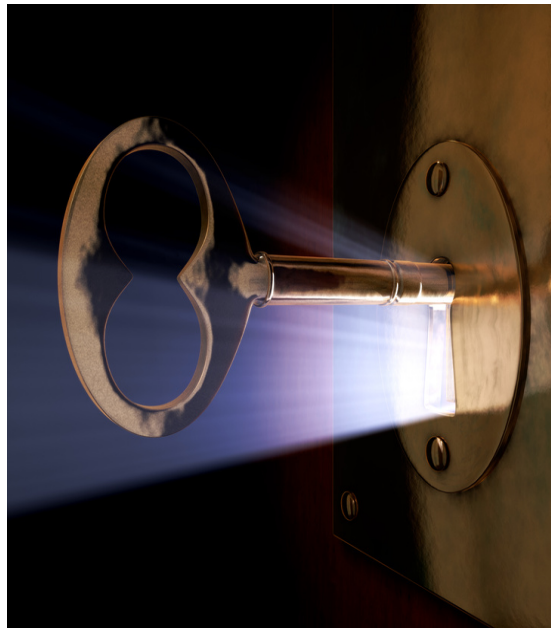


The Closet Entrepreneur

**What is the secret to becoming a successful
entrepreneur?**

By Alison Bova



**The aim of this eBook is to provide you the most important
piece of advice you could ever receive about starting your
own online business.**

Do you ever think about your current work situation and feel trapped?



Trapped into your obligation to pay your personal debt, tied to a job that's not satisfying like a mouse caught in a treadmill. For the average people, that's life but some people are destined to live life in a different way.

Are you stuck in this type of 'rut'?

Do you believe your destined for bigger things that a 'nine to five' job can not provide?

Do you believe you deserve this type of life?

Am I your Fairy God Mother that can fix all your problems?

No, before you consider the options you have you need to make decision on whether your willing to take that step and become that person you always aspired to be.

I want to share with you a story and I want you to ask yourself what character you identify with the most now and what character you aspire to be in the future.

Your walking down a road, the same road that thousands of people working a 'nine to five' job is travelling. Along the road there are signs to provide directions. You see lots of people looking up to these signs for guidance. You suddenly stop and look up to a sign that reads 'Get a reliable job turn left'.

you. People are abruptly moving around you frustrated you stopped in their path.



'Do I really have control over my career, if I do, why do these signs exists?'

Further down the path there is a massive shift in the direction people walking. You look up at the sign that covers the turn and it reads 'Don't stop, continue this way to work long hours'.

You need a break from walking, you have never noticed the road and signs before and you're wondering why it's getting on your nerves.

'Why now, why today?'

You sit on a bench and look at people's faces as they walk by showing mixed emotions. Some appear happy to be part of the group, laughing and enjoying the walk with their friends. Others look exhausted drained and stressed, using

strained voices while talking on their mobile phones. The look in their eyes tells you, they know they have no other choice. This road is there *only* option. Others are expressionless.

You let out a deep sigh.

You don't want to turn out like any of these people, you want your life to be so much more than this but at the back of your mind you think about your financial and family obligations and can't work out how it could ever be different. Maybe your destined to always crave but never have the life of your dreams.

You wonder, 'What other options are there available?'

A salesman on the side of the opposite road sees you standing by yourself and sieges the moment to speak to you. He is short middle-aged man, wearing a cheap suit with a cigar in his month. He wants to make you an offer you can't refuse. He doesn't even ask your name but launches into his speech and you say whatever you can to get away from him. You continue to walk down the road glad for some alone time.

As you go to stop to take another seat you realise there is a track running in parallel to this road.

Your surprised, you have never noticed it before, a track that has been worn into it surroundings rather that a physical man made road. There is a dramatically smaller amount of people walking down this path. There is an immediate difference in the overall energy of these people. They have a spring in their step and a sense of urgency. While some speak loudly and passionately with each other, there are others reading a book and pushing a stroller while they walk down the path. You notice their shoes are more durable for a dirt track. Some have laptops, others have people walking beside them taking notes as they speak or are talking on their phone. There are no signs on this track. You look at their faces; everyone appears to have a positive expression with a sense of purpose. It appears to be a group of people that use their sheer drive and determination to create a totally different lifestyle to everyone else. You wonder,

'Is this the path I should follow?'

Who do you relate to in this story?

Hopefully not the cheesy salesman :o)

Do you consider your aspirations in life to be more than what you can achieve from a normal 'job'?

Put this ebook down and really think about it. How do you define yourself and your goals? If you feel your ready to become an entrepreneur continue reading...

“What is the best piece advice I could give a new friend thinking about becoming an entrepreneur?”

The vast majority of people who end up starting a home based business do so because they get all hyped-up about some “super” new product that they think will overtake the market and make them millions in the process.

That’s not how it works.

The only way you’re ever going to make REAL money... we’re talking \$250,000, to multiples of that, is to do one single thing ...
And if you’ll sit back and really absorb the meaning of what I’m about to share with you, money will never be an issue for you again.

So here’s the most valuable piece of business advice you’ll ever get ...

“Increase your personal value to the world.”

Did you ever consider that the amount of money you make is a direct measure of your worth to society?

Do you find the amount of money you make is also inline with your core values?

What could you offer that could help you increase your value?

What do you want your legacy to be?

If you want to increase your income, you’ve got to increase your value to others. Once you do that, money starts coming at you like you wouldn’t believe.

You may not think of Walt Disney as the first Entrepreneur that comes to mind but I really admire the legacy Walt Disney has created on a global scale. Walt helped to provide a whole new level of automation of cartoons and characters that stand the test of time.

Why does high personal value increase your chances for success?

It all comes down to “social dynamics.”

