THE 3 STEPS TO SUCCESS

Blueprint

LEAVING OVERWHELM AND FAILURE BEHIND

By John Thornhill

THE 3 STEPS TO SUCCESS Blueprint

This report has been written exclusively for people signing up for John Thornhill's "3 Steps to Success Blueprint" training, however you may pass it on to your friends if you think it will help them.

Written & Published by: John Thornhill

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Who is John Thornhill

Welcome to The 3 Steps To Success Blueprint. Within this 6 figure internet business manual you will learn what it takes to manage, run and profit from a 6 figure business allowing you to leave overwhelm and failure behind.

First of all, just in case you are wondering who the heck I am maybe I should tell you a little bit about myself. My name is John Thornhill and that's a picture of me on a recent vacation below.

I live in the North East of England in the UK and I have been marketing online since 1999, I became successful enough to quit my day job in 2006 and at the time of writing this report I have a mailing list that exceeds 200,000 subscribers and I have generated over 5 million dollars in online sales.

This is all because of the Internet and the information age.

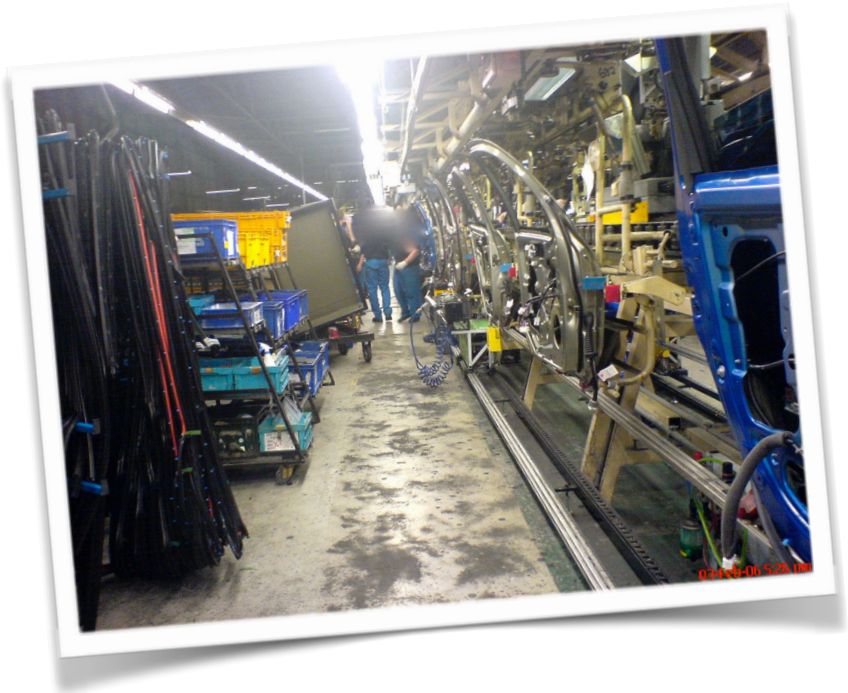
And this is what I want you to understand, you have to grasp what the Internet, and more importantly **the information age** has to offer, a better life for us all. We are all lucky to be living in this age, just 15 years ago this sort of lifestyle was not possible but now it is possible for each and every one of us to become a huge success because of the Internet and the fact **people will pay for information**, and it can only get bigger and better in the future. The Internet is creating successful, wealthy people on a daily basis.

I already know you have what it takes to become a success or you wouldn't be sat here reading this report, this alone proves you have the desire to succeed and within this report I aim to at the very least put you on that road to success.

If you don't mind I'd like to give you a brief history about myself as I think if you can understand my background you will see it's possible for anyone to make it online.

I left school at 16 with very few qualifications and I spent the next 15 years of my life working in a car plant.

My job involved working on the production line and I was basically a human robot, I had to repeat the same task over and over again in 90 second cycles. Let me tell you when you have a job like that you are always looking for a way out. This picture below actually shows the exact spot in the factory where I used to work.



