

It's Waiting For You!

The Hardest Year

**What Building An
Online Business**



**REALLY
Requires**

**The No-Holds-Barred Explanation
Some Gurus will NEVER Tell You**

A Virtual Coach Production

Table of Contents

Table of Contents	i
Legal Notice	iv
DISCLAIMER	v
Welcome!	1
Introduction: The Brutally Honest Truth About Starting an Online Business	2
Chapter 1: What’s Driving You? (And Is It Running on Caffeine or Chaos?).....	3
Passion vs. Profits – What’s Your Real Goal?.....	4
Is This Just a Fad or a Forever Business?	6
What’s Your Why?	7
Reality Check: Would You Do This for Five Years With No Pay?	9
Key Takeaways.....	10
Chapter 2: Money Talk – Are You Ready to Invest or Just Window Shopping?.....	10
Startup Costs – What’s the Score?	11
No Budget, No Problem – Lean Startup Hacks	13
Your First \$1,000 – How to Fund Your Dream Without Selling a Kidney	14
ROI & Risk – How to Bet Smart on Your Business.....	16
Key Takeaways.....	17
Chapter 3: Learn or Get Left Behind – The Knowledge Train Waits for No One!	17
What You Don’t Know Can Cost You (A Lot!).....	18
Free vs. Paid Learning – Where to Invest Your Brainpower.....	20
Finding Mentors & Courses That Don’t Suck.....	22
Turning Knowledge Into Action – No More Analysis Paralysis	23
Key Takeaways.....	25

Chapter 4: Time – Your Most Valuable Currency (Spend It Wisely!)	25
Are You Ready for the Time Commitment?.....	26
How to Balance Business, Life, and Sanity	27
The 80/20 Rule – Focus on What Matters Most	28
Building a Schedule You’ll Actually Stick To.....	30
Key Takeaways.....	31
Chapter 5: Bouncing Back Like a Boss – How Tough Are You, Really?	31
Failure Is the Entry Ticket – Not the Exit Door	32
Rejection, Haters & Self-Doubt – How to Deal Like a Pro.....	33
Mental Resilience – Training Your Brain for Long-Term Success.....	35
What to Do When Everything Feels Like It’s Falling Apart	36
Key Takeaways.....	38
Chapter 6: Discipline – The Magic Glue That Holds Success Together	38
No One Is Coming to Make You Work – Own It.....	39
Consistency > Motivation – The Secret to Long-Term Wins	40
Avoiding Procrastination Like It’s a Scam Email	42
How to Stay Accountable (Even When You Don’t Feel Like It)	44
Key Takeaways.....	45
Chapter 7: Your Personal Hype Squad – Who’s Got Your Back?.....	45
Going Solo vs. Building a Support System	46
Finding Like-Minded Entrepreneurs (Without Getting Scammed).....	47
How to Handle Unsupportive Friends & Family	49
Networking Without Being That Cringe Salesperson	51
Key Takeaways.....	52
Chapter 8: Tech Skills Check – Can You Click or Will You Crash?	52
The Essential Tech Skills Every Online Biz Owner Needs	53
DIY or Hire Help? Knowing When to Delegate	55
Website, Funnels, & Automation – The Basics Made Easy.....	56

Avoiding Tech Overwhelm – Keeping It Simple & Effective	58
Key Takeaways.....	59
Chapter 9: Think Bigger, Grow Faster – The Mindset That Changes Everything	60
Scarcity vs. Abundance – How Your Thinking Affects Your Bank Account	60
Self-Doubt & Imposter Syndrome – Crushing the Inner Critic	62
Adopting the CEO Mindset (Even If You’re Just Starting)	63
Visualization & Affirmations – Not Just Woo-Woo, but Science!	65
Key Takeaways.....	67
Chapter 10: Set Realistic Expectations – So You Don’t Quit Before You Win	67
Success Takes Longer Than You Think – And That’s Okay	68
Your First Year is for Learning, Not Just Earning	70
You Will Work More Than You Expect (At First), But It Gets Easier	71
Managing Expectations So You Don’t Burn Out	73
Key Takeaways.....	74
Closing: The Business You Want is Waiting - But Only If You Keep Going	74
What You Have Learned	76
Your Next Steps.....	77
Conclusion	78
About DAB Coaching, DennisAndBarb.....	79
Appendix 1: Free Business Goodies	80
Appendix 2: DAB Insiders	84
Appendix 3: Looking for a New eMail Platform?.....	85
Finally, Remember:	86

Legal Notice

DAB Coaching and its licensors retain all ownership rights to the system THE DAB FILES: THE HARDEST YEAR (hencewards called "*the System*") and software included offered by DAB Coaching. Use of the System and related software is governed by applicable copyright law.

All rights reserved. No part of this System may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without the written permission of the publisher DAB Coaching. Making unauthorized copies, adaptations, or compilation works, or including this material in lectures or seminars for profit is strictly prohibited and constitutes a punishable violation of the law.

DAB Coaching may revise this documentation from time to time without notice.

THIS SYSTEM IS PROVIDED "*AS IS*" WITHOUT WARRANTY OF ANY KIND. IN NO EVENT SHALL YOUR COMPANY NAME BE LIABLE FOR ANY LOSS OF PROFITS, LOSS OF BUSINESS, LOSS OF USE OR DATA, INTERRUPTION OF BUSINESS, OR FOR INDIRECT, SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES OF ANY KIND, ARISING FROM ANY ERROR IN THIS DOCUMENTATION.

The System and software are copyright © 1998-2035 DAB Coaching All rights reserved.

DAB Coaching, and the DAB Coaching corporate logo are trademarks of DAB Coaching. Other product or brand names are trademarks or registered trademarks of their respective holders.

The DAB Files: The Hardest Year

Published by DABCoaching.com

<http://www.dabcoaching.com>

All Rights Reserved

DISCLAIMER



The views expressed in this document belong solely to the authors and do not necessarily reflect the official policy or position of any other agency, organization, employer or company.

DAB Coaching is not to be held responsible for misuse, reuse, recycled and copies of this content by others.

We are NOT financial advisors and we will NEVER tell you what you should buy.

We are NOT financial advisors, and nothing contained within this blueprint should be considered as "advice."

ALWAYS do your due diligence whenever considering any sort of financial/business actions.

Welcome!



Hey there!

Barb the Virtual Coach here and you are about to discover the actual truth about starting an online business and making money online.

I know that lots and lots of folks would have you believe that beefing up your bottom line is as easy as pushing a button and seeing money shower you from above but alas...

That's not the correct story whatsoever.

This is THE book you MUST internalize before you truly start your online money-making journey and let me tell you...

It will help you avoid SO many pitfalls which delivering to you the facts you **want** to know.

Ready for the adventure? Alrighty then, turn the page and enjoy!

Introduction: The Brutally Honest Truth About Starting an Online Business

So, you want to start an online business? Awesome! But let's get one thing straight before we dive in: this is not a fairy tale.

No magic buttons. No overnight success. No secret hack that will turn you into a millionaire while you sleep. If that's what you're looking for, close this book now and go buy a lottery ticket.

Still here? Grand! That means you're serious about making this work. And that's the first step.

The problem with most online business advice? It's sugarcoated nonsense. You hear about the guy who made six figures in three months, but nobody tells you about the six years of failed businesses before that. You see flashy ads promising "*passive income*" but conveniently leaving out the active work required to build it. What nobody tells you? The success stories you admire are built on a mountain of failures, late nights, and "why am I even doing this?" moments.

Here's the reality check: Starting an online business is simple, but it's not easy. It takes work. It takes patience. It takes sticking with it when things don't go as planned - because spoiler alert, they won't.

But here's the good news! If you're willing to play the long game, you can win. Not by luck, but by learning the right strategies, taking action, and refusing to quit when things get hard.

This book? It's your unfiltered, no-BS guide to actually making it happen. No fluff, no "manifest and it will appear" nonsense - just the hard-earned lessons, real strategies, and mental toughness you'll need to survive and thrive in the online business world.

You'll learn:

- How to choose the right business model for you - so you don't waste time on things you'll hate.
- How to avoid the biggest newbie mistakes that make most people quit.
- How to build discipline, resilience, and the mindset that separates winners from quitters.
- The unsexy, behind-the-scenes truth about what it really takes to succeed.

This isn't just a book. **It's your business survival manual.** And by the time you finish, you won't just *think* about starting a business - you'll be doing it.

Are you ready? Let's go.

Chapter 1: What's Driving You? (And Is It Running on Caffeine or Chaos?)

So, you've decided to start an online business.

Woot!

That's great, but let's take a step back before you dive in headfirst. Have you thought about why you're doing this? Is this a deep-seated dream, or did you just watch a video of some guy on a yacht claiming he makes six figures while barely lifting a finger?

If it's the latter, I hate to break it to you, but you're about to find out that running an online business requires more than just vibes and optimism.

Starting a business is like getting a gym membership in January - exciting at first,

but if your motivation isn't strong enough, you'll be making excuses by March. You need to figure out what's really driving you, because if your motivation is weak, your business will crumble the moment things get hard.

And they WILL get hard.

There will be days when sales are slow, customers complain, and technology betrays you at the worst possible moment. If you're not deeply connected to your reason for starting, you'll be tempted to quit.

Think of this as... the foundation of a house.

If your foundation is solid, you can build something strong and lasting. If it's wobbly, your business is going to collapse the first time a challenge rolls in.

So let's dig deep and make sure you're building on something real, not just wishful thinking.

Passion vs. Profits – What's Your Real Goal?

Why It's Important

A lot of people assume that running a business is about one of two things: either following your passion or chasing the money.

