

6 Lesser Known Reasons Internet Businesses Fail

NOTE: please watch the accompanying video at:
<http://www.GlennLivingston.com/88.php>

#1: Lack of “Dimension”

- It's one thing to KNOW what people want
- It's quite another to PROVE to people you've got THE solution (and I'm NOT talking about using testimonials)

#1: Lack of Dimension - Example

- | **BASIC:** Radon is an invisible gas which causes lung cancer. What you can't see CAN kill you.
- | **DIMENSIONALIZED:** Radon is an invisible killer responsible for at least 15,000 cancer deaths annually. Infants may be at significantly greater risk since their developing lungs are more prone to damage. Even at 4 picocuries per liter (the threshold level at which mitigation is generally first recommended), lung cancer incidence is more than 14 times the norm in the population.

#1: Lack of Dimension Example 2

- I **BASIC:** The Vampire Myth has been with us since the beginning of recorded history
- I **DIMENSIONALIZED:** History's first recorded vampire was most likely the "Ekimmu" from ancient Sumeria. The Sumerians believed an Ekimmu was created when someone died a violent death, was unlucky in love or not properly buried. Although it was not known to consume blood, the Ekimmu was often described as looking like a rotting corpse that stalked its human prey and took its life force from it.

#2: Poor Competitive Intelligence

- You need to know who's winning the game in your market, and have the resources and determination to offer something at least as valuable
- You can't fight a \$5,000 coaching program or a \$25,000/mo hospital treatment program with a \$50 e-book. You can't fight an 24x7x365 800# for customer service with 24 hour delayed email response
- You need to identify your primary competitors and become their patron, reverse engineering everything they do

#3: Lack of a Solid “Center of Gravity” for All Their Marketing

- Most people simply begin developing sales materials, follow up emails, webinars, etc. and WANDER in all directions
- You need a CENTER OF MARKETING GRAVITY ... a set of principles which describe your unique solution, around which all your content revolves

#3: Center of Marketing Gravity - Example

- | Clearly Define Your Keyword Target
- | Identify Hyper-Responsive Prospects and Customers
- | Find Out What Point of Difference Benefits They're Seeking ("market gaps" or problems they can't solve elsewhere)
- | Find Out What They "Smell Like" (get in there, talk to them, live with them, breathe the market!)
- | Study Your Competition
- | Develop a Center
- | Be Realistic, Stay Inspired, Avoid Distraction and "Happy Dreamer" Bull Crap
- | Conquer with Focus and Determination

#4: The Wrong Model

- | At first you get excited about “what to do”
- | Then you realize you need to know “how to do it”
- | Next, you realize you need the “time” to do it
- | And the “energy and morale” to do it
- | And the “determination” to see it through
- | And the “persistence” to overcome the obstacles

#5: Lack of Confidence

- People have trouble getting past the “what” because that’s the only “pain free” stage, and they lack confidence that any particular model is going to work

#6: Lack of Focus

- Because of lack of confidence, people jump from “pain free what” to “pain free what”, dipping their toes in the “how” and picking up skills along the way
- A certain amount of this is normal and necessary before you settle into a model you trust
- But most (80%+) people get stuck in this loop forever

The Solution

- | Find ONE Model You Trust
- | I suggest:
 - | ONE Bulls Eye Keyword You Will Dominate
 - | ONE Competitor to Entirely Reverse Engineer
 - | ONE Page of Principles Which Defines Your Unique Solution (Your Center of Gravity)

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