

The
Business Opportunity
Junkie Detox



**FREE YOURSELF FROM
THE DEBILITATING EFFECTS
OF BEING A BUSINESS
OPPORTUNITY JUNKIE
PACKING UP FAILURE
AFTER FAILURE AND
START SUCCEEDING ONLINE**

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Limits of Liability & Disclaimer

The author and publisher of this e-book have used their best endeavors and judgment in preparing this information. The author and publisher in no way warrant the performance or effectiveness of any resources listed in this book. Further, the author and publishers can in no way warrant the applicability of any of the material to any individual circumstance.

All readers are encouraged to do due diligence when using any recommended resource to ensure that such resource is a good fit for their particular situation.

All referenced materials are provided for the purposes of information only and are not warranted for content or accuracy, either for implied or explicit purposes.

This book contains material protected under International and Federal Copyright Laws and Treaties. Any unauthorized reprint or use of this material is strictly prohibited and the author and publishers retain the right to pursue legal action in such cases where it is deemed a breach has occurred.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Table of Contents

The Madness and The Evidence	5
The Failing Business Model – The Underling	24
The Transition - From Failure To Success	48
The Better Path To Success – The Synergistic Model	49
Making It Happen	60
The Transition Mindset - The Final Push	63
Making The Transition – 12 Steps	65
Tools and Resources	81



The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Succumbing to online hype that result only in the accumulation of widgets is counterproductive, intoxicating and will get you nowhere except resulting in you becoming a business opportunity junkie.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Accumulating widgets is counterproductive, intoxicating and will get you no-where fast.

SECTION I – The Madness and The Evidence

Why Business Opportunity Junkie Detox?

Imagine for a minute that you make great widgets. You decide there is a market for your brand of widgets based on your research. So you go into business by opening up a small manufacturing enterprise to make and sell widgets.

You go out and buy all the necessary equipment to make your widgets. You pile them up in your warehouse. Some you unpack and have set up, some you just have lying around, unpacked and waiting for you to check them out some more. But without even doing this, you feel you need some additional stuff.

So you don't stop there. You also want to know about what other widgets you could make and market so you invite all kind of widget guys to come in and give you their best pitch every day, whether or not you have the machinery and systems in place to capitalize on what they are telling you. It doesn't matter that you have unopened machinery sitting in your warehouse to manufacture some other widget. You want to know about this other hot widget before it gets cold.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Are you are just a widget machinery accumulator pretending to be a business builder?

It doesn't even matter that you have no idea how much you will have to spend to get your fist widget into profit. You just want more widget machinery. What the heck, you are just a widget machinery guy!

Sounds crazy? Of course it is. It is mind-bending crazy. Worse, you are just a **widget machinery** guy pretending to be a widget guy. And you hope to be successful making and selling widgets, when your whole mindset is about acquiring widget machinery. There is a huge disconnect, and it is at the root of many failings online.

It repeats itself across the internet in the millions every day. In fact, this is how most online ventures get run. And sadly, this is how too many dreams get run in. This is part of what the internet has spawned – millions of widget machinery junkies who just can't wait to get their hands on the next hot widget machine.

And 90% of the time that widget machine can be classified as a money-making program. It's like telling yourself that you are a gold prospector but spend 90% of your resources, including your time, acquiring shovels to dig for gold.

The people who are going to make the money are the ones who are selling the shovels. You will never be able to find that gold until you get about the business of prospecting for gold.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

The Business Opportunity junkie accumulates widgets and keep feeding the monster.

But this is the bane of most online ventures. And it is primarily why so many online entrepreneurs have such a high failure rate. They are Business Opportunity Junkies.

So why do most online ventures get run in this manner?

Because most of us doing business online are delusional about this internet thing. We have allowed ourselves to be taken in by the hype – “build it and they will come. Put up an ad on Adwords® and start making money in 5 minutes. The internet has spawned zero cost marketing, so do not run your business like a business. Who has time for that? - Let’s get busy making millions”.

But I am not going to even assume you agree with me that this is how most online businesses are run and that this is in fact a dominant mindset.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

The evidence demonstrates that the business opportunity junkie is just spinning his wheels.

In fact I promise not to make statements in this e-book that cannot be substantiated by logic or by some evidence. This is too important an issue to engage in this type of talk.

So let us look at the evidence.

How many lists have you subscribed to over the past year?

How many e-mails from sources you hardly recognize sit in your inbox in spite of the fact that you have junk mail filter?

How many safe-lists are you a member of? And how many e-mails from these lists do you even read?

How many online business opportunities are you currently pursuing with little or no satisfactory result?

How many money making opportunities are sitting on your hard drive either partially explored or none at all?

Why is everybody e-mailing everybody else about this great program that they have found that will just spit out money? Why aren't they busy using the program?

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

The vast majority of internet marketers – maybe as much as 97% - are not making \$1000.00 online. People are tuning out.

Probably the most damning question of all - How many years have you been trying to be successful online and still a significant amount of your time is being spent doing the above with little or no success?

I will not throw out figures wildly, but it would be interesting for someone to do a survey of all the millions online trying to run a business, how many are making even \$300.00 per month, or \$500.00, or \$1000.00.

I am not a betting man but I would venture to say not more than 2-3% are even making \$1000.00 per month.

Even if I am wrong and the figures are more favorable – say 10% , how are you going to have a successful business in this type of climate where there is a 90% failure rate? Your chances are very slim.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Stop pursuing business opportunities. If you continue you are only encouraging a mindset that is going to lead to failure. Pursue goals instead.

Proof Positive – The Only Way You Are Going To Be Successful Online - Change

I promised that I would not just make statements in this e-book, no matter how true I believe them to be, and assume that you will also see them as being true. One, this e-book is about changing habits and if you are going to do that successfully, then you have to believe what you are reading. Else you simply will not see the need for change. And two, your time spent on this deserve better than that. I have a responsibility to demonstrate that even though these are opinions, they hold some truth to them. So here is why I make the above statement.

There is nothing wrong with any of the above activities – joining safe-lists, subscribing to online lists, evaluating opportunities, etc. There is a place for all of these resources and activities. This is where most people who are new to online opportunities will learn where to go next.

But you do not keep on doing that as a major activity after you open for business. Like the widget guy above, if you keep that up you are going to fail because you are not into what you do well or even what you have chosen to do, if you even made a choice in the first place. You are into shredding your resources – your money, your time, your mindset, your skills. **Do you understand the significance of that?**

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

The problem is not making the transition from evaluating to focus on your business of choice. And worse, when resources you have already bought into do not make the transition in supporting you within your chosen field but keep on providing only distractions that will just deplete you and your resources in the end. This is not how you are going to succeed.

And just like the widget guy, if you see yourself as just a widget guy, never mind the particular widget, and you are really a widget machinery guy, then all kinds of widget salesmen will come marching through your door. **And your money will keep marching out.**

Your online presence will be nothing more than you just being part of an audience for sales pitches and being a widget accumulator. Or, a **business opportunity junkie**.

That is why you fail. You position your business and resources to be taken advantage of and to be dictated to. To be a feeding tree for hucksters.

The objective of this e-book is to make it extremely unpalatable for you to continue operating in this manner.

There is just one requirement of you – read the material carefully, if you can, two or three times.

Your Way or The Right Way

If you keep on doing what you have been doing, all other things being equal, you will get the results that you have been getting. Therefore, the only way you will get any other result from this approach is if the other

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

things that are not in your control change. And since you have no control over these other things, the only responsible approach is to change what you have been doing.

You have to agree that the above statement is logically indisputable.

Right off the bat, you do not have to wonder if you should change. You already know from your own understanding of the above that you have to change if you are going to be successful online.

You must get to know and accept this truth. Maybe you do not know what to change. But do not let that stop you from accepting that you have to change your way to the right way. In fact, if you think about it, how you are now doing business is most likely not your way. You are just following some model given to you because you never stopped long enough to think about what you really wanted to do or what even made sense.

While no guarantee is given, I am convinced that if you adopt at least some of the strategies outlined later in this e-book, your rate of failure will decline remarkably and over time repeated failure will not be a part of your experience.

Will you from time to time miss your goals and make mistakes? Of course, but this time you will get back on track quickly and give yourself a real chance of being successful at what you are doing. That is not failure.

This e-book is about changing those habits and attitudes that are just stumbling blocks in your path to success.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

One of the surest ways to change old habits is to remove their power. If we remove their perceived power, then they will just become baggage that we can easily put down.

An extremely effective way to achieving this is to really face down and understand what we are in fact doing. Not what we think we are doing, but **what we are in fact doing**. Then the lights will start coming on.

For this reason, I will endeavor to write in great detail, drilling down as far as I think is necessary. You may get the concept or understand the point half-way through the argument I am trying to make. If that is so then great, but do not get impatient with the process. It is the ideas that, having sunken in, will change those costly habits that we want to get rid of. If necessary, reread a particular section and try to really let what you are reading seep into your consciousness.



The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Determining if you have a mindset problem is your first major step towards freeing yourself.

First Things, First – You

We all from time to time have issues going on in our lives that can really trip us up. If that is the case with you at this time in your life, let me tell you, you will need to find a way to shield your online activities from this.

So rather than just doing the irresponsible thing and blame bad opportunities or systems for your failure online, let us take a good look at one of your most important resources – your **mindset**.

The internet is a great place. But it can be very distracting. **If you carry too many of your negative issues online with you in trying to do your business, what you are going to end up doing is satisfying the need to be distracted.** Please read that again.