The truth is, you need both. Passion keeps you going when the excitement wears off, and profits make sure you don't end up with a very expensive hobby instead of a business.

If you only chase money, you'll burn out.

And if you only follow passion, you might never make a dime.

Imagine two people starting a business. Alice loves baking and spends hours perfecting recipes. She dreams of starting an online bakery but isn't sure how to make money from it. Bob, on the other hand, just Googled "most profitable online businesses" and saw that selling custom t-shirts was trending.

He doesn't care about t-shirts - he just wants to cash in.

Fast forward six months: Alice is still working on her business, tweaking her strategy, learning from mistakes, and making steady progress.

Bob, on the other hand, got bored when sales didn't explode overnight and has already moved on to the next "hot" business idea.

If you want to build something that lasts, you need to find the balance between what you love and what people will actually pay for. Your business should be something you enjoy enough to stick with through tough times, but it should also solve a problem that others are willing to pay to fix. If your only motivation is money, you'll quit when things get tough. If your only motivation is passion, you'll struggle to make it work financially.

Action Steps

1. Write down three things you enjoy doing and research whether people actually pay for those things online.
2. If nobody is paying for it, think about how you can turn that interest into something valuable.
3. Take the time to make this work for you the *right* way.

Live the Experience

Take ten minutes and write a fake testimonial from a happy customer of your future business.

What problem did you solve for them?

If you struggle to do this, it might be a sign that your idea needs more work.

Answer the Following

- *What's something you could talk about for hours without getting bored?*
- *If you made no money for the first six months, would you still want to do this?*
- *What problem does your business solve that people actually care about?*

Is This Just a Fad or a Forever Business?

Why It's Important

Trends come and go, but real businesses are built on long-term demand. If you jump into something just because it's trending, you're setting yourself up for disappointment.

Think about fidget spinners back in 2015. For a while, people couldn't get enough of them, but where are they now? If you had built a business around selling them, you'd be out of luck today.

Before you commit to an idea, ask yourself: Will people still want this five years from now? Can you adapt if the market changes?

If the answer is no, you might be better off looking for something with lasting potential.

Action Steps

1. Look up your business idea on Google Trends.
2. Is interest in it growing, stable, or declining? Research how long similar businesses have been around.
3. If you can't find examples of companies that have lasted, you might be looking at a short-term fad.

Live the Experience

Picture your business five years from now.

Are you still excited about it, or does it feel like something you'll outgrow? If you can't see yourself sticking with it, you might need to reconsider your idea.

Answer the Following

- *If this business idea stopped being trendy tomorrow, how would you pivot?*
- *What's an example of a similar business that has lasted ten years or more?*
- *Does your idea solve an actual problem, or does it just sound fun?*

What's Your Why?

Why It's Important

Your "why" is what keeps you going when things get tough. If your only reason for starting a business is to make money, that won't be enough when challenges

come your way.

Successful entrepreneurs have a reason deeper than money. They want freedom, they want to help others, or they want to build something bigger than themselves.

If you're only chasing a paycheck, the first difficult day will make you rethink everything. But if your reason is strong, you'll push through setbacks instead of giving up!

The best businesses are built by people who have a strong purpose behind what they do.

Action Steps

1. Write your reason for starting this business in one sentence.
2. Make sure it's strong enough to keep you motivated when things get tough.
3. If it sounds vague or unconvincing, rewrite it until it feels solid.

Live the Experience

Write a letter to your future self, six months from now.

What do you hope you've accomplished?

What advice would you give yourself if things start to feel overwhelming?

Answer the Following

- *Why do you really want to start this business?*
 - *What's the biggest challenge you might face, and how will you handle it?*
-

- *What would make you quit, and how can you prevent that from happening?*

Reality Check: Would You Do This for Five Years With No Pay?

Why It's Important

Many people love the *idea* of having a business but hate the actual work involved. If you're not willing to put in the effort when money isn't rolling in yet, you might not be as committed as you think.

That is not good at all!

The truth is, most successful businesses take time to grow. If you wouldn't stick with this for at least five years, even if success took longer than expected, you might need to rethink your idea.

Action Steps

- 1.** Imagine running this business for five years without making a profit.
- 2.** Would you still be motivated to keep going?
- 3.** If the answer is no, consider adjusting your idea.

Live the Experience

Watch a 30-minute YouTube video about someone who built a business in your niche.

If their journey bores you, that's a sign this might not be the right path for you.

If it excites you, you're on the right track.

If not? Move to your next idea.

Answer the Following

- *If success took longer than expected, would you still stick with it?*
- *What makes you different from the thousands of others trying the same thing?*
- *Would you still do this if it required twice as much effort as you expected?*

Key Takeaways

- Passion and profits must go hand in hand. One without the other leads to burnout or failure.
- If your idea is based on a short-term trend, have a backup plan.
- Your motivation needs to be stronger than your excuses.
- If you wouldn't do this for five years unpaid, reconsider your choice.
- Mindset determines success - get clear before you start.

Chapter 2: Money Talk – Are You Ready to Invest or Just Window Shopping?

Let's get one thing straight - starting an online business isn't free!

I know, this is sad.

It might be *cheaper* than opening a brick-and-mortar store, but if you're thinking you can build a wildly successful empire without spending a dime, you're in for a reality check. Every successful business owner has invested in their success - whether that's money, time, or both.

The problem? Too many people dive in without a clear financial plan.

They get hyped up about "making money online," but when it comes time to actually pay for a website, buy a domain, or invest in learning the skills they need, suddenly, they're acting like Scrooge hoarding his last gold coin. If you're not willing to put anything in, how do you expect to get anything out?

Building a business with no budget is like trying to bake a cake without any ingredients.

You can *try*, but all you're going to get is disappointment and maybe a fire hazard.

So, before you get too deep into planning your world domination, let's talk about what this is actually going to cost you - and how to budget wisely so you don't end up broke before you make your first sale.

Startup Costs – What's the Score?

Why It's Important

You need to know exactly what you're getting into financially. A lot of people underestimate business costs because they only think about the obvious stuff - like a website or advertising. But there are plenty of hidden expenses that can sneak up and wreck your plans if you're not prepared.

A few things most people forget to factor in:

- Software and tools (email marketing, design apps, automation tools).
- Product creation or inventory (if you're selling physical or digital products).
- Marketing (ads, influencer partnerships, promos).
- Business registration and taxes (because yes, the government wants a piece of your pie).

If you don't map out these costs upfront, you could find yourself stuck - unable to scale, promote, or even launch. And then what? You either quit or start cutting corners in ways that hurt your business long-term.

Action Steps

1. List every tool and expense your business will need in the next six months.
2. Separate must-haves from nice-to-haves. Essentials first, fancy extras later.
3. Create a "bare minimum" budget - how little could you spend and still launch?
4. Look at payment options. Can you start free and upgrade later?

Live the Experience

Open a spreadsheet (or grab a notebook if you're old-school).

Write down everything you think your business will cost, then double it.

That's a more realistic number.

Having fun yet?

Answer the Following

- *What's one expense you didn't think about until now?*
- *If you had to start with only \$500, what would you spend it on first?*
- *What's one tool you think you need but could probably go without?*

No Budget, No Problem – Lean Startup Hacks

Why It's Important

Not everyone starts with stacks of cash to throw into a new business.

But having a small budget doesn't mean you have to sit on the sidelines. **It just means you need to be smart about how you spend (or don't spend) money.**

Most people burn cash in the wrong places - buying fancy logos, paying for a website designer before they've made a single sale, or jumping into paid ads without understanding what they're doing.

Meanwhile, the people who actually make it work are the ones who find creative ways to get things done without going broke.

Action Steps

1. Skip the fancy branding. You don't need a \$500 logo to start selling.
2. Use free tools (Canva, Google Docs, MailerLite for email marketing).
3. DIY your website instead of hiring someone (tons of drag-and-drop builders exist).

4. Barter for services if you lack skills - trade what you're good at for what you need.
5. Start marketing organically. Build your audience through content before you throw money at ads.

Live the Experience

Pick one thing you *thought* you needed to spend money on.

Now, research a free or low-cost alternative.

Need some help? Check out the Appendix.

Can you use those tools instead?

Answer the Following

- *What's one way you could cut costs without sacrificing quality?*
- *If you had to launch with zero money, how would you do it?*
- *What's one thing you see other businesses spend on that you don't actually need?*

Your First \$1,000 – How to Fund Your Dream Without Selling a Kidney

Why It's Important

If you have absolutely no budget, that doesn't mean you should just give up. It

means you need to figure out how to generate your first investment capital without going into debt or draining your savings.

There are plenty of ways to fund a business without taking out a loan or maxing out a credit card, did you know that?

Some people start by freelancing or flipping products to raise cash before launching their main business. Others cut out unnecessary expenses from their daily life and redirect that money into their startup.

If you're serious about this, you'll find a way to make it happen. If not, you'll find an excuse.

Action Steps

1. Sell something. Old electronics, clothes, books - whatever you don't need.
2. Offer a service. Freelancing, tutoring, dog walking - start small, build up.
3. Cut back on non-essential spending and put that money into your business fund.
4. Look for grants or funding opportunities for small business owners.

Live the Experience

Challenge yourself: Find a way to make \$100 this week.

Sell something, offer a service, do gig work - whatever it takes.

Now, imagine doing that ten times. Boom. That's your first \$1,000.

Answer the Following

- *What's something you could sell today to generate extra cash?*
- *If you needed to make \$500 in the next two weeks, what's your plan?*
- *What expenses could you cut for a month to fund your business?*

ROI & Risk – How to Bet Smart on Your Business

Why It's Important

Not every dollar you spend will bring back profit, so you need to be strategic.

