

What's Holding You Back? It's Time To Stop Spinning Your Wheels, and Start Making Money Online Consistently!

20 Fast Fixes to the Most Frustrating Online Business Issues

by Lynn Terry of ClickNewz.com



I recently asked my Private Mastermind Group and my friends on Facebook, ***“What are you most frustrated with in your business right now?”*** The responses varied widely, but I pulled the top 20 most challenging issues and responded to each of them with very specific Action Steps.

The tips and advice I'm sharing with you in this report are based on personal experience with my own online business - and with overcoming these same challenges myself.

“Learn all you can from the mistakes of others. You won't have time to make them all yourself. -Alfred Sheinwold

Working consistently toward my goals over the last 15+ years is what got me where I am today. Even on tough days where I only managed to do ONE task, I made sure it was a *Priority Task* that specifically took me toward my goal. So keep this list handy, and do something from the list each day - even if it's simply to repeat something that's *working!*

You'll find helpful tips and Action Steps for each of the 20 most challenging issues you're most likely facing in your online business. I intentionally kept them short and to the point, and included additional resources and tutorials for further help with each issue.

I encourage you to read through them all, then choose the MOST challenging (or frustrating) thing, for you specifically, and start there. Implement immediately: DO the steps suggested.

Refer back to this list for a kick-start anytime you feel *frustrated* or *challenged*...

Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma – which is living with the results of other people's thinking. Don't let the noise of other's opinions drown out your own inner voice... And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary. -Steve Jobs

Table of Contents

*"It is always the **start** that requires the greatest effort." –James Cash Penney*

1. The BIG Difference Between "Online Business" and "Making Money Online"
 2. Your Starting Point: How To Set Up A Successful Online Business
 3. Lack of Direction: "I'm Not Sure Where To Start or What To Do!"
 4. Learning vs Earning: Striking The Balance For Growth & Profit
 5. Mindset, Mood & Attitude (The UNlearning Process)
 6. From Lack of Follow-Through... To Breakthrough
 7. "I'm A Perfectionist, And It's Holding Me Back!"
 8. Time Management: Making The Most Of Your 24 Hours
 9. Productivity: Being Productive vs Being Busy
 10. Organization In A World Of Chaos
 11. "I'm Completely Overwhelmed!"
 12. I Have Way More Ideas than Time...
 13. Lack of Technical Skills or Knowledge
 14. "My Business Is Not Growing Fast Enough!"
 15. Keeping The Content Flowing
 16. Monetizing Your Site or Blog
 17. Improving Your Conversion Rate
 18. Creating Passive Income Sources
 19. Increasing Your Web Traffic
 20. Finding & Engaging Your Target Market
- Additional Online Marketing Tips & Tutorials
 - Final Word & Personal Invitation from Lynn Terry

1. The BIG Difference Between Starting A Successful Online Business and “Making Money Online”

*“Sometimes it's not enough to know what things mean, sometimes you have to know what things **don't** mean.” -Bob Dylan*

One of the most common sources of frustration I see in the Internet Marketing space is the confusion between "starting an online business" and "making money online." This alone causes so many misguided expectations, and can leave you feeling completely lost and discouraged.

There are many ways to *just* make money online, including: selling things on auction sites, accepting various virtual task-jobs, purchasing advertising to promote affiliate programs, etc. But what sets those methods apart from an Online Business is that they are short-lived. They are "marketing methods" – not business models with long-term profit potential.



In the same amount of time you might search around and try various ways to make money online, you could have easily set up an online business that *does* have long-term profit potential. The same goes for trying to find shortcuts to start or grow your online business. Ironically they tend to be a huge waste of your time. ;-)

Stop looking for "an opportunity" or a blueprint. Your online business will be unique to you. Even if there are a number of competitors in the same niche you choose, and even if you use some of the same programs and methods as other online business owners, there is no step-by-step checklist to start YOUR online business... except the one that YOU create.

Of all the successful online marketers that I know, **the most interesting thing I've found** is that we all do things completely different. We all have our own methods. These are based on our personalities, our strengths and weaknesses, our preferences... and our own individual testing and tweaking. *This is the same process you'll want to go through yourself.*

The best advice I can offer you is this: *Treat it like a business.* Expect to invest time, energy (and even money) to get your online business off the ground and to full profit potential. Is it EASY? Gosh, no! Getting a job is easy. Doing nothing is even easier. But the end result will be SO worth it! Believe me, I'm speaking from (a lot of hard-working) experience. ;-)

Recommended: [What is Internet Marketing? - Wake Up Call!](#)

2. Your Starting Point: How To Set Up A Successful Online Business

"The secret of getting ahead is getting started." -Agatha Christie

If you're still researching online business models and ways to work online, or have been for awhile, you're likely confused by all the options and information.

Not to mention the endless niche and/or business ideas you've been considering!

Finding a *Starting Point* Can Be Really Difficult.

Research alone will get you nowhere fast. You'll actually do best by jumping in, getting started, and learning as you go.



Now that you understand the difference between starting an online business and making money online (section one), you're ready to dig in and get to work on creating a successful online business of your own, right? I'll make it easy for you...

Yes, I'm going to give you that elusive starting point!

Go to: [How To Make Money Online \(For Beginners\)](#) and walk through the **10-Point Step-by-Step Checklist at the end of that post, one task at a time.**

You may add other revenue sources and marketing methods as you go, but working through those steps listed will get your online business up and running – and profitable... Finally. :)

Recommended: [ClickNewz Discussion Forum](#)

If you have ANY questions as you work through the checklist, or while setting up ANY type of online business model, come by my forum and just ask: <http://www.clicknewz.com/members/> We welcome "newbie questions" and you'll find it's a very friendly & resourceful community!

We can brainstorm ideas, help you come up with a [domain name](#) for your online business, give you helpful feedback, and share proven resources along the way...

