

The Power of Goals and a Partnership to Die For

The Power of Goals **(and a Partnership to Die For)**

By Dennis Becker

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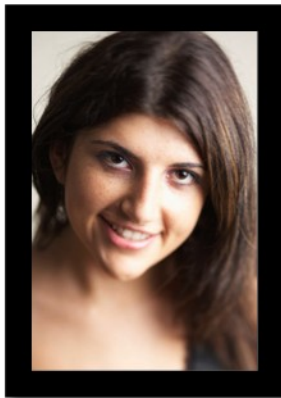
About Us:



Dennis Becker began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic "5 Bucks a Day" book, available at Amazon, or through a link in the resources section.

He also opened an "Insiders Club" in 2007 to help more experienced Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.



Rachel Rofo has been a full time Internet Marketer since June 2006, and has been on the Internet for over a decade.

Although she's dabbled in many fields, she's mostly known as a membership site expert, copywriter to the "Internet Stars", and offline business expert.

She dedicates her time to learning as much as possible, both in Internet Marketing and in life. She joined the staff of Earn1KaDay in 2010.

You can read more about her on her blog at <http://www.RachelRofo.com>.

The Power of Goals and a Partnership to Die For

Introduction

I'm going to call this little report "The Power of Goals and a Partnership to Die For". Actually, if you're a member of Earn1KaDay, it's based a bit on a thread I started in September 2010, titled "The Saga of Dennis and Rachel" for reasons you'll soon realize.

But really, it's more than that, and less than that. It's about the power of partnerships, and it's about the power of even the smallest of goals. I promise, if you read this whole report, in its entirety, you'll see what I mean, though it might be a little slow getting started.

That's the way I write, and again, I promise, you'll be rewarded for your patience.

The purpose of this report isn't to get you to join Earn1KaDay, nor is it to get you to buy my book, 5 Bucks a Day, which I wrote back in 2006. Actually after you read this report, you might know enough that you don't need to buy the book anyway. But Earn1KaDay, our Insiders Club, you might want desperately to belong to.

The purpose is to lay bare where I've come from, where I am now, and hopefully you might find some inspiration and guidance.

So let's set the stage...

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My History

I need to briefly tell you how my Internet marketing career started, so hopefully I won't bore you to tears before we get into the good stuff.

I had a retail store from 1989 until 2007. For a good part of that time, things were (relatively) great, though the only reason, looking back on it, was that I was accumulating credit card debt to pay for inventory and expenses. More on that later.

I was basically "robbing Peter to pay Paul" as they say.

Beginning in around 1998, things became less great in the retail store, and through a friend, I found eBay. I started selling there, it was a huge part of my income at the time, and I started my own (very ugly, in fact unbelievably ugly) web site to try to move customers to my own site so that I didn't have to pay so much in eBay fees.

So I was able to survive the retail downward spiral by selling more, much more, online.

Time went on, and I added products to my web site, and started getting interested in all the get rich schemes I saw advertised when I surfed the 'net. Don't we all?

I tried everything, and nothing was working. In the meantime, the store was continuing to go downhill due to the economy, and my credit card debt was over \$300,000, plus my home equity line was almost maxed out.

Yeah, it wasn't a pretty picture. And no, that wasn't a typo above. I'm not particularly proud of that debt, but I want you to put my situation into perspective, since the likelihood is that it was worse than you're facing right now.

In short, I wasn't in a happy place in my life, at least not financially.

In 2005 I joined a membership site where one of the owners taught his

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unique brand of AdWords domination. I'd tried AdWords back when I was trying everything else, and failed, but decided to do it again, his way.

At the same time, I had about given up hope on getting out of debt, and at my age, getting a full time job was out of the question. I had to make IM work, and it had to work fast. The line of credit on my credit cards was just about totally used up.

So, with the resolve to try AdWords, I decided to not only try it the new way, but also to try going for small scale successes, rather than big ones.

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5 Bucks a Day, How It Started

This became my 5 Bucks a Day Strategy, actually, more on that later, but the strategy was basically to start by making a big long list of potential projects that could make me a minimum of \$5 a day recurring income, hopefully finish that project within a week successfully, and then next week, do the same thing.

Over and over. After one week, I'd theoretically be making \$5 a day, no big deal right, anybody could do that.