The smartest business owners don't just throw money at things and hope for the best... they analyze the risk vs. reward before making an investment.

You don't need to be a financial genius, but you do need to know the difference between a smart investment and a money pit. If you can't justify an expense with a clear return, you probably don't need it right now. Sad but alas, true.

Action Steps

1. Before spending money, ask: "Will this help me make more money?"
2. Test before you invest. Try free versions of tools before committing.
3. Track your expenses. Know where your money is going.
4. Reinvest profits wisely. Your first goal should be making your business self-

sustaining.

Live the Experience

Take a business expense you're considering.

Ask yourself: Will this help me make back 2-3x what I spend?

If not, skip it or find a better option.

Answer the Following

- *What's a business expense that could actually make you more money?*
- *What's something you thought was necessary but really isn't?*
- *What's a small investment you could make today that would pay off later?*

Key Takeaways

- You need a realistic budget before you start.
- You don't have to spend a fortune, but you do need some investment.
- If you can't fund your startup yet, get creative - sell, freelance, or cut costs.
- Smart spending = smart scaling. Don't waste money on things that won't grow your business.

Chapter 3: Learn or Get Left Behind –

The Knowledge Train Waits for No One!

Here's a fun fact. The online business world doesn't care if you're ready!

It's constantly changing, evolving, throwing new tools, strategies, and algorithm updates in your face like an overexcited toddler with a box of LEGOs. You either keep learning and adapt or get left in the dust while others speed ahead.

A lot of people start a business thinking they'll just "figure it out as they go." That works... until they hit their first technical roadblock, don't know how to market their product, or get blindsided by a change that tanks their entire strategy.

Imagine trying to fly a plane while learning how to pilot at the same time. **Spoiler: that story does not end well.**

If you're not actively investing in learning, your business will hit a ceiling. No amount of good intentions will save you if you don't know how to sell, automate, or scale.

So before you charge into this business journey like an overly confident action hero in a disaster movie, let's talk about how to actually prepare so you don't end up making avoidable, expensive mistakes.

What You Don't Know Can Cost You (A Lot!)

Why It's Important

Imagine a doctor who never went to med school, just "winging it" in the operating room.

Ridiculous, right?

Yet somehow, people think they can start an online business with zero knowledge and "figure it out later." That mindset? A fast track to frustration, wasted money, and an impressive collection of regret.

The biggest mistakes entrepreneurs make come from not knowing what they don't know.

- They waste money on unnecessary tools.
- They spend months creating products no one wants.
- They launch ads without knowing how they work, then wonder why they're burning cash.

The cure? Learning first, action second.

If you want to avoid spending months or years spinning your wheels, you need to get educated before you start making big moves.

A little time spent learning now will save you thousands of dollars and countless headaches later.

Action Steps

1. Make a list of skills you need for your business (marketing, sales, tech, automation).
2. Find three free or cheap learning resources (YouTube, blogs, online courses).
3. Dedicate 30 minutes a day to learning before you start spending.

4. Identify your biggest knowledge gap and start there.

Live the Experience

Pick a skill you know you'll need in your business.

Spend one hour learning about it today.

If that hour feels boring or painful, reconsider if this business is the right fit for you.

Answer the Following

- *What's one business skill you avoid learning because it seems hard?*
- *How much money could you save or make if you mastered marketing or sales?*
- *What's one thing you could start learning today that would give you a business advantage?*

Free vs. Paid Learning – Where to Invest Your Brainpower

Why It's Important

There's a never-ending debate about whether you should pay for courses or just stick with free content.

Here's the deal: both have value, but knowing when to use which is the real trick.

Free content is great for foundational knowledge. You can learn basic marketing, website building, copywriting, and more just from YouTube, blogs, and free guides.

But free content has two major downsides - it's scattered, and nobody gives away their best secrets for free. If you want structured, high-value strategies, sometimes you need to pay to get straight to the good stuff.

The key is knowing when to DIY and when to invest. Spending money on the right course, mentor, or training can shortcut years of trial and error. But throwing money at every shiny new course without implementing anything? That's just a self-imposed tax on indecision.

Action Steps

1. Use free content for basic skills (YouTube, blogs, podcasts).
2. Invest in paid courses when you need deeper knowledge and step-by-step guidance.
3. Vet every paid resource. If they promise "instant riches," run.
4. Pick one thing to master first. Don't try to learn everything at once.

Live the Experience

Find a free resource on a topic you need to learn.

Spend an hour applying one thing you learn from it today.

If you're stuck, consider if a paid resource would be worth it.

Answer the Following

- *What's one business skill where paying for training could save you months of trial and error?*
- *What's the last thing you learned for free that actually helped you?*
- *What's one area where you're still lost, even after watching free content?*

Finding Mentors & Courses That Don't Suck

Why It's Important

There are two types of online business gurus - the ones who actually know their stuff, and the ones who teach success but have never actually done it themselves.

If you follow the wrong one, you'll end up confused, broke, and possibly allergic to the internet.

A good mentor or course should save you time, not waste it. They should have actual experience in what they're teaching - not just a fancy website and a Lamborghini rental.

You need to learn from people who have real-world results, not just slick marketing.

Action Steps

1. Before buying a course, look for real success stories.
2. Avoid anyone selling "secrets" without proof they've worked.

3. Follow multiple experts and compare advice before committing.
4. Don't fall for hype. If it sounds too good to be true, it is.

Live the Experience

Go find a business "guru" you follow.

Look them up - have they actually built a business, or do they just teach people how to make money?

If they don't have real success stories, maybe they're not worth following.

Answer the Following

- *What's one piece of advice from a "guru" that turned out to be completely wrong?*
- *How can you tell the difference between real business experts and marketing hype?*
- *If you could learn from one successful entrepreneur, who would it be and why?*

Turning Knowledge Into Action – No More Analysis Paralysis

Why It's Important

Here's a fun little business fact - knowing stuff doesn't make you money.

I personally HATE that fact.

Action does. You can watch 100 hours of YouTube videos about business, but if you don't actually apply what you learn, you're just a well-educated spectator.

Most people get stuck in "learning mode." They convince themselves they're being productive because they're absorbing information. But in reality? They're just avoiding taking action because they're scared to fail. If you don't start implementing, all that knowledge is just wasted potential.

Action Steps

1. For every hour you learn, spend an hour applying.
2. Pick one strategy and implement it before moving to the next.
3. Stop waiting to be "ready." You'll never feel fully prepared. Just start.

Live the Experience

Find something you've learned recently but haven't applied yet. Go do it. Right now.

Answer the Following

- *What's one thing you've learned but haven't acted on yet? Why?*
- *What's stopping you from implementing faster?*
- *What's one small action you could take today to move your business forward?*

Key Takeaways

- You need to keep learning or your business will stall.
- Free content is great, but paid courses can shortcut years of mistakes.
- Not all “mentors” are legit. Research before you trust.
- Learning is useless without action. Apply what you know.

Chapter 4: Time – Your Most Valuable Currency (Spend It Wisely!)

Want to know what every successful entrepreneur has in common? They protect their time like a rabid squirrel hoarding the last acorn on Earth. They don't waste hours doom-scrolling, binge-watching Netflix, or jumping between business ideas like a caffeinated rabbit. They prioritize, focus, and know exactly where their time is going.

Now, let's talk about you. If you're like most new entrepreneurs, you probably tell yourself things like, *“I just don't have enough time to start a business.”* Sounds reasonable... until you realize you somehow managed to watch an entire season of your favorite show in two days. You *have* time. You're just spending it on the wrong things.

Time isn't just money - it's *more valuable than money*. You can always make more money. But once time is gone, it's gone forever. So, before you say you're “too busy” to build your dream business, let's take a real look at where your hours are going. Spoiler alert: you're about to find a lot of wasted time.

Are You Ready for the Time Commitment?

Why It's Important

A business isn't something you squeeze into leftover minutes when you "feel like it." If you want real results, you have to schedule time for it, the same way you schedule work, meals, or (hopefully) basic hygiene. Entrepreneurs who fail? They treat their business like an optional hobby. The ones who succeed? They treat it like an unbreakable appointment.

The hard truth: If you don't make time for your business, your business won't make time for you. It won't grow. It won't make money. It won't magically become successful while you're busy watching TikToks about productivity instead of actually *being* productive.

Action Steps

1. Track your time for one week. Write down everything you do, hour by hour.
2. Identify the time-wasters. Social media? TV? Endless email-checking?
3. Block out dedicated business hours. Treat them like a job shift - non-negotiable.
4. Stop waiting for "motivation." Show up, even when you don't feel like it.

Live the Experience

For the next three days, log exactly how you spend every hour.

Be brutally honest. At the end, add up how many hours were actually useful.

How much of your time could have been used growing your business instead of

scrolling mindlessly?

Answer the Following

- *What's one time-waster you could cut right now to free up an extra hour per day?*
- *If someone paid you \$100 an hour to work on your business, how much time would you suddenly "find"?*
- *What's one way you could structure your day to prioritize business tasks?*

How to Balance Business, Life, and Sanity

Why It's Important

Ever seen those people who try to “do it all” and end up looking like they haven’t slept since 2019? That’s what happens when you don’t balance work, life, and actual human rest. You can’t grind 24/7 and expect to stay sane. Burnout is real, and it will wreck your progress if you don’t manage your time wisely.

Building a business should fit into your life, not take over it like an invasive species. If you don’t set boundaries, you’ll end up exhausted, frustrated, and questioning all your life choices.

Action Steps

1. Set strict work hours. No “just one more email” at 2 AM.
2. Schedule personal time. Rest is not optional.
3. Communicate boundaries. Tell family/friends when you’re “off-limits” for

work.

