The 7 Factor Secret Sauce
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One of the most famous fast food restaurants and a brand we are familiar with has several "secret sauces". McDonalds. They have a so called "secret sauce" that they use on several of their burgers. At the end of the day, everyone found out the McChicken Sauce was Mayonaise, the Big Mac was Thousand Island & Relish, and the Filet of Fish was an in house Tartar sauce.

But it tastes different right? You can make a burger, and it doesn't taste nearly the same. Because that comes down to the formula and though a company like McDonalds can lead you to believe their secret sauce is actually the sauce, in reality it is a well polished, and refined series of processes that create their secret sauce.

So, within the online world, what is the secret sauce? There must be something that those that are successful do to make up the secret sauce for their business.

I have spent several months and a great deal of critical thinking assessing what the "sauce" is, and I have really come up with a breakdown of the process that can and will lead ANYONE to any level of success online. There are a few factors that many KNOW of, and don't follow properly. There are many that you likely aren't aware of, and as a result don't follow.

These are what I am going to give you insight into. Let's dive right into things here and get into the The 7 Factors that make up the Secret Sauce.

(1) People treat their business like a factory.

This happens all the time. It is natural though, it is the "factory worker" in all of us, which happens to be how most of our predecessors earned a living (and maybe yourself).

Even if your first job was working at a place like McDonald's, you probably realize that efficiency and profits are generated through refined processes (and a lot of the time automation). These can be good for businesses, but the problem is that there are certain aspects of your business that you can streamline like this and many aspects that you cannot.

A few that you can't "automated" is how you treat your audience and how you create and establish your content. This is where many online entrepreneurs experience a terminal breakdown in their business before it even gets started.

There is a big difference when your approach people within the offline world, in a personal 1-on-1 interaction and attempting to blanket a broad audience with an topical article.   Many people build great content, but they lose sight of the human element. There are REAL people reading your content.

For example, if I came to your page and learned about let's say, 3D printers. I want to know how they work, and then the first thing you do is recommend that I buy one, you are not treating me like a real person, you are building content in a "removed" sort of way.   You have lost me as a reader, and as a customer.

However, if you were to help me understand how 3D printers work first, you show me the benefits of them, and then you introduce me to the idea that they are now "affordable for all", and make some recommendations for various 3D printers I may be much more interested. Sounds simple, but the relevancy and humanization of content on a website is something that I see folks making mistakes with all the time. People write to create "words", not to create "engagement".

Of course, when you are blogging online there is the natural draw to write "articles". In reality, you want to communicate with your audience in such a way that they feel they are personally interacting you.

That is what I call **humanizing** your content. I mean really, we all want to be helped, and we all are willing to trust people that help us. When we trust someone, we are much more likely to heed their advice (purchase something based on their recommendations).

The secret sauce to humanization is getting people to LIKE you. Treat them like they are the most important person on earth in that very moment, and continue to reaffirm that very idea.

Trust me, if you can get your audience to like you, you are going to convert like nuts.

The Components of to Being Likeable (and Less Factory like)

There are a few ways that you can get your audience to like you in any niche, and they are fairly easy to implement. You just need to be conscious of the fact that there are people on the other side of every post of content you write, and every interaction that you have.

1. Compliment.

Everybody likes a compliment.

Can you remember the last time someone told you that you were dressed nice, or that you smell nice, or that you are really smart, or that you were beautiful/handsome. It feels good right?

Well subtly, these compliments lead to your naturally liking someone more. Unlike dating, being liked and in the "friend zone" is good within your marketing and all of us can be immediately likeable by delivering some compliments to our audience.

To the adverse of this, if you criticize people they will be turned off. To question their intelligence, their will power, or their looks is NEVER a good idea.

So how do you implement this likability strategy? Compliment people within your content. Make them feel capable and deserving of success, because they absolutely are.

2. Emulate. One thing that has been studied in great deal is the idea of emulating someone else to create likability. Although a bit more difficult to mirror things like "posture" within the online world, you can certainly do behaviour or mental mirroring with efficiency.

The entire idea of emulation comes from a famous study back in 1999 on the "chameleon effect".