3. Lack of Direction: “I’m Not Sure Where To Start or What To Do!”

“Lack of direction, not lack of time, is the problem. We all have 24 hour days.” -Zig Ziglar

If you are lacking direction, or you're not really sure what to do, you're likely not getting much done at all -or wasting valuable time daydreaming about all the possibilities.

A lack of direction boils down to *not knowing your objective*, or not being able to visualize your goal.

First, **take personal responsibility** for your success or failure. Don't seek out approval, confirmation, or spoon-fed instructions & blueprints. It's simply an attempt to shift that responsibility, and is actually an *employee* mindset.

By contrast, the entrepreneur mindset is to "fail fast" - to just dig in and try, test, tweak until you figure out how things click. An entrepreneur craves creative freedom, not “instructions.”

Next, figure out your WHY. Sit down and consider why you really want(ed) to start an online business, and visualize what a successful online business would look like to you.

How is your life different? How are *you* different? Don't just let your imagination run wild with pie-in-the-sky dreams about sipping margaritas on the beach all day every day, or fast cars and big mansions. Get real with your goals. Why do you want a successful online business? Hint: it doesn't really have anything to do with a specific dollar amount. It has more to do with the *experience* that comes as a result. ;-)

Your "why" will be unique to you, and it may even change over time. For some it's money, for some it's a certain mission or passion, and for others it's philanthropy. When I quit my last job to start my first business (more than 15 years ago), my why was very simple: I wanted out of the hopeless rut of struggling & being *incredibly broke*, and I wanted to be HAPPY.

Everyone I talked to about my business idea said it would never work. I did not let that discourage me (much, lol), or stop me from trying. *Thank goodness!* If you're in those shoes, and you're hesitating because you feel discouraged by those closest to you, imagine how great it would feel to validate your business idea with *success*. Trust me, it feels fabulous!

Take Action, Find Direction! Even with the clear step-by-step checklist I gave you in section two, you may still be feeling "unsure." And you will feel unsure, until you dig in and start working through the steps - and toward a goal. So dig in and get your hands dirty! It's the fastest way to learn, and to get that clarity you need to start moving in the right direction.



Recommended: [Frustrated with market research or finding niches?](#)

4. Learning vs Earning: Striking The Balance For Growth & Profit

*"An ounce of **action** is worth a ton of theory." - Ralph Waldo Emerson*

Are you consuming too much information and not creating enough (or any) yourself?

Being an "expert" on all things Internet Marketing is *useless* without implementation.

Don't make the mistake of becoming a *Professional Student*. Not only is it a job that doesn't pay, it requires a huge investment of your valuable time and money...



If spend the majority of your time attending (live or virtual) events or studying guides and blogs, you likely aren't doing much publishing or creating yourself - which won't get you anywhere fast. You'll have a very difficult time getting your online business up and running if you are too busy downloading, reading and studying. There are only so many hours in a day!

Often, research is simply a form of procrastination. While it may feel like you are "working" given how many hours you spend "studying," the truth is that your own tasks remain undone.

Constantly learning is a GOOD thing. But you definitely need to be earning as well.

The key is to stop and implement everything you **learn as you go**. If you're not ready to implement what you're studying, it's a complete waste of your time. Save the link or tutorial for a time when you are ready to implement that particular strategy, and move on.

Only study what you need right now, to achieve the ONE thing you are working on right now.

Always ask yourself, "Does this take me closer to my goal, or distract me from it?"

Keep a Time Log for the next 72 hours.

Make note of how much time you spend working, and exactly how you are spending that time. Keep an ongoing log of tasks & time spent. Also set aside a specific amount of time every day to *create*. Make it a routine until it becomes a habit. Set a timer for 30, 60 or 90 minutes and turn everything else off so that you can focus at working on YOUR business.

Start with the Time Log. It's a simple exercise that can make a huge difference!

Recommended: [Staying On Track, From Start To Profit!](#)

5. Mindset, Mood & Attitude (*The UN-learning*)

"In order to succeed, your desire for success should be greater than your fear of failure." -Bill Cosby

Starting a business requires an intense amount of self-motivation, determination and discipline. It definitely amplifies your strengths, weaknesses, and really challenges your mindset and attitude.

Becoming an Entrepreneur is a surefire way to face your fears, overcome imaginary obstacles, and test yourself to the farthest of limits...

You most likely embarked on this entrepreneurial adventure because you wanted creative freedom, flexible hours, and the means to live up to your full potential - both personally *and* financially.



What you may not have realized going in, is that you basically have to **UN-learn** almost everything you've ever been taught – and learn a whole new way of thinking & working.

Coming from a 9-5 job for example, it can be a huge transition not to have a blueprint or a set of tasks laid out for you every day. In a traditional job all you typically have to do is show up consistently and complete the tasks handed to you, and you are rewarded with a paycheck. As an entrepreneur, you have to be much more than just a "warm body" performing a task.

In steps *Personal Responsibility*, both for creating the grand plan and executing it.

Collectively, we make up the first generation of online business owners. It's the "new rich" as Timothy Ferris likes to call it, and we are pioneers - paving the way for generations to come. My point is that all of this is going to be a ***re-learning process***.

From this point forward stop struggling, and stop wondering why this may not come easy for you. You can't fit a square peg into a round hole. Instead, realize you're on a mission to cut a new path and create the exact life you want. It's all in your hands, and part of the reason you chose to work from home is to have the freedom to live a totally *different* kind of life!

Self Motivation stems from a strong personal desire. The things that motivate us are those things that we want so badly we'll do *anything* to make them happen. Knowing exactly **WHAT** you want to achieve, and **WHY**, will kick-start the motivation and determination you need to succeed in business. A strong vision of the end result you most desire can keep you moving forward, even when you hit roadblocks or get derailed.

What if I didn't get up every day and work on my business goals? I would eventually have to downgrade my lifestyle, maybe even take a "real job" *shudder*, give up all my quality free time and the lifestyle I've worked so hard to achieve... and admit failure. None of which I'm willing to do. So *consequences* can be a great source of self-motivation as well...