And as I have said, the internet is great for doing just that. From reading junk e-mails, e-mail jokes from your friends to checking out more online opportunities – all of these will sap your energy and rob you of your time. You cannot afford for that to happen if you are going to have success online.

I know this is true for me and must certainly be true for countless others and most likely you. So let us not pretend about this. It is what it is and we are about solving problems.

If there is a mindset issue, let us take care of it. By doing this we will set the tone to having a more healthy approach to the way we do business online.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

So how do you really know if this **mindset** thing is a problem for you?

As far as I am concerned if you answer yes to any of the following, you need to address this mindset issue. I am no therapist or psychologist or anything of the sort, but these require just common-sense to figure out if something is wrong or not.

Do you find yourself doing any of the following?

- ***Start and leave projects unfinished for no good reason.***
- ***Unable to stick to a schedule or plan for getting things done.***
- ***Quickly move to another business opportunity when you come across hurdles.***
- ***Attempting too many projects at one time and being overwhelmed.***
- ***Abandon a business opportunity just at the point at which you are about to achieve success.***

A yes to any of the above means you need to resolve this mindset issue before you even think of spending any further resources on online ventures.

Resolving in this case, does not mean getting rid of the problem completely before you do anything else. All it means is recognizing that there is a problem and starting on the necessary changes needed to counteract it.

For example, if you find yourself jumping from opportunity to opportunity then you may have to really examine what is your motivation for pursuing those opportunities in the first place.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

I am going to suggest that maybe your real motivation has little or nothing to do with success but you have unwittingly allowed yourself to become an opportunity junkie where once that initial excitement wears off you again develop this driving need for another new opportunity.

Only you can know from honestly examining your motives and feelings. But believe me, this is a very probable reason.

Do you have an appetite for novelty, or do you have an appetite for success? Hype can produce some strange appetites.

If that is the real reason, then you need to understand how this might have happened over time by you being bombarded and ingesting hype everyday and feeding an appetite for novelty instead of success. Once you understand this, a light bulb will come on.

Your next move is to slowly and deliberately change your motivations because the appetite you now have that result from those motivations is not supporting your overall business objectives and will continue to undermine them every time.

This may sound like psycho babble. I don't know that it is. I know for my part, I had to do a major realignment of my motivations when I realized where they were coming from. Once I understood that what I was doing was not in keeping with what I stated I wanted, it became much easier to resolve this particular issue.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Another matter that has plagued me is self-sabotage – in this case, moving on to a different business opportunity or venture just at the point it felt as if I was going to be successful. Crazy? Maybe, but you would be surprised how many people have this happen to them, some not even knowing that they are actually doing it.

Why was this happening to me?

I was in fear of not having the challenge any more now that I was about to meet my objectives. Again, this goes to the issue of motivation – what do you allow to motivate you and really being honest about this. Because if you are not honest with these issues, you will continue to sabotage yourself and probably not even know this.

In my particular case, success, though in my mind somewhere, was not my primary motivation. My primary motivation was the challenge. The problem with that is the challenge to do what? Because if it was not the challenge to get to a particular defined point, then the every-day challenges may just be enough to keep you going but you are not in sight of your overall goal.

You are just there enjoying some perceived challenge but missing the big picture.

You do not want that. You want the type of challenge that says you will not stop until there is a particular big picture outcome that is clearly etched into your consciousness.

Define your end game as clear as possible. When you know where the end zone is, that is where you will be driving for.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Please examine this motivation issue. Understand that the problem may not be that you are not motivated. The problem most likely is that you are being motivated by the wrong things.

Sometimes you may even believe that a particular thing motivates you. And that is what you really believe at a certain level. But if you take the time to drill down deeper, you may just discover that what you thought were your motivation is in fact not so.

Quantify your dreams and motivators. Do you want a house or do you want a 5000 sq. ft house? Make them three dimensional by adding figures.

There is something wonderful about putting figures to thoughts, quantifying stuff.

What really drives you? What do you really enjoy doing? What makes your clock tick and keep on ticking?

Whatever it is, try putting a figure to it in ways that make sense and see how your motivation becomes more powerful.

Find that one thing, accept it as yours, nurture it by doing it every day and believe me this is the easier way you are going to resolve your money problems.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Your dreams are to be taken seriously. They are as real as your everyday life before your eyes. The only difference is that your dreams are behind your eyes driving your vision.

Ok, hopefully we have been honest with ourselves about our own attitudes, motivations and mindset.

If you have been, then at this point you should be feeling a lot better about your future online prospects and your ability to make a success of it, no matter the other problems involved.

Now you know what you have to do to change things in the personal area. Be sure to write down these things, review them, and revise them if necessary, every day.

Having said that, there is one piece of advice I want to share with you. In fact I feel if I did not do this, I would be doing you a disservice because of how important this has been for me.

Take your dreams seriously. Do not be flippant about them. Roll up your sleeves and do the work necessary to support them and to bring them to fruition.

Constantly send a signal to yourself that these are important to you. Little things like just refusing the urge to watch Television when you are working on something

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

important will work wonders for your resolve muscles and building a healthy mindset. It cannot not happen.

Why does this happen? – Because your subconscious will fall in line with what you actually do and will automatically support that. Whether the action is negative or positive, that is what will get supported.

If you tend to goof off by watching TV or doing something that is not in keeping with your objectives when you are in fact supposed to be working on your business, then your sub-conscious doesn't really care that you do this. Maybe your conscience will, but not your sub-conscious. It is going to support you goofing off and that becomes more important to you over time because that is what it perceives as being important to you. It's all about the message you send to your subconscious.

Your dreams are waiting to be discovered. They are there for a reason. No one but you placed them in your heart. Ask yourself where they could have come from if not some part of you that already experienced them somewhere at some level. Now they wait to be made manifest at the same level at which your other physical faculties function.

Do not allow fear to prevent you from realizing your dreams. A beautiful thing happens when you realize your dreams – they also realize you. They do as much work on you as you have done on them, and the outcome is always great.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Be careful what fear you allow yourself to feel. Some fears will tear you down. Some will push you ahead faster.

So do not allow fear to get in the way. Of course you are going to have fears, but one thing that I have realized for myself with this fear thing, is if I am going to have it any at all I want to fear the right thing.

For example, I do not want to fear not having money. If there is to be any fear in that area, I want to fear not having the ability to make money when I need to. Because if I can find a way to obliterate that fear by acquiring the right skills and tools, then at the times when I do not have the money I need, I will not just fear because the money is not there. I will know how to make it.

Support your dreams by continuously cultivating the right mindset.

Remember, your old habits may most likely be contributing to your failings online. Habits are tough to break because you have trained all your faculties to support them, no matter if they are good or bad. If those habits are supporting you in only being a widget machinery accumulator and not making widget for your market, then you are not going to succeed without changing your mindset and shifting the winds towards your success sails.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

As a man thinketh, so he has become that which he thinketh.

To close off this section, let me quote from one of the most successful books of all time – Napoleon Hill’s “Think and Grow Rich”

“The law of auto-suggestion, through which any person may rise to altitudes of achievement which stagger imagination, is well described in the following verse:

If you *think* you are beaten you are,
If you *think* you dare not, you don’t
If you like to win, but *think* you can’t,
It is almost certain you won’t.
If you *think* you’ll lose, you’re lost
For out of the world we find,
Success begins with a fellow’s will –
It’s all in the *state of mind*.
If you *think* you are outclassed, you are,
You’ve got to *think* high to rise,
You’ve got to be *sure of yourself* before
You can ever win a prize.
Life’s battles don’t always go
To the stronger or faster man,
But soon or late the man who wins
Is the MAN WHO THINKS HE CAN!”

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Review where you are, so that you will know where to go next.

Review Notes

Use the following guided questions below to make notes on the issues from the previous section you find particularly pertinent and significant for you. This will help in clarifying your own thoughts and preparing for the next section.

What is my mindset like now? – Am I clear that what I want is what it is supporting?

What are my motivations? – Are my motivations in line with my overall objectives?

Are they in keeping with my stated goals?

Have I stated my goals in a quantifiable manner? How will I know when I have achieved each? What will the achievement of each do for me, for my thinking, for my mindset?