4. Learn to say no. Time is more valuable than pleasing others.

Live the Experience

For the next week, set hard boundaries around business time and personal time.

Stick to them!

See how much more productive (and sane) you feel.

Answer the Following

- *What's one boundary you need to set to protect your time?*
- *What's the biggest distraction that throws off your focus?*
- *How would you balance life differently if your business was already making six figures?*

The 80/20 Rule – Focus on What Matters Most

Why It's Important

Ever feel busy but not productive? Like you're doing a million things but making zero progress? That's because not all tasks are created equal. Some tasks move the needle. Others just make you *feel* productive while wasting time.

The 80/20 Rule says 80% of your results come from just 20% of your efforts. The

trick? Figure out what that 20% is, and do more of it. Successful entrepreneurs focus on high-impact tasks - the ones that bring in money, growth, or major progress. The rest? Either automate it, delegate it, or delete it.

Action Steps

1. List your top 10 business tasks. Which ones actually make money?
2. Cut, delegate, or automate the ones that don't move the needle.
3. Prioritize income-generating activities. Stop "working" without making progress.
4. Batch similar tasks. Handle emails, content, and admin work in blocks of time.

Live the Experience

For the next three days, track every business task you do.

At the end, ask yourself: Which ones actually moved your business forward?

Which ones felt productive but weren't?

Adjust accordingly.

Answer the Following

- *What's one business task you waste time on that doesn't really help?*
- *If you could only work two hours a day, what tasks would you focus on?*
- *What's one thing you can automate or delegate to free up more time?*

Building a Schedule You'll Actually Stick To

Why It's Important

A schedule only works if you actually follow it. If you set a rigid, unrealistic schedule, you'll ditch it in a week. The key? Make it flexible, but structured enough to keep you accountable.

The best schedule is one you enjoy sticking to. If you hate mornings, don't force yourself to work at 5 AM just because some "productivity guru" told you to. If you focus better at night, build around that. The goal is consistency, not perfection.

Action Steps

1. Identify your most productive hours. Work during those times.
2. Schedule deep work blocks. No distractions, just focused effort.
3. Leave buffer time. Life happens - plan for flexibility.
4. Check in weekly. Adjust your schedule based on what's working.

Live the Experience

For the next week, first create a daily schedule. Can you work on 2 things each day? 3?

Then actually implement it. Did anything get left behind?

Use your phone to sound a chime every hour. And every time you hear that – switch your tasks.

Adjust as needed.

Answer the Following

- *What's your most productive time of day? Are you actually using it?*
- *What's one small tweak you could make to get more done?*
- *How can you make your schedule more realistic and sustainable?*

Key Takeaways

- You have time. You're just not using it wisely.
- Time doesn't wait - spend it intentionally, or it's gone forever.
- Work smarter, not harder. Focus on high-impact tasks.
- Balance business, life, and rest. Burnout is the enemy of success.
- A good schedule = consistency = results.

Chapter 5: Bouncing Back Like a Boss – How Tough Are You, Really?

Starting a business is exciting - at first. You get the rush of ideas, the thrill of setting things up, the dopamine hit of imagining your future success. Then... reality shows up like an uninvited guest at your party. Tech breaks. Sales flop. Customers complain. People don't care about your business as much as you thought they would. And suddenly, you're questioning everything.

Welcome to the resilience test.

Every entrepreneur hits walls. The successful ones? They don't stop at the wall. They climb it, break it, or build a door through it. The ones who fail? They hit the first big challenge and quit faster than a New Year's gym resolution.

This chapter? It's going to toughen you up. Because if you want to build something that lasts, you need to know how to handle failure, rejection, and those "Why did I even start this?!" moments.

Failure Is the Entry Ticket – Not the Exit Door

Why It's Important

Most people think failure means they're not cut out for this. The truth? Failure is just business tuition. If you're failing, it means you're trying. The only people who never fail are the ones who never start anything in the first place.

Every successful entrepreneur has a "disaster story." They launched something that flopped. They invested in a bad idea. They had months - sometimes years - of struggle before things clicked. If you think you're going to get it right on the first try, you're setting yourself up for disappointment.

Failure isn't the end. It's the lesson before success.

Action Steps

1. List three past failures. What did you learn from them?
2. Find a success story of someone who failed big before making it.
3. Reframe failure. Instead of "I failed," try "I learned what didn't work."
4. Plan your next move. One setback doesn't mean stop - it means adjust.

Live the Experience

Think of a recent failure.

Write down five ways it could actually help you.

Maybe it revealed a weakness you need to fix.

Maybe it saved you from a bigger mistake. Maybe it taught you what not to do.

There's always a lesson.

Answer the Following

- *What's the biggest failure you've had so far? What did it teach you?*
- *How would you handle failure differently if you expected it as part of the process?*
- *What's one small "failure" today that you could turn into a win tomorrow?*

Rejection, Haters & Self-Doubt – How to Deal Like a Pro

Why It's Important

At some point, someone will doubt you. Might be friends. Might be family. Might be a random stranger on the internet who tells you your business is a joke. It will happen.

Rejection and criticism are part of success. The bigger you get, the more people

will have opinions about what you're doing. If you let every negative comment, unsupportive person, or rejection letter shake you, you'll never make it.

You need to build emotional armor. Not in a "I don't care what anyone thinks" way, but in a "their opinion won't stop me" way.

Action Steps

1. List three people whose opinions actually matter. Ignore the rest.
2. Create a rejection tracker. Instead of fearing "no," collect them.
3. Turn negativity into fuel. Doubters? Let them motivate you, not stop you.
4. Remind yourself: every "no" brings you closer to a "yes."

Live the Experience

The next time you get a rejection (or a hater comment), celebrate it. Seriously.

Say, "YES! Proof I'm taking action."

Remember – there is no such thing as failure, there are only lessons you can learn and use to power yourself forward.

Answer the Following

- *What's one negative comment or rejection that stuck with you? How can you reframe it?*
 - *If every rejection brought you one step closer to success, how would you feel about it?*
 - *What's one way you could use criticism as motivation instead of*
-

discouragement?

Mental Resilience – Training Your Brain for Long-Term Success

Why It's Important

Success isn't just about strategy - it's about mindset.

Mindset!

If you can't handle uncertainty, setbacks, or slow progress, you'll last shorter than a cupcake in the hands of a toddler. **The strongest entrepreneurs aren't the smartest or the luckiest; instead, they're the ones who** refuse to quit.

Your brain needs training, just like a muscle. You don't wake up mentally tough - you become mentally tough by pushing through the hard stuff.

Action Steps

- 1.** Start a daily resilience practice. Journal, affirmations, or mindset work.
- 2.** Develop a bounce-back ritual. A bad day isn't a bad business - reset and move on.
- 3.** Surround yourself with tough-minded people. Weak mindsets are contagious.
- 4.** Track your progress. Seeing how far you've come will push you forward.

Live the Experience

Pick one tough challenge you're facing right now.

Write down three ways you could respond to it.

One bad option.

One okay option.

One strong option.

Now? Choose the BEST option for you.

Which one is it?

Answer the Following

- *When was the last time you wanted to quit something? What did you do?*
- *What's one thing that used to be hard but now feels easy?*
- *What's a challenge you're facing today that your future self will laugh at?*

What to Do When Everything Feels Like It's Falling Apart

Why It's Important

No matter how good you are, there will be days when everything goes wrong. Sales tank. Systems break. A customer leaves a brutal review. You wake up questioning why you even started this.

Those days? They separate the real entrepreneurs from the quitters.

A bad day isn't the end. It's just a bad day.

If you let one bad moment define your whole journey, you'll never get anywhere. The most successful people aren't the ones who avoid problems - they're the ones who push through them.

Action Steps

1. Create a "crisis plan." What will you do when things go wrong?
2. Set a "24-hour rule." No major decisions in a bad mood. Sleep on it.
3. Talk to someone who's been there. Experienced entrepreneurs have been through it.
4. Keep a "wins" list. Look at past successes when you feel discouraged.

Live the Experience

Next time you have a terrible business day, first write about it.

Try NOT to react emotionally; really see from a 3rd person view if the day was as horrible as you felt it to be.

Many problems feel smaller once you put them on paper.

Answer the Following

- *What's one challenge you survived that once felt impossible?*
- *How would your future self advise you to handle today's setbacks?*

- *What's one thing you can do right now to take control of the situation?*

Key Takeaways

- Failure isn't the end - it's the lesson before success.
- Rejection? Haters? They're just signs you're playing big.
- Mental resilience is a skill you build, not something you're born with.
- A bad day is just a bad day - keep moving forward.
- The people who win are the ones who don't quit.

Chapter 6: Discipline – The Magic Glue That Holds Success Together

Motivation is overrated. Yeah, I said it. Motivation is that flaky friend who hypes you up but disappears the second things get tough. It's the infomercial energy that makes you believe you'll wake up at 5 AM, drink green juice, and knock out 10 tasks before breakfast. Sounds great...

Until reality slaps you in the face, and suddenly you're hitting snooze and convincing yourself that "tomorrow" will be different.

Discipline, though? That's the real deal. The quiet, consistent force that keeps things moving forward, even when you'd rather do anything else. Successful entrepreneurs don't wait to feel like working. They show up, do the work, and get results because they built the habit. No drama. No excuses. Just consistent action.

You can have the best business plan, the smartest strategy, and a million-dollar idea, but if you don't have discipline? None of it matters. Without it, your business is just another unfinished project, gathering digital dust while you scroll through success stories, wondering why *they* made it and *you* didn't.

No One Is Coming to Make You Work – Own It

Why It's Important

If you've spent your life following someone else's schedule - school, a 9-to-5 job, your mom yelling at you to clean your room - you're used to external accountability. Someone telling you what to do, when to do it, and what happens if you don't.