Even with a strong desire and serious determination, we still have to break through all of our own personal "limiting thoughts" we have come to believe as truths...

I discovered an exercise that was extremely helpful for me when it seemed like life was throwing me lemons. It's inevitable. No matter how motivated you are or how hard you work, eventually the universe likes to turn things upside down on you for awhile. It's easy to feel defeated and want to throw in the towel. Or believe the sky really is falling.

The exercise I did was to sit down and draft up a *very literal* **Worst Case Scenario**. In every single case, it was never as bad on paper as it seemed in my head. With the WCS in front of me in black & white, I was able to see a best next step - a solution. So I focused on that, instead of worrying about what may happen. Interestingly, I never had to refer back to that Worst Case Scenario, and it never was the end result. But at least it was out of my mind, on paper along with workable solution, and reduced the unnecessary stress that kills productivity.

Mindset is a powerful thing. It has the ability to control you, persuade you and even hold you back from doing or achieving GREAT things in your life...

Challenge your current mindset. Take thoughts such as:

- I could never do x
- I want to make a million dollars
- I don't think I'm cut out for this
- I'm not as strong/motivated/smart as X
- I want to earn \$20,000/month

(insert your own common thoughts) - *and ask yourself WHY?*

For the next few days, keep a notepad (or app) handy and pay attention to common thoughts or mindset issues. **Question them!** Also take some time to sit down and write out the things you most want to change in your life and/or in your business.

What action can you take against a negative mindset, or toward a specific goal? And if that action is painful (something you dread), ask yourself: *Is it worth it to achieve the end result?*

You have to GIVE to get. You have to make the first play for the game to ever start. If you commit, and stick to taking forward action, you WILL win.

Your mindset - thoughts, feelings, and perceptions - will change on the other side of that action you take. Once you jump in fully committed, with action to back it up, you'll put something in motion that makes everything much easier than you thought it would be...

"Doubt, of whatever kind, can be ended by action alone." -Thomas Carlyle

If you are struggling with these points, don't feel bad. We all do, or at least have at some point. Truth be known, even the people who seem to have 'nailed it' only appear that way because they wake up every day and continue to nail it.

Recommended: What's Holding You Back??

6. From Lack of Follow-Through... to Breakthrough!

"Knowing is not enough, we must apply. Willing is not enough, we must do."

-Johann Wolfgang von Goethe

A consistent lack of follow-through on your ideas can happen for a number of reasons.

It may be that you're not clear on your WHY, that you haven't settled on a niche you really enjoy, that you lack self-confidence in your ability to succeed with your business - or perhaps you're not yet serious enough about *making it happen*.

Another common issue for many people is "shiny object syndrome" or getting distracted by new ideas or new products.



The idea phase is fun and exciting, as is setting things up and getting started. But after that the *real work* sets in. You have to create content, get established in your niche, get your pages indexed and established in the search engines, set up social media accounts, etc.

It's work, it takes time, and you may run into obstacles or technical hurdles. Most people get discouraged or bored at this phase and end up abandoning their brilliant idea for another one. Why? Because brainstorming and planning is more fun than building out your business. But...

Ideas are worthless without action. You'll never profit from what you don't finish!

*"The critical ingredient is getting off your butt and doing something. It's as simple as that. A lot of people have ideas, but there are few who decide to do something about them now. Not tomorrow. Not next week. But **today**. The true entrepreneur is a doer, not a dreamer."*

- Nolan Bushnell, founder of Atari and Chuck E. Cheese's

Figure out what you most want to do and then see it through. Make it your primary goal and your sole focus. Ask yourself, **"What is my primary objective - right now?"** Constantly check yourself in all you're doing to make sure you're staying on track. Anything that comes up is either in line with your ONE current goal... or it's distracting you from it. Period.

Choose ONE thing to complete this week, and abandon all other ideas until you see that one thing all the way through. You'll be amazed at how great it feels to see the finished result! That *sense of achievement* will fuel you forward with a fresh dose of serious motivation. ;-)

Recommended: [Did You Choose The Right Niche?](#)

(You WILL follow through when you're doing what you ENJOY!)

7. “I’m A Perfectionist, And It’s Holding Me Back!”

*“The maxim, “Nothing prevails but perfection,” may be spelled PARALYSIS.”
-Winston Churchill*

Have you ever found yourself spending hours tweaking the slightest little thing, or weeks playing around with something that you could have gotten out already?

You’re not alone. We all want to put out our best work, and we want it to be *great*. But there comes a point where you have to call it done and get it out there!



Perfectionism, by the way, is just a well-disguised form of procrastination. ;-)

Waiting to launch until your project is perfect is a flawed approach. Mainly because perfection does not exist – only *perception*. Your version of perfect will not be the same as mine. Analyze your "perfectionism" - does it relate to personal insecurity or a lack of confidence in your expertise or skill? Or are you truly striving to put out excellent work?

Keep in mind there isn't ONE right way to do anything. The concept of "perfect" is relative anyway, so there is no way to achieve it. With that in mind, focus more on *getting it done!*

You really owe it to your market to put your content, products, or services out there. Making them wait, or never getting around to it at all, is a serious disservice to your market.

Keep in mind too that it's an expense, not an investment, if you never complete the project. Even if you only have time invested, are you willing to chalk that time up to a total waste?

As a good friend of mine says, *"you'll never make a dime on ideas or uncompleted products!"*

Here's an interesting *twist* that will totally change your thoughts on Perfection!

The word "perfection" derives from the Latin "*perfectio*", and "perfect" — from "*perfectus*." These expressions in turn come from "*perficio*" - "to finish", "to bring to an end." "*Perfectio(n)*" thus literally means "a finishing", and "perfect(*us*)" - "finished".

-Source: <http://en.wikipedia.org/wiki/Perfection> (worth reading!)