After two weeks, up to a total of \$10 a day.

After 10 weeks, up to \$50 a day.

And so on.

There's another big thing to the strategy also, and I'll get to that when I get to the main point of this report, but this will set the stage.

The strategy doesn't necessarily require you to use AdWords, but I did. If you want all the gory details of how well it worked out, you'll need to buy the book, but let's just say, in the first 8 weeks after starting, I had over \$38,000 in profits to start paying down my debts with.

And after that first success, more followed...

Until I couldn't help myself, I started talking about it in the forum I was in, and was persuaded to write a book (5 Bucks a Day).

That morphed into a free forum for a while, and eventually into the paid forum which is still going strong after 3.5 years (Earn1KaDay started in May 2007).

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A Partner to Die For

Fast forward to August 2010. Once Earn1KaDay started going strong, it became a labor of love for me. Sure, it provided a good income, but it was more than that, and I worried about what would happen if something happened to me.

I knew Earn1KaDay was helping a lot of people, a lot of our members considered it their online home in some respects, and the community was something that meant a lot to a lot of people.

I never wanted that to die.

So I had been looking for help so that in my absence, things would continue on. I won't go into the early trials of other potential partners, but they didn't work out spectacularly.

In late July, I received an email from Rachel Rofo, who was offering discount copywriting services, and I just happened to be thinking about rewriting the sales page for the site, so I contracted with her. Rachel had been a member of Earn1KaDay for most of its existence, and I knew her fairly well, in fact she was a speaker at the seminar we ran in May 2010.

Talk about a serendipitous event, and talk about why you should never be too quick to unsubscribe or to trash emails without opening them!

While we were working on the project together, some comments were made in passing about how great it would be to work together on more than just the copywriting project. I explained about the partnerships that didn't work out, and asked her if she was interested in a similar deal.

To my surprise, she was.

We talked, I explained what I was looking for, what the deal had been with the other partners, what would be expected of her, and what I would pay for her help. The negotiation went quickly, and...

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On August 4th, 2010, we signed an agreement where she would get paid a small commission for increases in the recurring revenues of Earn1KaDay, over and above the base level that existed when she started writing the copy, meant to inspire her to do the best job she could with it, and to continue split testing to increase conversions, as well as to provide ideas to continue to improve the retention rate of existing members.

The initial relationship was based more on trust than anything else. I trusted that she could help improve my insiders club conversions and retention, and she trusted that she would be paid if it worked out well. But...

The more we talked about strategy, the more I began to realize that this just wouldn't work. Her talents were being wasted, and the money she could get from what agreement wasn't anything that would make her happy for long, and certainly wasn't fair.

In the beginning we hadn't talked about other projects beyond just improving Earn1KaDay a bit. In fact over the last few years I had become complacent with things. Recurring revenues from Earn1KaDay were a comfortable income, and I don't have a lavish lifestyle, so I was satisfied.

Rachel however had ideas that started my mind racing with the possibilities that could be.

So we ramped it up a notch, and agreed that not only increases in Earn1KaDay revenues, but increases in all revenues, for new projects we worked on together, would be split with her, at a rate much higher than the agreement stated (50/50).

Now, one more thing needs to be mentioned. I had recently started using a product launch and affiliate platform that I felt would enable me to easily get products to market, and to keep affiliates very happy.

That platform was Nanacast.

It also provided, thank goodness, all the reporting features necessary to keep track of our revenues and profits, so that the profit split was easier to monitor.

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So at that point we had the pieces in place...

We had a launch platform, ready to be taken advantage of.

I had a relatively small email list, and so did Rachel, but she had ideas about how to grow them much larger.

I had a small number of affiliates already, and ideas on how to grow that base.

We each had a few products of our own, as well as boatloads of products in the Earn1KaDay archives that could be used for various purposes.

And I now had a spectacular and ambitious partner that was going to give me an incentive to increase my income. I was already comfortable, probably too comfortable, with my existing income. Being able to force me out of my comfort zone was one of the things that Rachel would do for me.

Rachel became the perfect partner. She had skills that I didn't, for example she's a superb copywriter, and separately has contacts with a lot of talented individuals that we can outsource to.

On the other hand, I have some technical skills that bore Rachel to tears.

