

INFO OVERLOAD KILLER

By: Mark Bowens

Table of Contents

Introduction	4
A Winning Mindset	6
Step 1 - Create Clarity and Define Goal.....	7
Step 2 - Identify All The Obstacles.	8
Step 3 - Turn Obstacles Into Tasks and Evaluate Resources.....	9
Step 4 - Reorder Tasks and Determine Timeframe.	10
Step 5 - Create the Plan	11
Google Calendar	12
Step 6 -Time to Take Action	13
Step 7 -Managing and Measuring.....	13
Conclusion	15

Legal Stuff

Terms of Use

You may not resell this report. You may not distribute or share this document.

Liability Disclaimer

By reading this document, you assume all risks associated with using the advice given below, with a full understanding that you, solely, are responsible for anything that may occur as a result of putting this information into action in any way, and regardless of your interpretation of the advice.

Copyright 2010

Introduction

I wrote this report because I know what it feels like to be overwhelmed with information. I have jumped from course to course looking for that one special trick that will make me millions.

I have learned that if you **focus on nothing you will be overwhelmed by any and everything.**

Information overload comes from a lack of clarity and a lack of focus.

This report will help you to focus on what's important in your business. It will show how to make a roadmap to success.

I have implemented these strategies in my business with positive results.

I can't promise you a million dollars a month with this report because I don't make a million dollars a month...yet.

However, I do know if you follow these 7 steps you will know exactly what you need to do each and every day to reach your goal, and how to do it.

Before we get into the actual meat of the report there's something I have to tell you.

If you can grasp this concept you will almost immediately stop information overload in its tracks.

There is no such thing as a “magic bullet.”

To obtain the lifestyle you want, you have to work for it.

Yes, you have to work, even in internet marketing!

The good news is if you accept that fact that you have to work to be successful. You will no longer be attracted to the get rich quick garbage that is flooding the internet right now, and that will eliminate 99.9% of your problems.

Some people will read this and say they have no time to plan.

Billionaire T. Boone Pickens was once quoted as saying,

“An idiot with a plan can beat a genius without a plan.”

What about the idiot without a plan? I'm not saying you are an idiot, but it will be that much harder if you are not a genius.

We will begin with our mindset because our minds dictate our actions. Let's get into it.

A Winning Mindset

Do you watch boxing or mixed martial arts? Have you ever heard a fighter say, "I know I can't win but I just loved being punched in the face?"

All joking aside, these guys believe they can win, despite the odds against them.

How dangerous would it be for a fighter to get into the ring unsure or unfocused?

My advice to you is to believe you can win and be sure of it, because just like the mixed martial artist, your life is at risk.

I don't mean you're going to physically get beat into submission, but you risk never having the life you want. You risk not having a lifetime of happiness and fulfillment.

I'm not going to tell you that positive thinking will make you rich or guarantee success, but I will say if you don't believe in what you are doing, you will never take action.

If you never take action, you will never make money.

I promise.

Step 1 - Create Clarity and Define Goal.

What is a win for you? Is it getting 5000 unique visitors a month to your website, making \$100 dollars a day, getting on the first page of Google, or maybe it's just making your first sale online.

Dream as big as you want, but your goals need to be obtainable and measureable.

You can't make a million bucks if you don't know how to make a dollar. On the other hand ...

“...if you learn to make just one dollar you can do that one thing a million times.”

Here are some of the questions you need to answer regarding your business:

- What exactly do you want?
- What is your timeframe?
- Why is this important to you?
- Do you believe you can win? I mean really, do you?

These are just some of the questions that you will need to answer before moving on to the next step.

The important part is that you have a clear understanding of what you want.

Step 2 - Identify All The Obstacles.

In the military, information is collected or reconnaissance is done to determine the enemy's intention.

Once you have clarity on what you want, you need to identify all the things that stand in your way. You need to identify the enemy.

For example, if you are trying to build a list of 1000 people in 60 days, what stands between you and that 1000 people?

Write down everything relevant that comes to mind. I will use the list building as an example.

- I do not have a squeeze page.
- I do not have any traffic.
- I do not have an auto responder.
- I do not have a free gift for my squeeze page.
- I do not have follow up emails.