With that in mind, you are not truly a Perfectionist unless you are putting out completed work and consistently *finishing* your projects. ;-)

Recommended: [Ready To Give Up? 50 Things You SHOULD Give Up!](#)

8. Time Management: Making The Most Of Your Day!

"Time = life; therefore, waste your time and waste of your life, or master your time and master your life." -Alan Lakein

Do you "work" all day, but never actually achieve your goals or get to the most important tasks on your list?

Perhaps you can relate: You look up at the clock and realize you just spent the last four hours reading other people's blogs, but haven't written a post on your own blog at all.

It can be incredibly distracting to work online, not to mention that most of us are also working from a home office with all the usual distractions: television, family, pets, company, etc. Balance is critical. Otherwise you'll be frustrated, stressed, running in circles and not giving *ANY* of your priorities enough attention.



Each day I have only three priority tasks - things I absolutely must get done that day. I do those tasks first. Then no matter what else comes up that day, I've accomplished the most important things on my list. Anything else is just a bonus!

Consistency is KEY. Even if you currently have a job while starting your business, devoting even just an hour a day *consistently* to your "priority tasks" will make a huge difference. I have a niche blog I spend less than an hour a day on, and it's amazing how fast it grew in a short amount of time! Why? Because I worked on it *consistently*.

Tip: Look at your task list and identify the things that require your full attention. Do those tasks when you are most focused and least distracted. Other tasks, like social media and email, can be done when you have shorter amounts of focused time to work with. Work smart! ;-)

What would you most like to achieve that you haven't been able to get started on, or complete yet? What nags you the most in the back of your mind about your life or business? What would it take to achieve that goal? Break it down into a consistent action (or actions), determine how often you need to do it and how long it will take, and schedule it in!

Exercise: Keep a Time Log for three straight days. Make note of everything you do and how long it takes. This includes sleeping, eating, watching TV, working, spending time with family - all of it. You'll probably find that you have 24 hours in your Time Log just like the rest of us. :)

Before the three days is even up you'll start to see where you could be making better use of your time. It will become clear which tasks are "time wasters" and which are "money makers."

Know where you are. Know where you want to be. Know what it's going to take to get from here to there. Then... go do it!

Recommended: [Why Most Time Management Techniques FAIL](#)

9. Productivity: “Busy” vs Productive

“It is not enough to be busy... The question is: what are we busy about?”

-Henry David Thoreau

Do you find yourself pulled in too many directions, between tasks & projects? It's easy to keep busy. Being *productive*, that can be another story...

In [44 Tips for Dealing with Overwhelm](#), Karyn Greenstreet made a brilliant point about this:

“You're in control of your calendar. You're in control of which projects are top priority. You're in control of your thoughts about your business. You're even in control of whether you answer a ringing phone or not.”



Stating the obvious? Sure! But do you truly control your day, or let your day control you?

My friend [@ScottAllen](#) says:

Productivity = Getting things done.

Focus = Getting one thing done.

Purpose = Getting the *right* thing done.

Steve Pavlina [defines Productivity](#) in this way:

Productivity = Value / Time

(productivity equals value divided by time)

By this definition there are two primary ways of increasing productivity:

- 1) Increase the value created
- 2) Decrease the time required to create that value

Finally, the Urban Dictionary [defines](#) Productive Procrastination:

“Doing stuff to keep busy while avoiding what really needs doing.”

Batching tasks and working in Time Blocks has really increased my productivity. For example, I set a Time Block and do all social media tasks. I set a Time Block to do email. I set another Time Block to write content. During a given Time Block, everything else is turned off and/or ignored until that time & task is completed. This keeps me from hopping from one thing to another all day long, and has allowed me to become much more focused & efficient!

Recommended: [E.S.C.A.P.E. System For Maximum Productivity](#)

10. Organization In A World of Chaos

“Organization isn't about perfection; it's about efficiency, reducing stress and clutter, saving time and money and improving your overall quality of life.” -Christina Scalise

Organization can be a real cycle of madness.

In one huge burst of energy you get everything in perfect order, only to find yourself sitting there a week later with piles of stress and clutter all over again.

Ring a bell?

Getting organized is just a *task*. Staying organized is a matter of creating a new habit - and one that takes time and serious persistence to achieve.



Being organized may or may not be that important to you. If you're organizing as a means of procrastination (*I've done this too! lol*) then just stop and get back to work...

If being disorganized and having a cluttered desk truly hinders your productivity, it's high time to do something about it - meaning, make a true and lasting change that *sticks*.

One of the best resources I've run across in my 15+ years in business, that *finally* made a difference for me, was [Zen To Done: Ultimate Simple Productivity System](#) by Leo Babauta. I've often joked about "flying by the seat of my pants" and my state of *Organized Chaos* as I like to call it. But I'll be the first to admit that those things have hindered my productivity.

Zen to Done introduced very simple (actionable!) concepts that I could easily implement. They weren't techniques that went against my normal flow, forcing new habits that were hard to maintain long term, just very simple concepts I could incorporate one at a time.

It made a HUGE difference in how I organize things - everything from mail to tasks to how I spend my time. I highly recommend it. It's an easy read, practical and easy to put into action.

Question: If you were forced to eliminate everything in your life except what could fit into a single backpack, what would be in yours? It's worth pondering, and not only considering the material possessions - but also thoughts & priorities that should be sorted as well.

Less is more in most cases. Simplifying everything from your physical space to your thoughts and ideas will free you up to focus on the things that *really* matter to you.

Control is freedom. An interesting concept really. Seems like an oxymoron, doesn't it? But... *either you're in control of it, or it's in control of you.*

Recommended: [Organizing From The Inside Out: Your Home, Your Office, Your Life!](#)

11. “I’m Completely Overwhelmed!”

“When you do nothing, you feel overwhelmed and powerless. But when you get involved, you feel the sense of hope and accomplishment that comes from knowing you are working to make things better.” -unknown

Do you ever sit down to your computer, look at your task list and feel instantly overwhelmed?