From Humble Beginnings

In the year 1999 when I acquired my first computer straight away I realised there was money to be made on the Internet. So much so I found myself trying all sorts of programs and products in my quest for online fortunes, but most were either scams or involved so much work for so little reward I quickly found out it was not going to be as easy as first expected.

Then on the 24th November 2002 I discovered eBay and I started looking for ways to make money from online auctions. I done ok for 2 years selling just about anything and everything but I was mostly selling mobile phone accessories.

Fast forward to December 2004, I was casually browsing eBay and I came across a collection of eBooks with resale rights on a CD. I bought the CD out of curiosity more than anything else and when it arrived I checked it out.

That was my first experience with 'Info Products' and I decided I would have a go at selling my first eBook collection. At first I just tried selling the CD with the eBooks on as I had bought it but I had little success as that was what everyone else was doing.

Things really started to happen when I decided to sell each eBook individually for a few dollars and deliver them electronically, this was a huge success and I quickly found I was earning $1000 per week from eBook sales alone. This was without even having any form of backend operation in place and I hadn't even written my first eBook and I had no idea what building a mailing list was all about.

However, the best part was I learned to automate the whole process and I noticed no one else seemed to be doing this. Almost by complete fluke I had developed my own system and it worked well… Very very well.

This was when I decided to teach others how to copy my business, I created my first members website.

That was way back in 2004 and since then I have never looked back and have created a ton of info products.

And here we are today, you sitting here reading this report and hopefully learning from it. Believe me if someone told me what I would be doing today back in 2004 I would have laughed, but here we are, now you may be wondering why I'm telling you this. Well here's why.

I decided I had to do something with my life, I hated my job. I hated leaving my family to go and do a 12 hour nightshift. I hated the fact we used to live from month to month and never seemed to have any money. We had to borrow money for Christmas, borrow money to go on vacation, borrow money to pay the bills, in fact we were constantly in debt.

However, my story is nothing new, in fact you may even be able to relate to this, and if you can you need to understand one thing, only one person can do something to change your life and that is you!

This is me now…

I work in my own office, I'm my own boss, I come and go as I please and have no one to tell me what and when to do anything. Sure I have to work, but I make the rules and guess what? I changed my situation to get here.

Not my ex boss, not my family, not the president, not the lottery board, (I wish) but me. This is what you must understand. Only one person can change your life and that's....

You!

Once you grasp this concept things will start to change for the better, if you hate your job, hate having no money, can't work due to poor health or are retired or whatever situation you find yourself in it can change, but only you can do it.

Sure, I am here to hopefully guide and teach you but **your** success is in **your** hands and nothing can change that.

There is no path laid out in front of you, you don't have to accept the job you have or the future you have.

You have a choice, a choice to create your own path and map your own future the way you want it to be.

Remember, just a few years ago the internet lifestyle wasn't possible but times have changed, more and more people 'around the world' are turning to the internet for income! Not just part time income either, full time, millionaire creating business income.

So I ask you this?

Do you want to be part of it?

Don't Believe The Hype

So where do we begin? Well, I'm not really sure where to start! You see after what has happened over the last 18 months or so in the Internet Marketing world I'm kinda peed off and disgusted to the point of naming and shaming.

