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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>

Mistake Marketing – Turn Your Biggest Mistakes into a Cash Cow

by Dennis Becker

Mistakes Aren't the Death of Business

Contrary to what many people think, mistakes are not the death of business. Businesses of all sizes and all success levels make mistakes... every single one of them. It's how they approach those mistakes, learn from those mistakes, and even appreciate those mistakes that makes the difference.

There's even a big ad campaign going on television in the U.S. right now from the giant pizza chain, Domino's, with the theme "Failure IS an option", admitting they've made mistakes before, and likely will again.

Far too many people, especially those in online marketing, let their mistakes consume them. They fail at something or have something go wrong and get into a mindset that makes them feel like they have to give up altogether. They

feel like they're doomed and that there's no way out. This poor mindset holds you back and costs you time and money.

The secret is that all of the most successful people in the world make mistakes. Nothing goes smoothly all the time for everyone. The difference between those who succeed and those who don't succeed is how they approach their mistakes and failures and turn them into benefits.

It shouldn't matter if you have a failed product or project. You should be able to move on from that failure or mistake, coming back bigger and better than ever before. Indeed, mistakes can even be a very good thing – a benefit to your business.

You can even dust off your past “mistakes” and make good money with them, today. You have so much going for you. It's not the mistakes or perceived failures that are holding you back, not really... it's your mindset. The good news is that you're going to be able to change that mindset, starting now.

Why Mistakes Are a Good Thing

Before we talk about why mistakes are a good thing, consider what happened the last time you made a mistake or failed at something. The chances are good that you were pretty down about it. Maybe you lost a lot of money or there were other consequences.

How did you handle that mistake or failure? Did you just set the product or project aside for good? Did you do your best to try to suppress the memory of what happened? Did you let it stop you even from doing the things that you know work in your business? It's that fear of failure, past, present, and future, that's holding you back.

The mistake itself doesn't matter. What actually matters is how you handle that mistake. What matters is that you learn from that mistake and come back stronger than ever. The true mistake isn't what you think it is – the true mistake is letting anything that happens in a business keep you down.

Mistakes are actually a good thing. Mistakes teach you what not to do next time. Let's say you launched a new campaign and it didn't do very well at all. There's a lot to be learned from that, including picking out and expanding on

what did work. Making mistakes, both big and small, helps you make adjustments in your strategy.

You should analyze your mistakes as objectively as possible. You have to get your emotions out of this. What matters are the mechanics of what works and what doesn't work and how you can tweak what you're doing to become more successful.

Mistakes can show you another way to do things. If you hadn't taken action and tried and made that mistake in the first place, you would never know that there is a better, much more profitable way to do things.

The really sad thing is that people let the potential of making mistakes hold them back. They fear failure so much that they just don't take any action at all. They sit, paralyzed, day after day. Or, they stay stuck in learning mode; fooling themselves into thinking they're actually doing anything.

You guessed it – that in and of itself is a huge mistake. Hopefully, you can now start to see that mistakes can be good and helpful teaching tools. They're a necessary part of the process.

Mistakes can even inspire you. If you think about it, every mistake brings you that much closer to success. So, you can really consider mistakes to be steppingstones on the path to much better things. This is an inspirational way to approach making mistakes and having failures in your business.

That's why one of my oldest and most repeated mottoes and perhaps my favorite one is "Failure is your friend".

It truly is all about your mindset. If you think everything you do is a terrible, devastating failure (or will be), you won't have the willpower to move forward. However, if you approach your mistakes and failures, and even the potential of mistakes and failures, with a positive attitude, you'll be much more inspired and more ready for success in your business.

Making mistakes also builds character. You would be a pretty boring, flat person if you never had challenges in life. Your challenges shape you. Your challenges, and how you handle those challenges, are a huge part of who you are. If you have a completely easy path as a businessperson, you're not going to be resilient, creative, and innovative. In fact, if you haven't had any

mistakes and failures in your business, then you're just not trying hard enough.

In fact, it might be discomfoting to know that in the online world people do quickly notice your mistakes, but they notice more so how you recover from them. That's your biggest concern of all, acknowledging mistakes, learning from them, and growing from them.

What We Can Learn from Successful People

Earlier, I mentioned that the world's most successful people make mistakes and failures all the time. But the difference between the successful people and those who are not successful is that they learn from their mistakes and move forward no matter what happens. They don't let questions or uncertainty hold them back. They test and track the results. Of everything they do. They analyze mistakes they have made and create systems to overcome the problems they have.

You can't approach making mistakes and having failures as each mistake being another nail in your coffin. Instead, you have to approach mistakes and failures as being another rung in the ladder of success. They are a necessary part of getting to the top.

There are dramatic differences in the mindset of successful people over the mindset of those who are not successful. Those who are successful, or who are 100% convinced they are bound to be successful, have a mindset of success. They know that no matter what happens and no matter what stands in their path right now, they will succeed. Maybe it's not going to be today and maybe it's not going to be tomorrow, but they know that success is inevitable for them.

It's time you adopted that mindset also. You can't let anything stop you for good. It's okay to be sad or disappointed about mistakes and failures. But you have to dust yourself off and keep moving forward. As of today, nothing is going to hold you down for long.

You should be systematic when it comes to mistakes and failures – that's what successful people do. They are analytical about both their successes and their failures and they are constantly making adjustments to become even more successful.

If you're having trouble with your mindset or if you're feeling really down about mistakes you have made, then it can really help to study already-successful people. Reading about the struggles of others and how they have come out the other side can motivate you. Never stop learning, never stop taking action, and realize that you don't have to reinvent the wheel all the time – you can truly follow in the footsteps of success.