Overwhelm can be triggered by a number of things. Distraction, change, technical issues, confusion, or just having too much on your plate and not knowing where to start with the endless tasks and ideas.

My first thought is always to sit down and organize my task list, or do a Brain Dump. And while that usually sparks great ideas and gets me motivated, it's not actually productive. I know me – it takes a sense of *accomplishment* to get me back on a real roll.



Instead of re-organizing tasks in a pretty little software program, figure out simple tasks you can just mark off quickly – and get them done. You can often complete a few smaller tasks in the same time it would take you to organize & prioritize them. That will give you the sense of accomplishment you need to get re-motivated too. Plus a smaller task list to “organize.”

Shut down all distractions. Things that don't normally bother you can be very stressful when you're feeling overwhelmed. Turn off the phone ringer and mobile devices, shut down Skype and other online notifications, even mute your computer sound. Close out all tabs and browsers and save the links in a file in [Evernote](#) so you can go back to them later.

Then, even if you have to take a deep breath and force yourself to focus, pick **one** priority task and *just get it done*. That alone can break "brain stall" and get you back into productivity!

It's one thing if you're just tired or not feeling well. In those cases I sleep or take a break. You can't do your best work when you're not at your best, so be sure to take care of YOU first.

Are your tasks too large or too general? Or maybe your master task list contains entirely too many items on it, which will overwhelm you every time you look at it. Break it down into micro-tasks, and prioritize them in an order that makes sense. It's much easier to accomplish micro-tasks, then you can mark them off easily and keep that sense of accomplishment going.

Keep a Priority Task List in front of you with these micro-tasks, and put everything else in another file. Only refer back to the *Master Task List* when you complete your current tasks.

What do you want to accomplish NOW? Focus on that one project, or one micro-project even, until you get it done. Ignore everything on your list until your one task is finished. Then move on to the next one. Working through your tasks methodically "with blinders on" is the easiest way to defeat overwhelm. ;-)

Recommended: [Are You Overwhelmed and Not Making Money?](#)

12. "I Have WAY More Ideas Than Time!"

"Many great ideas go unexecuted, and many great executioners are without ideas. One without the other is worthless." -Tim Blixseth

You're probably already familiar with the terms "information overload" or "analysis paralysis."

While this often comes from outside sources, it can also originate right in your head!

Maybe you're an *Idea Machine* with a million great ideas, and each idea has its own set of ideas, and these ideas get jotted down or recorded in a variety of places - on paper, a sticky note, on a white board or in [Evernote](#).

It's easy to get paralyzed by ideas - or simply *overwhelmed* with the sheer number of them!



You do a Brain Dump. You do a brainstorming session. You get all of your ideas in one place and organize and prioritize them to death. All the while coming up with new ideas, sparked by the ones you're already trying to tame, and before you know it... your brain simply implodes and malfunctions and you're staring at a big fat mess of ideas that all seem to blur together!

No starting point. No ending point. Just endless ideas, and tasks that go with those ideas, and complete overwhelm on how you'll ever be able to accomplish it all. Sound familiar? ;-)

STOP THE MADNESS. Prioritize your most important goals, your biggest desires, and put everything else on the back burner. Then focus 100% on turning ONE idea into a reality.

A great idea is completely useless if you never see it through...

Ideas don't make money. Ideas *realized* DO.

What do you most want to accomplish, and why? That "why" is incredibly important. It's what pushes you forward day after day, no matter how far out your goals seem in your mind.

Once you choose your top priority, your ONE IDEA that you want to take "from start to profit," put everything else in a Back Burner File. And leave it there. It will be there when you need it.

Start every single day by knocking out *at least one task* that will take you closer to your goal. Even if it only feels like you're moving at a snail's pace, it's that daily consistent action that will see your idea through to completion. It's how I get things done, and it will work for you, too!

Recommended: [Staying On Track, From Start To Profit!](#)

13. Lack of Technical Skills or Knowledge

"Whenever you are asked if you can do a job, tell 'em, 'Certainly I can!' Then get busy and find out how to do it." -Theodore Roosevelt

Are you spending entirely too much time figuring out how to do things, or how to make things work?

When you're starting out, the steps can be overwhelming. Terms like registrar, nameservers, FTP, etc sound foreign and you end up on a rabbit trail of learning.

Not to mention that other people often makes it sound so easy, or use industry lingo with the assumption that you know exactly what they're talking about.

```
<a href="http://www.jdoqocy.com/click-1209234-10706863" target="_blank">  
</a>
```

Creating affiliate links & working with HTML code is a hurdle for many people, for example. Most merchants make it easy by giving you copy & paste code to work with, but there are times that you want to make changes to that code for a nicer end result...

In [Anatomy of an Affiliate Link, Part 1](#) I give you the HTML basics and a walk-through video of using affiliate links from Commission Junction. In [Anatomy of an Affiliate Link, Part 2](#) I continue with a tutorial on breaking out of the (ugly) default affiliate code from Amazon to create great looking promotions and product reviews - complete with live examples.

If you struggle with affiliate linking, or if your links are ugly (don't feel bad - it's common), go through those tutorials and try the suggestions yourself. You'll be surprised how easy it is!

It is not necessary to have a full understanding of Internet Marketing before you start an online business. It also isn't necessary to read & write code in your sleep to set up a WordPress blog. Don't spend so much time learning that you never get around to *doing*...

Only learn what you need to know, to complete the ONE task you're working on now.

This is exactly how I got started back in the 90's, before there were ebooks, video tutorials or Gurus. I was not born knowing HTML. I learned only what I needed to know to create what I wanted to publish. I continued doing that, *learning as I went*, and I still do that to this day.

Technology is constantly changing, as are platforms and languages, so trying to learn everything upfront is pointless. By the time you're "an expert" everything will change again!

