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## About Me:



**Dennis Becker** began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic “5 Bucks a Day” book, available at Amazon, or through a link in the resources section.

He also opened an “Insiders Club” in 2007 to help Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.

## Introduction

Before I start, I want to make sure that you're aware of my other free reports available to you instantly. You can download them from this link (and I'll remind you at the end of this report also (in the Resources section).

<http://e1kad.com/d/dennis-becker-free-reports>

# Marketing Confidence: How to Become A Powerful, Confident Marketer Others Envy

## What Does It Mean To Have 'Marketing Confidence'?

Marketing confidence isn't something I've heard other marketers talk about, but I believe it's extremely important. People probably don't take much about it because it's not a "sexy" topic-- it isn't something that grabs people's attention like those high-level, high-priced Internet marketing courses that promise untold riches. Yet, it's perhaps one of the biggest precursors to true success.

What does it mean to have marketing confidence? I'm sure there are dozens of possible definitions out there. But to me, marketing confidence simply means having enough confidence in yourself to choose and complete great projects in your business. It means being able to truly and honestly dedicate yourself to turning your business into whatever you want it to be because you have the power, know-how, and passion to do it. It means never giving up, even when you're trying something new or aren't 100% sure of your path.

It means sticking with your goals and staying true to yourself, because you know the day-to-day trials and tribulations are just a small part of the bigger picture. You know that you're going to achieve amazing things in your life. You know that you're helping others achieve amazing things in their lives, because your marketing serves them.

Still, so many (maybe even most) Internet marketers struggle with a lack of confidence in their marketing. They have great dreams they hope to

accomplish. They are really passionate about succeeding and they feel like they can do it.

Unfortunately, they often only feel empowered right after they read about a new strategy. When it actually comes time to put a strategy into practice and put the pedal to the metal, they run out of gas. They don't have confidence in their marketing and they don't have confidence in themselves.

One symptom of the above is what we call the "bright shiny object" disease. People keep buying more and more reports and courses, hoping that one of them has the magic button for success, and that gives them a momentary sense of hope. But when it comes time to finish reading or watching or listening, they still don't have the required confidence, and things go flat.

People are too afraid to move forward. They know that many others have been successful online but don't think it's something that will really happen to them...at least, that's a fear they have deep down. This is something you're probably very familiar with.

This fear causes them to procrastinate and to hold themselves back. It causes more Internet marketers to give up than just about anything else.

What's to be done about it? The first step is to define it—define the fear and give it shape so you can conquer it. We've done that, so now it's time to talk more deeply about defeating the fear and having pure, powerful confidence in your marketing so you can accomplish anything you want to accomplish.

## **Why You Need Marketing Confidence**

There are so many reasons you need confidence as a marketer. We've touched on a few of those reasons already.

Confidence is something that's very personal. Many people just assume it's either something you have or don't have. It's more complicated than that. It's more of a spectrum or continuum of confidence and fear.

Something that's very important to understand upfront is that even the most seemingly confident people have their moments of doubt. Those marketers who you think have it all together, don't have it together every moment of the day—they have their ups and downs. No one's life is as perfect as it looks on that outside.

That in and of itself can bring a sort of strange comfort. It's intimidating to think about someone always getting it right. It's impossible to live up to something like that.

But, it gets a whole lot easier when you realize that perfection doesn't exist. Ultimate confidence doesn't exist. It's even good to doubt oneself, sometimes. It keeps us grounded and innovative.

It becomes a problem when it holds you back in business. A little doubt and a little stress are good. But a lack of confidence so severe that you're paralyzed isn't a good thing. A lack of confidence so severe that you never take true action in your business isn't a good thing. Let's tackle that problem now, okay?

First of all, realize that you're not alone in your struggles. But you're going to meet them head on. You're going to make a pact with yourself, today, to work toward marketing confidence so you can move forward in your business. You're no longer going to be afraid to take action. You're going to be able to achieve so many wonderful things because there's nothing to hold you back. You're about to break down your own barriers.

So, why do you need marketing confidence? Let's review a few more reasons.

### **You'll Have More Passion for Your Projects**

Work is a lot more fun when you feel passionate about what you're doing. If you're confident, you're a lot more likely to feel passionate as well.