And we both have positive attitudes for the most part, a willingness to communicate (including, most importantly, a willingness to listen), and no hesitancy to spend money (within reason) when necessary to improve our business or our personal skills.

On August 4th, 2010, our partnership had yielded no income at all. We were just getting started, but we had lots of assets, and we had dreams.

In mid-August, Rachel started to scare me. She started talking about a goal to get \$20,000 of partnership revenue in September, and to post a follow-along thread in the forum showing people how we were accomplishing that.

Huh? \$20K, first month, from scratch? And put it out there for everybody to watch how we were floundering in our startup?

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I don't think so.

Yes, I said I have a positive attitude most of the time, but sometimes I'm positive that something is a real stretch to achieve.

What we also did at the time was set some future goals, one was what we would do when we reached \$50,000 income in a month, also one for \$75,000 income, and one for \$100,000.

It wasn't a matter of if we'd meet those goals, it was a matter of when.

All fun, all very inspirational, the rewards for reaching the goals were very cool, but when could we reach those numbers?

According to Rachel, \$50K in October, and hopefully \$75K in November.

Hmm. Okay. If you say so, Rach, let's see what happens. At that point we were still close to zero, and only a couple weeks away from the start of September.

So instead of posting the follow along in the forum for the start of our September month, because I didn't want to openly fail, I decided to start a thread called "The Saga of Dennis and Rachel".

In it I wanted to post everything that was happening in our partnership, good and bad, totally transparent, all the goals we were setting, reaching, failing to accomplish, and more.

And not only what was happening, but how we were making it happen. Again, totally transparent, every method and dollar amount, no matter how embarrassing it might be.

In fact, this was the first post in the thread:

[START OF POST DATED SEPTEMBER 5, 2010]:

I'm going to start something here that will hopefully take on a life of its own over the coming months and possibly years.

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I'm calling it, for now, "The Saga of Dennis and Rachel".

As you know, we're business partners now, and in the short time we've been working together, we've shared thousands of emails, and hours on the phone.

In the beginning we discussed having a monthly personal challenge where we would set a financial goal for the partnership and let you watch as we strive to meet that goal, hoping our successes and failures would help you in your business.

We were going to start in September, but there will be interruptions this month, so we decided to delay that until October.

But now, I think an ongoing saga, or diary if you will, will be even more illuminating, without the pressure of a monthly financial numbers game.

Oh, there will still be numbers, but in a different way, and hopefully in a more fun and educational way.

In this thread we'll be sharing not only what's going on now, but what we're planning for the future. You'll get a glimpse into much of our personal thoughts, what drives us, how we motivate each other, how we're accountable to each other, and more.

Successes, failures, mistakes, it will all hang out.

Now that a month has gone by, there will be flashbacks as we think of things that have already happened, of course.

I like to dream that this saga will one day come out as a book, so here's rule number one in this thread.

We do want your thoughts and questions posted, there's nothing wrong with that, but please keep on topic and reasonably appropriate.

Also know that since I've mentioned that this saga might be published, by your posting in this thread, you are giving us permission to use your

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comments.

Also, since this might later be published, any references to other sites or threads should not use links, but rather just mention them in context. So no links (other than what's in your signature, those won't be published anyway.)

Inappropriate or off topic posts in this thread will be removed without warning, or edited if necessary.

That being said, let's get started with the beginning of the saga. I hope you'll be interested to see where this all goes.

[END OF POST]

And here's one of the early posts:

[START OF POST DATED SEPTEMBER 6, 2010]

The history begins with me, long ago in a land far, far away. I worked for an international software company, in charge of tech support, and they wanted me to go to Europe to meet and train their marketing partners there.

So I got my passport, booked flights, and was supposed to arrive in France (or was it Amsterdam? I was visiting both cities, not sure in what order) on MayDay 1981.

Except for the fact that I decided to leave the company to start my own consulting business in April of that year, I would have gone, but after I turned in my resignation, the owner of the company decided I didn't have to go.

So my passport is still looking for its first stamp, and sitting in one of my drawers, long since expired.

That's how often I travel outside the U.S. Other than the service, when I went to Korea and Japan, and trips to Canada when you could just drive on through, my travel has been all domestic.

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So last year when James Schramko invited me to come meet him in Sydney, and Leanne King also wanted me to come down, the offer was tempting, but I had no passport, much less a desire to spend 20 to 25 hours on a plane, each way.

