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Your First Million

**Updated
2014
Edition**

REVEALED:

**15 RED HOT SECRETS TO EARN
\$1,000 A DAY ONLINE**

Are You Ready? Let's Get To It!

I am not going to hold back with this report. I am going to tell you my beliefs and insights on how you can make six, seven or eight figures online. I'm going to tell you how me and others have achieved this online.

There will be a lot of hard-hitting information. Most of it will be easy to implement, but some will be unconventional beliefs that will require a complete re-wiring of your mind.

If you want extraordinary results, you need to have extraordinary beliefs and take extraordinary action.

Where you are today is a direct result of your thoughts and actions so far.

If you're not happy with where you are today then you need to change your thoughts and actions. If you are happy, then stop reading and go for a walk. And forward this report to someone who is unhappy, you might change his life like it did mine ;)

If you want the kind of results that others are NOT achieving, you must believe in and do things that others are NOT doing, right? Common sense.

Stay with me and buckle up. You're in for an exhilarating ride.

My goal is to reach \$1 million a year. I reached six figures in less than one year of getting serious online.

You are going to find a lot of "mindset stuff" here, because IT IS THAT IMPORTANT. It is AS IMPORTANT as the actions you take.

Your invisible world dictates your visible world.

Remember that.

OK, before we get onto the hardcore stuff let's get one more thing out of the way

This is a business!

Just like any other business in the world, it requires work. It requires determination, persistence, knowledge and mindset.

It requires sacrifice. I'm talking about sacrificing TV, or hobbies, or whatever people do that gets in the way.

Example: One person says he cannot make big money online because he has kids and a job. He has "no time".

If you can't find the time, MAKE the time. No excuses. Sleep less, watch less TV, hire a baby sitter, and sacrifice some stuff so you have the time.

Here's the problem: most people claim they do not have the time or money to make big money and build a business.

NEWS FLASH: You hardly need any money to start an online business. I started with \$0, never had an investor, never borrowed money. As for time, if you're serious you make the time. If you're not, stop talking about it and switch on the TV.

We all have the same 24 hours in a day. It is those who use those 24 hours best who achieve greatness.

Time is the most equalitarian resources of all.

YOU, It's All About YOU...No One Else But YOU...

If you are not making six figures online, here is the number one reason you are not:

It is because of YOU.

The minute you take responsibility for everything in your own life, things will change for the better.

I can spot successful entrepreneurs within 60 seconds of meeting them.

How?

They take responsibility for EVERYTHING in their life. Even the stuff they cannot control.

Everyone else blames someone, something, circumstances, fate or [insert excuse here].

Therefore, the first place to look... is in the mirror.

- What is holding you back from going for your dreams?
- What is holding you back emotionally?
- What is getting in the way as far as time is concerned?
- What is distracting you?
- What hang-ups do you need to let go of?

You see, whether you believe it or not, you already have all the resources and intelligence to make six figures online and more.

It's all the other stuff that's getting in the way...and you LET it get in the way.



Tiz G. Corta

SECRET 1: IT'S A HUSTLERS' GAME

Entrepreneurship is not for everyone. After seeing a lot of people failing to try I get it.

Yes, failing to try, NOT trying and failing.

50% of success is showing up. But most people don't show up. If you don't show your success rate is 0%.

Being an entrepreneur is not easy. This ideal about working from yourself, working from anywhere...it's a continuous hustle. You fight for every dollar you make. There's no guaranteed paycheck at the end of the month waiting for you just for showing up. Some people reach success faster than others, but it's a hustle for everyone. No exceptions.

But if you show up, you stand a good chance of making many times over a "normal" paycheck.

I was born to hustle. I love the hustle. Even so, it's still a hustle.

At the age of 10 I was selling 3rd hand comic books by the seaside.

At the age of 12 I had my first music band. I have no musical talent. I cannot sing, I can barely play an instrument. I was the producer. Arranging gigs, buying the kit, dealing with clients, selling home-made mixtapes, etc.

At the age of 14 I got a partner and we started a DJ company. We would bring the DJ equipment to people's houses for parties or weddings. I was also the DJ but that's never been my strength. I fixed the gigs, dealt with clients, sorted out kit and, of course, handled the money.

Spot a trend?