Here is a synopsis of this very study:

In 1999, New York University researchers documented the "chameleon effect," which occurs when people unconsciously mimic each other's behavior. That mimicry facilitates liking.

Researchers had 72 men and women work on a task with a partner. The partners (who worked for the researchers) either mimicked the other participant's behavior or didn't, while researchers

videotaped the interactions. At the end of the interaction, the researchers had participants indicate how much they liked their partners.

Sure enough, participants were more likely to say that they liked their partner when their partner had been mimicking their behavior.

So how does this translate into "mimicking" your online audience. Well this can be done through their conversations to you. People have the tendency to share stories and insights to their life (you have likely seen this as you get referrals), and this

3. Positivity.

Have you ever been around someone that is consistently upbeat and you found yourself feeling the same way. That is because positivity is contagious and coming at people with this sort of approach in your content and marketing will truly lead to others liking you.

On the converse, what about negativity. Same thing. People that are negative and create a negative environment. It is just as contagious. You can certainly have a negative opinion on a particular topic or a negative product review, but that doesn't mean your delivery needs to be negative.

If you have ever been into a store and you have been met by someone with a chip on their should or that is generally negative, you know how it feels. It is an uncomfortable experience, it makes you want to leave the store and not buy anything. These types of people don't close sales, no matter how much they try to sell stuff to you. An update, friendly, and happy attitude can and will convert.

Remain cheerful, upbeat and positive. People will be much more inclined to want to work with you. People will be much more likely to engage in your content and your brand will thoroughly benefit from this sort of attitude.

4. Competence.

Do you know what you are talking about. If you try to fake something that you are unsure of, then you should avoid trying to pretend you know the material.

Obviously moving outside of your comfort zone is how you expand your knowledge and it is OK to take on topics you are relatively new to, it is how you learn after all. But if you are going to do this, make sure you invest some time and energy into researching and learning the topic before you write about it.

There are plenty of topics in this industry that I still know nothing about, but I can use my existing knowledge with some research to learn about the topics.

As you gain more and more skills in the particular niche, you can showcase that knowledge through your content. This will add ongoing credibility and trust, which translates into brand and conversions.

5. Tell them a secret.

People love secrets. People that hear a "secret" feel as though are an insider and as simple as this sounds, you are going to build a great deal of trust.

Let's look at two examples of same content, one with a secret, one without and see which one resonates with you more.

WITHOUT SECRET

"The most effective way to build a business online is not through funnel building or through Facebook ads. The best way to build a business is by having a website. Without establishing this foundation you are going to be doomed for failure."

WITH SECRET

"I have a secret that VERY FEW people know about and I want to let you in on. The most effective way to build a business online is not through funnel building or through Facebook ads. The best way to build a business is by having a website. Without establishing this foundation you are going to be doomed for failure."

Just by saying the word secret, you captivate and naturally demand attention. If you follow through with this and tell them something that they feel is a secret, they will instantly have a new appreciation for you.

Also, holding a secret aside until someone performs an action can be effective.

"I have a secret that VERY FEW people know about, even the top touted experts in the industry...etc"

Using "secrets" is something that is simple and subtle, but can have a profound impact on conversions and likability.

6. Selflessly help them.

You want to help people to the point where they feel like they owe you something. This will work for 90% of the people out there, there are of course people that will kick tires will take advantage of your free support, but the majority of people will reciprocate if you selflessly help them.

7. See them how the want to be seen.

People like to be seen in a particular way and they feel "good" when approached in a certain way. If you can tap into this through your content, you are going to move from the "just met" stage to the "relationship" stage with a great deal of efficiency.

For example, in respect to the "make money audience" or people trying to create a business online, how do you think these people want to be seen as. Not what they currently view themselves as (lots of people lack confidence), rather in an ideal world and if we could pull off the layers of self-doubt, what would we get.

- Someone that is an entrepreneur.
- Someone that will accomplish amazing things in the internet business world
- Someone will have a positive impact and change in this world
- Someone that will be a provider for their family
- Someone that will establish a meaningful legacy.
- Someone that will be an expert and viewed as an authority
- Someone that will be able to afford the finest of luxuries in life

Because the reality is, anyone can achieve this if they put forth the effort and if you can tap into what people WILL become, rather than creating more doubt around something that "others" are achieving, you will see a profound impact when it comes to conversions.