A lack of confidence can dash passion in a flash. Let's say you come up with a great idea you're so excited about or read about a new business model you'd love to follow through with. You let yourself dream a little... but then that lack of confidence comes to ruin everything.

You doubt your abilities and you give up. You, like most entrepreneurs out there, have possibly lost out on some million-dollar ideas and dreams simply because you weren't confident enough to see those ideas through to completion.

When you're confident enough to follow through with your ideas, you're a lot more likely to stay passionate about them. In fact, that passion will have time to grow. That's just one of the wonderful things confidence can do for you.

### **Having Confidence Helps You Follow Through**

By that same token, having confidence helps you follow through with your ideas. Of course you're going to want to give up if you doubt yourself at every turn.

That won't happen if you develop confidence in your ability to see your ideas become reality. If you're well planned and confident in who you are and what you're doing, your business can thrive simply because you're getting more done.

### **Confidence Is Contagious**

Even if you have followed through with some of your great ideas in business, you may have been disappointed with the results. What then?

It could be that your lack of confidence handicapped the outcome. It could be that you didn't complete it the way you would have if you'd allowed your passion to shine through.

The thing is, your customers and clients can sense when things are "off." They can sense when your heart isn't in something you're doing.

But, confidence is contagious. If you're confident and passionate about your project, there's a much bigger chance that your customers will be too. There's a much bigger chance that your project will really turn heads. There will be a spirit behind what you produce that's impossible to ignore. That spirit and confidence is part of what will set your business apart from everything else out there.

### **Confidence Leads to Innovation**

Fear and a lack of confidence holds you back and it really holds your customers back. Your customers are waiting for you to come up with solutions, products, and services that they can be really passionate about.

You have good ideas. You have what it takes to succeed no matter what your business is or no matter what your niche is.

Fear prevents innovation. It stops you from trying new things even if those new things could really serve your audience well. Develop confidence and you'll see yourself start to become open to innovation. You'll really make an impact on the lives of others and that will really make an impact on your wallet...in the best possible way!

## **Procrastination and Giving Up Altogether**

There are many books out there about procrastination and improving productivity—I've written some myself. But, very few books mention the link between procrastination and a lack of confidence in one's marketing.

But, it is there—the link is very clear. If you're not confident about what you're doing, you're very likely to give up. Your subconscious and conscious mind will hold you back from what you need to be doing because you're not so sure about what you're doing. Fear, self-doubt, and a total lack of confidence are total catalysts to procrastination.

Sometimes, this fear and self-doubt are okay to have. It helps you make sure you're on the right path. And feeling a little uncomfortable is totally natural when you're trying something new. Some of the most brilliant minds in history have felt almost paralyzing self-doubt right before they made their biggest breakthroughs. But, they pushed through it to create something wonderful—are you in a position where you can do the same?

If you don't have confidence in what you're doing, you're not very likely to push through. You aren't giving yourself enough incentive to keep going. You don't think what you're doing is going to work anyway, right?

That needs to end now. If you want to succeed in business, you need to take steps to boost your confidence. You need to be confident in what you're doing so you push through and succeed beyond your wildest dreams. I can't say you'll never procrastinate again, but it will certainly help to know you're on the right path. It will help to have a clear and solid vision about what you're doing and where you're going. It will help to feel that sort of passion that carries you through, no matter what.

You've undoubtedly read about the persistence that Thomas Edison had while looking for the elusive formula for the incandescent light bulb, right? And how he "failed" 1000 times or so in the attempt? Do you think Edison would have persisted if he didn't have confidence that he would eventually succeed? He did have confidence, and he did succeed, and his success changed the world.

## **Who Has Marketing Confidence?**

Before we get too deep into how to develop the sort of marketing confidence you need to really succeed, let's get some inspiration from others.

Think about those people who really seem to have it all together. These are the ones with businesses you admire or have a certain something about the way they conduct themselves that you envy.

If you could choose to be a certain type of businessperson or even to have a certain type of business, this would be it.

Do you have anyone in mind? It's okay if more than one sprang to mind.

If you can't think of anyone, consider whose emails you always open first, even when it's a promotional email. Whose products do you buy, hardly reading the sales copy? Whose blog do you read and subscribe to? If you could wave a magic wand and have anyone's business, success, or life, which would that be?

Now that you have someone (or someone's) in mind, break down what it is about them that draws you to them. You have the "who" figured out, now it's time to pinpoint the "why."