But when you run a business? No one is checking on you. There's no boss, no teacher, no deadlines except the ones you create. That's freedom... and also a trap.

When no one is watching, it's easy to slack off. Tell yourself you'll "work later." That "one episode" turns into five. Before you know it, a whole day is gone, and your business hasn't moved an inch. If you don't take full responsibility for your time, your business will never grow.

Action Steps

1. Set non-negotiable work hours. No "I'll get to it later." Pick a time. Stick to it.
2. Create fake deadlines. Trick your brain into urgency by setting due dates.

3. Remove distractions. Turn off notifications, close extra tabs, block time-wasting sites.
4. Track your progress. If you're not seeing results, adjust - don't quit.

Live the Experience

For the next five days, schedule fixed work hours for your business.

Treat it like a real job.

After all, it IS a real job!

No pushing tasks to "later."

Stick to the schedule.

See how much more you get done.

Answer the Following

- *What's one excuse you tell yourself when you don't feel like working?*
- *If you had a boss tracking your hours, how much harder would you work?*
- *How would your business look six months from now if you showed up every day?*

Consistency > Motivation – The Secret to

Long-Term Wins

Why It's Important

Motivation will fail you. Maybe today, you're pumped. You've got a killer idea, a cup of coffee, and an unstoppable mindset.

But what about next Tuesday, when you're tired, distracted, and just not feeling it? That's where consistency saves you.

The most successful people aren't always inspired. They're just always showing up. Even on bad days. Even when results are slow. Even when the excitement fades.

If you only work when you "feel like it," your progress will be random and unreliable.

Discipline means you keep going, even when it's not fun. And those small, daily actions? That's where real success happens.

Action Steps

1. Create a daily business ritual. Even if it's 30 minutes, make it a habit.
2. Track your consistency. Use a calendar - mark every day you show up.
3. Lower the barrier. Can't do an hour? Do 15 minutes. Just don't skip.
4. Focus on progress, not perfection. Small steps beat waiting for "the perfect time."

Live the Experience

For the next seven days, commit to a minimum work time for your business.

A bare minimum.

No matter what, even if it's just 15 minutes.

No zero days. See how much easier consistency gets.

Answer the Following

- *When was the last time you quit something because motivation faded?*
- *What's one small action you could take every day to build momentum?*
- *If you worked on your business for just one hour a day, where would you be in six months?*

Avoiding Procrastination Like It's a Scam Email

Why It's Important

Procrastination is sneaky.

It disguises itself as “thinking,” “planning,” or “research.” You tell yourself you’re “getting ready” to take action... but somehow, you never actually start.

Here's the harsh truth: thinking about work is not working.

Making another to-do list? Not progress. Watching five more videos on business

strategy? Not progress. Reading this chapter? Okay, fine, this is progress - but only if you take action after.

Action Steps

1. Set a 5-minute timer. If you don't feel like working, just start for 5 minutes. Momentum kicks in.
2. Break tasks into bite-sized chunks. Overwhelmed? Do the smallest possible step first.
3. Stop waiting for "the right time." It doesn't exist. Start now, adjust later.
4. Use accountability. Tell someone your goal. Let them check in on you.

Live the Experience

Pick a business task you've been avoiding.

Set a 5-minute timer and start working on it right now.

You'll probably keep going.

Trick your brain into action.

Answer the Following

- *What's one important task you keep putting off? Why?*
- *What's your worst procrastination habit? How can you break it?*
- *How would your business look if you took action immediately instead of overthinking?*

How to Stay Accountable (Even When You Don't Feel Like It)

Why It's Important

Discipline is easier when you have someone holding you accountable.

When no one's checking on you, it's way too easy to slack off. That's why top performers have coaches, masterminds, or accountability partners. Someone who will call them out when they start making excuses.

The best way to stay on track? Make sure quitting feels harder than working.

Action Steps

1. Find an accountability partner. Someone who will actually check in on you.
2. Join a business group. Surround yourself with action-takers.
3. Set public deadlines. Tell people your goals - now you have to follow through.
4. Reward progress. Treat yourself when you hit milestones.

Live the Experience

Find one person to hold you accountable.

Share your next business goal with them.

Let them check in on you.

You'll suddenly feel way more motivated.

Answer the Following

- *Who in your life could help hold you accountable for your business goals?*
- *What’s one small reward you could give yourself for hitting a milestone?*
- *If you knew people were watching your progress, how much harder would you work?*

Key Takeaways

- Motivation is unreliable. Discipline is what gets results.
- If you don’t hold yourself accountable, no one else will.
- Small daily actions build unstoppable momentum.
- Procrastination is just fear in disguise. Start anyway.

Chapter 7: Your Personal Hype Squad – Who’s Got Your Back?

Building a business can feel like a one-person circus act, y’know?

You’re the CEO, marketing department, customer service rep, product creator, and occasional janitor when your coffee betrays you. It’s a lot. And if you try to do it all alone, your brain will eventually explode like a microwaved marshmallow.

That’s where your support system comes in. The people who remind you why you started when everything feels impossible. The ones who hype you up when

you’re doubting yourself, call you out when you’re slacking, and - if necessary - drag you out of a Netflix binge and shove you back to work.

Trying to build a business without a solid support system is like trying to push a boulder uphill with roller skates. Possible? Maybe. Smart? Absolutely not.

The truth is, who you surround yourself with can make or break your success. So let’s figure out who should be in your corner - and who might secretly be sabotaging you.

Going Solo vs. Building a Support System

Why It’s Important

There’s a myth that successful entrepreneurs do everything alone. That they just grind in silence, fueled by sheer determination and ungodly amounts of caffeine.

But if you look closer, every successful person has a team - whether they admit it or not. Even the “self-made” millionaires? They had mentors, business friends, supportive partners, or at least a dog who listened to them rant.

See... Success isn’t a solo sport. You need people.

But not just any people - **the right** people.

Surround yourself with action-takers? You’ll push harder. Hang out with chronic complainers? You’ll start questioning everything. The people in your life either fuel your fire or dump a bucket of cold water on it. Choose wisely.

Action Steps

1. List five people who actually support your business goals.

2. Identify the energy-drainers. The ones who always doubt you, mock your ideas, or act like you’re wasting your time.
3. Find one new person who’s on a similar journey. Join an online group, take a course, or DM someone in your industry.
4. Set boundaries. Limit time with people who bring negative energy. Protect your focus.

Live the Experience

For the next week, pay attention to how people in your life react to your business.

Who cheers you on?

Who subtly discourages you?

Who drains your motivation just by existing?

Guess what. Time to adjust your circle.

Answer the Following

- *Who in your life actually believes in your business? How do they show it?*
- *What’s one relationship that might be holding you back without you realizing it?*
- *If you could create the perfect “business hype squad,” who would be in it?*

Finding Like-Minded Entrepreneurs (Without

Getting Scammed)

Why It’s Important

If you’re serious about growing, **you need to be around people who get it.** Who understand the struggle, the grind, and the *WHY* behind what you’re doing. Because let’s be honest - explaining online business to your non-entrepreneur friends? It’s like trying to teach a cat to dance. They nod politely, but they don’t get it.

The best way to gain discipline and stay motivated?

Find people who are walking the same path.

But here’s the problem - not all “business groups” are created equal. Some are filled with real action-takers. Others? Wannapreneurs, MLM recruiters, and people who just like to talk about success instead of actually achieving it.

Action Steps

1. Join a business group or mastermind. Look for one where people are actively building and sharing progress.
2. Follow real entrepreneurs. Not the ones renting Lamborghinis for Instagram. The ones teaching, sharing, and helping others grow.
3. Engage in conversations. Don’t just lurk. Ask questions. Share insights. Connect.
4. Avoid toxic groups. If a community is all hype, no value, or feels like a spamfest - run.

Live the Experience

Find one online business community (Facebook group, Slack channel, forum).

Introduce yourself and share what you’re working on.

Start building relationships with people who actually get it.

Answer the Following

- *Where do successful people in your industry hang out? Are you there too?*
- *What’s one group or mentor you could connect with this week?*
- *How would your progress change if you regularly talked to other entrepreneurs?*

How to Handle Unsupportive Friends & Family

Why It’s Important

Not everyone in your life will understand your business, alas. Sad, but true.

Some people will be confused, doubtful, or straight-up discouraging. Maybe they think online business is a scam. Maybe they’re secretly jealous. Maybe they just don’t like change - and your ambition makes them uncomfortable.

Whatever the reason, it’s not your job to convince them. Your energy is better spent proving them wrong with success. But first, you need to learn how to handle the doubters without letting them drain you.

Action Steps

1. Stop seeking approval. Some people will never get it. That’s okay.
2. Set boundaries. If certain people always make you doubt yourself, limit business talk with them.
3. Find validation elsewhere. Support doesn’t have to come from family - find your business tribe.
4. Let success do the talking. Don’t argue. Just win.

Live the Experience

For the next week, pay attention to how people react when you talk about your business.

Do they support, doubt, or dismiss it?

Adjust your conversations accordingly.

Answer the Following

- *Who in your life makes you doubt yourself the most? How can you limit their influence?*
- *What’s one way you can separate business validation from personal relationships?*
- *How would you handle business differently if you only listened to people who believed in you?*

Networking Without Being That Cringe Salesperson

Why It’s Important

Networking isn’t about spamming strangers with sales pitches. Wow, I know.

It’s about building relationships, sharing value, and creating opportunities. The best connections? They happen naturally. No weird “Hey girl, I see we both breathe oxygen! Let’s collab!” messages needed.

Your next opportunity? Probably one conversation away.