(2) We All Waste a Lot of Time. (Automate)

I just said automation can be bad, but that is when it comes to humanization of your content and your engagement elements of your business.   There are scenarios in life, like getting help in a clothing store trying on clothes where a robot wouldn't suffice, so that is why there is a human element involved. But the accounting, the transactions, and the ordering aspects of this same retail business could be completely automated.   The same with online business, there are things that you can automate and some things you can't.

The things that you CAN automate, you should be.   Some of these automation strategies are budget permitting and require outsourcing, but they surely can save you a lot of time and allow you to scale your business with much more efficiency.

We always need to remember that there is a bounty on our time in business. Unfortunately there are not 1,000 hours in a day or we could all accomplish incredible things throughout the course of a day. Instead you have two ways in which you can become more efficient in terms of "growing" your business, you can hire help to free up time, or you can become more efficient with your time.

I want to focus on both of these.

OPTION 1: Get Others to Help You Out

You can source out tasks within your business to other people, often times very efficiently. As you grow and as you accrue and "operating" budget in your business, you can start to hand of tasks that you can teach. These include:

- Writing
- Research
- Comment/Engagement Management
- Website/Graphic Development
- Emails/support
- Joint ventures/relationship building
- Technical help

If you spend 6 hours writing, finding images for, incorporating an affiliate link and publishing a high quality post on your website, knowing that there is a good chance it will get ranked (and drive revenue), what would that article be worth to you.

For many, this can be $10, for some it can be $100. You can find writers in both ranges that will perform your writing work.

There is an important secret here to outsourcing though, and many miss the mark. You are not paying people to do work. You are paying people to do YOUR work, like you. If they are not offering the same quality or cannot be taught to have the same level of quality that you do, then your business and brand can suffer as a result.

In many cases, you can hire people that are BETTER or equivalent in skill to you at something. The problems can arise if you hire someone that is inferior to you, your business will suffer.

Some platforms that you can leverage to hire freelancers for pretty much any aspect of your business are fiverr.com, elance.com, freelancer.com and upwork.com.

OPTION 2: Become More Efficient.

The other part of your business where you can reclaim the much need "time" is through efficiency and the removal of waste in your business. I am just as guilty as the next person, but I am conscious of the fact that I waste time sometimes and I am constantly trying to cut out that waste to free up more hours.

We spend time doing the wrong things, which take away from the much more significant and important tasks (ie, like building a business).

Here are some ways that you can get back some time, which you can then apply to your business building tasks.

a. **How many times do you check your emails each day.?** There isn't a need to check your email more than once per hour unless you are urgently waiting for something. Check it more than that, you are wasting time.

b. **Are you checking your rankings daily?** Limit this to once per week. That is more than enough.

c. **Are You Constantly Checking analytics and traffic data?** Check traffic stats once per week. You are going to not only waste bundles of precious time, you are going to end up in a crazy house somewhere if you are checking your traffic date more than once per week. Traffic doesn't not change that frequently and although it is exciting to see clicks, you want to watch traffic less and work more.

d. **Are you wasting time on bad support.** By this I mean, people trolling you or simply wasting your time. As you start to get more and more interaction and engagement on your website or through your email, you are going to find that you get people there simply to waste your time. The worst thing you can do is fall in a troll trap, it can suck the life out of you and waste a bunch of time.

e. **Are you wasting time on social media?** This is one of the biggest culprits of time waste, and I do it myself. Set certain times per day that you go on social media, with certain time allotments and to it. Maybe 5 minutes, 3 times per day. I realize that there is a lot of "stale minutes" through the day that we try to fill with social media, but why don't you fill this with niche research, reading about your niche, recording ideas, planning your daily/weekly/monthly goals, etc.

f. **Are you doing things on your website daily that could be automated through a plugin?** Wordpress plugins can be very useful for automation, but only if it makes sense. If you find your are doing something in terms of your website activities that is time consuming, see if there is a plugin that can help you out. There are 55,000+ plugins, there is likely something to solve your problem.