Still I regretted not going, and Leanne has occasionally asked if I had gotten my passport renewed yet.

Fast forward to August 2010. Rachel and I had become partners, and agreed to meet in Austin (Texas) at a seminar, to plan taking our business to probably the 50K monthly level.

Knowing how much she likes to travel, the logical question to her was, how would she like to go from the 50K mark to the 100K a month mark?

I thought that reaching 50K wouldn't be a problem, but my feeling was the quickest way to get to 100K would be to go spend a couple days with James Schramko.

The problem I told her I had was sitting on a plane for 20+ hours, unless I had a very pleasant traveling companion (referring to you know who). It took her a while (about half a second), but she agreed to endure the trip as well.

The next step was getting James to confirm that we had an open invitation to visit him, and that was confirmed. He's quite a guy, after all.

The next step was to define a goal, and Rachel and I agreed that we'd plan the trip once we achieved our first 50K month.

The next decision was the toughest. I wanted to make the trip especially pleasant, again not anxious to sit in a cramped seat for a full day or more, so I asked her to find out how much first class would cost. It turns out that it's pretty expensive (whew!), and that would pretty much wipe out the profits from the 50K month.

Again my partner knew the traveling ropes. She found out that with an Amex Platinum card, booked early enough in advance, you can fly first class international at a buy one, get one free rate.

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Huge!

Do you remember me talking elsewhere about how powerful it is to have a "why"? Not just an income goal, but a passionate purpose to get something done.

Our "why" to reach a 50K month is to fly first class to Australia, meet James and Leanne (I don't think she's aware of this plan yet), and take our income to the next level.

And it gets better still. You may have heard Rachel talk about how she's traveled to 49 of the 50 states. When I found out that the flights from California to Sydney have a stop over in Hawaii, that would be her 50th state. So we have to arrange a long enough stopover so that she actually gets at least time enough to get out of the airport and spend a little time there, to complete her collection.

So we added to the "why" a new and powerful reason. There's no way we're not going to do this. I hope you guys can help us somehow, my thought is the 50K month will be October 2010.

We also have another powerful "why" to go beyond 50K and reach a 75K month as well, and I'll talk about that in another saga chapter.

[END OF POST]

That post was made about a week before Rachel and I were due to meet at a seminar in Austin, Texas. We decided to get there 2 days before the seminar started so that we could spend time together for the first time planning our business for the next few months ahead.

The first day we were together, it was great. We got a lot done. To celebrate we split a bottle of wine that evening, and then disaster struck.

I went back to my room, and for the rest of the night, I was unable to go to the bathroom.

The next morning, with no relief yet, we took me to the emergency room,

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and that began about 3 weeks of trying things, which eventually led to surgery to remove part of my prostate.

That, along with Rachel's planned trips in October (a week at a seminar, followed by 2 weeks in France, followed by a couple days visiting me in New Jersey, a couple more visiting her mother in Pennsylvania, and then flying back to California to drive to Oregon) pretty much wiped out a month for her and a couple weeks for me.

So, you would expect that our projected goals for September and October would be toast, right?

Here's a post I made in the saga thread on October 29th, as the month was coming to an end:

[BEGIN POST]

It's coming to the end of October. The leaves are turning colors and falling, the weather's getting a wee bit chilly, and it's the time of year where I'm almost constantly inside (or driving from one inside to another inside).

And Thanksgiving is coming in less than 4 weeks. I have a lot to be thankful for this year, not that I don't have lots every year, but a lot more.

My health, for one, after just a brief challenge. A family that's safe and together. Debt free at last. A growing and thriving community here that was there for me when I was worried about my health, among other things.

And most of all, a partnership with Rachel that seems like it's been going on for a long time.

Which is strange because as I've aged, it seems like years go by in days, months go by in hours, days go by in seconds.

I don't know why, but it's really the strangest thing. Rachel sent me an email yesterday I think it was, saying how much we've accomplished in the last 100 days, and I had to remind her, we haven't even been together 100 days yet. She seemed shocked too.

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The day we signed papers was August 4th, so next week will be our 3 month anniversary. Then she asked today, well when did we really start being a team-team? Because on August 4th, I was just going to give her a percentage of revenue increases from Earn1KaDay income.

