

## 7 SECRETS OF SUCCESS

by John Colanzi

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Right now lets jump right into the 7 SOS..

After reading this ebook, you will know how to..

- ☑ **Instantly Become The "Master" Of Your Own Life!"**
- ☑ Reach Your Goals - Without Looking Back

## Secret Of Success

- ☑ Apply Ben Franklin's Secrets For Success To Your Life And Business
- ☑ Always Think Like A Billionaire!
- ☑ Overcome Diversity - No Matter What Obstacles Get In Your Way
- ☑ Make Your Resolutions Stick!
- ☑ Accomplish Anything You Set Your Mind To!

**NOTE:** For more FREE potent motivational magic articles please sign up for my free Street Smart Marketing newsletter by sending any blank email to: <mailto:streetsmart@rapidreply.net> Street Smart Marketing is designed to help YOU stay positive and motivated on YOUR quest for financial freedom!

Your success is my goal!

John Colanzi

Author, Secrets of Success!" & ["Motivational Magic!"](#)

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## **Are You The Master?**

Have you noticed some of these posts in the forums or the feedback sections of the marketing ezines?

Is anybody really making money online?

I've been promoting this program for months and I'm not making any money. Is it a scam?

What's the best program to promote?

What's the best product to sell online?

Well if you're still asking these questions, you don't understand.

Product doesn't matter!

The program doesn't matter!

Unless the product or program is a scam, you can make money!

If someone is making money selling that product or service, you can too!

Are they better than you?

Are they smarter than you?

I don't think so.

You've got to get it in your head before you can carry it on your hip.

When you're ready the money will come.

I remember listening to an audiocassette years ago by a marketer by the name of Rich George. He told the story of "The Fiddle And The Bow."

It's been a long time since I listened to that tape, but the ideas are just starting to sink in.

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I wasn't ready to hear the message back then, but I am now and hopefully so are you.

There was an auction in a small town and the next item to be auctioned off was a dust covered fiddle and a bow.

The auctioneer announced "How much will you bid for this fiddle and this bow?"

The bids came slowly and gradually reached \$10.

The auctioneer was ready to bang the gavel to complete the sale, when an elderly man in shabby clothes came up and tugged on his sleeve.

They whispered for a short time and the auctioneer finally gave in to the man.

The man walked up and took a handkerchief out of his pocket to polish the fiddle and dust off the bow.

That old man began playing the most beautiful music that the town had ever heard. As he finished he handed the fiddle back to the auctioneer.

The auctioneer walked up to the microphone and announced "How much will you bid on this magnificent violin and this exquisite bow?"

The bidding was fast and furious and that violin sold for ten thousand dollars.

What was the difference between that fiddle and the magnificent violin?

The touch of the masters hand.

Are you the master?

I hope you don't take as long as I did to let this lesson sink in.

Stop selling steaks and start selling the sizzle.

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PS: Rich, thank you wherever you are.

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## **How To Reach Your Goals A Lesson From "Boris The Spider"**

Are you ready to take your business to the next level, or looking for excuses to cash in your chips.

Why do I ask?

Because I've been there.

I could make excuses for not taking action, all sounding good. None true.

But before you quit and decide success on the net is for someone else, ask yourself one question.

Is the lowly spider any better than I am?

If you're ready to quit after any slight set back, he is.

In the words of Loren Eisely, "We live in a world where even a spider refuses to lie down and die, if a rope can still be spun to a star."

Have you hitched your wagon to a star?

Do you have a goal that's bigger than you are?

If you don't, why not?

Don't tell me you don't know what to do. There's more free marketing information information on the net than the law should allow.

I have a free marketing library at:  
<http://johncolanzi.com/freeware.html>

Guess what, I bet 90 % of the marketers that know about it haven't even taken the time to read more than one or two of the books at most.

I try to read them all. The net is the best education in world and instead of feeding their head, most marketers are looking for tricks, short cuts and every off the wall method

you can think of.

Do me a favor, after you've read this article, sit down with a pen and paper, or at your word processor and start listing your goals for your business.

Don't worry about how you'll get there, just find a star you can hitch your wagon to.

Once you've got a goal that gets your blood boiling, decide what you need to know to reach your goal.

Take a lesson from Boris. Let the books be your rope. Start spinning your web to the stars.

It's been said that knowledge is power, bull. Knowledge is only potential power. Applying what you learn is power.

Grab your rope, spin your web to the stars and every time you reach a new goal, thank that pesky little spider Boris. He won't stop as long as there is life in his tiny body.

Is he any better than you?

I don't think so.



## **Ben Franklin's Secrets For Success**

Are you overwhelmed by all the advice on the internet about how to become a successful small business owner?