But if you avoid networking because you’re scared of looking desperate, you’re missing out.

The goal? Be valuable. Be real. Be human.

Action Steps

- 1.** Start conversations with no agenda. Ask about them first. Offer value.
- 2.** Follow up without being weird. A quick check-in, not a sales pitch.
- 3.** Give before you ask. Help, connect, support - then business happens naturally.
- 4.** Be where the action is. Conferences, events, comment sections - show up.

Live the Experience

Send one message today to someone in your industry.

No pitch.

Just genuine connection.

See what happens.

You might be quite surprised indeed.

Answer the Following

- *What's one business relationship you could strengthen this week?*
- *How would your network change if you reached out more often?*
- *What's one thing you could do today to be more visible in your industry?*

Key Takeaways

- Your support system can make or break your business. Choose wisely.
- Find people who push you forward, not hold you back.
- Doubters will exist. Your job isn't to convince them - it's to prove them wrong.
- Networking is about building relationships, not selling.
- Success isn't meant to be a solo journey. Build your squad.

Chapter 8: Tech Skills Check – Can You

Click or Will You Crash?

You don't have to be a coding genius to run an online business. But if your relationship with technology is one step away from smashing your laptop out of frustration, we've got a problem.

Tech isn't just a "nice-to-have" in online business - it's the backbone of everything. If you can't navigate the basics, you're not running a business. You're just setting yourself up for a tech-induced meltdown.

The good news? You don't need to become a full-fledged programmer or an IT wizard. **But you do need to know your way around the essential tools.**

Otherwise, you'll waste hours googling how to do simple tasks, panic every time something glitches, and pay way too much money for things you could have handled yourself.

Tech isn't out to get you. It's just a tool. And like any tool, once you know how to use it, it stops being scary and starts being your secret weapon.

The Essential Tech Skills Every Online Biz Owner Needs

Why It's Important

You wouldn't try to open a restaurant without knowing how to use a stove, right?

Same rule applies here. An online business runs on tech, and if you don't at least understand the basics, you'll be lost, frustrated, and dependent on other people for every little thing.

That's not a business.

That’s a tech hostage situation.

The good news? The basics aren’t hard. You need to know how to build a simple website, send emails, manage files, use business tools, and fix minor issues without hyperventilating. These are skills you can learn fast - but only if you actually try instead of assuming you’re “just bad at tech.”

Action Steps

1. Learn basic website management. If you can’t update text and images on your site, you’re in trouble.
2. Understand email marketing tools. If you don’t know how to send an email sequence, you’re losing money.
3. Get comfortable with automation. Scheduling, payments, email follow-ups - tech can do it for you.
4. Know how to troubleshoot. AI is your best friend. “Why is my website broken?” is a valid prompt.

Live the Experience

Spend one hour learning a tech skill you’ve been avoiding.

Build a practice website, set up an email list, or figure out how automation works.

Face the tech beast head-on.

Don’t just tame it, make it your friend.

Answer the Following

- *What’s one tech skill you’ve been avoiding? Why?*

- *If you mastered just one new tool this month, how would it help your business?*
- *What's the last tech issue that stressed you out? How could you learn to fix it yourself?*

DIY or Hire Help? Knowing When to Delegate

Why It's Important

Some tech tasks are worth learning.

Others? You should outsource them as fast as possible.

There's a fine line between learning useful skills and wasting time trying to master something you should just pay someone else to handle. The key is knowing which is which.

If a tech skill is essential to running your business, learn it. If it's something you'll only do once, hire an expert instead of spending 30 hours figuring it out badly. Your time is worth more than your pride.

Action Steps

1. Make a tech task list. What are the things you *must* know? What can someone else handle?
2. Set a time limit. If a task takes way too long, consider outsourcing.
3. Hire for specialized work. Need a fancy website? Let a pro do it.

4. Invest in learning the daily tech. You shouldn't have to rely on someone for every small update.

Live the Experience

Pick one tech task you're currently struggling with.

Decide: Learn it or delegate it?

Then take action immediately.

Don't wait.

Answer the Following

- *What's one tech skill that would actually save you time if you learned it?*
- *What's a tech headache you could get rid of by outsourcing?*
- *How much time have you lost trying to "figure something out" instead of just hiring an expert?*

Website, Funnels, & Automation – The Basics Made Easy

Why It's Important

Your website?

It's your business's online home.

Your funnels? They guide visitors into paying customers.

Your automation? It saves you from doing repetitive tasks manually like some kind of digital caveman.

Most new entrepreneurs overcomplicate this. You don't need a fancy, expensive website to start. You don't need a ten-step funnel that looks like a maze.

And automation? It's not scary - it's just a way to make things work without you constantly pressing buttons.

Action Steps

1. Build a simple website. If it has your offer, contact info, and a way to buy, it's enough.
2. Create a basic sales funnel. No complex madness - just a simple way to turn visitors into buyers.
3. Set up at least one automation. A welcome email, an abandoned cart reminder - something that runs without you.
4. Stop overthinking it. Simple tech done right beats complex tech that never gets finished.

Live the Experience

Set up one piece of automation today.

An email sequence, a payment process, a scheduling tool.

See how much easier life gets when tech does the work for you.

Answer the Following

- *What's one thing in your business that could run automatically if you set it*

up?

- *How much time would you save if your systems worked without manual effort?*
- *What's one simple funnel or automation you could implement right now?*

Avoiding Tech Overwhelm – Keeping It Simple & Effective

Why It's Important

Tech overwhelm is real.

There are too many tools, too many platforms, too many options. It's sooo easy to get stuck in “research mode” forever, trying to find the *perfect* solution instead of just picking something and moving forward.

Here's a secret: The best tool is the one you actually use. The fancy software won't help you if you never set it up. Keep it simple, pick tools that match your needs, and stop chasing the latest shiny object.

Action Steps

- 1.** Pick only the essential tools. One website builder, one email tool, one payment processor. Done.
- 2.** Ignore the “next big thing.” Unless your current tool is failing, stick with what works.
- 3.** Limit your tech learning time. Set a timer. Learn, apply, move on.

4. Focus on results, not complexity. If it works, it's good enough.

Live the Experience

List every tool you're using right now.

Do you really need all of them?

Cut the ones that aren't essential.

Simplify your tech stack today.

Answer the Following

- *What's one tool you're using that might be overcomplicating things?*
- *How would your workflow improve if you streamlined your tech?*
- *What's one platform or tool you could learn to use better this week?*

Key Takeaways

- You don't need to be a tech genius - just learn the essentials.
 - Some things are worth learning. Some things are worth outsourcing. Know the difference.
 - Automation and funnels make your business run smoother.
 - Tech overwhelm is optional - simplify your tools and move forward.
 - The best software? The one you actually use.
-

Chapter 9: Think Bigger, Grow Faster – The Mindset That Changes Everything

Let's get something straight. Your mindset isn't just a warm-and-fuzzy self-help topic - it's the fuel behind everything you do in your business!

It decides whether you push through obstacles or crumble at the first setback.

It determines whether you scale big or play small and stay stuck. You can have all the best strategies, tools, and knowledge, but if your mindset isn't built for success?

You're driving 148mph with the brakes full on.

A small mindset keeps you hesitating, doubting, second-guessing. A big positive mindset? It makes you move, take action, adjust fast, and keep going no matter what. If you're always waiting for the *perfect moment*, if you keep questioning whether you're *good enough*, if you hesitate every time you need to take a risk - you've got a mindset problem.

But guess what? That's fixable. Here's how.

Scarcity vs. Abundance – How Your Thinking Affects Your Bank Account

Why It's Important

The way you think about money, success, and opportunity determines whether you grab what's in front of you or stay stuck in fear.

A scarcity mindset whispers that there's never enough. Not enough customers.

Not enough money. Not enough *you*. It makes you afraid to invest, afraid to charge higher prices, afraid to grow - because what if it *all disappears*?

An abundance mindset? **It knows there's always more - more opportunities, more money, more customers, more ways to win.** People with an abundance mindset take action faster because they're not clinging to the illusion of "limited success."

Which mindset do you think makes more money? Yeah. That's what I thought too.

Action Steps

1. Catch scarcity thoughts. When you think, "I can't afford this" or "There's too much competition," stop and reframe it.
2. Act like success is inevitable. Make decisions from a place of confidence, not fear.
3. Invest in growth. Time, money, energy - stop hoarding, start planting seeds.
4. Surround yourself with abundance thinkers. Success is contagious. Choose wisely.

Live the Experience

Every time you hesitate because of a scarcity thought, challenge it.

Would someone with an abundance mindset make the same choice?

If not, adjust and act accordingly.

Answer the Following

- *What's one way a scarcity mindset has held you back in business?*
- *What's an opportunity you ignored because you were afraid there wasn't enough to go around?*
- *How would your business change if you truly believed there was always enough?*

Self-Doubt & Imposter Syndrome – Crushing the Inner Critic

Why It's Important

Ever feel like you're not qualified to do this?

Like you're faking it and someone's about to expose you?

Like everyone else knows what they're doing and you're just making it up as you go?

That's imposter syndrome, and guess what? Everybody has had it at least once in their life...

... even the most successful people on the planet. The difference? They don't let it stop them. The only real imposters are the ones who *never try in the first place*.

Action Steps

1. Keep a success journal. Write down every win, big or small.

2. Stop comparing yourself. Everyone is figuring it out as they go.
3. Remind yourself: confidence is just consistency. The more you do, the more you believe.
4. Fake it 'til you make it. Confidence comes from action, not waiting to feel "ready."

Live the Experience

Write down three things you've accomplished that prove you're not an imposter.

Look at them when doubt creeps in.

They are undeniable proof you're getting better and better.