It wasn't until August 14th that we decided to ramp up her participation in the company, co-produce products, and all that, and share the revenues of the products we worked on together 50-50.

So just 2.5 months as of today that we've really been a team. Our first goal (in August) was to have a 20K month in September. I didn't think there was any chance to do that, since we'd be spending almost a whole week in Austin.

And then she said we should go for 50K in October, and set a reward for achieving that. I suggested a trip to Australia together to spend a couple days with James Schramko and Leanne. I knew there was no way we could do that so soon, because she'd be offline for almost 3 weeks out of the month.

And then she said our next goal would be 75K, we didn't set a date on that at the time, but that was far out there, maybe even 2011.

Rachel loves to prove me wrong. We made around 40K in September, the 50K number came last week, and it's almost a certainty that we'll hit 75K in October as well.

OK, so I was wrong.

In fact we might make 80K this month, and there's a slight chance we could make 83.33K (which would be pace for a 7-figure year). I don't dare say I don't think we'll make it, because I don't want another "I told you so" from her, but it's going to be a stretch with only 2 days to go.

All along, while our revenue was growing, it was our affiliates that were boosting us up, and I have cause to be thankful on Thanksgiving for that also, of course.

When Rachel and I met in Austin, one of the agenda points was to have an

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affiliate contest each month, budgeting something like \$250 a month for incentive prizes.

Well, when the goals were being not just met, but shattered, we decided to get a little more crazy. We gave out \$150 2 weeks ago, \$150 last week, and will give out \$300 tomorrow. With gratitude for a job well done.

I didn't post a prize for this week, as mentioned in another thread this afternoon, but as I spent the afternoon thinking about things, I had a crazy idea.

Our next goal officially is a 100K month, but I have a bigger idea.

I want to see a 10K day. I've never had one of those. Earn1KaDay was a name chosen, obviously, because I got to like having \$1000 days, and though it didn't happen all the time, a few times a month was nice.

This month, there was only one day that wasn't in excess of \$1000, a big improvement from September, which had 9 such days below the line.

But I digress.

A 10K day would be sort of special, our next glass ceiling, and I know I need help from our affiliates.

So, here's what I'm going to offer as an affiliate prize.

On our first 10K day, I'm going to write the names down of all the affiliates that had at least one commission that day, and that belong to Earn1KaDay. Each affiliate will only get one entry, regardless of how many sales he or she made that day. I'll put the names into a hat (or a box or bowl or something), and draw one name.

That person will be awarded a \$1000 bonus commission. I don't know if it will be someone who's never had a 1K day before or not, but with luck, it will be, and with luck, it will be as life changing for that individual as my first 1K day was for me.

The most probable time it will happen will be on a Saturday, because that's

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when the dime sales start, but that's not necessarily going to be the way it plays out.

How far away are we from achieving a 10K day? Let me put it this way... we had an 8K day on September 29th, a Wednesday, I'm not sure what we launched that day, maybe Daily Seminar PLR or something.

I think there's an outside chance we could do it tomorrow. We "only" need to sell 350 copies or so of the dime sale, which isn't at all inconceivable, considering the value.

I hope and pray that Rachel and I can give this money away soon. I hope and pray that you are the winner. And I hope and pray that someday, if not already, you get to experience the power, inspiration, and joy that a partner like Rachel can bring to your business and your life.

After the 10K day, and after the 100K month, what's next? Don't worry, we'll come up with something.

Until then, stay tuned for an announcement of our officially making the 75K month, and of the winner of the \$1000 prize.

[END POST]

Yes, we made the goal in September, actually we doubled it.

And the October goal of 50K had already been made, along with a shot for making the next increment, 75K, in the same month.

All this has been leading up to this post, though, that I made in early November, which actually, finally, is the whole purpose of this report:

[BEGIN POST, NOVEMBER 3, 2010]:

Leanne asked:

Quote:

Now that you are on target for your goal can you detail more of a) why you set the goals that you did and b) what your strategy was or is this in the 10K a day book out

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soon?

OK, let's tackle this today...

Why did we set the goals that we did?

Very good question, actually.

I've always been a very goal oriented person. As you hopefully read in 5 Bucks a Day, I felt that the post it note with the daily income goal written on it, stuck where you can see it many, many times a day, was crucial to my success.