The sheer volume of information is overwhelming and worst of all, many of the "experts" disagree.

Every so often my business will experience a slow down and this week was one of those weeks. I could easily blame the holiday or the normal summer vacation period, but that wouldn't solve my problem.

I needed to step back and rethink my business plan.

The response for most online business owners is to pick their favorite "guru" or "gurus" and start studying their advice.

That works well for a lot of marketers, but sometimes I like to think outside the box. There are some time tested ideas that are universal and will work if applied to any situation.

I studied Ben Franklin's simple system for self improvement. The system may be simple to develop, but that doesn't mean it's easy to follow.

In his autobiography Franklin talks about his need to constantly monitor himself. Old habits are truly hard to break.

Although Franklin used this system to reshape his personality, it can just as easily be applied to improving your skills as an online entrepreneur.

If you're looking for a quick fix, this isn't for you.

Here's a step by step plan for becoming a more successful entrepreneur.

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1. The first step is to pick the 13 areas of your skills that need the most work.

Step back and take a look at your business and find 13 skills that would improve your performance. The hard part for me is limiting the list to 13 skills.

I'm such a techno-dummy I could work on hundreds.

2. Put the 13 skills you've listed in order of importance. Label them from 1 to 13.

3. Decide to spend one week working on each skill. Spend time every day for a week working on improving that one area of your business.

For example of you chose writing better ads as an area needing improvement, spend daily study time working on your ad writing ability.

4. After you've spent a week working on the number one problem on your list move to number 2.

5. After 13 weeks go back and work on number one again. Follow through on each skill for another 13 weeks.

6. By the end of one year you've spent four weeks improving 13 of your biggest obstacles to business success.

At the end of a year re-evaluate your business and determine which skills still need to be worked on and which ones you've mastered.

I know this seems like a lot of work. It's taking time away from making your first million.

Well I have to let you in on a little secret. Making a go of your online business isn't easy and if you're not willing to work at it, you'll spend your time asking:

Is anyone really making money online?

Well there are small businesses making money online, but they've done their homework and honed their skills.

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If you're truly serious about making money on the internet, this plan is as good a place to start as any.

Don't rely on luck. You'll find the harder you work, the luckier you'll get.

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## **A Lesson In Entrepreneurship From J. Paul Getty**

What comes to mind when you hear the name J. Paul Getty?

I'm sure if you're like most of us you think of big oil money. You've probably also heard various stories and anecdotes about the man and his life.

If you thought about it a little farther, you'd probably visualize a no nonsense, nose to the grind stone business man.

Well you'd be right, but there would be more to the picture than meets the eye.

J. Paul did what he did because he loved what he was doing. In his book "The Millionaires Secret Of Getting Rich," he wrote that he considered wealth a by product of his efforts.

He loved the game. He didn't consider what he did as work.

Do you love what you are doing?

I do. I wake up every morning and check my email. Whether it's a new subscriber notice, a sale, a publisher using one of my articles or feedback from one of my readers, I get a rush.

I wake up every morning and can't wait to get started. I never felt that way about any job. I never felt that way about any off-line business. But the internet has my juices flowing.

I look forward to placing my ads. I look forward to writing a new article. I feel blessed that I make money doing this.

I get paid to have fun.

Are you having fun?

Don't think of you marketing as something you have to do. Think of it as a game that you love playing.

Once you fall in love with what you're doing you'll want to:

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<> Learn To Write Better Ads

<> Learn To Write Articles

<> Learn To Drive Traffic To Your Site

Every time you try something new and it works, your blood will start flowing and your adrenaline will kick into high gear.

Your profits will be an added bonus.

Have some fun and get in the game.

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## **There's No Negative In My Program**

Imagine what you could achieve if:

<> You were 100% focused on your goal

<> Eliminated all self - doubt

<> Believed it were impossible to fail.

Are there really individuals who think like this?

You bet!

I saw a story the other night about two modern day cowboys.

Their real life experiences couldn't have been more amazing if they were written by a Hollywood screen writer.

The next time I'm tempted to "suck my thumb" and have a "pity party" I'll think of these amazing men.

The young men are brothers and champion rodeo stars.

But one day their lives were changed by an incredible twist of fate.

The private plane they were flying in ran out of gas. The pilot couldn't find anywhere to land safely and they crashed.

Everyone on board had a broken back except one of the brothers.

Battered and bruised he got out of the plane. Looking at the wreckage he realized the plane was about to catch fire and all the passengers inside were trapped.

Without hesitation he forgot about his own injuries, ignored the personal risk to his life and set his mind on the goal of saving the other passengers including his brother.

He had:

<> Focused on his goal

<> Left no room for failure

<> Took immediate action

The interviewer said to the young man, "You must really feel like a hero?"