Note: There are certain things that I do not recommend that you automate. These are personal relationships/business relationships, your marketing, your SEO activities, or the oversight of your actual business. If you hand over the reigns too early as well, it can pose problems. You want to first understand what you are doing, that way you can teach others what you want them to do.

(3) Your Work Ethic Defines Your Success.

Grunt work, applied to the right thing will equate to accomplishment. You cannot build rock walls all day and expect to be a millionaire. No matter how hard you work at that.   You could own a rock wall building company, or sell rocks to these companies, or sell mortar, or teach people how to build rock walls online, but you cannot expect to be an hourly wage rock wall builder (even if you work your butt off) and become a crazy successful   You will also plateau in terms of what you can earn, once you become a foreman there typically isn't anywhere to go up from there.

Things are a little different in the online business world, you can work hard and accomplish as much as you are willing to work for. You have to freakin' work at it though! Because it is ONLINE, people have the tendency to think that it won't take much work, or they can click a few buttons on their mobile device and build a flourishing business.

It will not happen like that. That has happened to NOBODY...EVER.

There is a formula that I have tested over the years. It is EFFORT IN = RESULTS OUT. That formula is how to create results in your business, nothing more complex.

Carson and I have both had periods in business where we have gotten complacent. The results are reflected not right away, but usually around 3-6 months down the road. That is why people get fooled out of success when they are doing well, they stop working, the money still comes in, then all of a sudden 3-6 months later it starts to drop.

The same goes for those that put forth lots of effort right now, in this very moment, and expect a "result" from their efforts right away. They give up when the don't see that. That is what I see ALL THE TIME.

Remember this, the effort you put forth right now will lead to success down the road...and can lead to success forever.

I have written posts on my websites over the years that have lead to years of income, from ONE post. 1 hour worth of work, $10,000's. But the results weren't immediate, and they certainly didn't happen until my website had enough authority to gain that sort of traction.

But that is the reality of what can happen as you build out your business.

And what about the concept of "work smarter, not harder?"

Well yeah, you can work smarter and this creates efficiency, but I would argue that you can work "dumb" in a sense, and accomplish more than someone that works smart, but doesn't work much.   As smart as I like to think I am, I am one of those that will grunt out a job doing it a way that is sometimes not the most efficient, but I get it done and I do it at a higher rate than the competition and with more sustainability.

If you put pressure on your competition for long enough, they are going to eventually break. :)

So how do you put forth the right amount of effort?

The question steers away from whether or not you think you have work ethic, to proving that you have work ethic and are applying the right amount of effort to your business to truly succeed.

So what is the litmus test you need to determine this?

Well, there is no right answer to this. What you can do and what I have done over the years is aligned my work ethic along side those that I have considered to work their tails off. I have had many influencers in my life, many close to me, but many I have just watched from a peripheral.

Hearing stories about some of the most successful people, usually come hand in hand with hearing them burn the midnight oil every night pursuing their dreams and growth in your business.

The 4 hour work week is not a reality, so please get that out of your head. Timothy Ferris is a very smart individual, but get the idea out of your head that you can create a business, or maintain success in a business operating on a 4 hour work week.   Try 40 hours per week, then move up from there. That is what is required of you to achieve significant success in business.

Those you see succeeding around you likely aren't smarter than you. They simply work hard, and harder on their actual business. You may lay bricks all day, and that is really hard work, but that doesn't mean that you are working "hard" towards your business.

If you apply this same amount of effort to your business through a sustained period of time, you surely are going to start to see results.

Here are some of the strategies that make up the "secret sauce" of work ethic and overall productivity.

- **Set Daily & Weekly Effort Goals.** It is hard to hard to accomplish much of anything without appropriate goal setting. I recommend that you set daily as well as weekly goals, these are the most critical. Make sure these are tangible goals that can be "completed". If they aren't, then they are going to be looming over your head and causing unneeded pressure.

  Ex. write an email, create an article, create a logo for business, buy a keyword rich domain, apply to 15 affiliate programs, research and find 20 low competition keywords.