Lack of musical talent? Yes that too. Lol

From the beginning, I've had entrepreneurship in my blood. When choosing a university degree my top options were business or political science. I figured out that to make big money at the time you either had to be a businessman or a politician. So I chose business.

I had an IT training business whilst at university in Rome, teaching companies and individuals how to use Windows. Yeah, those were the days!

Every weekday, I'd leave home at 6AM, drive through a couple of hours of congestion, go to university lectures, finish at 7.30PM then give evening IT classes

and be back home around midnight. Plus, I was teaching on Saturdays too. It was a hustle.

After university, I got a job as an investment banker because I figured that it was (at the time) the fastest way to make a lot of money very quickly. Then after the 2008 global financial crisis, things reversed and the money wasn't that good anymore. So I got out.

What drives me CONSTANTLY to do more and more, no matter how much cash I have in the bank, is picturing the worst that can happen if I don't get stuff done.

Extreme? Yeah. But, it's kept me out of a lot of trouble. Most recently it saved me from losing my savings during the Cyprus banking crisis.

You'll excel faster than anyone else if you invest in yourself and your education. Get the right coaching, mentoring and guidance from the people you want to be like.

Heck, just connecting with them on LinkedIn or Facebook (even if you've never met them) will help you! They might just post something that will help you grow or give you a big breakthrough one day. Just hanging AROUND them at a conference will make you grow. Try it!

My point? Never stop educating yourself and make yourself visible in the marketplace. Network and work with the top players in your niche.

Oh, and perhaps one of the most important things about this lesson is don't let your level of happiness depend on your bank balance, how big your company is or anything like that.

Why? Because what if you never achieve that goal? You'll be forever unhappy. That sucks.

If you hit your target, then great. Celebrate and go bananas. But don't let your happiness depend on this. Remember, you're on a lifelong journey. Enjoy it!

SECRET 2: CASH ISN'T EVERYTHING *BUT* IT MEASURES EVERYTHING

OK, you might call me a hypocrite now. Let me clarify a couple of things:

1. I don't care what you call me. Love you :)
2. And I LOVE cash too. Can't get enough of it. I'd rather suffer in a Bentley than in an old 1980s Fiat car.

However, my life is not dictated by how much money I make or whether I hit those numbers (although I highly enjoy that). Eventually it's about giving back. I'm talking about things that really make a difference in people's lives.

You need a lot of cash for that.

You can't help the poor if you're one of them (Dan Kennedy)

Money is just a single component of one's life and yes, it's important - but it's not the ultimate one. The reason I focus on it so much is that **money is the measure of success in business**. Just like goals are in a soccer game, for example. Cash is the one single, common denominator you can use to measure success across any business.

SECRET 3: NUMBERS TELL STORIES

You must always be looking at your numbers. Every day, multiple times a day.

Focus on running a lean, mean money-making machine. Cut the fat and only focus on high ROI tasks, clients, products, people.

Remember that what matters at the end of the day is not how many people you have working for you, how big your office is or how high your revenues are. What matters is how much your **BANK ACCOUNT** grows month by month. We're talking about bottom line profits here. We're talking hard, cold **CASH**.

SECRET 4: CREATE A PERSONALITY

More and more, I'm seeing a "cult of personality" in the online industry. With social media the online industry is becoming more and more personal.

People buy from PEOPLE, not from companies.

Even Facebook, one of companies with the most exposure, puts Zuckerberg in front of the media. And they're not even really "selling" anything!

Use your personality to increase online conversions, attract like minded people, grow your own tribe and help them succeed...

Develop yourself into a friendly, competent and trustworthy advisor in your marketplace.

Add some personality, even if you're an introvert. Be funny. If you aren't funny, learn how to be funny. Learn how to tell stories.

Building a personality is something I learned from Dan Kennedy many years ago.

Focus on being interesTED in others, rather than trying to be interesTING.

Business grows really fast once you get this.

SECRET 5: PIGS DON'T KNOW THEY STINK

This is probably the most valuable of advice I ever got - your wealth is the average of the 5 closest people you surround yourself with.

Surround yourself with people you want to be like. This is the fastest way of getting the results you want.

When you feel you are hitting a roadblock, put your pride aside and hire a mentor or coach. I've been doing this for two years now and it blows my mind that most people don't.