You see, people like to work with, learn from, and buy from people who can offer them real value. People are looking for a leader, that is, someone they perceive as being able to help them to get what they want.

And guess what, if you are perceived as a leader in your field, the product or business opportunity becomes secondary in the eyes of your prospects. It's an instinct and a part of our very genetics because associating ourselves with people of means and power (i.e. leaders), increases our chances for survival and prosperity.

In essence, when you increase your value to others, you never have to "sell" anything. People approach you. You become a prosperity magnet.

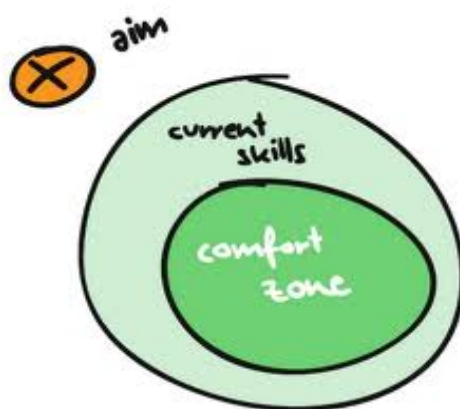
On the other hand, if you don't have any real value to offer someone, they'll take their business elsewhere.

It's as simple as that.

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."

John Quincy Adam

Be comfortable outside the zone



Becoming an entrepreneur means not just learning new skills but putting them into practice, testing your results, taking risks and spending money on your business.

No matter how much training material or guidance you have by a company you're associated with, it's up to *you* to create the results.

How do you normally deal with learning new skills and taking risks?

Do you hang on to past failures that limit the amount of risks your willing to take?

Self-development is not a dirty word, to become someone of great value to others you need to always be reading and learning how you can evolve as a person and leader.

You can remove negativity if *you* choose to do so. Your mindset is very powerful and if you don't deal with fundamental beliefs around things like money, success you can and will sabotage your success very easily.

Success as an entrepreneur separates someone looking for easy money to the passionate and determined people who have real goals they want to aspire to and will do what it takes to succeed.

The mindset you have about your business, your leadership approach and how you will provide people value will help determine who you will attract to your business.

I hope this section of the ebook has caused you to think more about your goals and your current mindset.

The power is in the pen...or keyboard...



What's one skill that can make a new online entrepreneur a lot of money?

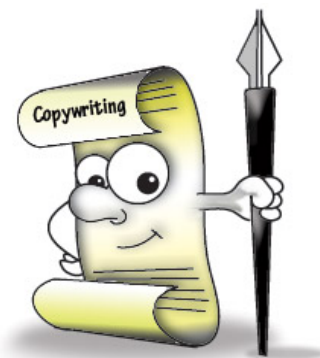
All you need is a computer and some free time.

This sought after skill can literally make \$10,000's of dollars from 30 to 90 mins worth of work. You could be 'doing it' in the park, in a plane or while your kids are asleep. Once it's posted to the Internet, it earns you money while you sleep.

Ok, I'll tell you now...

Copywriting skills.

Wikipedia's definition—"Copywriting is the use of words and ideas to promote a person, business, opinion or idea. Although the word copy may be applied to any content intended for printing (as in the body of a newspaper article or book), the term copywriter is generally limited to promotional situations, regardless of the medium (as advertisements for print, television, radio or other media). The word copywriting is regularly used as a noun or gerund.



The purpose of marketing copy, or promotional text, is to persuade the reader, listener or viewer to act—for example, to buy a product or subscribe to a certain viewpoint."

If you learn why every picture, every story, every headline is important in the content that you create for your business, then your end result will be more effective and convert to sales. Copywriting techniques is the basis for all types of marketing i.e. article writing, classified ads, blog posts, email campaigns, auto responders, video marketing the list goes on.

The reason why I wanted to raise this skill with you is because a strong marketing strategy is important for any new business, this eBook give reference to working online but as an Entrepreneur its your choice what field and goals you want to pursue.

If your investigating a potential affiliate business you would like to join, ask them the importance they place on Copywriting skills and their business.

If someone tells you, 'nah copywriting skills are not important, the product sells itself.' They either;

- a. Believe from what they have been told that the product 'sells itself' and have no real concept or misguided understanding of how important a marketing strategy is to their business.
- b. The preferred method of promoting the product or service will be by referral to your friends and family.

Be cautious of this type of situation, an amazing product is not the 'be all' and 'end all', I would urge you to continue your search for the right mentor and business opportunity.

Insider information is always helpful because it helped you to eliminate wasted time and effort when completing your due diligence.

In summary, entrepreneurs that are successful create a vast amount of value to others through their unique personal brand and some like Walt Disney and Richard Branson leave behind a huge legacy for years to come.

I urge you to sit down and take the time to think about where you want to be and what you have to offer to create that legacy for yourself.

Ensure you avoid any ol' school MLM techniques when seeking out a business opportunity.

Ask yourself;

'What unique attributes do I have that I can share with others?'

'Do I have any self limiting beliefs at the moment that I need to work on that reduces my confidence level of succeeding?'

Be willing to be out of your comfort zone, take risks, learn and test your new abilities, you will become a more savvy entrepreneur because of it.

Learn about successful entrepreneurs and model positive behaviours they have.

I wish you all the best in your endeavours. I believe its very liberating to decide what road you want to make to live a truly rewarding and happy life.

What do I ask of you?

Let me know if I was successful with the aim of my eBook by providing your feedback on my Facebook Fan Page

<http://www.facebook.com/LiveBeyondNinetoFive>

Be bold, take action,

Alison Bova

“A real decision is measured by the fact that you’ve taken a new action. If there’s no action, you haven’t decided.” Tony Robbins.

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