- **Do ONE thing at a time.** It's great to try to work hard while multitasking, but it reality this is not good work ethic. As much as we are drawn to the idea of multi-tasking, it leads to poor work ethic, and can hinder results. You cannot dig a ditch and talk on the phone at the same time. The same goes for trying to do many things all at same time within your online business.

- **Operate with urgency.** Everything needs to be done, so do it. If you feel as though you can take your time completing a task, you will. You get complacent and you will procrastinate. Hard working people don't do this. They see a task, they work to achieve it like it needs to be done NOW, even if it is not needed to be done until next week. Take this approach to everything and have some urgency to get the job done, and it will.

So work hard, it is fundamentally the most important attribute you can have to succeed. Don't tell others you are "hard worker", show them. I have found over the years that those that say they are really hard working, are often times the ones that get the least amount of work done. They are too busy telling others how hard they work!

(4) You Need to Think About Your Business Lots.

You've probably heard the cliche, "eat, sleep and breath business". Well that is a reality for those that are succeeding in business. Get up and think about your business, think about it when you are driving, researching online...in the lineup at the grocery store, in the book store, on vacation!

If you think your success is going to operate independently from the rest of your lie, you are mistaken. It is part of your life and your work has to be able to bleed into your entire life, but your life outside of business can also operate more efficiently and with much more money with a successful business. So the pay off is there.

How to Immerse Yourself in Your Business

So, if I were to propose the following to you, how would you act.

I am going to give you 4 weeks to become an expert at "How to Snowboard". What would your initial reaction be.

Well the first reaction for many, I am not assuming you, but for MANY would be that I don't know a thing about snowboarding. You may have never snowboarded in your life, and maybe you don't care to. However, HOW would you go from this state to being in a position to teach a newcomer how to snowboard and to give sound, qualified advice on everything from choosing equipment, proper technique, the most appropriate snowboard gear, safety, etc.

Where would you go to research? How would you go about your research? What are some daily experiences that you would take part in to advance your knowledge?

- Go to a local store and learn more about snowboards
- Buy Magazines or go to Magazines.com that are related to snowboards
- Subscribe to email lists/newsletters in the industry
- Set-up Google Alerts on several things related to snowboards
- Take snowboard lessons
- Use research platforms like Jaaxy to uncover niche ideas related to snowboarding
- Watch online videos on Youtube & Vimeo about snowboarding
- Join forums, reddit threads, facebook groups and chat rooms that are related
- Read, answer, and get involved in Quora questions relating to Snowboarding
- Follow some of the other top blogs, affiliates ideally in the snowboarding niche

These are just some ideas, but with these alone you could quickly gain expertise in this niche and through continual immersion with this niche, you would be able to establish yourself as an authority.

These are simple, yet powerful tactics that I use with EVERY niche that I enter. Immerse yourself in your niche and your business!

(5) Failure management, and understanding.

It is OK to fail, it is not OK to stay a failure. Most people get caught like a deer in headlights when they even think about the idea of failure. Fear of failure should not inhibit action, the fear of failure should lead to more action.

To a large degree, the idea of failing my family and those that have respect for my business acumen are those that drive me to work hard to create success. I work WAY more as a result of

this. Everybody has different driving factors that can power them forward in business, but these aspects can be critical to overcoming failure as well.

I want to pose a few simple questions here.

Do you want to know what the average child does when they fail? They try again.

Do you want to know what the average adult does when they fail? They give up.

Think about that for a second.

Failure management and how to effectively move forward after you have hit a wall, lost money, or had an entire campaign fail, has much more to do with the actual success someone generates that most people actually think.

When was the last time you failed? What was your natural reaction to this? Did it upset you?

It is upsetting, and more so as we get older and are conditioned to just "do what you are good at". We get into the rut of our day to day lives and often don't stretch our capabilities, which are limitless. We are taught that failure is bad, right from our school years where getting and F at something means that we are inferior.

