

A Step Rarely Discussed

There is a step rarely discussed

-- a single step everyone must take before they can earn serious profits from any business. I like to call it shifting into First Gear. And today I'm going to show you exactly what this means, and why you must take this step

We all know that every successful Internet venture requires a product or service, a website, an email marketing campaign and more. But before all those important steps can be put into place, something has to happen INSIDE OF YOU first.

In some people it just happens. You transform from a person who is programmed to work hard, in most cases as an employee -- into a person who works smart -- inspired to be creative, and self-employed.

That, ladies and gentlemen, is First Gear. Once you've achieved it, you're on your way.

Unfortunately, most folks never get out of neutral. In fact, some people are more than happy to stay there indefinitely. That's because neutral can be comfortable. After all, there are very few risks or changes when you're not moving forward.

Here's what "Neutral" feels like...

1. Getting up early every morning in most cases, with the aid of an alarm clock.
2. Going through your morning routine, striving to get to work on time.
3. Stopping for a cup of coffee on the way to work and thinking about, or in many cases, dreading your upcoming day.
4. Doing what you're told or what's expected of you for eight or so hours until the clock hits quitting time.
5. Going home and settling in for some TV time before you go to sleep, so you can wake up and do it all over again.

Sounds a bit mundane, perhaps even boring, eh?

Believe me, it can be if you let it. I know, because I was stuck in neutral. Neutral was all I knew. That is, until I answered a classified ad from a magazine and was introduced to the world of self-employment. Although that particular ad did not turn out to be my answer, my action was. Yes, that day something woke up in me and I shifted into first gear.

Here's what "first gear" felt like to me...

1. Getting up early every morning and writing down an idea or two about how to become self-employed.
2. Getting inspired by the world around me and recording my new ideas.
3. Putting in maximum effort at my job until the clock hit quitting time, just to test my ambition and drive.
4. Recording more ideas and dive into the adventure of creating a website and having a home based business.
5. Trading my nightly TV time for 3-4 hours on the computer researching niches, entering my ideas and creating my projects.

Now, wouldn't you agree that's not too different than neutral? I mean, I did not quit my job and I still had lots of time to do what I wanted. I simply motivated my brain to be more creative and use my time more wisely and enjoy the adventure. Imagine the thrill of your first client. It will boost your mood. It will give your life a lift.

Actually, today I like to think of my current gear as "still upshifting". I get up without the help of an alarm clock. I have time for the kids and relax, read the paper…. Finally, when I feel like it, I work a few hours on the computer. It may be in the afternoon or at night, but the main thing is this... I fit work in around living, not the other way around.

It's a lifestyle I never dreamed I'd achieve when I was stuck in neutral. But it happened because IN ONE MOMENT I made the conscious decision to shift out of neutral into first gear.

And that folks, is the step that most people never take.

So today I want you to answer just one question... are you stuck in neutral?

Or do you want to dive into the adventure and boost your mood. Dare to live your dreams.

There are lots of gurus on and off the web. Just remember this... no matter who you choose to listen to, the main thing is that you take that first step in the right direction -- first gear. That's the key to success - taking the first step and getting started. Why not do it today.

I wish you lots of success and see a relaxing, rewarding lifestyle in your future.

To your online marketing success.

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