Answer the Following

- *What's something you once thought you weren't good at, but now you are?*
- *How would you act if you were already successful? Start doing that now.*
- *If someone else had your exact skills and experience, would you doubt them? If not, why doubt yourself?*

Adopting the CEO Mindset (Even If You're Just Starting)

Why It's Important

You're not *just* an entrepreneur, see.

You're a CEO.

You're THE CEO!

And CEOs think differently.

They don't micromanage every little task. They don't let emotions run their decisions. They don't waste time on things that don't grow the business. They lead, delegate, and make decisions based on long-term success.

You don't wait until you *feel* like a CEO. You act like one first - and the feeling follows.

Action Steps

1. Start making CEO-level decisions. No more *"I'll figure it out someday."* Choose. Commit. Move.
2. Delegate and automate. CEOs don't do everything themselves. Build systems.
3. Work *on* your business, not just *in* it. Step back, strategize, think big.
4. Make data-driven decisions. What's working? What's not? Adjust accordingly.

Live the Experience

For one full day, run your business like a CEO.

No small, distracting tasks.

Big-picture thinking only.

See how differently you feel.

Answer the Following

- *What's one task you're doing that a real CEO would delegate?*
- *How would your business change if you made decisions with confidence instead of hesitation?*
- *What's one system or habit you could create today to think bigger?*

Visualization & Affirmations – Not Just Woo-Woo, but Science!

Why It's Important

Success isn't just about what you do.

It's also about what you believe.

Studies show that visualizing success actually rewires your brain to make it happen. And no, this isn't just wishful thinking - it's neuroscience.

When you see yourself winning, your brain starts working toward it as if it's already real. It's like tricking your subconscious into believing success is inevitable!

And you know something?

Depending upon how you approach it...

It is.

Action Steps

1. Visualize your future success. Every day, picture yourself achieving your biggest goals.
2. Use affirmations that feel real. No "I am a billionaire" nonsense - stick to powerful, believable statements.
3. Focus on the feeling of success. What would it feel like to reach your goal? Tap into that.
4. Write your future success story. If you had already "made it," how would you describe your journey?

Live the Experience

Every morning, visualize your success for five minutes.

See it.

Feel it.

Then go make it happen.

Answer the Following

- *What's one belief about success you need to change?*
- *If you knew without a doubt that you'd succeed, how would you act differently?*
- *What's one small daily habit that could reinforce a bigger mindset?*

Key Takeaways

- Your mindset determines your results. Think small, stay small. Think big, grow fast.
- Scarcity thinking keeps you stuck. Abundance thinking pushes you forward.
- Imposter syndrome is normal. The successful push through it anyway.
- A CEO mindset means making decisions like a leader.
- Visualization isn't magic - it's training your brain for success.

Chapter 10: Set Realistic Expectations – So You Don't Quit Before You Win

Starting an online business is exciting!

You're filled with big ideas, unstoppable energy, and the belief that you'll be rolling in cash in, oh, about 30 days.

Maybe less if you "hustle hard."

Then reality smacks you in the face.

Things take longer than expected. That first sale doesn't magically appear. You realize that business success isn't a get-rich-quick scheme - it's a slow-cook, marinate-in-the-struggle, put-in-the-reps kind of deal.

Most people fail in business not because they're incapable but because they expected it to be easier, faster, and less frustrating.

Read that again now, 3 times.

Most people fail in business not because they're incapable but because they expected it to be easier, faster, and less frustrating.

Most people fail in business not because they're incapable but because they expected it to be easier, faster, and less frustrating.

Most people fail in business not because they're incapable but because they expected it to be easier, faster, and less frustrating.

When reality doesn't match their fantasy, they assume they're failing. They're not! They're just in the messy middle, where 99% of people quit.

This chapter? **It's going to make sure you're in the 1% that sticks it out.**

Because if you keep going while others give up, you win by default.

Success Takes Longer Than You Think – And That's Okay

Why It's Important

If you expect success to happen in a few weeks or months, you're setting yourself up for disappointment.

The businesses you admire? They took years to get where they are!

The problem is, you only see the highlight reel.

You don't see the sleepless nights, failed ideas, endless tweaks, and moments of panic.

See, most people overestimate what they can do in six months but underestimate what they can do in three years.

If you treat your business like a long-term game instead of a short-term sprint, you'll be ahead of 99% of people who quit when things don't happen fast enough.

Action Steps

1. Adjust your timeline. Think years, not weeks. Give yourself room to grow.
2. Track your small wins. Every step forward matters - even if it's tiny.
3. Stop comparing yourself to people who are ten years ahead. Focus on your lane.
4. Expect setbacks. They're part of the process, not a sign to quit.

Live the Experience

Look up any successful entrepreneur's backstory.

Count how many years it took before they hit it big.

See? You're not behind - you're just in the early chapters.

Answer the Following

- *If you knew success would take three years, how would you pace yourself differently?*
- *What's one small win you've had that proves you're making progress?*
- *What's the longest you've ever stuck with something? How did it pay off?*

Your First Year is for Learning, Not Just Earning

Why It's Important

Everybody wants quick wins, fast money, instant results.

But the first year of business?

My gosh, it's HARD!

It's not just about making cash - it's about learning HOW to make cash. That means experimenting, failing, tweaking, and figuring out what actually works.

This is the "awkward teenager phase" of your business.

You're growing, but you're also stumbling, making weird mistakes, and occasionally embarrassing yourself. That's normal. Expecting to have everything figured out right away is like expecting a baby to walk out of the womb.

Alas, that isn't happening. Ever.

Action Steps

1. Make learning a priority. Every failure is a lesson, not a defeat.
2. Treat your first year like a business school. Test ideas. Track results. Improve.
3. Be patient with yourself. Nobody nails it on the first try.
4. Focus on building skills, not just making sales. The better you get, the more money follows.

Live the Experience

Look at the past three months of your business.

What's one thing you know now that you didn't when you started?

That's progress. Keep stacking those lessons.

Answer the Following

- *What's a mistake you've made in business that actually taught you something valuable?*
- *If you treated your first year as a learning phase, how would that change your expectations?*
- *What's one skill you've improved since you started?*

You Will Work More Than You Expect (At First), But It Gets Easier

Why It's Important

A lot of people start a business because they want "freedom." Less work.

More vacations!

Passive income flowing in while they sip piña coladas. That's the goal, but here's the catch: the beginning is the hardest part.

The early days of business? They're a grind.

You're learning, testing, fixing, adjusting. You're putting in more effort than you'll get paid for. But if you stick with it, things start to compound. Processes get smoother. Sales get easier. What felt impossible six months ago?

It's second nature today.

Business gets easier, but only if you push through the hard part.

Action Steps

1. Expect to work harder now so you can work less later.
2. Create routines and systems to make things smoother over time.
3. Recognize that discomfort = growth. If it's hard, it means you're getting stronger.
4. Remember: You're building something that will eventually run without you.

Live the Experience

Write down one thing that felt overwhelming when you started but is easy now.

That's proof that effort pays off.

Just think what this list will look like next year at this time.

Answer the Following

- *What's a skill or task that used to take you hours but now feels effortless?*
 - *How much easier would business feel if you focused on one thing at a time?*
 - *What's one system you could create to save yourself time in the future?*
-

Managing Expectations So You Don't Burn Out

Why It's Important

A lot of people burn out because they expect overnight success.

When things don't happen fast enough, they panic. They start making bad decisions out of frustration - jumping from one idea to another, overworking themselves, or quitting altogether. Eeek!

The key to long-term success? **Sustainable effort!**

Knowing that every small step adds up, even when you can't see the results yet.
The only way to fail? Stop showing up.

Action Steps

1. Set realistic business goals. Growth takes time - plan accordingly.
2. Celebrate small wins. Every step forward matters.
3. Take breaks before you burn out. Rest isn't a luxury - it's fuel.
4. Remember: The people who win are the ones who stick around.

Live the Experience

Think about something in your life that took years to master.

A skill, a habit, a relationship.

Success in business works the same way.

Keep going.

Answer the Following

- *What's something you once thought was impossible, but now you can do?*
- *How would your expectations shift if you knew for sure success was coming?*
- *What's one thing you can do today to make your business journey more sustainable?*

Key Takeaways

- Success takes longer than you think, but that's normal.
- Your first year is for learning, not just earning.
- The beginning is hard. But it gets easier.
- If you expect business to be perfect and easy, you'll quit too soon.
- Consistency wins. If you keep going, you beat 99% of people.

Closing: The Business You Want is Waiting - But Only If You Keep Going

So, here we are. You've made it through every chapter, every strategy, every brutal reality check.

If you're still here, that means you're serious about building something real.

And that? That already puts you ahead of 90% of people who just “think” about starting a business but never actually take action!

Now, let’s talk about what happens next.

Because here’s the deal - reading this book won’t change your life. Taking action will. You can absorb all the information in the world, but if you don’t actually apply it, nothing will change.

You’re standing at a crossroads right now. You can:

- Put this book down, do nothing, and stay exactly where you are. Keep dreaming, keep planning, but never actually move forward.
- Take what you’ve learned, start imperfectly, make mistakes, and grow into the business owner you want to be.

One of those choices leads to regret. The other leads to freedom.

Which one are you going to pick?

Here’s what I can tell you from experience: The only people who fail are the ones who quit too soon. Every successful entrepreneur you admire? They were once exactly where you are - unsure, overwhelmed, full of doubt.

The difference? They kept going when most people stopped.

And now, it’s your turn.

So go forth and take action! Make mistakes. Learn from them. Adjust. ‘

And keep showing up.

Because if you do that? The business you want isn’t just possible - it’s inevitable.

See you at the top! 

