Ian Jackson reports that…

"Laziness is the problem, not a lack of ability - that's just an excuse…"

Ian Jackson is an online marketer, content creator and writer.

You can find out more about why he is by clicking here.

I am going to outline some specifics and generalizations in what follows. I'm more or less writing things down as they occur to me and as my thoughts roll.

I'm not going to hold back here or sugar-coat anything, so what I say will not resonate with all of you.

Laziness, procrastination, outside circumstances and to think things are "beyond my control" are excuses, not reasons for lack of online success (however you measure success) and I truly believe everything **IS** within our control! 😊

Laziness, lack of focus, and distraction are the two chief roadblocks and enemies to most people failing to achieve any kind of success in any kind of online business.

I've seen people in forums who find an excuse for everything and anything, and without exception their lack of success is always based on fear, laziness, can't-be-

botheredness, or to take accountability or responsibility for their action (lack of). They seem to expect that they can spend a few Dollars online on some magic pill of a plug-in that some flash "Guru" has sold them, and wallow in overnight success. Here's my advice to them: Wake up and smell the coffee.

Now, you could be very genuinely and honestly be not getting anywhere because you have not been too aware of what I've just said.

The way to tackle these traits that hold back progress is to literally just get going with something, and be prepared to fail. Even the experts fail…

It is *HOW* they became experts!

Read that again a few times, let it sink in.

The good thing is that the experts have trodden the same path, learned the hard way, and are available to help YOU.

But no one is a charity and we're all here in Internet marketing to earn an income, to build a business. So I think you will agree that Investment is a BIG part of building a business, so invest you **MUST**. I've said that elsewhere, but make no apologies for repeating it.

I'm not being mean with all this, it's the truth, and it's embedded in most people to one degree or another. I've been through it, and so have many of the online (and off line) success stories you read about or watch.

Every success story has had at least one personal battle to overcome. *You HAVE to find a way to push on*.

Becoming a success in any business means had

work. If working hard as in self-discipline does sit well with you, building a business is NOT for you, on or off line; you need to go and become a managed "work to the clock" salaried/hourly employee somewhere.

Stickability and momentum great friends for combating lack of progress. You've heard of people teaching by "baby steps", a connotation I dislike but it's accurate.

For example if you're writing some content, keep on *adding just one more sentence*. One after the other; they add up! Just one more sentence turn into a paragraph,

Just one more sentence begins the next paragraph. Just one more sentence prompts just one more. This quickly amounts into a page of 400 words.

The common starting place is to go gathering ideas. That means you have to do what I do - grit your teeth, take a deep breath and prepare yourself for some good old research, which can be very boring and challenging, but it's a must, and *the sooner you get into the habit of it the better*.

Don't spend too much time thinking about doing it, **DO IT** and make a note all the places you go and save ALL links! In other words, build yourself a swipe-file. **You'll come to rely on it, I promise**.

The alternative is to write out a detailed set of instructions and outsource to Odesk, Freelancer, Fiverr, or another outsource/freelance site.

I do this depending on how fast I need my research, or how busy I am when I need it. You know your schedule, I don't.

Hint: Always ask for a single-payment quote, never an hourly rate. Some freelancers will only charge by the hour but where there's the option you look for it in the drop-down menu and change it.

The following are key objections:

Grammar. Don't fuss too much about poor grammar. That's not to say you shouldn't make every effort to make your content readable, watchable, or listenable, but so long as you can get your point across, that's the important bit.

Mistakes. They'll happen, of course they will! Get over them, move on.

People won't like me. No, some won't. *So what*?

Get over it, move on and work with those that do –

There are millions of online users looking to build businesses online and even the seasoned experts cannot provide for all of them!

Create your own brand and position yourself in a community, become an expert, and help people. When you help people – they like you 🙂

I will be disturbed. Manage YOUR time. Arrange your diary so you **won't be disturbed**.

I need to do X first. Why? Time management!

I don't know how to… **So learn how to**.

Talk soon

(signature)

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