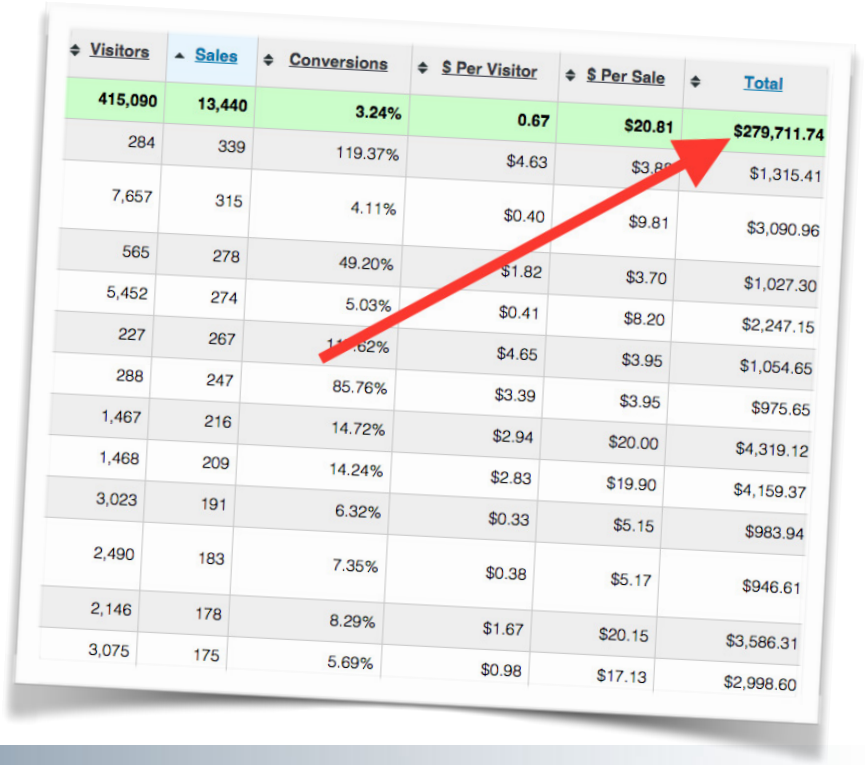
Marketers I used to trust are promoting rubbish product after rubbish product. Selfish product creators are spending more than $15,000 on professional copywriters ensuring their product sells, while only spending a few hundred dollars getting the actual product they are selling created.

Products that don't deliver and have zero support are getting launched almost daily. You may have seen the launches over the last few months saying things like **"click your mouse 6 times and money will fall from the sky."** Well, they didn't quite say things like that but they may have well done as most of the sales pages have been full of lies and hype. Don't believe me? It's true, I see them on a daily basis and it's not pretty I assure you.

I am so sick of it I have written about this many times on my blog and it appears most of my friends, peers and subscribers feel the same way.

Is This Really the Way of Internet Marketing?

Well, I'm pleased to report it's not. If you think about it all these marketers are doing is burning their lists and ruining their reputations and that's fine by me, I'll carry on telling it like it is, respecting my subscribers and making a ton of sales. You see, you don't need to use hype and lies to make money online and if you want proof here it is. Here's a snapshot of one of my JV Zoo accounts taken recently.



Visitors	Sales	Conversions	$ Per Visitor	$ Per Sale	Total
415,090	**13,440**	**3.24%**	**0.67**	**$20.81**	**$279,711.74**
284	339	119.37%	$4.63	$3.8[illegible]	$1,315.41
7,657	315	4.11%	$0.40	$9.81	$3,090.96
565	278	49.20%	$1.82	$3.70	$1,027.30
5,452	274	5.03%	$0.41	$8.20	$2,247.15
227	267	11[illegible].62%	$4.65	$3.95	$1,054.65
288	247	85.76%	$3.39	$3.95	$975.65
1,467	216	14.72%	$2.94	$20.00	$4,319.12
1,468	209	14.24%	$2.83	$19.90	$4,159.37
3,023	191	6.32%	$0.33	$5.15	$983.94
2,490	183	7.35%	$0.38	$5.17	$946.61
2,146	178	8.29%	$1.67	$20.15	$3,586.31
3,075	175	5.69%	$0.98	$17.13	$2,998.60

Please note the above image doesn't count accounts such as PayPal payments, affiliate checks, direct payments, ClickBank etc. That's just one account!

Now let me ask you a question?

"Have you ever seen me hype up a product or constantly promote the offer of the week?"

If you know me you already know the answer is no!

The truth is if you've been a subscriber of mine for any length of time you'll know I've always tried to be honest and I've always had your interests at heart, and that's the truth.

If you can take anything away from this report it's that being honest works much better than using hype, the people who genuinely care about their customers and subscribers will have much more success long term. So if you are using **'hype'** think long and hard about what you are doing as it isn't going to last, people are wising up. They've seen it all before and they are not buying into it like they used to. Joint Venture partners have had enough of promoting rubbish products (at least the wise ones have) and are finally starting to realize that hype isn't selling anymore.

So what does this mean to you? Well, hopefully you've realized that most of the stuff out there is poor quality or is so complicated to follow it's almost impossible to get going.