Let me help you with technical hurdles & questions! <http://www.clicknewz.com/members/>
The main forum is free and open to the public. It's a great community! You can get help and solutions in short order instead of wasting hours figuring everything out on your own. ;-)

Recommended: [Are You Doing Things In Logical Order?](#)

14. “My Business Is Not Growing FAST Enough!”

"Apply discipline to your thoughts when they become anxious over the outcome of a goal. Impatience breeds anxiety, fear, discouragement and failure. Patience creates confidence, decisiveness, and a rational outlook, which eventually leads to success." -Brian Adams

Anytime I hear the phrase "get rich quick" I always reply with, "Define rich and define quick." :-)

While I can currently manage my online business in as little as 5-10 hours a week, I'll confess to working 14-18 hours a day, every day, for more than a year to get my online business up and running smoothly. Mind you, it was my *sole source of income*.

I was learning (mostly the hard way, by trial & error), and I was investing in a long term goal – the life and career I wanted.

I don't regret a single minute I invested in my business, in myself, or in the lifestyle that I wanted for my family. I would give anything to go back in time and show myself then... what my life is today.

It didn't happen overnight. I did not accomplish it by following a blueprint, or paying someone \$97 or even \$1,997. In fact I didn't buy my first ebook until more than five years into my business. I simply **worked**. And I created a [dream life](#) most people would love to have.

I have [never made light](#) of the amount of work that goes into starting a business. Ever. I do think anyone can do it, but I know not everyone will. It takes a serious dose of personal motivation. If you have that... you can achieve *anything*. Not overnight, mind you. It might take you 10 weeks, 10 months or even 10 years. Accept that, and work hard anyway, and you are well on your way to having the ideal lifestyle and successful online business you want!

I grew my business slowly. Faster than some, slower than others. I can only compare myself to ME. My goals, and my progress on those goals, are the only markers I use.

If you're not making enough money online yet, the problem is very simple. It's only one of two things: *traffic or conversions*. Figure out which one is the issue, and work on that one thing.

Success is not meant to happen overnight. It's a process. Keep doing one task at a time and keep moving forward every single day. Consistency is the key to success.

Recommended: [Do MORE Of What's Working](#)



15. Keeping The Content Flowing

"There is nothing to writing. All you do is sit down at a typewriter and bleed."
-Ernest Hemingway

You start with a keyword phrase to target, or a topic to write about, then stare at a blank screen trying to come up with content. Daunting!

Look at it from another angle, rather than just a mundane marketing task. Instead, realize it's actually "a conversation" with your target market.

Imagine the person on the other end- the person typing in that keyword phrase. They are basically asking a question. Figure out what they're asking, and imagine someone asking you that question in person or on the phone. Then start writing...

Your content is a response to their search.

You're simply entering a conversation they started.

Done right, you'll satisfy their query and lead them to the next best click!



Content is your biggest asset in an online business. It helps you rank well in the major search engines, get links from other websites, and attract your target market.

Good content keeps your list warm, keeps people opening your emails or reading your blog, encourages links, likes & shares - and keeps the search engines coming back.

Your content is also what *makes the sale*. It converts visitors into buyers or subscribers.

Consider your objective upfront. Most people assume their objective with content is to get more traffic. Just getting traffic is fine if you have sponsors or ad networks that pay per impression, but for most of us traffic in general is completely pointless. Our real objective is *conversions* - whether that be to build our list, sell our products, or sell products as an affiliate.

Know what you want your visitor to do when they visit your page, or after they've read your content. Then write in such a way that your web content leads into that specific call-to-action.

- [The Secret To Writing Great Content](#)
- [Simple Sources for Finding Topics](#)
- [How to Write a Product Review](#)
- [How to Write a Blog Post \(that brings readers and makes sales\)](#)
- [How Much Is Your Content Worth?](#)
- [EASY Article Writing & Blog Content](#)
- [Fast Content Ideas For EASY Writing](#)

16. Monetizing Your Site or Blog

"Money is usually attracted, not pursued." - Jim Rohn

To determine how to best monetize a site, answer this question: "What is the purpose of my site?"

The answer is not "sell products" or "make money." Instead, answer it from your ideal visitors perspective.

What purpose does the site serve for them?

A great exercise is to walk through the process as if you ARE your ideal visitor:

How did you find the site? What made you decide to click through? What did you expect to find and why? Did you find what you needed, or not? What mindset are you in, and what will you most likely do next?



If you take the time to do that exercise, you'll be amazed at what all you discover! ;-)

Most people start an online business thinking: How can I make money online?

Step away from that thinking and consider what kind of online business you'll ENJOY. One that will also be a *valuable resource* to a specific market. Put some thought into the Main Objective of your online business, with "making money" off the table. What do you want to offer, who will be interested, and how will it add value to their life and/or solve their problems

Stepping away from the making money mindset gives you room to build a more valuable (and yes, *profitable!*) online business. In the end it's all about your visitors. Focus on building a loyal, engaged readership... and you'll have many options to monetize your website!

Using A Strong Call-to-Action

Each page should be both written and monetized specifically for an ideal visitor, it should give them exactly what they expect from that page, and it should contain a very clear call-to-action.

A clear call to action tells your visitors what to do next, and what they can expect when they take that action. Time is just as valuable to your visitors as it is to you. Make no assumptions, and don't expect them to either. Tell your readers what you want them to do, specifically how to do it, and *why* they should do it. *They will appreciate you for it!*

Tip: Look back at some of your current content. What was your objective? What do you want each visitor to do next after they read it? If it's not already obvious, edit it and make it obvious!

There are many ways to monetize a website. You can sell your own products, promote products as an affiliate, use contextual advertising, sell ad space, etc. Any method you choose should be chosen strategically - or specifically for your site type & objective.

If you put AdSense or Affiliate Links on a page where you're trying to sell your product, those ads will just distract visitors from the purpose of your site (making the sale!). So it only makes sense to choose monetization options based on the purpose of each individual page...

