computer

To become proficient at Internet Marketing, you need a PC. Don't try to set the world on fire with an old 80386 from the 90's. It won't work. If you are attempting the business from behind a Mac, good luck. There are many, many tools and utilities that simply won't run on a Mac. If you MUST keep your Mac, go down the street to a yard sale and buy a \$200 PC – it's all you need to overcome the limitations of the Mac.

A Robust Microprocessor

PC's run the gamut of speed and operational capability these days. Get some horsepower! You can't sell without graphics. And graphics



takes some processing prowess. You don't need a \$250 gamer's video card, but if you are looking for a PC, don't skimp on the processor. Or the disk space or memory either. They are the cheapest, most loyal servants your online business will ever have. Spend a bit on them.

A Nice Chunk of Memory

Memory used to be expensive. Now it's cheap. Buy PLENTY of it. At least one gigabyte, whether it's for your desktop or you notebook.

A Big Monitor

If you pursue the business like some of us crazies, you are going to be looking at your monitor A LOT. Get a big one if you can. If not, get the biggest one you can afford, and start saving for a bigger one. Two monitors are even better.

A Comfortable Keyboard

Think of the keyboard as a pair of shoes. Shoes should be comfortable, right? Don't bang away on a \$5 keyboard all day long and then wonder why you're at the doctor for Carpal-Tunnel Syndrome in 3 months.

Networking Equipment

You don't have to be a certified Info Tech specialist to build yourself a pretty decent home network. If you don't want to take the time to learn how it all goes together, just buy a kid a few beers (oh, wait, that's illegal), I mean pay one of the neighborhood kids and your home network will be flying in no time. Computers that are networked are amazingly synergistic. Things a single PC can't do, such as backups and file-sharing, a network of them can do without blinking.

Backup Systems

Don't overlook disaster recovery. Where is your business if the house burns down? What if your hard drive crashes? Again, grab a local kid. Do some research. **SPEND A LITTLE MONEY** on a backup solution. You won't regret it. It WILL happen someday. And you will be ready for it.



Flash Drives

If you don't own a Flash drive, buy one. They are the most portable of all storage media these days. Even more so than burning a CD. They plug and unplug from PC to PC like there was no tomorrow.

Get A Router – Go Wireless

If you plan to do business out back, by the pool. Or while your throwing the bone for the dog, snag some wireless gear and hook yourself up. A router, a switch and a little creativity and you have turned up the heat on your home's PC capabilities.

A Notebook

If you spend any amount of time on the road, and hope to keep in touch with the things going on around the net, get a Notebook PC. There are so many things you can do with one. They are entertainment, business, personal security, and a marketing weapon, all wrapped up in one, low-cost device. You can talk voice over the Internet with a Notebook. You can plug in an antenna and presto! They are a GPS mapping device. Notebooks are amazing.

A PDA

Also known as a personal digital assistant, this crucial device will save your life. Especially if you are disorganized. It schedules. It talks to your notebook PC. It talks to your desktop PC. Some are even phones.

Software is important too (as well as knowing how to use it)

- Firefox (don't rely solely on Microsoft Internet Explorer)
- Microsoft Office or Open Office
- Winzip (lots of files come zipped...get winrar as well)
- Adobe Acrobat (this is what you need to read PDFs)
- ViralPDF (creates brandable E-books from a PDF...viral magic)
- Roboform (a form filler tool and all-around lifesaver)
- A good E-book creator (these publish executable E-books)
- Nero (for burning CDs) or equivalent



Marketing-specific tools

- A good, working CMS you know and trust
- Joint Venture Management Software
- Tracking Software
- Article Management Software
- An Article-Posting tool
- A Robust Library Manager
- A Sales Letter Generator
- A Reference Library

A Functioning CMS

A CMS is a Content Management System. It's essentially a tool for building web sites and e-Communities. If you are unfamiliar with them, start learning. You may not need to master their nooks and crannies. But you need to know what they are capable of, and how they can serve you.

Joint Venture Management Software

These manage all sorts of aspects of a thriving online marketing business – from relationships with partners to recruiting, managing and payment of affiliates. Automated Product Delivery. Accounting. A good JV Management tool is worth its weight in gold.

Tracking Software

This tool runs on your server and tracks your campaigns and tactics across the world. Not a click or behavior goes unnoticed by these robotic sentries, standing ready to report traffic behavior (or the lack thereof)

Article Management Software

This is a tool that helps you turn up the heat on your Article Marketing. Some are little more than thinly-disguised article spamming devices. No article software can provide a substitute for a good ol human pair of eyes, editing your material. But they can help move the process of creating unique content along.



An Article Posting Tool

Article Directories are everywhere these days. Trying to post to them all manually would be a nightmare. Software and services exist to streamline this process. If you are serious about advancing your business using Article Marketing techniques, you need a tool like this one.

A Robust Library Manager

It won't take long before you have a virtual STACK of materials that threaten to overwhelm you with knowledge. Difficult to throw out, because one way or another, you paid for it all. Even the free stuff cost you time. Organize it. The most frustrating situation in Internet Marketing is to KNOW in your heart you bought that product, but not be able to put your hands on it.