The Business Opportunity Junkie Detox

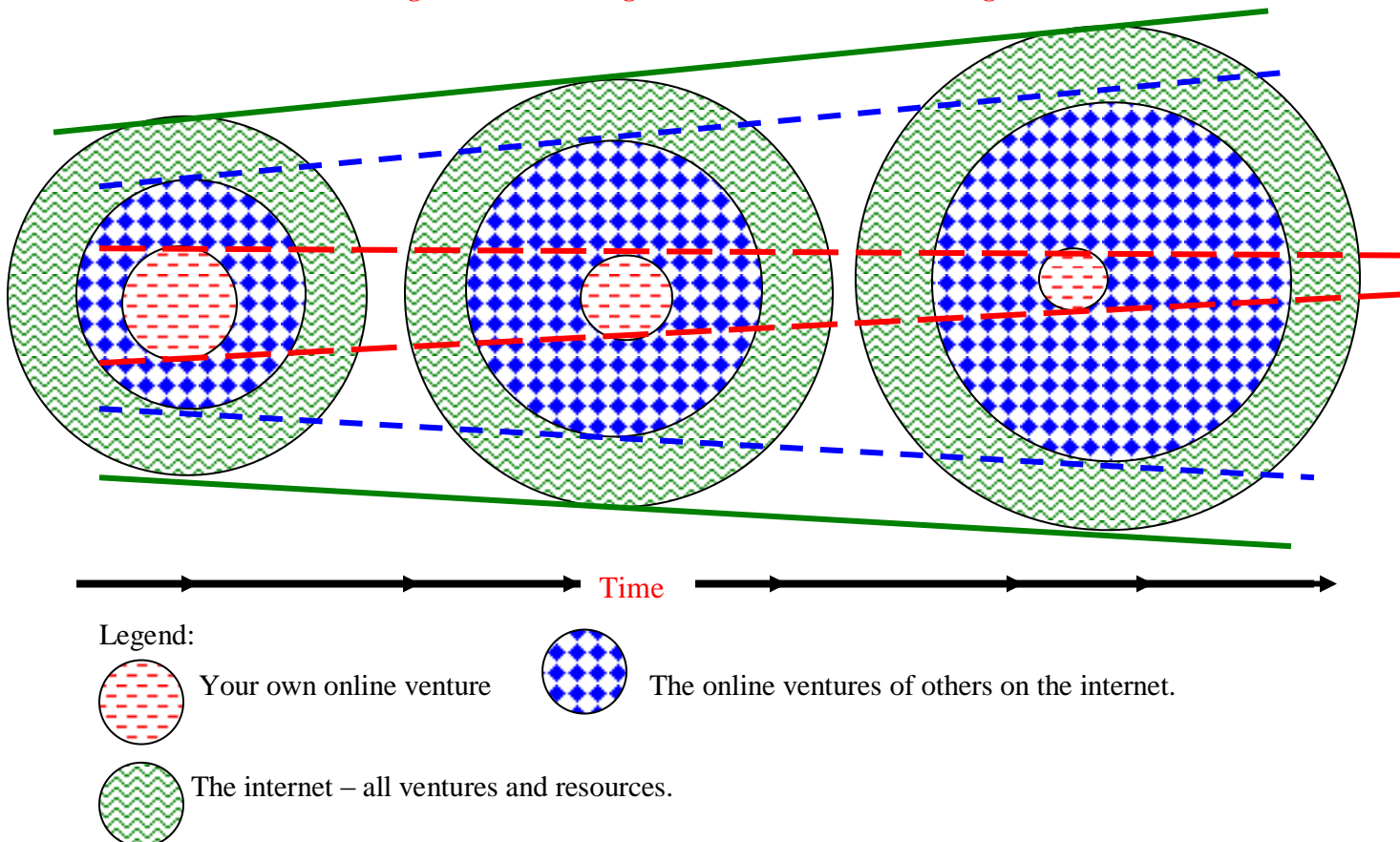
Free yourself from the debilitating effects of being a business opportunity junkie

Knowing what the problem is and facing up to it – your first big success.

SECTION II – Looking The Problem In The Eye

Study the diagram below. And study it again. Because if you do it long enough, it will give you a clear understanding of what is wrong and why so many people are failing online.

Diagram 1 – The Failing Business Model – The Underling



The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

The underling model of internet marketing and online business, puts you on a failure track and keeps you there.

What This Picture Is Telling Us

- Your online venture exists completely within other online ventures. For example, your business is solely about affiliate marketing or pursuing the business opportunities as presented by others.
- While other online ventures are growing along with business on the internet and their growth funnel is getting wider yours is shrinking.
- As all businesses move through different circles of growth and decline, yours is on a constant decline as your resources are being depleted faster than your profits are growing. If you continue along the present path, the lines that define the scope of your growth, will at some point intersect, and at that point you will be wiped out completely and have to start over again. This pattern will be repeated with each venture or business opportunity.
- The more you repeat this process, the more difficult it will be to start over and be successful as the likes of those business opportunities that have contributed to your own downfall are being marketed more and more as marketers are always reluctant to abandon what seems to be working for them.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Operating based solely on the opportunities as seen and presented by others makes it harder to buy into your very own efforts to make your ventures successful.

I know if you really understand the above, you will have a sick feeling right now in your stomach about how you have been operating online.

But let us examine each of the above bullet points. It is extremely important that we understand what each of these are really saying.

Your online venture exists completely within other online ventures. For example, your business is solely about affiliate marketing or pursuing the business opportunities as presented by others.

If your business exists only because others presented the opportunity to you, you are setting up yourself for failure. Why? Because the opportunities presented to you, if they are to bring any growth to your business, must have within them real opportunities for you and not only for the person presenting the opportunity.

What if the market for the product you are buying is weak? How do you know that without doing your own research? And what if you do not have the resources to get that product or service in front of the supposed market that is out there? Do you really have a good business opportunity here.

Most likely not.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Marketers are always going to try to capitalize on your desire to make money online and not on the needs of your business ventures.

What sounded like a great money-making idea may just be someone's idea to capitalize on your desire to make money online. In this case there is only a market for business opportunity seekers, and you just happen to be one of those unfortunate customers. No other market for this product, save for other opportunity seekers, exist for you to make money in.

Your business cannot survive many of these situations and once you have to depend on others to define market opportunities for your business, you run a high risk of encountering and getting involved in too many of the above situations that will just end up draining your resources.

The unfortunate flip side of all of this is, because of the way you position your business, you are likely to miss the real market opportunities as you are too busy focused on waiting on others to present you with these.

While other online ventures are growing along with business on the internet, yours is shrinking.

This one is dangerous as you are getting less and less competitive with dwindling resources. You cannot be successful if you do not stay in the game. Think of what is really happening here. Your business that has had so much of your personal resources transferred into it is now weaker than

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

While business on the internet is expanding, yours is declining, and your resources to keep your business running are being depleted.

than the combined strength of those resources, while the balance of your resources are getting less and less able to compete and get you on the right track.

Maybe that is not exactly the way you looked at it, but that is exactly what is happening. Anyone with enough resources can buy leads, introduce enough of those leads to a particular opportunity and by the law of averages achieve some acceptable level of success. But what happens when you do not have the resources to compete or to do this? You cannot stay in the online success game if your resources, including your resolve, are being depleted over and over again.

If you continue along the present path, the lines that define the scope of your growth, will at some point intersect, and at that point you will be wiped out completely and have to start over again. This pattern will be repeated with each venture or business opportunity.

This does not require too much explanation to realize that you have to change course. Nevertheless it bears pointing out. How many times are you going to be able to replenish your resources and start over each time a venture ends up failing? Not many. Your money would normally run out

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

If business failures occur in brick and mortar at the same rate it occurs online, it would be seen as horrendous.

before your patience but what may happen here is that your patience is likely to be the one to force you to abandon the game before you start winning.

You may go away for a few months or a few years only to return after the wounds are healed somewhat. The problem is you come back into an even more competitive and demanding environment with the same tools and attitude. You are going to end up failing again.

The truth is, if business failure occurred in brick and mortar businesses at the same level it occurs online, people would see it as horrendous. What is saving this situation time and again, are two main factors:

- 1) The rate at which the internet community is growing so the market is constantly being replenished;
- 2) Start up and operational costs for most online ventures are relatively low.

But for the above two factors, you probably would have a lot more people bailing out from trying online businesses given the lack of confidence that would result when the real situation is made known.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Internet Marketers will not abandon a winning formula – one which is failing you.

The more you repeat this process, the more difficult it will be to start over and be successful as the likes of those business opportunities that have contributed to your own downfall, are being marketed more and more as marketers are always reluctant to abandon what seems to be working.

You will not find many marketers abandoning a “winning” formula. After all, the truth is most products come up very short of expectations. Some products are plain junk. Having a winning formula with a mediocre product is a rush for some marketers. They are not going to give up on a perceived winner.

In any case, the problem is not so much the products or business opportunities, but the model of doing business.

The key lesson here is that once you are locked into this model of doing business, you are increasing your odds of failure with very serious implications for your overall business success.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

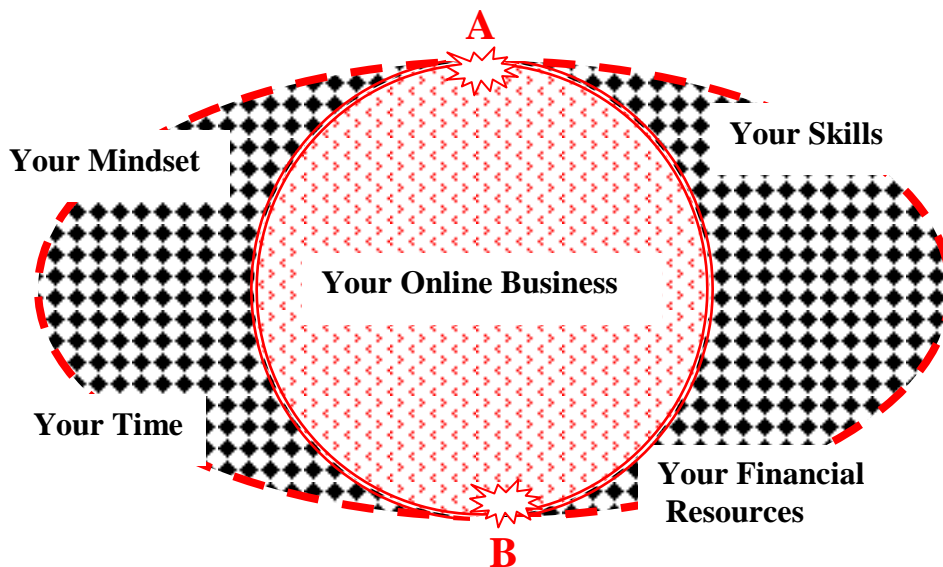
The real implications for your mindset, your finances, your time and your skills is horrendous.

