

# "The Ultimate Success Formula Revealed!"

## Transcript Of Audio

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Dear Valued Subscriber,

Hi, it's Ewen here and I just want to share some things with you today that may help you in one way or another...

You see, I've received emails from subscribers saying they STILL do not know what to do or where to start, even after all the information I've given time and time again.

For example, if you had listened to, AND applied my last 12 minutes audio content on "The Truth About Making Money Online" available at <http://www.ewenchia.com/truth> then you'll no doubt have cleared your thinking. In fact I'm pretty sure it has helped you to a certain extent.

Now this is what I tell my offline coaching clients who pay me \$10,000 - \$15,000 for consulting...

To succeed online or to succeed at anything you want, you need to practice 3 principles diligently. These 3 principles are:

1. **Focus**
2. **Commitment**, and
3. **Consistency**

While it's not a 'one size fits all' approach, it will definitely be helpful in helping you reach whatever goals you have, especially when it comes to your internet business.

All 3 factors, principles, work together, and while they sound simple, they are the real 'secrets' to success, if there ever were secrets.

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Focus is critical because it helps you to cut out information overload and speeds up your progress. You've all kinds of opportunities available online, some work some don't. But it's your job to stick to ONE when you find something that truly works.

Allowing yourself to be distracted looking for the next 'easy way out' or overnight riches program is just going to put you deeper into failure.

I'm not saying other programs don't work, but if they are going to distract you from the big picture of your internet business, then it's better not to go for them.

However if these programs are going to enhance or help your business, then use them.

Always have a main program, main business and main market for your core business model. All other tools and resources are additions to help your business grow or to add in secondary income streams for you.

For instance, tools to help your Adwords campaigns are useful because it enhances a crucial component of your business, which is traffic and lead generation.

Focus is also about focusing on what you need to do to move your business forward, for example focusing on your goals and 'to-do' list.

Commitment then comes in - because you've to be committed and motivated to work on your business and work on your goals.

For example, commitment means choosing to write an article as you planned for the day instead of wasting your time in front of the TV. I know it can be very boring, but anything worthwhile requires you to work on it.

This is a very real fact of life.

One way to look at it is - if you're really committed to your own success and to your family, then you'll be automatically motivated to see things through.

Next, consistency ties in very closely with both focus and commitment. Don't be excited one day and think of giving up the next because of some minor set backs. Set backs are normal, the important thing is to learn from them and not repeat the mistake a second time.

If there's one thing I've realized after all these years, and after all the ups and downs, it's not to give up. Try, try and try again, you'll eventually get it right.

The journey is not as important as finally reaching your destination.

So, you have got to be consistent in your actions and consistent in your commitment to your goals to produce real results.

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In fact after everything I've said, you'll realize that I'm trying to tell you that this is a system you can, and SHOULD use for your own success.

I've summarized these into a simple formula which will help you tremendously, and I've called this the "**Ultimate Success Formula**". This formula is:

### **Focus + Commitment + Consistent Action = Final Success**

This is my own personal formula for success which I've applied to everything I've done and I want to share it with you. It's proven to work and will work for you if you work on it.

You can apply this formula to anything. Be it learning a new skill, learning how to create your own website or learning how to build a list.

For instance, many people who are new have a fear of building their own websites, even though it's necessary if they want to make money online. They say it's beyond them even before trying. It's a fear they choose not to face.

Now there are tons of free and paid website building tutorials available online. They are everywhere. What's stopping you from learning from them and actually getting your feet wet?

Apply focus, commitment and consistent action to this goal and you'll be able to learn your own website creation skill very quickly. Plus this will be a skill you can monetize from for life.

Remember, the key word here is learning.

You need to understand that it's all about learning. It's all about educating yourself and applying the knowledge.

This is the **ONLY** way to move forward and get results. Nothing's gonna happen if you just sit back and expect people to do everything for you - because it will likely not happen.

And this is true even for business owners, don't expect your employees to do everything for you, don't depend on them to grow your business because they won't do it. It's not **THEIR** business, it's **YOUR** business.

Some people blame everyone but themselves. This is a minority group thankfully. They buy a product, a genuine product and expect a magic pill. When they don't see results, they refund and send accusations that it's all a lie.

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During this process, these people forget that it's all about learning, educating and applying information. Even magic pills, if they are real, requires you to get up, take a glass of water and swallow them.

Two people will have every different results from the same product depending on their mindset.

And the successful person will focus and commit to getting these results. He or she will see it as a responsibility to do so because no one else is going to do it for them if they don't help themselves.

These are people who are sure to succeed. They know what to do with the information they have, they know they need to focus and commit and apply consistent action to get their results out.

For example, my products contain proven information that works, and if you are a 'sure to succeed' kind of person, then you'll benefit from them.

If you are not, then it's about time you start being one because this IS the secret key to getting everything you want in life.

Everything requires some sort of investment, be it in money, time or effort. Nothing worthwhile and long lasting will happen overnight, and this is especially true when you want to build a real, long-term business online.

Now, there's one more principle I want to share with you too, and it's called **Innovative Thinking**.

What is Innovative Thinking you may ask? It's simply a mindset you can adopt that will help you come up with unique and innovative ideas for your business and your products.

Innovative Thinking when applied will set you apart from the crowd, make you unique, get you more sales and net you more joint ventures. It's very powerful and it's something I've been using for a very long time.

A very simple example of how I applied this concept is in one of my earliest products, Mini Ebook Secrets at [www.miniebook.com](http://www.miniebook.com).

I'm sure you have heard of the term Mini Ebook and it has become a permanent jargon in Internet Marketing. So how did I apply Innovative Thinking here?

The innovation is in the term Mini Ebook, which was just a name I created to set my product apart from the rest and make it unique.

Essentially a mini ebook is a special report, but notice how a simple name change can have dramatic impact in the product and sales for the long-term?

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The best way to approach Innovative Thinking in your business is to ask yourself some very simple questions, for instance:

1. How can I find a unique angle for my product?
2. How can I be different from all my competitors?
3. How do I position my business and my brand in the marketplace?
4. What must I do to dominate my market?
5. Can I come up with something different and creative that will set me apart from my competitors, and so forth...

Asking yourself such questions will force you to think innovatively. And by doing so, you can create incredible growth and profits for your own business, or whatever you want to do.

I get many joint venture offers and very few of them hit the mark when it comes to the products being innovative. You need to apply this principle in your business. Do not be just another AdSense or private label offer, learn to be different instead.

So apply Innovative Thinking in your business, and apply the "Ultimate Success Formula" of Focus, Commitment and Consistent Action immediately. It's the best thing you'll ever do!

This is Ewen signing off, I hope you've benefited from this information. Thank you.

Respectfully,

*Ewen Chia*