17. Improving Your Conversion Rate

"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself." -Peter Drucker

More often than not, when people say they're having trouble making sales... the real issue is either lack of traffic, or poor targeting.

Note: You need *at least* 1,000 Unique Visitors to a specific offer, and highly targeted visitors of course, to determine the true conversion rate.

If you have less than that, or your traffic is less than targeted, go back to work on targeting & traffic *first*.

Tip: Target *commercial keyword phrases* instead of informational keyword phrases.
See: [Using Keyword Phrases That Make Sales!](#)



Consider the *intent of the search* when targeting keyword phrases, and deliver exactly what they're searching for. A common mistake is to offer information to someone who is ready to make a purchase, or trying to sell products to someone simply searching for information.

Is The Point *Obvious* Just By *Scanning* Your Page?

Have someone scan over the page in question, and see if they understand it at first glance. Without even reading all the copy you worked so hard to tweak to perfection, a visitor is going to scan first and make an immediate decision to stay on your page or leave. If your headline and sub-headlines piqued their curiosity or pulled them in emotionally, *then* they'll read...

The key to writing great copy is to focus on the benefits, not the features. We tend to write from our own perspective, and often describe the product or features.

A good example of this is a web form that says "Sign up for my mailing list". That describes the product and leaves the reader asking...*why?* The goal of sales copy is to answer the why. The visitor should never be left asking "why" in their mind while on your web page...

Resource: [Split-testing 101: A quick-start guide to conversion rate optimization](#)
Includes a list of 108 ways to increase your website's profits

"Using a combination of strategic placement and color, you can compel visitors to focus on specific elements of your page - increasing clicks, sign-ups and conversions dramatically..."

Recommended: [Website Heat Map & Color Psychology](#)

18. Creating Passive Income Sources

"You'd be wise to have multiple streams of income flowing into your life." -Robert G Allen

Active Income is money earned for a specific job or task accomplished, and does not repeat itself. Passive Income is money you continue to earn long after the task is done.

Passive Income requires very little, if any, effort to maintain long-term. It's a great way to create a lifestyle with more freedom and less stress, and to fund your lifestyle during the times when you can't actively work.

My personal goal is to do at least one thing every single day that results in long-term revenue. Sometimes it's simply a keyword-optimized blog post that will rank well in the major search engines, that will bring in clicks and sales for years.

I have pages (both web pages and blog posts) online that I created years ago that still make money consistently. And those pages require hardly any ongoing maintenance at all, if any. These two posts will give you some insight into how I market my content and get consistent targeted traffic: [Best Online Marketing Strategy](#) and [My Organic Marketing Strategy](#).

If properly optimized, *every single piece of content you create* can continue to work for you. The more content you write, the more traffic & sales you'll see. This is why I focus so much of my time on Content Marketing: because I know the ROI is incredible – and *long term*.

The key is to create Evergreen Content that will be as relevant next year as it is now. On that note, I remove the datestamp in the single.php file on WordPress posts. That way individual blog posts are not "dated", and are less likely to be dismissed by the reader as "old news."

While I enjoy Content Marketing, and more specifically the long-term passive income I earn from publishing content online, there are other sources of passive income to consider as well.

Just a few great examples include:

- Creating a Niche Mailing List with a Pre-Written Autoresponder Series.
- Creating Products and setting them up on ClickBank for Affiliates to sell.
- Creating & Selling Mobile Apps
- Promoting Lifetime Cookie or Two-Tier Affiliate Programs

At the very least you'll ideally have content, autoresponders and products working for you behind the scenes as passive sources of revenue, no matter what your business model.

And if you're in a service-based business, definitely see the resource below...

[Recommended: Creating Passive Income In A Service-Based Business](#)



19. Increasing Your Web Traffic

"No matter how small you start, always dream big." -Stephen Richards

Once you [create a blog or website](#), the next step is to get traffic. But how? You don't have an email list yet, so you can't use that method. And you may not have bottomless pockets for paid advertising...

Should you just sit around and wait, and hope people find your new site? *Certainly not!*

The most obvious source of traffic is search engines. You want to be right there in front of your target market at the exact moment they're searching for and interested in what you offer.

Before you start using other marketing strategies to get web traffic, make sure all of your pages are properly optimized. This is important because your other marketing strategies will work hand-in-hand with your SEO (search engine optimization). Combined they will work together both to bring in direct traffic and to improve your search engine rankings.

See: [Web Page Optimization](#) (A Simple Checklist & Live Example)

SEO is free, it's easy to get indexed, and you can actually get good rankings fairly quick by targeting *Long Tail Keyword Phrases* – which also convert at a higher rate, which is a plus!

For a detailed tutorial on Content Marketing using Long Tail Keyword Phrases, go to: <http://www.clicknewz.com/2542/driving-traffic-to-product-reviews/>

Once you have properly optimized all of your pages (or posts) to target specific keyword phrases, you're ready to pursue other marketing strategies while you wait for good rankings.

What if your blog or site isn't new, but you didn't optimize it when you started? That's okay! You can go back and optimize pages that are already published. :) Just don't change the URL or permalink (the link) of the page. Any other changes are fine!

The next step is to start marketing your website. Stick to an [Organic Marketing Strategy](#), and avoid any automation tools or spammy tactics. Your goal is to build your brand reputation, both with your target market and with the major search engines.

Start by setting up niche-specific Social Media accounts. Find out where your target market is hanging out online, and interact with them there. Start by *engaging* instead of promoting...

[Recommended: Six Ways To Get FREE Targeted Web Traffic](#)



20. Finding & Engaging Your Target Market

“People share, read and generally engage more with any type of content when it’s surfaced through friends and people they know and trust.” -Malorie Lucich, Facebook Spokesperson

Whether you have a new site and you're looking to kick-start traffic, or you you're just looking to improve & increase your traffic sources, it pays to seek out the sites and communities where your target market is hanging out.