But the reality is, the kid in us is what can truly drive us to success in business. That lack of fear and even the naivety when trying something new. We think we can accomplish anything and the reality is that we usually can (except for when we think we can fly lol)

There are ways that I have learned to deal with failure over the last 16 years online, operating a full time business online. I surely have had more failures than I care to remember, but I also have been very good at failing and using it as a positive motivator for business and expansion of my knowledge/skill set.

You get better at things that you fail at and keep going. I have played basketball my entire life, and one thing that I have always fancied was the 3 point shot. It is a longer shot, but it is worth more points and it takes much less effort than driving the basketball to the hoop (just to earn 2 points).

The reward is higher, because of the distance. To get good at shooting from that distance, something that I have spent more hours than I would like to probably say, you have to fail lots. You have to miss a lot of freakin' shots! I have.

But because of that, I hit my shots at a much higher rate than most. They haven't failed as much as me in shooting practice, but I can now shoot better than them because I spent all those hours failing. Your shot because muscle memory, and in business, your business intuition

becomes muscle memory to and you start hitting your shots with much more regularity (ie, creating success, with higher frequency).

And the thing is, when you fail a lot in business, you are going to get good a business. So it is fair to say if you fail more than your neighbour at something, that you are likely to be better at that very thing.

How to Appropriately Manage Failure

I have failed so many times, I wouldn't no where to start when tallying up these failures. But this is going to allow me to give you some good insights into how I manage failure, and hopefully provide you with some insights as to how you can.

So as a seasoned "failure", how do I manage the event of "failing".

(1) **View Failure as a Learning Experience.** Every time you fail at something, you learn from it. I know this is cliche, but failure is the best educator. If you are attempting to build a house and it falls down, it is a failure. But you learn why it failed, and you don't do that again and next time you attempt to build it, it will be that much more sturdy.

Embrace each and every time you fail. Don't view it as an inhibitor to your success, rather the creator of success.   If you look at the most successful people in this world at their craft, it is safe to say they have experienced the highest rate of failure.

(2) **Fear Inaction More Than Failure.** The idea of "failure" can stifle people. It has been given a bad name in life, maybe you have even been called a failure. Well the reality is that to be called a success in life, you first need to be called a failure and likely many times over.   There will eventually be the transition between the failure to success, but it won't happen if you don't do anything at all (as a result of your fear to fail).

The greatest basketball player of all time, Michael Jordan once said: "I've missed more than 9,000 shots in my career. I've lost almost 300 games. Twenty six times I've been trusted to take the game winning shot and missed."

Look at the track record of "failure" from the greatest of all time!

(3) **Don't Aim for Perfection.** The fastest path to success is not through perfection, it is through "doing". The problem I see with most people is they try to perfect something before they even know what they are doing. They assume what is perfect, based on what they "think".

That is usually not the reality, you learn about what works and what doesn't by trying

stuff and trying stuff fast. That will bridge the connection between not knowing, and being skilled and building something of substance.

(6) It only takes ONE thing to lead to success.

I am sure you have heard all the stories out there, from the Dollar Shave Club, to someone selling baby bibs on Etsy and making a million dollars. That is the reality, you only have to be great at one little tiny niche to be very successful online.

Cheap, razor blades became a billion dollar business for the Dollar Shave Club not by inventing a new product, but being a little bit different.   This can happen within any niche, you are establishing a brand and one that will go up in value and affiliate marketing is just one of the potential ways that you can monetize your brand.

It still amazes me when I see budding and very successful entrepreneurs latch on what appears to be something totally obscure for their niche, and make their way to news headlines. One such example is a husband/wife in our local city that simply started creating Yoga videos and publishing them to Youtube.

Their little hobby, turned into over 1 MILLION followers on YouTube, and a large membership base of paying customers for their Premium videos, and a lot of clout in the industry (with large Yoga brands paying for inclusion within their videos).

There is this natural tendency to think that you have to be involved in all sorts of different niches and businesses to be successful. The reality is, the people that try to do that typically fail (although there are some exceptions). Those that have a hyper focus on being the best within their niche, and as I mentioned earlier, immersing themselves within their niche, are those that create long term and sustainable businesses.

So how do you choose that one thing or even know if your ONE thing is something that can lead to long term success? Well that can be a little more tricky, but it only becomes this way if you overcomplicate what you are doing or you are trying to come up with the perfect niche.