I also feel that if you pattern yourself to some degree after successful people, you too can be successful if you do what they do. I patterned myself after a specific mentor in the beginning (Matt Levenhagen) because I wanted to achieve the AdWords success that he did.

So, not that I'm the best mentor in the world, but if someone is reading my book wanting to know what I did, I have to assume they aren't just reading the book for purely entertainment purposes, and so I'm hoping they are willing to try doing what I did.

What I did was set a medium term goal (in the beginning it was 200, or \$200/day because that was the number I needed to be able to confidently shut down my retail store), which I wrote on the post it note, and a short term goal (find a new recurring income stream that will increase my income by \$5/day and finish that project by the end of the week).

Before I developed that strategy for myself, I tried virtually every scheme that ever showed up on a sales page, with no direction, just hope, and none of it worked for me.

Because, I'm convinced, I didn't have a reasonable goal then. Sure I had goals, I wanted to be like John Reese and have a million dollar day, for one.

Didn't work, for me. It wasn't a reasonable goal. At least not then.

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But I digress...

When Rachel and I started, we looked at what income we had coming in already individually. Hers was drying up because it was mostly based on Burn Your To Do List revenues, and she desperately wanted to rid herself of that albatross (not because it wasn't a potentially very successful business, but because she doesn't like to worry about support).

In fact, the first 7 to 10 days of our partnership, we must have had several hundred emails back and forth, and a few long phone calls, all discussing whether together we could salvage BYTDL without flipping it for a paltry sum.

In the end, she decided she wanted to get rid of it at any price. Thank God she made that decision.

So our joint income was mainly my income, but she wasn't going to share in a good part of my income, just that "new" income that we produced as partners.

In the beginning, if you remember (you can look it up), she talked about starting a follow along thread (or was it my post? In any event, the idea was hers), where we would post daily what we were doing, and challenge ourselves to have a 20K month in September.

At the time, in August, before we had hardly started, that was a lofty goal, 20K right out the chute, basically. Insane.

And then we started dreaming. Dreaming big, in fact. We wanted to draw from some of Jason Fladlien's examples, by having lots of free reports, for example. We wanted to start catching up on his income, as well. We wanted lots and lots of affiliates, and felt in order to get them, we needed to treat them right.

We also decided that the best possible mentor that we could think of would be James Schramko, in order to be able to get from where we were, to where we wanted to be.

James had in the past invited me to spend time with him, and I thought if he

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was still willing to, if he would give some of his uber valuable time to Rachel and me, that we could take our income to the next level.

So we dreamed big. What would it take to be able to afford to fly to Australia and meet James?

Being the world traveler that she is, Rachel told me that if we went first class, American Express Platinum offered a buy one, get one free ticket plan.

Hmmm. I didn't (don't) have an Amex Platinum, but I could upgrade, I guess, I was thinking. No problem.

That cut the cost virtually in half, if we were wanting to travel first class. And yes, the whole agenda took on a life of its own. If we were going to spend around 20 hours flying each way, we wanted to be able to be together without another passenger in the same aisle eavesdropping, without one of us having to have a cramped center seat, in comfort as good as we could get.

So first class tickets to Australia, meet James (and Leanne), discuss business with them, and then one last part of the plan came into play...

Rachel has traveled to 49 of the 50 states. Hawaii is the one she hasn't been to, and I asked her, since some of the flights connect through Honolulu, how long she would have to be in Hawaii, to complete her "collection". She decided that it wouldn't really count if she only set foot in the airport, so we decided the whole trip would become...

First class to Australia to spend time with James and Leanne, and come home with a one or two day stopover in Hawaii.

Considering the cost, we decided that we needed to have a 50K month before we could afford to spend that kind of money.

So that became the goal.

Then we just kept having fun with goals. We set a 75K in a month goal, and brainstormed what we'd do once we reached that one.

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And then in Austin, we talked about what we'd do when we reached a 100K month.

It was almost like we believed that the earlier goals had already been achieved, so we had to set a new one.

The whole goal setting took on a life of its own, in fact. Every day we'd talk about what could we do to "qualify" for the Australia trip, how could we get to 50K, what a great trip it would be, how soon can we do it, yada, yada, yada.

It wasn't about the money at all, it was about how much fun it would be to spend all that time together on the plane talking, planning our business face to face, then having James help us further.