What You Have Learned



You've just learned the actual REALITY of building a business online.

Gnope, it's not all sunshine and unicorns... it's hard hard HARD work until you get those processes in place so work starts to get easier, you start to earn more and more, and suddenly...

The business you desire is the one you are now actually running.

Good stuff!

But we're not done yet! Now it's time to move to:



Your Next Steps



Your next steps are to DO!

Start from the beginning again, and go thru this book but this time...

... make sure you already have answers to the questions that each chapter had asked you.





Seriously decide the direction of your business and then...

Make it happen!

Remember, ideas are just that. IDEAS.

It's the action that counts.

The ball is in your court...

 Go out and score a 
 winning touchdown today! 

Conclusion

Hope you enjoyed it grand!

And don't forget to network with us at:



<https://www.facebook.com/groups/theiminsidetrack>

We'd love to hear from you!

About DAB Coaching, DennisAndBarb

Just who ARE these two modern legends who could give the stars of *"Hobbs and Shaw"* a run for their money? Well! Let's begin with Dennis the Dignified:



**Dennis
Becker**

Dennis Becker

Dennis has been online since he started his first eBay business in 1998, and in 2002 started my first Internet marketing business. But 2005 was the year things actually 'clicked' for me and he set up multiple streams of income by focusing on repeatable, sustainable business methods and strategies. He's still doing that today and earn six figures a year from his online business.

He's written over 50 books, set up numerous membership sites, and now devote most of his time helping others do what didn't come so easily to me in the beginning.

And Barb the Caffeinated? Behold!



**Barb
Ling**

Barb Ling

Barb has been supporting her family via the Internet since 1998. Her first product was the only 5-Star recommended resource by Inc. Magazine. She is the author of over 100 ebooks and specializes turning 'complicated' into 'simple'. She also excels in being more creative than MacGyver on a Good Day. 😊

Between us, we've authored 100s of books and courses, supported our families for over 25 years each doing what we now teach, and combined to form one of the top group coaching programs for those looking how to profit online.

And if you're wondering what other goodies we might have, mosey on over to:

Appendix 1: Free Business Goodies

1. Free Email Marketing and Automation Tools

Title: "The 8 Best Free Email Marketing Services in 2025"

Source: Zapier

Link: <https://zapier.com/blog/best-free-email-marketing-service/>

Summary: Highlights free email marketing tools like Brevo (300 emails/day), Mailchimp (500 contacts, 1,000 emails/month), and Sender (2,500 subscribers, 15,000 emails/month). Includes Zapier's free tier for basic automation, connecting email campaigns to other tools like CRMs or Canva.

2. Free SEO and Competitor Analysis Tools

Title: "11 Free SEO Tools Every Marketer Should Use in 2025"

Source: Semrush Blog

Link: <https://www.semrush.com/blog/free-seo-tools/>

Summary: Lists free SEO tools including Google Search Console (site audits), Google Trends (keyword research), and Ubersuggest (competitor analysis for keywords and backlinks). Ideal for optimizing content and analyzing competitors' strategies.

3. Free Video Marketing and Social Media Analytics Tools

Title: "7 Free Video Marketing Tools to Boost Your Brand in 2025"

Source: Hootsuite Blog

Link: <https://blog.hootsuite.com/free-video-marketing-tools/>

Summary: Features free video tools like Canva (video editing), Vidyard (25 free videos), and YouTube Studio (video analytics). Hootsuite's free plan adds basic social media analytics for up to 2 accounts, tracking engagement beyond scheduling.

4. Free Broad Digital Marketing Tools (Including Ad Creation and Analytics Dashboards)

Title: "15 Free Digital Marketing Tools to Grow Your Business in 2025"

Source: NinjaPromo

Link: <https://ninjapromo.io/free-digital-marketing-tools-2025/>

Summary: Includes Google Analytics (SEO/analytics dashboards), Buffer (automation), Canva (images, video clips), MailerLite (email/CRM with 1,000 subscribers), and Google Ads Keyword Planner (ad creation and keyword research). Covers multiple marketing needs with free options.

5. Free Writing, Copywriting, and Customer Feedback Tools

Title: "10 Free Writing Tools for Marketers in 2025"

Source: Content Marketing Institute

Link: <https://contentmarketinginstitute.com/free-writing-tools-2025/>

Summary: Offers Grammarly (basic editing for Kindle/copywriting), Hemingway App (readability), and Google Docs (collaborative writing). Suggests Google Forms for free customer feedback to refine content or campaigns.

6. Free AI and Copywriting Tools

Title: "14 Free AI Tools and Free Copywriting Tools to Save You 100+ Hours of Work"

Source: Mailmodo

Link: <https://www.mailmodo.com/free-ai-copywriting-tools/>

Summary: Features Copy.ai (AI/copywriting for marketing/Kindle), Jasper.ai (free features), and Mailmodo AI Writer (email copy). Mentions HubSpot (CRM) and Canva (images), blending AI and copywriting with other marketing tools.

7. Free Creative Assets (Images, Video Clips, Music, Soundbites)

Title: "12 Free Stock Photo and Video Sites for Marketers in 2025"

Source: Buffer Blog

Link: <https://buffer.com/resources/free-stock-photo-video-sites-2025/>

Summary: Lists Unsplash (free images), Pexels (images and video clips), and Mixkit (video clips and music). Perfect for marketers needing visual and audio assets, with Buffer tying in automation for distribution.

8. Free CRMs, Landing Page Builders, and Advanced Keyword Research

Title: "9 Free CRM Tools to Supercharge Your Marketing in 2025"

Source: HubSpot Blog

Link: <https://blog.hubspot.com/free-crm-tools-2025/>

Summary: Includes HubSpot (free CRM/email), Flowlu (project/CRM combo), and Freshsales (free tier). Suggests Carrd (free landing page builder) and Keyword Tool (free version for long-tail keywords), filling gaps in lead management and research.

9. Free Writing Templates

Title: "1511 Free Google Docs Templates"

Source: DocsAndSlides.com

Link: <https://docsandslides.com/google-docs/>

Summary: This site provides over 1,500 free, editable templates primarily for Google Docs, but many are downloadable in Word (.docx) and compatible with Open Office due to their standard formats. It includes templates for resumes, invoices, brochures, and more—covering business, personal, and marketing needs. You can edit online in Google Docs or download for Word/Open Office, making it a versatile hub for your template needs.

10. Free Email Tools Resource (Spam, Cold Email, Follow-Ups)

Title: "Free Email Tools"

Source: Mailmeteor

Link: <https://mailmeteor.com/tools/>

Summary: Offers a suite of free email tools including a Spam Words Checker (detects spam triggers), AI Email Writer (generates cold emails), and Subject Line Tester (optimizes open rates). Not an ESP, but a collection of utilities to enhance email outreach, including cold emails and follow-up prep—perfectly aligns with your request. And speaking about eMail ... check out these resources as well.

1.) Deliverability: High inbox placement and spam avoidance. Click HERE for more!	2.) Automation & Personalization: Robust workflows and tailored messaging. Click HERE for more!
3.) Segmentation: Flexible tools for precise audience targeting. Click HERE for more!	4.) Ease of Use: Simple, intuitive interface. Click HERE for more!
5.) Analytics & Reporting: In-depth insights for optimizing campaigns. Click HERE for more!	6.) Integrations: Connects seamlessly with CRMs, eCommerce, etc. Click HERE for more!
7.) Support: Accessible, reliable customer service. Click HERE for more!	8.) Templates & Customization: Ready-to-use, adaptable designs. Click HERE for more!
9.) Mobile Optimization: Mobile-friendly design and testing. Click HERE for more!	10.) Compliance & Security: GDPR-ready and secure. Click HERE for more!

Cool!

Next, let's check out:

Appendix 2: DAB Insiders

Greatest Goldmine Of “Shortcut Knowledge” Ever Crammed Into One Easy-To-Navigate Members Area...

“Watch This Couch-Potato “Menace” And His Zany Caffeinated Partner Expose The Good, The Bad And The Ugly On Their 6-Figure Businesses!”

Access Cutting-Edge Insights And Ideas, Including “Arm-Twisted Benefits From Friends” Exclusive To Those On The Inside

Hello. I'm Dennis (the menace) Becker, and along with my brilliant partner Barb Ling, we've been around these parts for quite a while, actually since the last century, so we've seen good times and bad times multiple times.

While I'm mainly known perhaps for publishing well over 50 eBooks, starting with “5 Bucks a Day” in 2006, which is why I'm universally known as “the 5 Bucks Guy” but I'm actually more passionate about creating and building membership sites and communities.



**Barb
Ling**



**Dennis
Becker**

You truly have to see it to comprehend the insane value offered at such a loooow price....

<https://askblings.com/dabi>

Appendix 3: Looking for a New eMail Platform?



Looking for an utterly awesome mailing platform, jam-packed with profitable goodies?

We're talking No Limit eMails (I'm a very happy customer meself!)

Not only does it have all the features of Active Campaign, it ALSO provides you: **Live**

Conferencing

- Dedicated IP Warmup
- Spam check/Spam avoidance
- The ability to import and email unlimited leads and turn even the *coldest* (brrrr!) leads into buyers
- Unlimited emails, unlimited subscribers, unlimited lists, unlimited live streams
- Drag and Drop Builder, Unlimited Automations...
- MORE!

Please ignore typos – English is NOT the designer's first language

[Click HERE to check it out!](#)

[See the Daily YT Lives Here!](#)

Oh, and our community itself is top-notch – we share what we learn and the product creator is available morning, noon and night

(no idea if the man actually even sleeps. 😊)

Finally, Remember:

Money

Likes Speed.

So get UP to Speed...

Starting Today!

