



# SuperFastBuzzPunisher

James, Dean & Peter....



**SUPERFAST  
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# what is SFBP?

It's a collection from these three people: James Schramko, Dean Hunt and Peter Parks. James has a blog called [www.InternetMarketingSpeed.com](http://www.InternetMarketingSpeed.com) , Dean has Buzz-type marketing at [www.DeanHunt.com](http://www.DeanHunt.com) and Peter has the [www.AffiliatePunisher.com](http://www.AffiliatePunisher.com) product.

It's a combination of three people with different internet marketing strategies. This SFBP discussion is about what success means to you and what it means to them.

They would like to share the paths they have taken in order to become successful. Since there is no exact path to success, they would like to share some advice to guide you on the path you've chosen.

# mistakes?

Dean, James and Peter share their mistakes, so that you won't have to make them.

Dean says his biggest mistake was to want everything to be perfect before releasing them. He kept a lot of projects that were only 80%~90% how he wanted them. Then a good friend told him that good enough was good enough. It's better to have it at only 90% and get it out there, instead of just keeping the projects stored.

James shares that his mistake trying to do everything himself to try to save money. What he found out was that investing, or shelling out money in order to receive good information and the right tools would give him tremendously better results. He invests in products that help him learn more, tools that can do the job faster, and people that can do certain tasks for him.

Doing everything yourself in order to save money can cost you a fortune in opportunities and potential profits. The thing that stops us making money is capacity and management of our capacity. Outsourcing tasks can definitely give you more time to focus on more aspects of your business.

Peter says he also tried to do everything himself, which is what every internet business owner wants to do. He was spending 16-20 hours building web pages, blogs, doing research, writing emails, etc. After two years, it burned him out.

He also regrets not getting a mentor right away. There were too many mentors offering assistance that he decided to follow everybody, and didn't get very far.

When it comes to outsourcing, it's good to start outsource non-business things such as mowing your lawn, doing your laundry, cleaning the pool, etc.

Then outsource the business things such as content creating, website building, logos, research, reports, transcriptions, programming, etc.

Again, **don't do everything yourself**. Invest in good information, tools and people. The investments will be worth your growth and leverage.

Mistakes are a fancy name for experience. Don't spend too much time trying to learn everything before implementing things.

# best advice?

Peter on outsourcing:

The biggest piece of advice he can give about outsourcing is that you shouldn't be scared. Outsourcing offline stuff such as doing the grocery or the laundry should be liberating. It will free up your time, so that you could focus on making money.

Dean's best advice:

You have to value your own time before anyone else will. Just because a task is easy for you, doesn't mean that you have to be the one to do it. Just because something took 10 seconds to do, doesn't mean that you did not spend

If you learned a skill, you don't necessarily assign the value to the skill. For example, a repairman could fix your air conditioner simply by taking off the panel and taking off one screw. However, the time he spent learning WHICH screw to take off is what is more valuable than the actual labor.

It's not necessarily what you do, but it's how you gained that skill.

James' best advice:

The only person holding you back is **you**. You can always leave your comfort zone any time you want, but it is up to you to do it.

Dean adds that most people need some sort of traumatic experience in order to make a change in their lifestyle. However, when they look back at it, the traumatic experience turns into the best thing that happened in their lives. You don't have to wait for something drastic to happen in order to make a change for the better.

Working on mindset is a really good place to start, and challenge yourself there. Doing what scares you the most, is the best place to start. Set the bar high. If you do something as scary as skydiving, everything else, such as public speaking becomes a little bit easier. When you push yourself out of the comfort zone, you'll really start living.

If you have the mental mindset for being an entrepreneur and taking your destiny in your own hands, don't delay. Just get to it.

## time capsule?

If you could get in a time capsule or time machine and get back in time to the days when you were just starting out as an entrepreneur and had thirty seconds to say something to yourself, what advice would you give yourself?

Peter:

Cut off all the e-mail noise, find a mentor, someone that's been there and done that, and stick with them for a year. If you're with someone as knowledgeable as that, you will be able to acquire a six-figure income in 90 days.

James:

Believe in yourself. You can do it and don't let anyone tell you otherwise. Don't worry about what other people might think. If you don't want to be criticized, then you should do nothing, say nothing and be nothing.

Invest in yourself, find the right information, and filter out the email noise. Email is the biggest time-sucker. Learn to filter them, and don't get addicted to checking your mail.