Examine Past Mistakes and Failures

Now that you are aware of the theory behind “mistake marketing,” it's time to take action so your mistakes and failures no longer hold you back. You are reading this right now because you recognize that this is a problem for you, and may have been for a while. That's not the case anymore.

Take inventory of what you consider to be your biggest mistakes and failures. Analyze projects and products you've set aside because they “failed.” Actually, I don't want you to consider anything you do to be a failure any more. That word alone can send you into a poor mindset that holds you back. “Mistakes” present themselves as fixable and less serious in your mind, but the word “failure” brings to mind something that's not fixable. Everything you do is fixable in the grand scheme of things.

It can really help to list every mistake you feel you've made in your business recently. Do a “dump” of everything you feel is wrong with what you're doing. Whether it has to do with mistakes you've made with your mindset, mistakes you've made with products you've launched, certain strategies, or whatever it is. This part of the process is very individual.

Now, think about what it was that went wrong. It may be that there's enough distance between you and the mistake right now that you can start to see it for what it really was. A slight shift in strategy and it could have been a success. That's valuable information for you to have.

Now, consider whether you are letting those mistakes hold you back. Have you neglected to try something just because you made a mistake with a similar effort in the past? Have you just about given up altogether because you're tired of trying and failing? Really do some soul-searching here and figure out whether or not these mistakes are holding you back in your life or your business.

Now it's, time to clear your mental and digital clutter. Sometimes, you can see failed products and projects for what they are... something that was a valiant effort but that you should not revisit again. Or, something you should absolutely try again with. Collect data about this experience so you can move on and do better next time.

Sometimes, you'll find that certain projects, products, or ideas really were worth the effort and that you should continue trying to make them work, no matter what. Analyze what you have and take notes on everything that really stands out to you. What is your next move?

Did you stop pushing with a certain project too soon? Did you push something for too long that just wasn't working? Is there a slight adjustment in strategy you could have made and still could make?

Know that it is sometimes okay to let things go. Delete those unused or failed domain names. Sell off or purge the assets or mistakes that are just taking up space on your hard drive and cluttering your mind.

Your business is too important to let it be taken over by clutter. It is a mistake to try to do too much. It is a mistake to let clutter take over your life, whether it's clutter in your mindset, clutter in your life, or clutter on your hard drive. Learn from certain mistakes and ditch them. Learn from other mistakes and treat them like gold. Figure out which is which for your business.

When to Learn from a Mistake and Move on

So, how do you know when it's time to learn from a mistake and move on? Sometimes it's just not worth it. Maybe you have a personality where you keep trying to push something even if it's clear it's not really working and it's never going to work. Part of learning from your mistakes is knowing when to move on from them. Successful people know when to cut their losses. This is something you need to learn how to do as well.

Sometimes, it's a matter of finding a different or better strategy. Brainstorm possible additional solutions to the problems you face. It might be that trying a different strategy or taking a different path can jumpstart your success.

The Pareto principle states that 80% of our success comes from 20% of our efforts. That means that there is a bottom 80% of things you do that are not bringing your top results. You should be pruning your strategies and your tasks each day. Drop the activities that don't bring you positive results. Those activities that do not bring you direct results will only bring you down. Learn from those mistakes and focus on what does work.

When to Keep Pushing

There are times you shouldn't just abandon something, even if your strategy was a little off. Sometimes, you really should stick with it. When should you revisit that mistake or relaunch that project or keep pushing in another way?

Sometimes, you just have to go with your gut feeling. Maybe you're so passionate about something and you're desperate to make it a success. If you feel strongly that great things are going to come from continuing to push, by all means, go for it. Just be open to changing your strategy and adjusting course when necessary.

Examine your past successes. Have you had products or projects that did really well for you in the past? If so, analyze what made those work and why your current project just isn't working. Sometimes, relying on the tried-and-true is the best strategy.

You should also keep pushing projects you are passionate about, even if you currently view them as disasters, now that you are on the path to developing a new mindset. Now that you don't consider mistakes to be a nail in your coffin, rather a stepping-stone on the path to success, you'll probably have a much higher chance of becoming successful. Your mindset really can make the difference.

It could be that slight tweaks in your strategy really turn you into a success. You have to know when to revisit, relaunch, and keep pushing in business.

Brainstorm New Ways to Use "Duds"

Brainstorming is really going to be one of your best and most used strategies for turning mistakes into successes. Brainstorm ways you can present failed products in new ways.

You can also join forces and leverage the success of others. Sometimes, trying to go it alone just doesn't work. There may be another business or another person who can instantly help catapult your project to success simply because they already have the resources to do so. You should also always be networking and paying attention to what others are doing and figuring out ways you can leverage each other's success.

Whenever you have a mistake or a perceived failure, it's time to brainstorm. It's time to open your mind and let your thoughts flow freely as you consider what to do next.

How to Turn Mistakes into Cash Cows

There are so many different ways you can earn money from past mistakes. In addition to learning from your mistakes and doing better next time, you can use mistakes as part of your own education.

Relaunch projects and products that didn't do well the first time. Get inspired by what's already working out there. Get clues from what's been successful for you and for others as you move forward.

Use everything in more than one way. If you know something has been successful, milk it for all it is worth!

Above all, realize that mistakes aren't true failures. They just bring you one step closer to success. You truly can turn your biggest mistakes into cash cows. You can earn money from your past mistakes. You have all these assets and so much going for you. Now, you just have to make the best of every situation, good or bad, and use absolutely every effort you make and every outcome as a positive in your business.

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>