A Sales Letter Generator

These are all over the Internet today. They will NOT make you a great copywriter. That takes an artist. And some time. They can help you get past the most basic formatting issues, and drive your copy in the right direction from a STYLE point of view. Some are even free. Get one or two.

A Reference Library

I'd love to tell you it's easy: just go down to your local library and that's it?

Sorry! You won't find much of this stuff at your local library, or your local bookstore for that matter.

- E-books
- Resale Rights and Master Resale Rights Products
- Private Label Rights Products
- Utilities
- Courseware
- Video Training Materials
- Audio courseware

These are your stock in trade. Almost inevitably, you'll end up creating a product or products such as the above at some point in your career. The more you own, the better you'll be at identifying what



people are looking for. These often serve as springboards to new product ideas. Even entirely new tools. Build your library today.



Part VI – BECOME A VIKING!



If you haven't guessed already, I'm Swedish. A Johnson. Rumor has it there's a town there somewhere with my name on it.

Swedes have a reputation for being, uh, **THRIFTY!** Well, that's a nice way of putting it. Others aren't so forgiving. Cheap is more like it. What does this have to do with the 7 keys? Plenty!

A couple of Harvard researchers, Venti & Wise, shined a huge spotlight on this key recently. Here are their findings:

- There's a huge variation in wealth at every income level. Many low-income families have almost nothing. But the same is true of many high-income families.
- Income alone doesn't explain wealth disparities. Some of the lowest-earning households had managed to accumulate significant wealth.
- In fact, income differences explain just 5% of the wealth dispersion the researchers found.
- What the researchers called "chance events" -- inheritances, medical bills, marital status, number of children -- explained about 4% of the dispersion.
- Investment choices explained about 8% of the variations.
- In other words, the vast majority of the differences in wealth had nothing to do with income, chance events or investment choices.
- What did explain most of the differences in wealth? Venti and Wise concluded it was this: How much the families chose to save. Those who made it a priority to save built wealth, regardless of their income level, individual circumstances or choice of investments.



BARELY 15% OF WEALTH ACCUMULATION HAS ANYTHING TO DO WITH INCOME LEVEL, LUCK OR INVESTMENT SAVVY!

It's all about the savings, stupid. It's about **Becoming A Viking!**

My favorite book about this subject is "The Richest Man In Babylon." Written in 1926, it's perhaps the clearest, easiest to understand explanation of how wealth accumulates.

Thanks to the wonders of the Internet and "Public Domain", you can download "The Richest Man In Babylon" and read it for yourself:

<http://internetmentor.net/files/richest.zip>

The author expounds "A part of all you earn is yours, to keep!" By this he is referring to paying "yourself first" before all others. Nobody gets paid until **YOU GET PAID** (referring to savings). He goes into detail, elaborating on how it is death to a wealth-building strategy to "eat the children of your savings" – a simple lesson in compounding.

If you take nothing else away from this ebook, yet grasp this concept dating back thousands of years, you are well on your way to a different life.

I know this couple. We'll call them Junior and Leah. Junior was anything but. He towered above others. He was not just tall but MASSIVE in frame. Leah was no wallflower either. Junior and Leah were social workers. They did counseling for the state – health and human services I think it was called. They didn't make very much. But they believed in helping people. One doesn't enter the field of Psychology to get rich, right?

But Junior was ambitious. You see, he was Semitic. So was Leah. And boy was Junior ever! He could think, but he didn't know a wrench from a hammer. One day, Junior decided to try and buy a house. Not for himself. He already had one. He wanted a rental. So he found someone who would make a deal, and he became a landlord.

They both continued to work at their low-paying counseling jobs. But Junior was hooked. He talked a private lender into another loan against the house and bought another house. When he sold the first



house, he “carried back paper” A trust deed. Normally, this would be a blow to an aspiring landlord’s growth curve. What do you do with a piece of paper? Not Junior.

HE USED THE PAPER AS A DOWN PAYMENT ON ANOTHER HOUSE! And kept going...house after house. Pretty soon, they agreed. Junior would quit his counseling job and work full time in real estate. Leah would keep working as a counselor. When I met them, they owned over 40 homes. Leah had just quit **HER** job as well. They were already millionaires. The era? 1970’s. The location? San Diego, CA. I shudder to think what they are worth today.

What’s the moral? You don’t need to make a ton of money to build a fortune. **IT’S WHAT YOU DON’T SPEND, NOT WHAT YOU EARN,** that tells the story.

What is **YOUR** VQ? (Viking Quotient) ? Are you really naughty in this arena? Do you borrow from those rip-off check-cashing places? Multiple times, you say? Yikes! Are your credit cards maxed? Do you make a \$400 per month car payment? Or worse, are you leasing? In short, are you living way beyond your means?

It’s not that hard to get in the black. There are hundreds, even thousands of ways. **BUT THEY ARE ALL TOUGH** if you don’t know why you would want to bother (see Part I)

In our society, nobody, and I mean **NOBODY!** wants to talk about spending less. It’s not popular. Buying a used car. Buying second-hand clothes. Staying home during your vacation. Playing tennis at the local high school instead of golfing at the country club. Renting a home instead of buying one. **GETTING A ROOMMATE** – Consuming less than the next guy is un-American.