Understanding The Real Implications

The implications for structuring your online business on the basis as depicted in diagram 1 are so profound that we had better try to wrap our mind around them so that they will motivate us to never attempt to do business online this way ever again.

These implications cause four very important resources you bring to your business to have a particular impact on that business.

Diagram 2 – How Your Resources Impact Your Business – With the underling model



The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

The underling model of positioning your business leads to very negligible results when you apply your resources.

This diagram depicts how your critical resources flow around and impact your online business. At crucial points, **A** and **B**, each of these, in combination, carries a different weight as it impacts your business.

Under the underling business positioning model, at points **A** and **B**, the level of impact is negligible each time. There is just an intersection with not much effect being felt. This means that momentum is hard to achieve.

To understand why this is so, you have to look at it in the context of diagram 1.

Your critical resources, your mindset, your skills, your financial resources, your time at different points impact your online business in combination directly (Points **A** & **B**). At other times they are either being rejuvenated or expended elsewhere.

Operating within the framework of diagram 1, each of these are very likely to get more and more depleted over time and at the point at which your business is impacted no measurable positive result is achieved at best and your business could even start to decline.

Let us look at the effect on each resource and the resultant damages that are likely to arise given this situation.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

In the underling model, you most likely have developed and support a reactive mindset – functioning at the beck and call of others.

Your Mindset

Because you have structured your approach to function completely as an underling of other online businesses and activities, you have inadvertently developed and now support a reactive mindset. You are in fact at the behest and mercy of others because you see your success as being dependent on the opportunities that they present to you.

The enthusiasm for your venture is based primarily on the level of excitement generated by their sales pitch. It is not coming from something that you have an attachment to. No wonder you keep jumping from opportunity to opportunity. There is no real connection to hold on to.

It is important that you really understand how this will now undermine your own efforts and leave you with a mindset that is not only dangerous for your online activities, but even for other aspects of your life.

You want to believe that you are an online marketer or run an online business, but in truth and fact you are an online consumer. That distinction is very important.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

If you are going to do business online – you have to develop and maintain the mindset of a business person. Not a mere consumer. Internet Marketers love mere consumers.

Businesses make rational buying decisions after careful thought and based on a good feel for how what they are buying fit into their business model. Consumers make decisions based on impulse and what they feel will bring them satisfaction.

The implications from behaving as one or the other for your business are huge.

Every marketer trying to sell you something online is selling you based on their perception of you as the consumer who will instinctively pick up that tempting chocolate bar at the check-out. Not as a shopper who entered the store with a list of what is required and who is going to buy only what is on that list.

If you operate with the underling model, each of your purchasing decision is most likely going to be driven by the mindset of a mere consumer. Not the mindset of a business person.

That is because your online activities are not centered around a business model but are based on a purely money-making model looking to consume business opportunities presented to you.

With this mindset you create an unhealthy level of anxiety that now drives you into irrational decisions, fragmenting your efforts, almost forcing you to jump from opportunity to opportunity, from program to program.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Operating on the underling business position model does not engage your skills sufficiently to make your efforts successful.

The end result? Your mindset, no matter how motivated and focused you were at the start, now feels unhealthy, barren and disillusioned. Your business is now more susceptible to failure because at the point at which it crosses path with your mindset, (Points **A & B**), it is likely to be subject to mediocre decisions and feeble efforts.

Do not allow your mind-set to be devastated and undermined by a flawed business concept. If you operate your online business under the “underling” model the chances of this happening to you are very high and in the end your business will fail.

Your Skills

Few of us starting out online with the intention to create additional income, or even a full time income, are going to start out with sufficient resources. And even if we did, under the flawed model as depicted in diagram 1, how would we know what would be enough anyway? It would be impossible when we don't even know what the heck we are supposed to be doing next week, not to mention what it will cost.

For example, let us say you start out with \$5000.00, whether in personal funds or maybe on a credit card. You decide that you are really going to put some effort into creating an online income. So let us examine what is likely to be the scenario.

You begin with the search engines. You enter a few keywords about making money online, or having an online business, or working from home. In the results pages you

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

pick a few sites that seem promising. Some are selling you something ,while some just want your contact information. At least that is what they want you to believe.

Most sales letters will try to get you to believe that you do not have to do any work to be successful. This can be very dangerous.

So you think to yourself, what's the harm? You sign up to a few mailing lists. You start receiving e-zines, promotional e-mails and solicitations. You receive information about multi-level programs, Google adsense, Google adwords, making it big on E-Bay, affiliate marketing, killer this and killer that. Finally you decide to check out one of these money-making opportunities by visiting the sales page or what online marketers call the landing page, which is really nothing more than just a pitch page for the product or service.

So here you are at this product landing page promising to make you rich in 30 days or promising you that you will be able to quit your job in 30 days. Just follow the steps that you will see laid out for you when you get this great money-making system. Convinced that you are now 90% on the way towards fulfilling your online dreams, out comes that credit card, you enter your payment details and hit the "Download Now" or "Get It Now" button.

Why do I say 90%? I did not just pick that figure randomly. Few sales letters will blatantly tell you that they have done 90% of the work for you. (I have seen some that claim you do not have to do any work, just give them your money.) However, the manner in which most sales letters are written is to get you to think that there will not

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

be much work involved on your part. It's plug and play income. Just hit that "Buy" button and we are on our way.

The man who thinks he will not have to work, most likely won't.

And more often than not, you make purchasing decisions because of the contents of the sales page. That is not only dangerous. That is terrible! Here is why.

Because you allowed yourself to be convinced that the system or opportunity you just bought is going to do most of the work for you, is going to put \$10,000.00 per month in your bank account in 30 days, you have deactivated, or at best, weakened your own inner faculties that you should employ in getting this system or program to work.

Remember that verse quoted from the book "Think and Grow Rich" earlier on about the man who thinks he can't? It could equally be said of the man who thinks he doesn't have to – won't.

You have already laid the foundation for your own failure by allowing your decisions to be driven by the hype. Do you see how dangerous this is?

If you don't, please take a break right here and think about what you have just read. Understand the implications for your business because this is one of the areas where we get tripped up and set the table for our own failure. Recall some of the

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

experiences you have had in the past with online business opportunities that you bought into and see if the above scenario does not accurately depict what really happened.

Do not allow yourself to be convinced that there is a magic bullet. If you believe in magic it is hardly likely that you are going to believe in yourself.

You have just unwittingly put your own skills on hold, and told them – take a hike, we don't need you right now because 90% of the work have been done.

Do not allow this to ever happen to you again. Later on, we will look at some techniques you can use to ensure you do not allow yourself to fall for this very dangerous situation.

So now you have bought into your “90% of the work done for you opportunity”. Only thing is you need to read the manuals. So you begin reading and as you read you find yourself anticipating that big revelation of all those secrets that are supposed to have you earning money tonight. But it never happens. No big secret is revealed.

Know why? Not that the product or system does not introduce you to new concepts, new ways of doing things or even new useful resources.

The problem is now your expectations. You are looking for that magic bullet.

There is no magic bullet. You probably have a very good product or system right there in front of you, but you have allowed yourself to be convinced that this was

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

going to be so easy, I can stay at home in my jammies and go check my bank account ten times per day and each time it will be up by a few hundred dollars.

But it will never happen, at least not this easy.

With this approach, you are convinced that it is your efforts and skills that have failed you. Wrong!

And with that mindset, comes lethargy. Your own faculties go to sleep. They do not support you because you see no reason to call on them. So you go through another business opportunity with great promise at the beginning and a deflated feeling thereafter.

Convinced that it is your own efforts and skills that failed you, you are now even more eager to search for a system or program that will do it all for you, because you know what, now you cannot even trust your own faculties.

Nothing could be farther from the truth. But this is how disingenuous this business model can be. It will turn you against your own faculties, making you an easier prey next time around.

Your Financial Resources

The effect on your financial resources is obvious – they get depleted very quickly. If you are not earning an accumulated positive return from all the investments in the

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

programs you have bought, this is not a matter of if, but just when you will be wiped out completely.

Even if you manage to find a system that allows you to start an online business with only \$20.00 out of the box, where will the funds come from to keep your business going before you show a profit?

Failure after failure leads to a lack of respect for your financial resources. An extremely dangerous situation.

The not too obvious impact is that you begin to lose respect for your very own money if you allow yourself to continue jumping from program to program or business opportunity to business opportunity making crazy purchasing decisions.

What? you say. Not my money! I respect my money!

Yes, your money. Here is how it will happen. You convince yourself that the business opportunity is really worth it. The truth is, you just don't know, you are only hoping it will work out. Then it doesn't work out. Now you have to convince yourself it really wasn't a big deal for you to spend \$195.00 on a system that has not added any value to your business but instead has left you worse off than before you bought it.

You have to convince yourself because the appetite that drove the decision in the first place is still there and so you are going to have to justify spending another \$97.00 on another program.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

You are setting up yourself for failure plain and simple by operating in this manner. No well run business would operate like this. In fact, I am willing to bet that if you were running a brick and mortar business, you would think it is crazy to operate in this manner.

Pretty soon, it's not about the money you are spending or wasting. It is about not giving up. Well, don't fool yourself. It is not about not giving up. It is about not looking and feeling like a fool and satisfying that misguided appetite that arises from a very flawed business model.