In fact if you can relate to this, here's a few snippets of the sort of messages I receive on a daily basis.

Does this sound like you?

"I have tried many different types of business but have yet to succeed. I need a low cost very easy (broken way down, step by baby step) way to see some success so that I feel I can accomplish what others have done. A lot of Internet Marketers assume too much and skip over some of the very basic steps to succeed online."

Or this?

"It's great to tell people how to succeed. There is no shortage of that type of product out there. However, showing someone how to succeed is much more important... I personally consider myself to be a bright person, but much of this info - marketing info products - is overwhelming. I need a step by step guide to the entire process."

Or maybe this?

"I'm tired of everyone PROMISING they can make me a millionaire. I want to work at this and make it happen. I'm

I'm an honest person and don't want to lie or cheat in order to make money. I know there's got to be SOME honest people left in this world."

Could this be you?

"John, I feel so brain dead and up against a wall with this stuff. You would be my hero of all time if you could somehow cause me to see through all this maze of stuff and make serious sense of it all to where I can just take off and do it with confidence."

Do these statements tell you that the stuff out there is rubbish?

Perhaps it does, however everyones situation can't be blamed on buying bad products. Some products are good and will help people, but sometimes the product requires too much work to make it happen. The sales page probably said it would be easy when it wasn't as easy as you expected it to be.

You see sales pages are meant to sell, not be brutally honest. If this were the case marketers wouldn't be marketing very much at all! Sales copy is designed to lead you to buy and bring out the very best of the product. It's not lies it sales and marketing, so you weren't fooled, you were marketed to. So telling the difference can be hard unless you know what to look for.

What you need to realize is that internet marketing isn't hard at all! It's following a plan, staying on track and taking action daily without being tempted by the shiny objects and promises of super riches that makes it hard.

If you can avoid the temptations and focus on the end result, you can do it..

Why do we Fail Online?

Once you can truly understand why you may have been failing, you will then be in a position to do something about it.

If you have the wrong mindset you are doomed to fail right from the start. The truth is most successful marketers all have one thing in common, they have the correct mindset. They actually believe they will become successful eventually no matter how long it takes.

If you go online full of negativity, self doubts and very little belief in what you are doing it is inevitable that failure will come very easy for you.

So right from the start you have to believe in yourself, and keep believing in yourself no matter how long it takes to become a success whether it's a matter of weeks, months, or even years.

"Believe in yourself, be positive and it will happen"

I know the questions you are going to ask:

- It's to technical?
- I know nothing about marketing?
- Ive tried to earn money before but couldn't?
- I don't know where to start?
- I'm afraid I will fail?
- I don't have anyone to sell to?

The truth is all of the above roadblocks can be overcome. I asked the same questions when I started! But one thing always pushed me on and on…

A Willingness and a Passion Succeed!

To succeed it doesn't take a special person, it doesn't take a super hero! Nor does it take university graduate! The truth is there are more internet millionaires with no qualifications that ones with, and they all started with one thing in mind.. Success.

Take a look at me in the image below. I never ever thought I would be where I am, never in a million years!

Yes that is me with the mic speaking on stage at a live marketing event in Florida with one of my good friends and former students Omar Martin.

This was actually an event Omar and I put together '[The Coolest Marketing Event Ever]' and this was the first time I had ever been involved in an event of this kind. I never thought I would have found myself on a stage, let alone holding a mic and giving advice! But this is how far my business has taken me, thats how far online business has taken everyone in that picture!

That's how far it can take you!

Remember, **the world owes you nothing**. In fact there is only one person who can change your situation, it's not me, not superman or the prime minister, not your boss that you may hate.

It's you... Never forget that!

Now that may or may not sound harsh, in fact it may resonate with you right now. If it does then you are ready to take the next step.

Final words

If I Can Do It So Can You! I want to end this report with a little story that I hope will show you if I can make it in this game anyone can.