Becoming A Viking requires 2 steps.

1. The hardest, as in so many other areas of life, is **DECIDING TO BECOME ONE** – Deciding to conserve. Deciding to save. To do with less. Deferring purchases. Renting things instead of buying them.
2. The second step is forming the habit. It’s a whole lot easier once you are in the habit of not spending. Not hyper-consuming. When you realize that less is more (**MORE LATER**), that deferred gratification is the most powerful wealth-building



force on earth, you won't have trouble restricting your spending habits.



Part VII – TAKING ACTION!



Besides Part I – Coming up with your **WHY**, this has to be the step that absolutely **PETRIFIES** people. The fear. The anxiety. What if I fail? What would my (mom, spouse, neighbors, co-workers) think of me then?

The answer is simple and if you apply this technique, you may very well be home free. The reason people fail to take action is almost always the same: they have **NO STORED SUCCESS PATTERNS**

When you were a kid, and you didn't know how to ride a bike, the lack of any stored success meant getting up on that bike and riding off on it was a very scary proposition. "I'm going to fall" or "I'm going to look stupid" or "I'm going to hurt myself" – your mind raced with the possibilities and consequences of your failure.

But what happens after you've successfully managed a few hundred miles on the bike? How hard is it to get up on it then? Do you think about it anymore? It's automatic, right? It's **ROTE** – it's almost like the bike operates independently of your brain.

Success in business is like that. Success in Internet Marketing, too. There is **NO WAY TO SUCCEED WITHOUT FALLING OFF THE DAMN BIKE A FEW TIMES!** So get over it, already. Get used to it. You are going to fail! So what? Out of failure, you build success. Out of failure, you learn what **NOT TO DO**. Embrace it! Study why it didn't go so well. Make adjustments. You'll do better next time. But if you never fail, you'll never **EVER** win.

It is often remarked that "When all is said and done, more is said, than done"

The marketing giants who dominate their respective niche markets are those who **DO** things. They are relentless. They never quit. YEARS after their peers quit, they are still gathering more skills, acquiring assets, experimenting with new ways of doing things.

Be one of the Do-ers, and NOT somebody that just talks about it.



THE NEXT STEP



I explained at the beginning of this journey that I wrote this book to help you crystallize in your mind what you need in place in your life in order to be successful.

We are all human. We all have weaknesses. That's ok, as long as you are keenly aware of them, and learn how to compensate.

So there you have it:

The Seven Keys To The Castle

1. Your Why
2. Infrastructure
3. Having A Plan
4. Securing A Mentor
5. Weaponry
6. Become A Viking
7. Taking Action

Ask Yourself:

- Is your **why** really big enough? Does it curl your toes just thinking about it?
- Is your infrastructure in place? Is it an asset, or a gaping hole in your quest?
- Do You Have A Plan? Is it REALLY, REALLY detailed? I mean, could you look at it and KNOW, with certainty what you'd be doing in a week? In a month? Could a 5th grader read it? And **UNDERSTAND THE STEPS?**
- Do you have a good relationship with a mentor? A trailblazer in the business? Someone who's **REACHABLE?** And with powerful assets and communication skills?
- Have you assembled your arsenal? Are your guns locked and loaded?



- Can you call yourself a Viking? Are you relentless in your pursuit of more working capital? Do you really know how to fire up your wealth engine?
- Are you ready to **TAKE ACTION NOW?**

If even ONE of these Seven Keys is deficient or in need of repair...or worse yet, **MISSING IN ACTION**, your path to success on the Internet is headed for trouble. I can't help you re-build your personal infrastructure but I can help you assemble the weapons, craft a plan and establish a relationship with a serious mentor.

Ignoring your weaknesses is **NOT AN OPTION** - Hoping some quick Internet money is going to resolve all your problems?...**Sorry!** It isn't going to happen.

The house never gets built without laying the foundation.

The Seven Keys are a **LIFELONG** journey. Not a day should pass without a review of them....dreambuilding, tending to infrastructure, planning, getting with your mentor, tool and asset development.

Think back. Every time in your life you've encountered hardship, or failure, or big challenges..

What was the state of these seven keys? Were they robust, and mature? Then you probably weathered the storm well. Was one missing? Was it weak, or non-performing? Then I bet you got your ankle twisted.

So study them. Embrace their power. Build Your foundation

Your castle will follow!

Steven W. Johnson
Aka "pawmarks"
Owner of the Big Dog Mentoring Network



Final Note:

I will always keep this the information in this e-book current. I view electronic products as LIVE entities.

Reader feedback is constant. The Internet continues to evolve at a frantic pace. Strategies and tactics change. So will this E-book.

The most current version of it will always be available at <http://internetmentor.net>

If you have a suggestion for it's enhancement or wish to help me correct information that is no longer valid, you can submit a ticket at the Internet Mentor Help Desk:

<http://imsupport.org>