And Hawaii as a bonus.

Here's the amazing thing. Until we set that goal, my post it note was sitting on my printer saying 900.

900 a day was what I wanted to average, some months I made it, most months I didn't, but it was my medium term goal. I had actually gotten sort of numb to that number.

Suddenly I became energized again. I ripped up the 900 note to shreds and replaced it with one saying 1667 (50K month).

Talking about 50K, posting about 50K, hearing Rachel talk about 50K, what we'd do when we reached 50K, seeing the post it note with 50K...

Do you realize how doing all that, all the time, can embed into your subconscious the fact that 50K was normal and expected? No hocus pocus, no woo woo, it was just part of the "what your mind can believe, we can achieve" thingy.

And as September wore on, and the 20K goal, that at one point I thought was way out there and so unattainable that I decided that I didn't want to post a challenge thread about it because I didn't want to fail publicly (so I started this saga thread instead)...

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Plus we were spending most of a week in Austin in the middle of September, getting nothing done.

Well, September started slowly and built momentum, and I posted earlier the final numbers. I forget exactly, but it ended in the vicinity of 40K.

Suddenly 50K became achievable. Suddenly Australia wasn't far off. Suddenly it was on the horizon...

Except not for October, because Rachel would be offline basically for 3 weeks of the month, and I was in the middle of a battle with my body, facing surgery, and an unknown recovery period.

How frustrating to be so close to a 50K month, and have to backslide.

But... my mind didn't hear all that. My mind and Rachel's mind, knew that 50K was what our income should be, because we had talked about it so many times, had emailed about it endlessly...

And about 3 weeks into October, we made it. We qualified for Australia. We were absolutely insanely giddy with excitement.

Then the fun really began. We were on track for 75K as well, and Rachel's goal was to share her new found wealth with her family when we had a 75K month. She had to come home for a high school reunion in November, and she thought it would be nice to be able to do that sharing at that time, so I tried to figure a way to make that happen for her.

Long story short, as I posted earlier, it happened.

Now we have a new goal, a 10K day. And the 100K month is still waiting to happen.

I've been thinking that we blew out our best higher priced products in October, like the Daily Seminar PLR, the Earn1KaDay lifetime access slots, the Action Enforcer PLR, so November would be tough to repeat with.

After yesterday's and today's face to face brainstorming sessions with the

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white board though, and with one idea that suddenly became a 3-part event, I'm not so sure that we can't actually repeat October again, and maybe beyond.

Maybe the 100K month. Maybe at least a 10K day this month. Both events have insanely fun rewards that come from their achievement. More fun. We know those numbers will be reached sooner or later. Why not sooner? Why not get it over with so that we can set a new goal?

Goals. Rachel sets them, I think, as a challenge to see what she and I can really do, by stretching ourselves, by challenging ourselves.

I set them as much for fun as anything.

Why do YOU set goals?

Michael Gunn said it better than I've ever heard, at the 2010 seminar...

"What's your why?"

My why for the 50K month was to spend a huge amount of very quality time with Rachel on a plane, on a part business, part vacation trip, and some time with one of the IM'ers I have the utmost respect for (James).

My why for the 75K month was to close down my warehouse, finally end my eBay business that's been humming along for over 12 years, shut down the website that's been costing me 8 to 12 hours a week when I could either be shortening my week, or doing more profitable IM stuff.

Rachel's why for the 75K month was to give back to her family that's supported her over the years, to see the shock and joy on their faces.

We reached that goal the same month that we reached the "unattainable" 50K goal. Surprise, surprise.

Our why for 100K is a joint project, one that she feels will change the world. I think she's right, and I'm going to support the project with her.

And there's one more why that we're trying to at least sustain our

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momentum. We haven't put a number on what's going to qualify us for this one, but it's a huge thing. Something that won't change the world, but it will change one small part of it.

I'll let Rachel tell you about that one when she's ready, I think.

Does that answer your question, Leanne?

See, it's not about the money. I said before I don't care about the money anymore. I was comfortable making what I was making before Rachel. Sure, it's nice that the September and October months allowed me to pay off my home equity loan about 6 months earlier than I planned, but that's not that big of a deal.

No, it's not about the money, and when Rachel talks about the 100K reward, and the other one, you'll believe.