This habit of allowing yourself to be taken in and driven by the sales pitch has got to change if you are to be successful at all with your online ventures.

That is a very expensive habit to have because over time you have no choice but to lose respect for your money so you can keep on gambling with it hoping that your number will play.

How else could you continue but to not have respect for your money?

Are you starting to see the big, troublesome picture? I hope so. I also hope this will in some way make a part of you sick enough to not to want to have anything to do with this style of doing business online. Because to be frank, this is your only hope of getting rid of these nasty habits that continually lead to failure.

Success is what you are after here. Not failure.

I know. I have been there. And I know thousands have also been there and can relate exactly to this situation.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Even your very time is impacted negatively by the way you have chosen to position your business.

Your Time

Here again is one more area that gets devastated by the faulty business model. This is one resource where everyone has equal amounts of. Everyone has 24 hours to his day.

What really matters in the end is how you use this resource.

However, It is easy to see how operating under the underling business model depletes your time to no useful end and bring you further down the failure road. You are more concerned about the products and ventures of others and how these can make you money.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

The implications of fragmented time usage is fragmented focus. This will have a devastating effect on your business.

Most of your time is going to be spent checking out business opportunities as that is primarily what your business is modeled to do. You do not create products of your own, you do not focus on your area of expertise – you are most likely all over the place taking whatever is thrown at you by those who do these things.

If it was just your time that was being wasted here, that would be bad enough. But if you really think about what is in fact happening it would be evident that what it is, is that the focus that you ought to develop from how you spend your time is not happening. This is a huge difference between those who are successful with their online operations and those who are not.

It is not just that you are wasting away some hours. You are wasting away an even greater resource – focus. Without this focus how is your business going to be any kind of success? It is not going to happen.

See how these things play out? I really want you to get these not so obvious points because until you do, you are likely to continue with the old habits that are contributing to your failure.

To prove to yourself that the above is true, do this. Set aside 4 hours to work on a project. Even this e-book and what you hope to gain from it. For four hours, do

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Develop focus by not allowing your time to be fragmented, aligning your efforts with your goals.

nothing else but read and make notes. When you take a break, do not do anything that will take your attention away from this.

However tempting it is to do something with regards to your online business or even to go check your e-mail, resist it. Don't think that you will have to resist it for the four hours. You only need to resist it until the urge goes away. And this is the point at which your mind switches over to creating the focus you are going to experience.

It is very important that you keep in mind why you are doing this, how this is playing out so that you align your whole mind with the outcome and the expectation as if there is no way it is not going to happen. If you do that you will not have to use much will power to get to the level of focus you want to experience.

I hope by now you are really far into seeing how this business model is not where you want to go. How absolutely necessary it is for you to reposition your business so that it does not deplete you and your resources and in turn burn out itself because what is coming back from you to keep it growing is now so lacking.

You cannot juggle time. You can juggle activities around time, but you cannot juggle time. Time is just time and you cannot put it where you want to. What you do with it is what you can control.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

The wonderful little secret about hard work. Work is only hard when you use it for purposes that you do not enjoy. Work is nothing but how you use your energies.

A Little Bit About Work Ethic

Before I end this section, there is one more thing I would like to address. And it is this notion that everyone wants to be free of work, or free of hard work. Everyone wants to be able to sleep late, seven days a week, work 15 minutes per day, play golf or go fishing the rest of the time.

Let's be realistic and be honest. Of all the multimillionaires or billionaires you may have heard of, which one of them had this lifestyle before they made their fortune or even now that they have made it big?

Not Oprah Winfrey, not Warren Buffett, not Bill Gates, not Donald Trump.

In fact these people work very hard and love to work hard. Why would you let a sales page convince you that you will never have to do any hard work?

The problem is not hard work. The problem is that the type of work you choose to do is hard on you. The solution therefore, is to find something you love to do. And find a way to make money from it. You can do this.

Believing in the notion that you should never work hard is a dangerous myth. And if you are in any way disappointed at this proclamation, then I am sorry to take you out of your comfort zone, but that is one comfort zone you do not need. I am quite happy to feel your pain with this one.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Never having to work hard is a myth that is meant only to play on your emotions. Resist that notion. Your hard work does not have to be hard on you. It can be fun.

I hope I have managed to convince you that you need to change completely how you do business online if your business fits into the model depicted by diagram 1. The rest of this e-book will be concerned with pointing out a better way forward and the tools and strategies you will need to employ to bring about this change and actually help ensure your online success.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Know where you have gone wrong so you can make the necessary adjustments.

Time For Some Introspection

In what way do I want to change how I operate my online business with regards to:

My Financial Resources

My Time

My Skills

My Mindset

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

The way to go – position your business so that all your resources work in a synergistic manner.

SECTION III – The Transition - From Failure To Success

We spent quite a bit of time on the first two sections of this e-book. That was extremely important. At this stage your appetite or desire for wanting to continue your online business operations in the manner you did before should be all but gone.

If you are still harboring doubts about the need to change, then maybe you should read Section II a second time or a few more times even, if that is what it is going to take for you to come to this realization. Continuing on the road you are on is going to lead nowhere but to your own failure and huge bouts of frustration.

Hopefully though, you will not need to go over that section for now and you are totally convinced and see clearly how you have been operating have taken you in the opposite direction you wanted to go.

In this section we will look at how you need to position your business, so that everything works synergistically together and nothing works against your own objectives, everything supporting what you are trying to achieve.

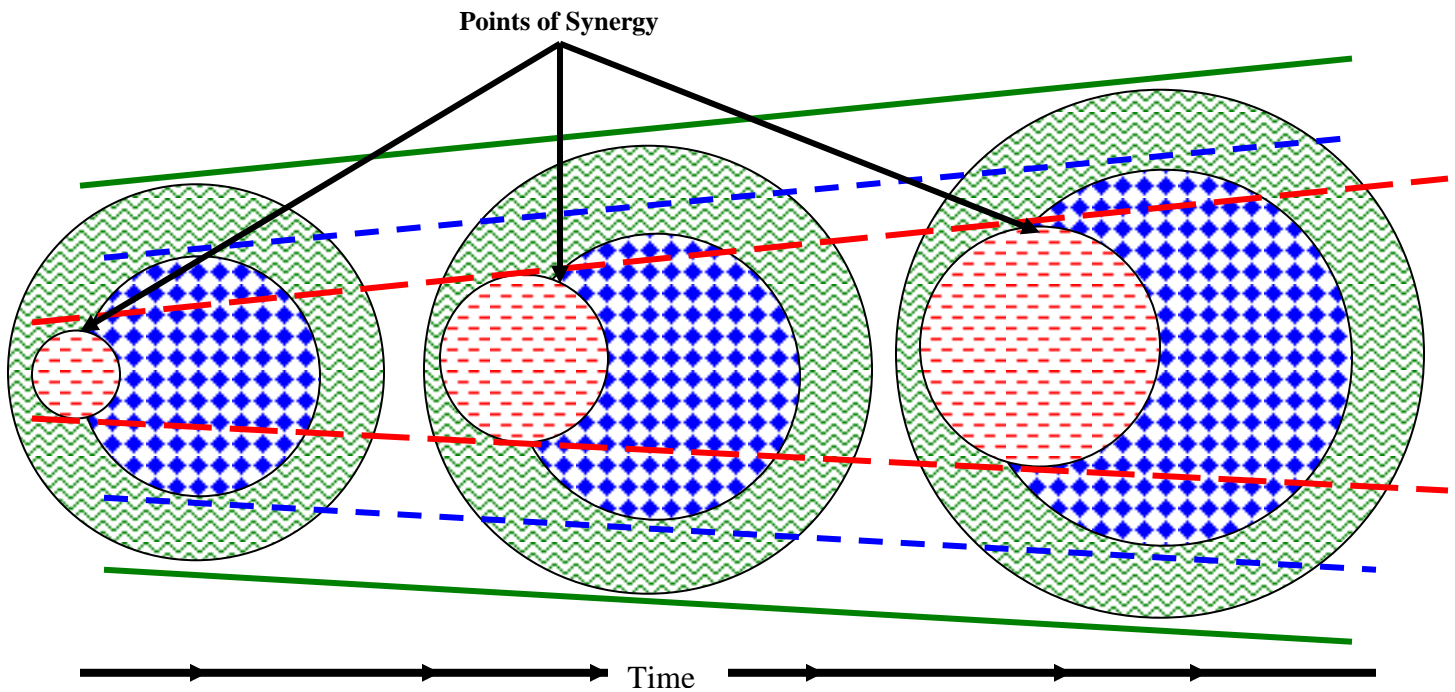
Let us take a look at a better way of positioning your online business. The following diagram is similar to diagram 1, but with just a slight change in how you position your business.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

The synergistic model of positioning your busy – everything working for the common good and in alignment with your goals.

Diagram 3 – The Better Path To Online Success – The Synergistic Model



Legend:



Your own online venture



The online ventures of others



The internet – all ventures and resources

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

The Synergistic business positioning model is far superior to the underling model, but you just need to make small changes.

The Synergistic Model

Diagram 3, which is not much different from diagram 1, depicts a superior online business positioning model. The key obvious difference is how you position your online business. However, do not let another not so obvious difference go unnoticed, and that is you should first develop your own business. That will allow you to dictate where you position your business, even if all you do is affiliate marketing.

So let us look at this model to see what is so great about it.