Dean:

Don't spread yourself too thin. Don't take on a hundred projects at a time. Don't grab all of the opportunities available, because if you spread yourself too thin, you'll end up with nothing. Find a mentor as well. Be aggressive about that, but don't appear desperate when approaching a mentor. Begging is a turn-off. Find the win-win situation for both you and the mentor.

When it comes to the fear of being criticized, the worst response you can get is no response at all. Your product may get cloned. Your product may end up on a file-sharing service. However, imitation is the best form of admiration. If someone is copying you, or sharing your product with others, take it as a sign that you are producing something good.

Get to twenty products as quickly as possible. Get rid of perfectionism.

Leverage through recurring income instead of one-stop sales.

# leverage!!

Leverage is getting a maximum result from a minimum input, like a fulcrum. Many things can be systemized or outsourced.

Peter:

Build a list and tap into it. For example, build a list of people with skill sets. Then form a task force based on that list.

Dean:

A great example of leverage is sending out a mass email, instead of email people one by one.

Every time you are doing something with your own time or your own money, always ask yourself how you can get the maximum out of it. An example is this audio file, which you can repurpose and turn into a PDF.

James:

James has a tool called Basecamp, which he can use to give out tasks to outsourcers. He can set up service requests, partnerships, and memberships, etc. and manage it remotely using his Iphone.

Outsourcing is a great leverage tool. Once you get one outsourcer, you can get that outsourcer to refer the second one. Then you can get the first one to train the second one. In this manner, you've outsourced recruitment and induction training as well.

Peter:

A few tips for getting outsourcers:

If you need a web designer, you can go into forums and find the best web designers for free.

The same goes with copywriters. You can leverage free copywriters because they are willing to work for free because they want to get their name out there.

You can also go to [www.Odesk.com](http://www.Odesk.com) or [www.Bestjobs.ph](http://www.Bestjobs.ph).

# implementation

Peter:

Map everything out, so that you understand a-z what needs to be done. Without a clear cut process map, you are going to be lost.

Dean:

Productivity is a big key in implementation. If you're working from home, you have to be as ruthless as you are with your personal time as you are with your work.

James:

Running a business is about putting different tactics together. You can get a whiteboard and write down the mini-objectives. Get a deadline for each task. Make the deadline as tight as possible. Sometimes you just have to buckle down and get to it, and once you're done, rub the task off your whiteboard. It can be very satisfying to finish your tasks and look at a blank whiteboard

If you can accomplish 10-15 little accomplishments within a day, and keep that rate, you'll have a highly streamlined process in a month. In 60-90 days, your business could rise up a level or two.

Peter:

Go for short-term goals. Think of 30, 60 or 90-day goals instead of 3-year goals. When you run your business on the Internet, and the Internet changes faster than the speed of light, you need to be proactive, and keep up. Short-term goals give out the biggest profits.

Dean:

Get some momentum. The important thing is to get up and running. Once you're in motion, you can keep going faster.

Money loves speed. Money doesn't sit around. You can't chase it. Just go out and do it, and money will follow.

Build a business, build a lifestyle. Money is just a by-product.

Do not multi-task. You will get nothing done.

### **What can you do right now?**

Clear your inbox. Money is the by-product of value creation. You can't solve problems and create value if you're just reading emails. Once you clear the inbox, you can start getting into product creation and blog content.

One way of doing leveraging your emails is to look at the best subject lines and create content out of the subject lines. Those will help you create blog posts.

Go into busy forums, and check out what they talk about the most. You can either tell people what they need to know, or let them tell you.

You can use SurveyMonkey.com to survey the consumers. It's always good to ask them what they hate. What frustrates you the most about our system?

If you run a forum, give them a reason why they should stay, and remove reasons why they would leave.

Use the soap-opera cliffhanger technique, and keep them hanging for more. Encouraging product consumption is one of the greatest ways to keep customers.

### **The Next Step**

Interested in learning more about Peter? Check out [www.AffiliatePunisher.com](http://www.AffiliatePunisher.com)

If you would like to know more about James, you can go to [www.Superfastbusiness.com](http://www.Superfastbusiness.com).

If you'd like to know more about Dean, you can to [www.DeanHunt.com](http://www.DeanHunt.com).

Watch out for the new collaborative website: [www.IMFusion.com](http://www.IMFusion.com), featuring Dean and James' combined Internet marketing strategies.

To access more great content like this members can login to Superfast Results at: [www.superfastresults.com/member](http://www.superfastresults.com/member)