The "one thing" approach is another one of the biggest contributing factor to success, and it is something that I see tilt the success scale from a lacklustre business to a succeeding one.

When approaching your business as the ONE business, your mindset changes, the sense of overwhelm vanishes, and a sense of simplicity comes before you. You are only running ONE website, one business and working with one niche. Things feel much less complicated.

Here are some tips that I recommend you implement to move to ONE thing.

- Move on Quickly if you don't like your first niche.
- Get Involved in Many Niches ONLY After You Have the formula for success within one
- Choose something that you are capable of holding interest in for years, not weeks.
- Be passionate about helping others and success itself, then you you don't have to be so passionate about your niche
- Don't chase something that you think is profitable, everything is. Choose something you will be interested in.

(7) Retain & Sustain Your Focus.

OK, now onto FOCUS.

Focus comes down to reasoning with the idea that you can truly become the authority/expert within your given niche. Do you think dollar shave club set out worrying that they were going to fail because there were other razor blade companies in the world. No, they set out knowing that with some effort they could have a slice of this pie.

The same can be said for Wealthy Affiliate. We didn't set out in this space thinking we couldn't compete with other sites in the space. We set out knowing that with effort, we could carve out a solid positioning within this space. Even if it is 0.001% market share, there are 4 billion people online and that would equate to a great deal of people.

In fact, 0.001% of 4 billion people (whom are all opportunity seekers) is still 4 MILLION people. We are not even close to achieving this level of success yet, which goes to show how it only takes a tiny sliver of market share in a very specific niche to be very successful online.

There are 6 main strategies that I use to get over fatigue within a give niche and to reset my motivation.

These are the 6 main things I personally do to align myself with productivity and a motivating outlook in business.

1. **Set Goals.** When you get scattered in terms of your day to day tasks, it can be very difficult to sit down and actually get any productive work done. I have found over the years that if I don't set tasks done laid out at the beginning of the week my productivity can go down by as much as 50%, and as a result it is easy to lose motivation. Moral of story, SET GOALS!

2. **Help Folks.** There is nothing more rewarding than helping people. As you start helping people on your website, here within Wealthy Affiliate, and through the content you create, you are going to attain a certain level of gratification elsewhere. It is great to build a successful business, but understand the quickest way to get there is through helping people. Not to mention this will lead to a LONG term and sustainable brand.

3. **Learn Something New.** I aim to learn something new each and every day. If I feel stagnant, I lose all motivation. This is the very reason you see people that work the same job for 20 years without evolving their knowledge literally despise what they do. The Internet and the affiliate marketing world affords us all the ability to learn something new each and every day. Learn about your audience. Learn about new products/services. Learn about Wordpress. Learn about marketing. Do more of what you are doing in this very moment!

4. **Take a Break.** You deserve. Take some time for yourself, do something that you enjoy. Sometimes we let ourselves get demotivated by spending too much time doing the very same thing. Take a weekend off and don't think about business. Enjoy a day with your family. Go on a vacation!

5. **Change Up Your Environment.** One thing that I usually have done over the years and something that most people probably don't realize is that I am constantly changing my work environment. One day I will work from my coffee shop, one day I will work from my kitchen using a stand up computer tray, I will work while on a vacation in Santa Monica, I will work outside on my deck, or I will work in my static office. Constantly changing my environment leads to creativity, and I think a great deal more productivity.

6. **Reflect on the Real Potential.** As someone that has spent many years within the online space (over 16 years full time now), I have to pinch myself every time when I sit down and think about the potential online. The Internet has 4 BILLION people online. How many of these people do you think would love to start a business in a niche they are passionate about, and do so within an environment like WA? Most of them.

Focus and being able to sustain your focus over a year, or several years is what is going to power your business growth moving forward. The last thing you want to do is bounce from idea to idea, that is only going to leave you in a constant state of mediocrity. Focus on building out your business, focus on being great within your niche, and focus on establishing yourself as a long term brand online.   It can and will happen.

I hope you have enjoyed the 7 Factor Secret Sauce breakdown. :)