- Your online venture does not completely depend on what happens with other ventures and do not wait on them to provide you with opportunities. There is interdependence and mutual interests but you are not at the mercy of anyone else. For example, you develop and market your own products, you diversify your income streams, and you establish expertise in each income stream before moving on to another.
- While other online ventures are growing along with business on the internet, yours is also growing as you draw from only resources that support the growth of your business and don't get sidetracked into pursuing every business opportunity.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

This model forces you to work responsibly with the mindset of a business owner instead of just a mere consumer of opportunities.

You produce synergy with other businesses that pull you along with their progress and there are real mutual benefits. It is no longer a zero-sum game.

- As you continue along this path – making sure that you only buy into systems and products that add value to your own online ventures, your business will continue to expand indefinitely. There is no way this will not happen.
- The more this process is repeated, the easier it is for you to succeed. Think about it. If you can find one process or system online that results in profit for you, what do you need to do to expand and become more successful? Easily repeat the process over and over again until you get to the point of diminishing returns. That is the power of having an online business.
- As you become successful, you gain more leverage. You can now work with others doing joint deals or joint ventures on your own terms. Your online business has just become so much easier to run with success coming so much easier.

I hope you fully understand the power of what you just read. We can become so distracted that we take so much for granted. Yes, it is important to cut to the chase and just start blasting away at making money. But this is the exact mindset

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

If you think like a mere customer, you will be treated as such. You will interpret everything with the mindset of a mere customer. That is not in keeping with your business goals.

that gets us into trouble often. We have to stop and think about the things that are not so obvious.

Let me repeat. It is all about mindset. If you think like a mere consumer, you are going to behave and be treated like a mere consumer. Stop doing that to yourself.

Smart or so-called smart marketers know that. Do you for one moment believe that they allow themselves to think that way? Don't bet on it. They think business and how they can grow their business, not just consume useless opportunities and falling for the hype that from some slick landing or sales page.

So let us dig a bit more into this more desirable business model and see the effects it will have on you and your resources. Hopefully, by now most of this will be obvious, but since we are about changing habits, we want to make it sink in by thinking about it and even feeling the effects right here and now.

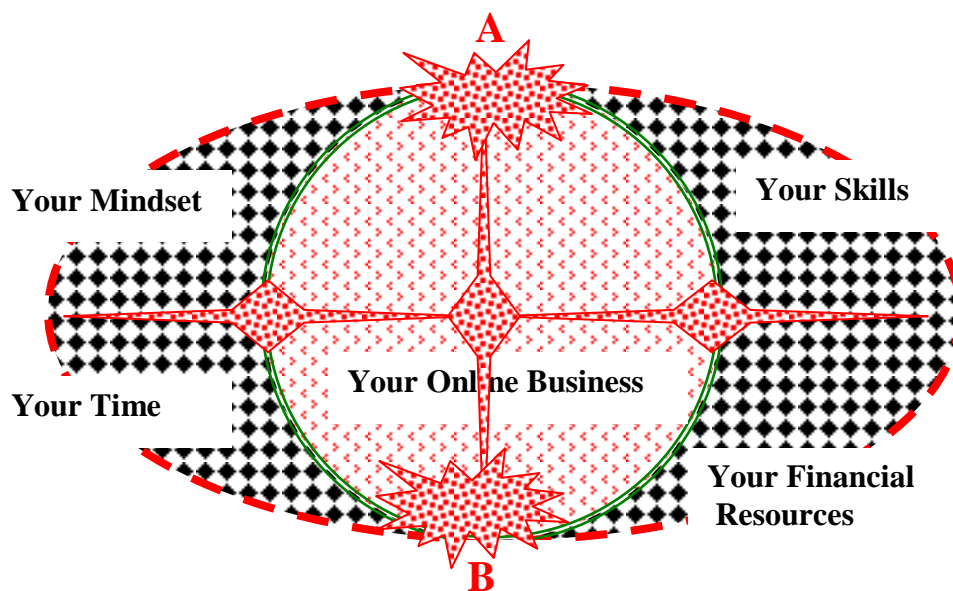
Let us look at yet another diagram similar to diagram 2 but having markedly different results.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Under the synergistic model, your resources impacts your business with greater power.

Diagram 4 – How Your Resources Impact Your Business Under The Synergistic Model



If you compare diagram 2 with diagram 4, you will see some major differences. Even though the difference between the two underlying business positioning models is slight, there are major effects on your resources and your business. As your resources impact your business at points **A** and **B**, you will have significant impact that reverberates positively throughout your business and in turn positively affect all resources in turn. You not only have synergies with other businesses, but also with all the resources you bring to bear on your own business. This is a big difference.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Let us further look at the impact on each resource with this model and see why at the point at which they impact your business, the results will be only positive.

Your Mindset

Ever had one of those days when you felt in control and knew that everything was going to go just right? Well this is what you will want to experience more often than not. You do not want to be mired in doubt, confusion or consternation. Having a business model as depicted in diagram 3 will go a far way in getting you this kind of mindset. Why?

- You know what the core of your business is.
- You know what it takes to keep it going and growing.
- Since you know all of this, you only go after the tools that will give you the type of support you will need. You do not look at anything else.
- You do not undermine your own efforts by skipping all over the internet looking for that magic bullet. You know the magic bullet is right there in your business.

So as you get it together in your mind, you create reassurance and an iron will that keeps you going and allow you to attack your hurdles head on and chin up.

Now you are better able to plan how your financial resources will be used.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Your Financial Resources

One of the habits you are going to develop under this business model, is managing your online business budget or your financial resources. Believe me, nothing propels you faster to a feeling of a loss of control than when you do not know how your money is being spent.

As your business and the activities surrounding it are not being driven by whatever the latest hype may be, you can plan and manage your resources better. Let us look at a simple example.

Let us say you decide that one of your online income streams is going to be based on selling on e-Bay. Having made that decision after doing some initial research, what do you do?

You would find a comprehensive resource that guides you to setting up a business on e-Bay. From that resource you determine the tools you are going to need to have a successful e-Bay business. Once you have determined those tools, you source them out and see the costs involved.

Then before you make a purchase decision, you double check to make sure these tools are in fact what you really need for your business by listing all the benefits and capabilities of each along with the costs. You then decide on a timeline basis when to implement each tool to have the most impact on your business. You do not need to buy all the tools at once, in fact unless waiting would cost you, you should time your buying decision to suit what is happening with your business.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

You now match your spending to your results. You know what is working and what to can.

With this approach, you then have a budget and an operational plan of what to put in place. You have a good idea what to expect as you implement each tool. If there are refund clause associated the purchasing of any of these tools, then you can simply request a refund if the performance or results are not satisfactory. No need to react to the latest hyped up tool about selling on e-Bay as you have already established confidence in the ones you have acquired. Now your resources are being utilized in a more effective manner.

And more importantly, you now realize jumping from resource to resource only leads to waste.

No one runs a successful business like that.

Are you now beginning to feel that it is in your power to have complete control over what you do online, rather than being at the mercy of the sales process? I hope that was a yes.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Because you are now free from the every-day hype, your skills are better utilized and focused on getting the job done.

Your Skills

Under the underling business model, your skills were never fully utilized because you were so focused on the hype that you did not accept that you are going to have to do some real work to get your online ventures to success.

Under the synergistic model, you go in with a different mindset. You evaluated the opportunity or system properly. You got behind the hype and keep things real. You know exactly what is required and how to apply yourself to hit your targets.

In addition, because you have established which field or niche you are operating in, you are better able to source tools and strategies instead of waiting on a hyped up e-mail or sales letter from some guy who didn't even read the sales letter himself.

There is no magic here, apart from that which just being real brings. You are not looking for any magic bullet. You will not end up being frustrated, lose your focus and start jumping all over the place scattering your energies and underutilizing your skills.

As you focus on your chosen area of operation, make the proper selection of tools and new systems to support and add value to this area, your skills are bound to improve. As your skills improve, you take this improvement and apply to other areas that you will move into and specialize in. Your business and bank account grows slowly at first, but over a reasonable time frame you begin to see substantial gains.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Now you manage activities and events. Making better use of your time you create increased focus, necessary for your success.

Your Time

People who are successful are among some of the best managers of time. And what that really means is, they manage activities or events. Because you really cannot manage time itself. Time just goes on. What you do is manage what you do at a given period.

One of the most valuable outcomes from learning to manage how you allocate time to your activities is the level of focus it provides. Yes, the primary goal is to get things done. But while that is obvious, we sometimes miss out on other important aspects. And one of these is the tremendous focus and energy that just comes from being organized in your efforts.

Under the synergistic model not only will this happen, the benefits are better applied because having a high level of focus means that other resources that are in use at the same time are being impacted positively.

Under the underling model your time is scattered because its use is driven by a belief that the real, better opportunities are always out there. Since you have convinced yourself of that, you are always more likely to spend more time chasing after new opportunities than focusing on the one at hand.

Just think about that for a moment and what actually happens when you do that.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

You are no longer the victim of your own doubts.

You sow seeds of doubt in your mind about where to actually spend the bulk of your time. Concurrently, you are building a desire to go find some other opportunity to take care of that doubt. Your mind does not want to be in doubt. That is not the best and optimum use of it. So naturally it creates a desire for you to go find something to kill that doubt. And since the project at hand is the source of your doubt, you are distracted in your efforts.

You cannot win this battle because the next business opportunity that you chase is going to do the same to you. The failure is primarily a result of a very faulty business model and it does no good for your mindset and other resources.

