

## Perry Marshall and Glenn Livingston Discuss Similarities Between Neurotics and Internet Marketers

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The Issue	Therapy Example	Online Marketer Example	Healthier Solution
Mix up "Could Do's" with "Should Do's"	Man in troubled marriage says he's going to rub his wife's feet every night, call her 2x/day, read her favorite books so they can discuss, take her to dinner 2x/week, write her a dozen love letters, and quit drinking	Guy says he's gonna master adwords, seo, video marketing, joint ventures, copywriting, blogging, research, get a membership site up, etc.	<b>ONLINE:</b> Pick ONE way of getting traffic and ONE way of converting it. <b>MARRIAGE:</b> Pick ONE way of getting your wife's attention and ONE way of converting it. (Just listen!)
Prefer Dreaming to Reality	Guy is always talking about how much better things will be at home once they move, or once the kids are a little older, or once he loses some weight, or once his in-laws retire to Florida	Marketers consume education as intellectual entertainment and don't take action. They PREFER the could do's to the should do's. (Tape business vs. selling product).	Recognize dreams serve an important planning and inspiring function, but can also be used like a drug. ("Hopium"). Dream Big, Do Bigger.  Recognize the DOING doesn't always feel as good as the DREAMING, but the RESULTS feel better!
Underestimate the time, work, and patience involved with any significant goal	LOVE = 10 YEARS ... but most people think they've found love in 30 days (and start making plans, sharing body fluids, and generally making a big mess for themselves)	A solid business foundation takes at least six months to a year to launch, but newbies are incredibly impatient and don't want to research and plan.	People drastically over-estimate what they can do in one year and drastically under-estimate what they can do in five years
They blame others for their problems	If my wife would only listen, stop drinking, have sex with me more often, etc. then our marriage would be perfect	Those gurus are hoarding the secrets to themselves, their stuff doesn't work, they just want the money, etc	Power stems from responsibility.
They begin without a goal or overarching strategy in mind (hyperlinks make you hyper)	I think I like this boy, ... no that one, no maybe that one ... not sure what I want to be when I grow up, who I want to settle down with, etc	Bounce from idea to idea, engaged in disjointed activities	Decide, then conquer with focus and determination.

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They indulge their narcissism (move forward on assumptions about what others want without checking/asking)	Look all around you ... narcissism is rampant ... hardly anyone listens before speaking	The only marketing mistake is narcissism – wanting the market to want what you want them to want without finding out first what they actually do want	Ask, Listen, and Learn
They get upset when ANYONE doesn't like them (rather than accepting if SOME people will love them then SOME people must hate them)	"Mind-Stop" when someone doesn't like them. Unable to think of anything else or engage in constructive action.	"Marketing-Stop" when someone doesn't like them. Unable to continue constructive marketing efforts – disproportionate effort towards pleasing that person	Learn to enjoy people opposing your viewpoint if you're living your values. <i>Thesis --&gt; Antithesis --&gt; Synthesis.</i>
They have emotional reactions to short term ups and downs rather than assessing long term progress.	Lonely person is miserable whenever feels rejected, rather than focussing on self improvement one thing at a time. (Fitness, communication skills, conflict resolution, dating skills, etc)	Classic! People look at sales on a day to day basis (or opt ins), when they should be evaluating weeks, months, or years. (There's a "statistical stability" period in every market)	The "Boat tied to a pier" analogy. You have to untie all the ropes before you can set sail. (Not linear progress)  Make sure you know the statistically stable period in your market

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