You're a unique person with a unique business and unique goals. However, you can gain a lot of inspiration by studying what makes others tick. What makes them successful?

You'll probably figure this out right away since it's on your mind, but part of what helped that person find success is that they are confident in their business. They have a solid plan of action and they are consistent with that plan.

Figure out what their other qualities are and gather all the clues to their success you can. This can help inspire you and give you a boost when you need it most.

Many people enjoy reading ‘rags to riches’ types of stories. Knowing that other people were once exactly where you are right now, or even possibly more challenged than you currently are, and still came out of things a massive success can be a huge motivator.

Don’t feel like you have to reinvent the wheel. Don’t feel like you’re the only one who has struggled. Always remember that success leaves clues.

Know that no matter how bad things are right now, there’s always someone who has it worse. No matter how much you struggle with a lack of marketing confidence right now, there’s always someone who’s come through it with flying colors and you can do it too.

## **When Fear Is Actually Good For Your Business**

I’ve mentioned this already, but I want to make it clear—fear isn’t always bad for your business. Having some fear about something isn’t the same as having a total lack of confidence about yourself, your business model, and your goals.

When can fear be good and how do you know the difference?

I say that fear can be good when it causes you to stop and really think about what you’re doing. It can prevent you from making some mistakes, or from doing something that doesn’t resonate with your beliefs.

Fear can be good because it’s a natural reaction to growth and change. You’re changing something about your future and that can be a little scary. It shouldn’t be scary enough to hold you back altogether, but scary enough to put butterflies in your stomach and cause your heart to skip a beat.

How do you know the difference between the good kind of fear and the kind of fear that’s going to hold you back?

It's time to do some self-evaluation. Are you constantly fearful in your business? Do you procrastinate? Do you hold yourself back at every turn? Do you always play it safe?

Examine your answers and go with your gut. Since you're reading this book and you've read this far, I think it's pretty safe to say that this is a problem for you and you're ready to solve it.

A measure of fear can be good for your business, but a total lack of confidence and constant anxiety about your business is never a good thing.

## **How to Push Past the Fear and Gain Marketing Confidence**

Now that you've heard about what's holding you back, it's time to learn what you can do to push yourself forward. There's no reason to stay stuck in the same old patterns. You can, today, change the way you approach your marketing. You can approach your marketing with great confidence.

### **Write It Down**

One of the best ways to get past your fears and gain confidence is to really break down what it is you're trying to accomplish. Your projects might seem big and scary right now, but if you break them down into the smaller parts, it gets a lot easier.

Write down the top three things that are stressing you out in your business. What's scaring you the most? What do you feel the least competent about? Write it down—figure it out.

Once you've written each of these 3 "monsters" down, they'll seem a lot less scary.

Now, you can move on to the next step. For each of the three things you wrote down, you're going to write 6 action steps for moving past that roadblock and getting it done.

You might write down a new, easier approach to getting it done. You might write down how you're going to educate yourself on that topic or task so you

can get it done. You might write down how you're going to outsource it so it's not a monkey on your back anymore at all.

For each thing, problem, or obstacle, just run through and write down 6 (related or unrelated) solutions to getting past these roadblocks.

That's what they are—roadblocks. It's easy enough to think that you're on the wrong journey altogether. You might be wondering what in the world you're doing running your own business, or taking on a new project, or thinking you could do it at all.

When really, if you break it down, it's not that you're in the wrong business or doing the wrong things. It's that you're scared or hung up on a part of it. When you realize that there are just a few obstacles in your path that seem bigger than they really are, you can easily remove them so you can move forward.

Now that you've identified the top 3 things that are worrying you, scaring you, or holding you back in your business AND you've come up with several no-fail solutions for each hold up, it's time to get it done. It's easy enough to make plans but where it really counts is when you take action.

How are you going to take action? When are you going to take action? What will that action be? Whether it's educating yourself, trying a different strategy, outsourcing or whatever the solution is, now you have to execute it.

The human brain is as simple as it is complicated. One of the best ways to convince yourself to move forward is actually to reward yourself along the way.

Make a plan and set up little rewards along the way for yourself.

Did you finally learn how to record a video for your business to put on YouTube? Give yourself a reward. Make the rewards as frequent as you need to, to get it done.