The key here is to have a complete brain dump and identify all or at least most of the major obstacles that are stopping you from achieving your goals.

Don't worry about importance or order, just create your list.

Got your list? Sweet... let's move on to the next step.

Step 3 - Turn Obstacles Into Tasks and Evaluate Resources.

Now that you have identified all these obstacles, let's turn those obstacles into task or objectives.

Example:

- Setup Squeeze page/outsource squeeze page creation
- Get traffic
 - Write press releases
 - Write articles and submit
 - Create podcasts and submit

- Create videos and submit to you tube
- Create Free Gifts
- Create four follow up messages

Asses available resources

What resources do you already have?

Maybe you already have an auto responder, and maybe you have a squeeze page template you can use.

Your resources will likely alter your task list. If you have a job and can only work on your internet business three hours, then your activities are limited by your time.

Be aware of your resources.

Step 4 - Reorder Tasks and Determine Timeframe.

Now that we know exactly what we need to do to get our 1000 subscribers, we need to organize them from most important to least important, and also assign a time that it will take to complete each task.

Example:

1. Create FREE gift - 2 hours
2. Setup squeeze page -1 hour
3. Get Traffic
 - Press releases - 1 hour to write and submit
 - Video marketing - 35 minutes to create and submit
 - Article marketing -1 hour to write and submit
 - Podcast - 30 minutes to create and submit
4. Create 4 follow up messages - 1hour

In this example, I decided the most important thing for me to do is to create a free gift, and it will also take the most time.

If one of my resources was money, I could outsource this. So again it is important to determine what your resources are.

Break down every task that needs it, like I did with the traffic objective.

You should come away with an ordered list of things to do, and an estimate of how long they will take to complete.

Step 5 - Create the Plan

Now based on your resources and available time, you need to decide what days you can get the work done.

Now we're putting together the actual plan.

Example: (3 hours a day available to work)

Monday

- 5:00pm to 7:00pm - Create Free Gift
- 7:00pm to 8:00pm - Set up Squeeze page

Tuesday

- 5:00pm to 6:00pm - Write press release and submit
- 6:00pm to 6:30pm - Create and submit video
- 6:30pm to 7:00pm - Create podcast and submit
- 7:00pm to 8:00pm - write article and submit

And so on and so on.

By this time, you should have a complete road map.

Google Calendar

I use a free resource to track my plan of action. The resource is called [Google Calendar](#). Google

calendar will allow you to type all of your task directly on a calendar.

You can also use the reminder feature to send text directly to your cell phone. It's a great resource, it's FREE and it's easy to use.

Let's move on...

Step 6 -Time to Take Action

Now that you have done all this work, there is only one thing to do. Take action.

I said it before and I will say it again, if you don't take action, you will not make money. We have something better than action we have a plan of action.

All you have to do is follow the steps that you outlined for yourself.

Step 7 -Managing and Measuring

Oh, you thought you were done? Nope. Here is where most people fail.

In the real world things come up, computers crash, family members get sick, and tasks take longer than expected.

In the 1000 subscribers in 60 days example, I may have found that two of my traffic sources were bringing in the majority of the traffic.

It would make sense for me to focus on those activities to bring more traffic.

I also could have discovered that my conversion rate was really bad. Now I have to figure out when I can work on optimizing my squeeze page, or maybe creating an entirely new offer.

This is a perfect time to get unfocused and discouraged and return to INFORMATION OVERLOAD LAND.

I call this the **Information Overload Boomerang!**

You **MUST** continually evaluate your resources and update your plan as tasks are completed. If you don't, you run the risk of doing what you feared when you began reading this report ... Nothing.

This is one of the most important steps and it's crucial that you follow through all the way to the end.

Conclusion

It's all up to you now! Focus on what you want and go get it. There is no reason that you can't obtain the success that you want.

Once you do these activities a few times it will become easier and you will become more and more productive.

You will also become more aware of all the distractions and how to avoid them.

When internet marketing gurus tell you to take action they really mean **buy my new product**.

Thinking positive is not enough. Taking action is not enough.

You must think the right the thoughts and take the right action.

So what are you going to do now?