Our first instinct is to view these sites and sources as “competitors.” Nothing could be further from the truth. In fact, those so-called competitors (or competing sites) will become **your best asset** *if you learn to leverage them*.

Once you've populated your domain with high quality content, and properly optimized all of your content pages, you're ready to start funneling traffic into those specific pages to test your call-to-action.

The whole “build it and they will come” concept only works for Kevin Costner. ;-)
If people aren't coming to your website, go to them! Let me stop though, and state the obvious: your goal is not to troll the web and spam every site you can with your link. Simply find out where your market is coming together, and *join the conversation* there. Keep in mind that you are building both your Brand and your Reputation in everything you do online.



Start with these steps, replacing “keyword” with any of your main keyword phrases:

- **Search Google for “keyword blog”**
Add the top blogs in your niche to your Feed Reader. Get familiar with the blogger, their style and their topics. Leave meaty comments. Follow them via Social Media.
- **Search Google for “keyword forum”**
Join the top forums in your niche, set up a detailed profile, and introduce yourself or comment on a hot topic. *No spamming, just engaging!*
- **Search Facebook for “keyword”**
Switch to using Facebook as *your Page*, and “like” the top Facebook Pages in your niche. By liking them as your Page, you can share their content to your page, comment on their discussions, and tag them in updates when you share their quotes or posts.
- **Search Twitter for “keyword”**
Follow the Market Leaders in your niche. Retweet their best updates, respond to their polls and questions, and “@” them if you tweet one of their links.

These steps will get you noticed not only by the Market Leaders, but also by their followers. Ultimately you want to become known as a voice in the market with something to share - and work toward Guest Blogging, partnering on projects, getting mentioned by them, etc...

Recommended: [How to Increase Blog Traffic – FAST!](#)

6 Bonus Online Marketing Tips & Tutorials

1. [How To Use Social Media - Are Your Bases Covered?](#)

Tip: Social Media is about micro-topical discussions, so consider how you can best introduce links to internal pages of your website into these conversations. Deep linking is key!

Note: There's a reason its called *Social* Media, and not Self-Promotional Media. Keep that in mind when you are considering what to post to your social media properties. :)

2. [SEO Fast Start \(Free Guide\)](#)

Tip: Start with long tail keyword phrases that are easier to rank for in the search engines. Make sure every page of your site or blog is properly optimized for a well-chosen keyword phrase, and that each page has a very specific call-to-action.

Note: Ignoring SEO is like shooting your blog in the foot. Almost every other marketing strategy you do ultimately improves your search engine rankings as well. So it only makes sense to make sure you're targeting specific keyword phrases. Otherwise you're missing out on tons of highly targeted *free* traffic! Which is just plain silly...

3. [A Fresh Perspective on Link Building](#)

Tip: [Guest Blogging](#) is the absolute best inbound link you can possibly get. Let me clarify that: *Guest Blogging with quality, unique content on quality blogs*. Why? Because it's a highly relevant one-way link from a related source, and the link is *in the content area* of the page. Resource: [7 Simple One Way Link Building Strategies](#)

4. [Creating Info Products](#)

Tip: On top of having a product to sell for the purpose of making money, having your own product comes with other benefits. It puts you in a position to do Joint Ventures, to participate in popular online Giveaway events, and to set up an affiliate program. ;-)

5. [Recruiting Super Affiliates For Your Products & Services](#)

Tip: New high performers appear on the affiliate leaderboards all the time, so don't limit yourself to *known* super affiliates. You may just discover the perfect affiliates for your program, and turn them into super affiliates yourself.

6. [Are You Ignoring List Building & Email Marketing?](#)

Note: No, it's not "dead" lol. See the link. You may be shocked at what you're missing. I was!

Tip: Find the informational keyword phrases in your niche (free, how to, help, etc) and create a solution: a comparison chart, tip sheet, tutorial - whatever they're seeking. Answer those keyword queries with a page that says "Yes, I have the answer - where can I send it to you?"

Final Word & Personal Invitation From Lynn Terry

"There are no magic wands, no hidden tricks, and no secret handshakes that can bring you immediate success. It simply takes time, energy and determination." - Darren Rowse, aka Pro Blogger

My hope is that you took away *at least* one tip or idea that helps you move forward in your online business – starting today!

More than anything, I would love to see you experience the same success that I have with my own online business over the years.

Let's connect if we haven't already!

Twitter: <http://www.twitter.com/lynnterry>

Facebook: <http://www.facebook.com/lynnterrybiz>



Your Personal Invitation...

For more than 6 years now, I have been quietly running a private brainstorming group on my [discussion forum](#) – which has been going strong for almost a decade. I rarely mention this private group, and you won't find any big red headlines or sales copy.

It's simply a quiet, but incredibly active group of action-takers brainstorming around the clock. **We meet twice a week for live Brainstorming Hour sessions in a private webinar room.**

We do site reviews, usability tests, brainstorm ideas and domain names, help each other with technical issues, work and JV together etc. Discussions range from setting up a blog step-by-step, to the details of creating & marketing info products – and everything in between.

There are monthly challenges, accountability threads, live case studies, and of course the archives of all our past Brainstorming Hour sessions. You even get to watch me work on my own niche affiliate sites – every step of the way!

If you're looking for a great Mastermind Group, or people like you to brainstorm with and/or get step-by-step help from, I invite you to join us...

Ready to jump on board with a group of serious action-takers that can help you take your online business to the next level? Just [register at the forum](#) if you haven't already, click the registration confirmation link in your email, and then log in to the [forum](#). Once you do that, look for the Private Brainstorming Group section in the middle of the page and [click the link](#) to upgrade to an Elite Member and join us!

Problems or questions? Send an email to: asklynnterry@gmail.com

Note: My [private brainstorming group](#) is the only place where I do ANY type of "consulting". It's the best way to take advantage of my 15+ years of online business experience. ;-)