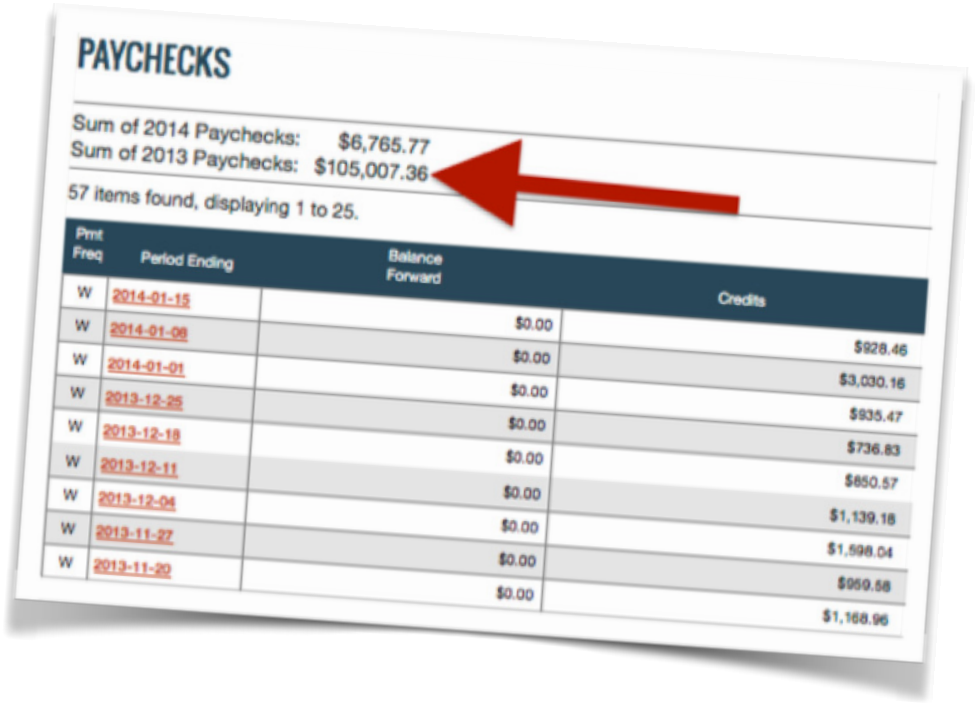
There are a few key things that I needed to succeed that I want to pass on to you. The first of which is forget being afraid of failure!

Failure shapes you and makes you who you are; I struggled online for years before I started to see anything happen, was I scared? When I look back I suppose I was but I didn't let it stop me. It's a fact not everything you try online will succeed. It may take months, even years of failing before you succeed, but please don't let failure scare you or put you off as it's part of becoming successful. Again we go back to having the right mindset and successful people will fail time and again but they don't let failure scare them and eventually they will succeed. It's this mindset that will allow you to power on to great heights!

Your Current Situation Should Empower You!

So you hate your job, or even worse you've lost your job, or maybe you've recently been divorced, or you have a ton of debt, or are in some other similar situation where your luck is down. You can do one of two things, you can complain about your situation or get down to business.

I was in a ton of debt before I started to see success online, I had a job I hated, and I used to live from month to month. Guess what I did? Well for starters I didn't complain about my situation. I took action, I got down to business. Sure it took a little time to see results but I



never gave up (mindset) and I kept at it. Now results just like this below are common.
In fact many successful online marketers usually hit a massive low before they really get down to business. Something happens in their life that makes them so angry they change their mindset and become determined to succeed. If you can relate to this and hate your current situation, then it's time to get angry and change your mindset and get to work.

Once again, I know you have what it takes to become a success or you wouldn't be sat here reading this far through my report, you would be content with your situation. This dedication alone proves you have the desire to succeed and if you'll join me on my webinar I aim to at the very least put you on that road to success, I hope you can join me and allow me to reveal the true secrets to becoming a success online.

I would like to thank you for reading this report to the end! I truly hope you enjoyed the content and found it helpful to your own online business or found the incentive to start and continue your own online business.

I will leave you with this which I found inspirational when I first started online..

"All our dreams can come true if we have the courage to pursue them." —Walt Disney

Remember, I will be revealing all on my 3 Steps to Success free to attend webinar. I hope you can make it

I'll be in touch...

John Thornhill