Under the synergistic model, even if this happens, it becomes a mere diversion and an annoyance. It does not become a way of operating. But most likely, it will not happen. Because what is going to drive the use of your time is the way your business is organized, and until you change that, you will be forced to manage your time in a way that gives you focus.

As your focus builds, it becomes easier and easier. There is no undue anxiety associated with what you are doing. In fact, you will wonder how you ever did it any other way. You will never want to go back to your old ways.

That is the awesome power of making a few small changes in how you run your online operations.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

The specific steps you will need to make the transition are simple but profound.

SECTION IV – Making It Happen

By now every cell in your body should be convinced that the only way to succeed online is to organize your business under the synergistic model as depicted in diagram 3.

If at this point you are not totally convinced, you have not been paying attention. Bad you. Go back and read sections II and III.

Hopefully you were really paying attention and absorbed most if not everything that have been said.

So how do you make the change and make “it” happen?

In this section we will outline the specific steps you need to take to get things rolling. Nothing will be earth shattering. Hopefully, you probably have a good idea of what is required to do this given what we have gone through.

Before we complete the transformation, let us do a quick recap.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Know where you are so that you can plan where next to go.

Recap

In **Section I** we looked at what we call the Evidence. The Evidence that things are not right with the majority of online ventures, that too few people are successful at the expense of a huge failing majority.

We look at the level of business failures online and concluded that marketers will not voluntarily change a system that is working for them. We saw where we provide fuel for the dangerous hype fire that consumes so many of us.

We also examined our mindset to ensure that this is not a major part of the problem, and if it is, what we can do to fix it.

In **Section II** we defined the problem and saw that at the root of our online failures is how we position our business.

We looked at the implications for positioning our business in what we call an underling manner and saw the devastating effects on our financial resources, our mindset, our skills and our time. We concluded that given this level of devastation, the probability of succeeding with this model is extremely low.

In **Section III** we looked at a better way to position our business. We called this the synergistic model, due to the fact that, unlike the underling model, this one puts us

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

With the synergistic model, we are in control, our efforts are totally in line with our business goals and not in line with the hype of the internet.

more in control and allow us to generate positive synergies from our interaction with other online ventures; whereas, under the underling model, other online ventures tend to deplete and sap our resources.

We saw the very positive effects on our capacity to control and utilize our financial resources towards our stated business goals; the effects on our skills to the extent that we utilize them more effectively and get better results; the effects on our mindset and our time resulting in a positive snowball effect on our business.

So now we fully realize that there is something terrible wrong with how we do business online and we have seen how making a small shift in our operations can produce the success we are all looking for. And maybe more importantly, we see what is at the root of our failure and realize that unless we make that critical shift, we will continue failing.

So let us now set the table for the final transition, from failure to success.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Developing the transition mindset means committing to certain principles.

The Transition Mindset - The Final Push

Before we outline the specific steps you will need to take before making that final transition, the following statements are a summary of the thoughts you should be entertaining at this point.

- I am online to do business, not to chase business opportunities.
- Because I have chosen to chase my business goals, I have conditioned my mind, my emotions and my resolve to react only to those resources that will result in me attaining those goals.
- Through my actions, I have to demonstrate to my subconscious that I have the utmost respect for my time, financial resources, my mindset and my skills.
- If I fully respect my time, financial resources, mindset and skills then they in turn will create in me a level of focus that will allow me to attain a higher level of efficiency in my thinking and in my actions.
- My online business ventures and the tools that support them are the result of deliberate decisions on my part that are in keeping with my personal business goals.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Write your name below. This is a powerful symbol that implants a genuine intent.

Name: _____

Date: _____



The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Making The Transition – 12 Steps

Now that you have given yourself a full understanding of the harm you have wrought on yourself by chasing business opportunity after business opportunity, it is now time to replace those dying but still destructive urges with tools to transform your negative outcomes.

Remember, you are now at the important stage of realization. **Action taken close to realization will result in more life changing results than if taken later.**

Because your subconscious having been exposed to how destructive your previous approaches were, it now expects a different direction – now is the time to strike.

Do nothing else with your online ventures but the things that will communicate a burning desire and intention to run your online business operations in a profitable, healthy and businesslike manner.

Let's now put things in place towards this transition by taking the following steps.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Give your business its own identity, its own character. By doing this, you now create separation between your prior bad habits and your new mindset.

Step 1 – Give Your “Business” A Name

If you have not already done so, name your business. Even if you are operating as a sole proprietor, give a name to your business.

You will have to decide based on the laws of your state or county whether or not you actually need to register this name. I suspect you may have to, especially if it is a name different from yours. Check with your county or city about this.

In any case, there should be only a small fee involved, if any at all. In fact you may just want a name to use internally so you may even decide to not register it.

But whatever you decide, at least come up with a name that gives what you are doing online a definite identity.

Why do you want to do this?

While you may want to take it further and even incorporate to take advantage of the benefits of incorporation, the bottom-line is to create an entity different from yourself but one that you feel attached to.

By doing this, this entity becomes your creation and will embody the principles under which you will now operate.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

If you already have a business name, just move on to the next step.

Task: Brainstorm a business name and write it here

Step 2 – Give Your Business Power and Control

Write a brief description – no more than a half page of what your business will be about and how it will operate in a manner that gives it control over how you operate online.

For example:

GW Enterprise is committed to sound and healthy business practices. It will embody those principles that will ensure financial success, efficiency in the use of time, capital and effort. At no time will it allow itself to compromise sound business principles, sound judgment nor effective action. All decisions relating to this enterprise shall be taken only after healthy scrutiny, systematic analysis and fervent consideration of any proposal or opportunity.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Getting organized is sowing the seeds of serious intent. Use this to further the transition.

By writing this statement, you have instantly created a secondary but powerful mindset that takes on a power and a life of its own, forcing you to change the old mindset which you operated from before.

In short, you are giving it more power over your activities from here on. The old habits will still have some power but now that power should not be any sort of driving force.

Remember what we are trying to achieve here, first you weaken the old habits by fully understanding the full consequences of the actions resulting from those habits.

Now you want to create healthier habits by allowing something to have some power over you until those healthier habits take hold. Hence the need to create that separate business entity, clearly defined in its objectives and how it will operate.

Step 3 – Getting Organized

Get a 3-ring binder. Type up your statement and print it on card stock paper. Place this typed statement at the front of your binder making it the first thing you see when you go to review your activities or make decisions.

This 3-ring binder will contain all written records of all your online business activities.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

You can even have dividers to separate your activities or projects.

Can your losers. You do not need non-performing business opportunities around. Reverse your cash flow – request a refund for the losers where possible.

Step 4 – Separating Winners from Losers

Get a blank piece of paper. Draw a line down the middle making two columns.

At the top of one column, write “Winners”. At the top of the other, write “Losers”.

For each online venture you are now operating, place each in the appropriate column – the Winners column, or the Losers column.

If the venture is profitable, then it goes into the Winners column. Otherwise, it goes into the Losers column.

When you are placing these in the relevant columns, see each for what they represent. The winners you should envisage as streams of cash flowing INTO your bank account. The losers you should see as streams of cash flowing OUT of your bank account. Make these images as vivid as possible.

You want to create attachment and detachment here. Attachment to your winners. And detachment from your losers.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Finally, ask for a refund where a refund was part of the deal. Reverse the flow.

Demonstrate respect for your time and resources – detach completely from the losers.

Step 5 – Shedding Unprofitable, Time-wasting Resources.

After you have completed placing all your business opportunities or ventures, go through the losers and make a list of all the activities associated with each. These could be posting to classifieds, posting to forums, subscribing to e-zines or lists, subscribing to members-only sites, etc. List them all.

Cease all activities associated with these. Cancel the subscriptions, (subject to the terms of your subscription of course), unsubscribe from all lists no matter whose list it is.

You do not need these, at least not right now. So show respect for your resources, including your time, money and efforts by getting rid of them. These resources are better used on winners.

Of course you have to use your judgment here – if you have just started working on something yesterday you may want to give it a fair try before fully evaluating it. Do not allow it to drain your resources though, know when to throw in the cards and pull it as a loser. If it returns a profit, then great, place it in the winner column.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Identify and recognize your winners. These are what you want to be attached to.

Step 6 – Any Winners?

Hopefully you will have at least one winner that is making you a profit, no matter how small. If you do have at least one, then congratulations. Read on.

If you don't, then fine, we have a nice clean slate to start with. Go to **Step**

Step 7 – Learning From Your Winners

The winners you identified in Step 6 obviously have something that is working for you. You can now use these winners to identify what you have been doing right and what has worked for you.

Use the Winners Resource sheet to list the activities or resources associated with each winner. List everything.

For example, list the source – who is the author or creator, who sold it to you.

List all the promotional activities / resources associated with each winning venture – Joint Venture, Pay Per Click, Blogging, etc.