Stoically he replied, "No, I knew what I had to do. I don't think of myself as a hero."

Amazing!

No trash talk, no in your face, just a modest young man focused on what needed to be done.

If you think he's amazing, wait until you hear about his brother....

Well you know about the young hero who saved his brother, but that was just the beginning of the incredible feats of these young men.

His younger brother arrived at the hospital with a broken back. The doctors told him he would never be able to compete again.

The interviewer asked the young man, "What did it feel like when the doctors told you you'd never be able to ride again?"

Without a second thought he replied, "I don't think I really heard what they said." "There's no negative in my program."

When I heard that I couldn't believe it.

Here's a champion athlete with a broken back and his only comment is "There's no negative in my program."

Wow!

I wish I could think like that.

Was he in denial, was he crazy, no way.

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Instead of cursing circumstance, crying poor me, he set a goal and never looked back.

As soon as he was able, he began 4 hours a day of rehabilitation.

When commenting on the pain he said, "My only focus was on what I needed to do to remove the pain."

Low and behold after 16 months of:

<> Being 100% focused on his goal

<> Believing it was impossible to fail.

The two brothers are rodeo stars again.

All because "There is no negative in their programs."

Imagine what you could achieve with just half the determination of these modern day cowboys.

Maybe Willie Nelson knows what he's talking about when he sings "My heroes have always been cowboys."

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## **Make Your Resolutions Stick!**

Another year is winding down.

As the new year approaches it's time to make your resolutions for the New Year.

You start the New Year with "Great Expectations." You set your goals for the coming year and you promise that this year you'll stick to them.

As time goes by you hit a set back here and an unexpected problem there and your goals fly out the window.

Why do you suppose that is?

I can tell you why. You've been programmed to remember the negatives and forget the positives.

We lose our "Great Expectations" the first chance we get.

There's a story that illustrates this point.

There's a large group of individuals at a positive thinking rally. As the speaker is talking in walks a man with a ticket in his hand.

The speaker pauses and announces, "One of you has been chosen to receive \$1,000,000.

What do you think flashes through their minds?

"I know it's not me, I never win anything."

A little later a man walks in with an executioners outfit on. The speaker announces this time, "I'm sorry, but one of you is about to be executed."

This time everyone is thinking, "Oh God, I know it's me."

Wow! Do you think like that?

So how do you make sure you stay focused and positive when things aren't going as expected?

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There's a concept they use in the "Silva Method" called "Reference Points." Most positive thinking groups have similar concepts.

To create a reference point you pick the most successful event you remember. Every day you concentrate on your "Reference Point."

Why?

To focus your mind on the positives in your life. Nature abhors a vacuum. Left on it's own, your mind will fill the void with the recent negative events.

As soon as you reach a goal, you set a newer more positive "Reference Point."

Tame your mind, set your goals and keep your resolutions.

Start using "Reference Points" and Make Your Resolutions Stick."

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## **Have You Ever Heard Of David Braden?**

I'll bet you've never heard of David Braden. He's not the type of teenager that makes the national news.

It's sad, but true, that bad news travels the globe before good news even has it's shoes on.

Well hopefully after reading about David, you'll see the power of setting a specific goal, followed by unwavering commitment.

You see young David had a goal, actually more than a goal, he had what Napoleon Hill calls a burning desire.

What was David's goal?

This young man from Goose Creek, South Carolina wanted to lead the Boston Pop's Orchestra.

There was one small catch. The Boston Pop's required \$10,000 before they would let an amateur conduct their orchestra.

I'm sure that this story would have ended here for the average daydreamer, but remember David had that burning desire and was willing to overcome any obstacle to reach his goal.

What obstacles are holding you back? I know some of the excuses I've had over the years, weren't as large as the \$10,000 fee that stood in David's way.

David decided to make some sacrifices and move full speed ahead.

He not only continued going to school full time, he worked three jobs after school hours. He gave up the parties with his friends. He decided he didn't need the car that most of his peers prized.

He was on a mission and nothing would stand in his way.

After months of working day and night and doing without, David could only save \$5,000. Was our young hero finished?

Not by a long shot!

He contacted the Boston Pop's and arranged to give them \$5,000 and the rest of his fee on his word.

The fateful day arrived and proud as a peacock young David realized his dream of conducting the Boston Pop's Orchestra.

After seeing how determined this young man was and the single minded way in which he pursued his goal, the Orchestra waived the other half of his fee, and in an unheard of gesture returned his original \$5,000 deposit.

So who is David Braden?

He's a young man who can teach us all the power of burning desire backed by unwavering commitment.

The next time I'm tempted to make an excuse for not reaching my goal, I'll think of David, and stick in there just a little longer.

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