Stay tuned.

Oh, one last thing.

During a break yesterday, I was showing Rachel my master spreadsheet that has my IM income, day by day, since 2004. It showed my daily AdWords clicks (when I was still doing AdWords), my daily AdWords spend, my daily AdSense earnings (when I still had my account), my daily eBay income, and my daily income from IM. Also calculated was my 7 day running average daily income, as well as the 30 day running average.

I showed her how it was almost nothing (actually a negative), then I found the day when I first started the \$5/day strategy, how it ballooned up, how it faded out after the holidays, how it started going up again as I found new niches for my MMS strategy.

And how once my average income, when it got over 200 a day (which I had on the initial post it note), went up for a while, but then started mysteriously going back down again. I explained to her that was because I had forgotten to update my post it note, so my mind was telling me that backsliding, to go down to 200, was just as natural as it telling me to go up to 200.

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So I ripped up that 200 post it, made a new one at 500, and showed her how the income turned around overnight. Amazing.

And then it was obvious the day of the first Google slap, when I told her I was actually, truly, suicidal, how I was on vacation, and lying in bed trying to figure out how to cope with the slap, and how I was able to within 3 days.

And the spreadsheet showed very clearly when I decided to shut down my AdWords campaigns, when I finally got tired of dealing with slaps every 2 months or so.

I showed her how my monthly income was hovering in a consistent range between 13K and 20K month after month, for over a year and a half, I think it was.

And so on, until August 2010, when she and I started working together, and how the running average kept increasing, day by day, until by the end of October, it was close to 3000.

Then she asked me why my post it said 1667.

Oops. I set that when I wanted the 50K month, and the month happened.

She said, well, do you really want to backslide to 50K now?

Good point, Rach. I now have a 3334 post it, which would be a 100K month. Much better. Let's see how long that lasts.

[END POST]

So now it's time to fill in some gaps in the story.

My 5 Bucks a Day strategy was actually this.

It was basically a goal oriented thing, as mentioned originally, where I made a big list of potential projects that I could hopefully complete within a week, that would hopefully yield me \$5 a day recurring income. Finish a week's

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project, cross it off the list, then go on to the next project next week.

52 weeks worth of completed projects, if all goes as planned, and you've got income of \$260 per day. And growing.

The other part of the strategy, as I did it, was to place a post it note on my computer printer, which is next to my computer monitor, and therefore always in my line of site.

My first post it note said 200, which was my goal for a daily income level. You can read about it in the book if you like, but that's the reference in the final forum post above, to try to tie that part together.

So that's it. I hope you learned a few things...

- The wonderful things that can happen by partnering with someone who's willing to work with you and share not only goals but dreams, totally in sync with what's going on, striving to build a business and have some fun at the same time.
- The power of not only the 5 Bucks a Day strategy, but more than that, the power of setting tiny goals, keeping them in constant focus, and working towards them every day.
- The incredible things that can happen when you allow yourself the luxury of purchasing the tools and information that you need, and forget about the distractions that only get in your way.

I hope you've enjoyed this little report, and reach incredible success of your own. At the time of this writing, November 8, 2010, Rachel and I have only been working together a little over 3 months, yet it seems like much longer, in a good way. I can only imagine what will happen in the next year.

If you want access to the complete saga thread, before the book comes out :-), I'm afraid you'll have to join us over at the Earn1KaDay Insiders Club, but even if you don't, I wish you great success.

Dennis Becker

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Want More? Here Are Some Resources:

[Earn1KaDay](#) – the Internet marketer's Insiders Club where we share tips, tactics, success strategies, and disseminate cutting edge information about 12 different business models.

[5 Bucks a Day](#) – This is how Earn1KADay was born. Learn the techniques that, inspired by a 5-dollar bill, took my Internet marketing income from \$30 a day to \$700 a day in less than a year.

[Action Enforcer](#) – The desktop application that will bring you more focus and let you get more done in less time than you ever imagined.

[Make \\$10K in a Weekend](#) – Discover how you can earn huge money with offline businesses... guaranteed!

[E1KAD Blog](#) – Our weekly-updated blog where we give you top-notch internet marketing information.

[E1KAD.com](#) – A comprehensive list of all of our products.

[Nanacast](#) – The product launch and affiliate platform that made it easier.

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