The Business Opportunity Junkie Detox

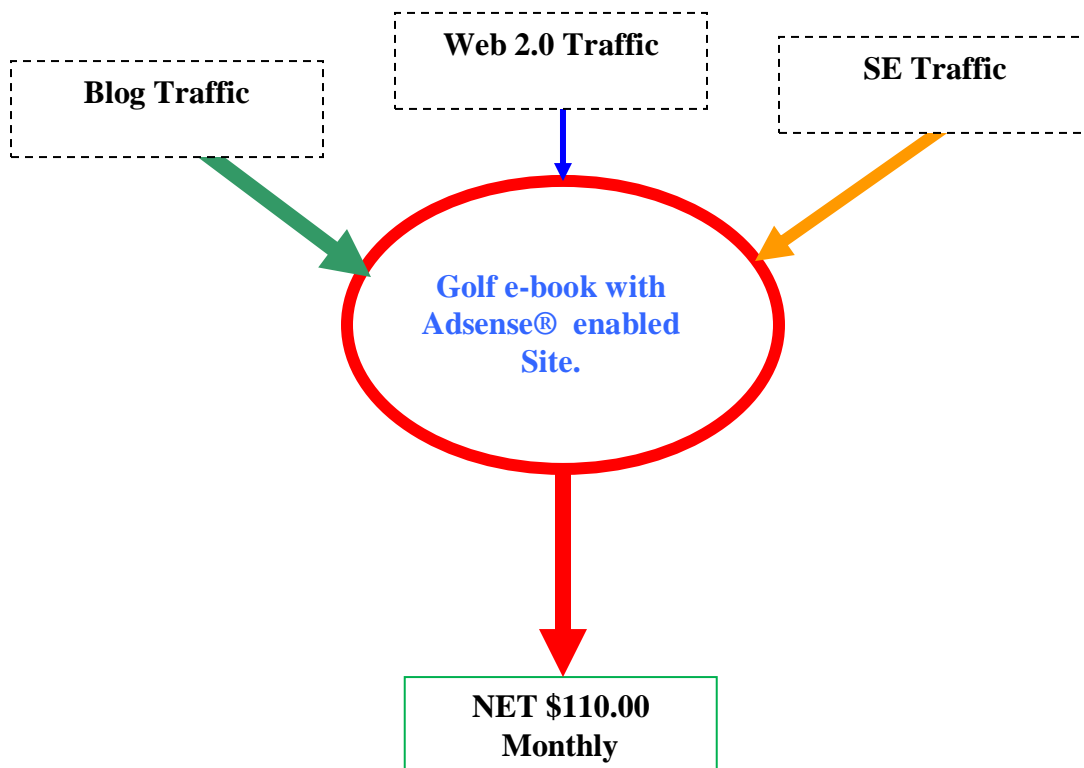
Free yourself from the debilitating effects of being a business opportunity junkie

You want to list them so that you can examine how you used these to get the venture profitable.

Know what activities and resources are associated with your winners.

From this, draw your resource impact chart for each profitable venture using the following example.

Resource Impact Chart example.



The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

This simple diagram is telling you where the traffic or prospects for your profitable venture is coming from and the comparative level of impact each has had on the venture, and also the net value of all of these resources to you on a monthly basis.

In this case I just used the thickness of the arrow lines to give me an idea which is contributing more. You could get more detailed and more sophisticated if you are able to track your conversions by traffic source and do a nice Excel chart.

Knowing what is resulting in your winners gives you better leverage.

Even if you stick to the simpler chart you now have some powerful information to base future decisions on. Do you see how being systematic and not allowing yourself to be driven in a thousand different directions can work for you?

So now you can make a more intelligent decision about what tools or other resources to buy. Now you are a businessperson and not merely a widget guy!

Remember, business opportunities and programs do not work. All the slick sales pitch will not make one of them work. What will work are tools and resources. If you have the wrong tools, you are not going to get the job done.

And in order to have the right tools, you have to make the right choices based on empirical data. Not because some guru comes selling the greatest thing since sliced bread.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Knowing what you really love doing will allow you to make better choices.

Continue here

Step 8 – Your Competitive Advantage

Your next step is to give yourself a competitive advantage by identifying what it is you love doing that can be used to generate a product or provide a service. Your chances at being successful at something you hate are very slim.

Your chances at being successful at something you love are extremely favorable. Start out with something that you love doing and as you build up successes, you will find other areas that you fall in love with.

Now is the time to put yourself on paper – what are your hobbies, what skills do you possess. Leave out nothing. Are you a good speaker? A good writer? Do you love boating? Do you dress well and really know how to put a wardrobe together? – You get the idea.

With more and better communication media – video, blogs, etc - any skill can be packaged into a product and that product marketed creatively.

So overlook nothing. Focus on you and what you have to offer and then go looking for the tools to package it and bring it to market.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Get the most from your skills set by choosing the right business monetization model.

Step 9 – Identifying Where To Plug In Your Skills

This is where you are going to see where your skills can be plugged into any of the business or monetization models identified in Section V. Truth be told, most of your skills would probably have a nice fit in multiple models, but you will want to pick the model you are most comfortable working with.

For example, is your skill or hobby writing? Then Blogging/Adsense® or Content Creation would be a great fit.

Are you into crafts? Then how about a how to e-book on crafts, coupled with a video showing how to use these crafts in your home to enhance the décor?

Yes, you would want to check out the demand for any product, but the beauty of the internet is that at times you can literally cultivate a demand vein for a particular product or service and establish yourself as the expert in that area or the go-to person.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

If your skills can be used across different models, then you may be able to create redundancy.

Step 10 – Build In Redundancy

This is one time the word redundancy is beautiful to hear. In other words you want to pick the skill or hobby that can be used across the most business models so that you will always have ideas and money-making projects to do. No use picking something that is going to be a one-trick pony.

Now, select the business model that is likely to give you the fastest results. At times this is hard to know, but you will just have to use good judgment here and trust your hunches. What is important is that you make a success of this in a reasonable time frame.

Are you going to be in profit the first time? Maybe. Maybe not. But you are definitely going to be closure to the success you have been chasing because now you know exactly how things are fitting together and what, if anything is missing.

Step 11 – Your Budget and Time Constraints

Though, it would be nice to just head on out and start your first project under this business positioning model, you have to recognize that there are constraints. And two of these constraints are your money and your time.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Recognize the constraints that your budget and time will put on any model you select and adjust accordingly.

You are going to have to factor these on which resources you choose to implement your project. In any case, please do not believe for a minute that you are really going to be able to start a business with \$20.00. Could you? Of course. But we are not going down that road again. That type of mentality is going to end up with you spending \$100's more unnecessarily. Anyone who is telling you that you can establish a business with \$20.00 is after more of your money. Plain and simple.

So you are going to have to make some decision here based on what I have laid out in the resource area. It's basically going to be a subjective decision on your part. But you are certainly not just sticking your finger in the breeze and making a decision.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Your final transition step – choose the monetization model best suited to you based on the history with your winners, your skills, and time and budget constraints.

Step 12 – Choosing Your Monetization Model

Now that you know what you are good at, what has already worked for you, or not worked for you, how much time and money you have to spend, you are now ready to choose your monetization model.

Go to the resource area and choose the model best suited to your situation, then choose any of the resources associated with that model

Everything is now in place for you to start out on that path to success.

You have shed old beliefs. You are shedding bad habits. You are now clear on what your business is about.

You have completely revamped how you operate your online business ventures.

Stick to this model of operating and the successes will come.

Remember – only buy into, or subscribe to those programs that support what your business is about.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Final Thoughts on The Transition Process

Some of the things we have gone through may have seemed a bit obvious and on the face of it, not worth going into. I hope you now realize that when you are attempting to make deep-seated changes, nothing is too obvious to not touch on.

The first objective was to show beyond any doubt whatsoever that something is extremely wrong with online marketing, and that to continue along the same path would only create more frustration and more people hooked on failing programs. We demonstrated how this state of affairs end up creating failures upon failures among people who just want to fulfill the promise the internet holds for so many of us.

The second objective was to demonstrate in a clear and unequivocal manner, that change is needed. That there is no way Internet Marketing can continue in the vein it has operated before. We demonstrated that for internet marketing to continue in this manner would result in its own demise.

If you are producing 95% of failures, eventually a large percentage of these will have to disengage. This is what people eventually do when they experience repeated failure.

Thirdly, we looked at a better way to do business on the internet, of positioning your business so that it brings the best of your resources to the table in a manner that gives synergy to your overall effort.

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Having done that, we looked at the 12 specific steps we need to take to effect the change and make the transition from the old way of doing things to a more healthy approach that is in line with your own goals and interests and not the goals and interests of others.

The last section of this e-book provides some tools and resources that should help in not only cementing all of this but to move you forward.



The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

SECTION V – TOOLS AND RESOURCES

WINNERS / LOSERS WORKSHEET

WINNERS	LOSERS

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

WINNERS RESOURCE SHEET

Name of Venture _____

Vendor / Source _____

Date Purchased _____

ACTIVITY LOG

DATE	ACTIVITY	RESULT	COMMENTS

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

SKILLS / INTERESTS – MONETIZATION MODEL WORKSHEET

Example

SKILLS / INTERESTS	MONETIZATION MODEL
Writing	Adsense, Blogging, Content Creation
Research	Content Creation, Adsense, Blogging,
Any Hobby	Blogging, Adsense, e-Book, Affiliate Marketing, e-Bay

The Business Opportunity Junkie Detox

Free yourself from the debilitating effects of being a business opportunity junkie

Final Thoughts

I hope you have found the material and the accompanying resources extremely helpful.

The approaches laid out have worked well for me and I am sure will work as well for you. It was only months ago that I used to waste too much time checking business opportunity after business opportunity before I finally realized I could not do it anymore.

I hope you too have not only reached that point, but are now beyond it.

I really do believe that there is a place at the success table for all of us. This does not have to be a zero-sum game, unless you want it that way.

If you have any comments or support issues, please email me at Gilroyw@TopicalDigest.com.

Good luck in all you do.