If you're not sure what to work on first, just choose the first task or roadblock on your list. Leave the emotions and the guessing games out of it. You're going to have to learn to stop second guessing yourself and to just make quick decisions so you can move forward.

Your business is full of tiny little decisions. If you stew on each of them, you're going to have a very difficult time. Those little issues and decisions will start to compound and seem like major issues and decisions when they really aren't.

## **How to Step Up Your Business Confidence in the Long Term**

Hopefully, you now have the confidence to move beyond those three things you put on your list. Write down the "new" monsters as they pop up until you can tackle everything on your list.

Even if you do that, having confidence in your business and marketing is something you're going to have to work on for the long term. That means building up your resistance and changing your habits so you're transformed as a businessperson, and so you have a much higher chance of success.

One of the best ways you can arm yourself against fear and a lack of self-confidence is by learning and studying your craft. Study those who've been successful before you. Stay up to date on the latest developments in your niche.

At the same time, don't spend ALL of your time learning. It's hard at first, but it's so important to realize that you'll learn the very most by actually doing. It's one thing to read and study, it's another to perform, take chances, make adjustments, and blaze your own trail. You need a healthy mixture of that, combined with studying the experts and written materials.

Also, make sure you're studying from the very best. You're not going to get very much out of the studying you do if you aren't learning from those who know what they're talking about.

Unfortunately, and especially in the marketing space, there are a lot of people who would like you to believe they are a lot more experienced and successful than they really are.

Find yourself a few true experts you'd like to model yourself after. Learn from them, get on their email list, buy their products, and even network with them. If they offer it, consider signing up for one-on-one or group coaching with them. Following in the footsteps of those who are already successful can do a lot for your marketing confidence and your success overall.

Most importantly, you just have to take action. You have to take steps every single day to make your business thrive. Figure out when you work best—when you're most alert and ready to tackle the day. Get that most important task done first. Soon enough, you'll build up a magnificent confidence that will just come naturally to you each day, helping you take action and make great strides in your business.

## **The Importance of Being Clear On Your Path**

There might be something else missing for you. Maybe you couldn't even follow through with the steps I've outlined above because you don't have enough clarity about your business to figure out what needs to come next. Or, maybe you don't even know what it is you're working on that you're scared of. It seems strange that you can have fear in your marketing and your business without even knowing what you're meant to be doing in the first place! But, it's very possible.

In fact, having uncertainty and a lack of clarity in your business can actually cause a lack of confidence. It's extremely possible that as soon as you find clarity, you'll find success.

If you want to have marketing confidence, you need to be extremely clear about your path. You need to set goals that are very specific and give you something to aim for.

You should have a business plan that outlines where you are now and where you're going. What does your business stand for? Which steps are you going to take to achieve? You've heard it before that failing to plan is planning to fail, and that's very true. Having a solid business plan can give you a lot of confidence—sort of like having a navigation system built in instead of you trying to find your path on your own.

## **Let Your Business Change Your Life**

Check yourself along your journey. Maybe you need to step away from the work for a little while (even a few hours) to regain your confidence. Only you

know what's blocking you and holding you back. Hopefully, you now have even more of an idea so you can take steps to improve it.

There will be bumps in the road. Remember that even the most successful people doubt themselves. That's okay—if you recognize it for what it is, you can push past it.

Strive to innovate, create, and achieve things in your business that are going to make you beam with pride. You only have one life to live, so you may as well love what you're doing. You deserve to have all the confidence in the world for this business of yours that's going to change your life.

Now, take a deep breath, read this report over again if you like, and get started becoming a more confident, more successful, more important you, because you are the best you there will ever be... you absolutely rock!

## **Additional Resources**

If you enjoyed this report, I'd love to share some more with you. Maybe you're already signed up for them all, but if you received this report just by itself, you'll definitely want the rest (and more to come). Get them here:

<http://e1kad.com/d/dennis-becker-free-reports>

Also, I've written a few books that expand on this topic that you might be interested in:

The 30-day Productivity Plan –

<http://e1kad.com/d/the-30-day-productivity-plan>

Unlock the Creator in You! - <http://unlockthecreatorinyou.com/>

24 Secrets of the World's Most Successful People –

<http://e1kad.com/d/24-secrets-of-the-worlds-most-successful-people>