This is one of my most difficult points to get people to actually do. I drop my ego and just pay for stuff I want to learn. I stop believing that I can figure it out myself and pay someone to tell me how to do it. If I could then I wouldn't be where I am now and I'd be where I want to be. Common sense, right?

You need to be constantly learning. The moment you stop learning you (and your business) starts shrinking...

Whenever you feel stuck and are not getting to where you want to go, anything and everything can be boiled down one thing...

Ask yourself - *do I have the skills yet to overcome this?*

Your skills are what gives you the competence and confidence to make things happen. The more you increase your confidence, the smarter the actions you take. It becomes a virtuous circle.

SECRET 6: CAUSE AND EFFECT

The law of cause and effect: You've probably heard that five billion times before. However, read closely and make absolute sure it sinks in... IT IS THAT IMPORTANT!

Everything has an effect. If I kick you in the knee, there is an effect. I caused you pain by kicking you in the knee. If I drink 10 pints of beer, trust me there is an effect. I read a book, I learn something. So, if I work for 5 hours, the effect is that shit gets done and I move closer to achieving my goals.

Whatever you are experiencing in your life today, YOU CAUSED IT.

Whatever you will experience in your life in the future, YOU CAUSED IT.

Let me highlight the word YOU. Not your boss, your family, the economy or anything else. You caused it.

As soon as you take personal responsibility for everything that happens in your life and you'll be one step closer to success or achieving your goals.

You make choices all day long, everyday.

Did you write that book? It impacts your legacy to the world.

Did you contact that potential partner? It impacts your income.

Did you sleep for 9 hours, or did you sleep for 5 hours? It impacts your health and how fast you'll achieve your goals.

Did you eat a cheeseburger or a salad? It impacts your weight and health.

Did you watch that TV show? It impacts your income and mindset.

More on the last point; be EXTREMELY careful about what inputs you allow to come into your brain. You might think "it's not important" or "I know it's silly, it's just for fun", but **EVERYTHING you read, listen to or watch has a conscious or subconscious impact on your mind and your level of wealth and success.**

You do not have a six figure+ income yet because you have not made the choices that create a six figure income.

Like I said, you have the smarts to get it. You have the resources to get it. But, do you have the mindset to get it?

The mindset is 90% of what it takes. The rest is just a matter of effort... that's all.

I live a lifestyle that I wouldn't change for anything else in the world.

I made certain choices that caused that effect. I am happy with nearly all of those choices and I learned from the rest.

Success is not made just by choices you make today, or tomorrow, or next week. It's the choices you make over an extended period of time.

It is cumulative. It's the sum of all the small choices you make every day.

It is working when tired. It is working when frustrated. It is working when you fail at first. It is working when you feel like nothing works. It is working when you're distracted.

Hard work ALWAYS pays off. I work damn hard and I know from countless experiences that eventually it pays off. You just don't know when or how.

Master the law of cause and effect, and your entire life will change before your eyes!

SECRET 7: EMOTIONS

Emotions prevent people from achieving, so master your own emotions. We all have weaknesses. We are afraid. We have low self esteem from time to time, all the time. Sometimes we are motivated and other times...not.

Whatever emotions you are experiencing should not get in the way of working. If you fail badly and you suddenly feel all these emotions bubble up, steam roll the heck over them and keep on working.

Make it a steadfast rule to not let your own emotions get in your way. Sit down and write out all the emotions you think hold you back. Ask someone who knows you well to analyze you and give you constructive criticism. Figure out what your key "holding back" emotions are and take control of them.

95% of wannabe entrepreneurs don't make it, because they let emotions stop them. Either consciously or unconsciously. Are you doing that?

SECRET 8: SHUT UP

Be positive and never complain UNLESS it serves a purpose.

For example, complain to someone if it's specifically aimed at getting them to do something about it. E.g. you are in a restaurant and you complain to the waiter to heat the food because it's cold.

If your complaint is not DIRECTLY aimed at someone who can fix the situation then just shut up. Don't just complain for the sake of it.

If you want to complain to me or when I am around you better be:

- Asking me to do something about it. In which case either I decide to do or not to do something about it. And we move on with our lives.
- Telling me about it AND telling me what you've done to solve or try to solve the problem.

If you don't fall into any of those cases, please stop wasting my energy and better tell me something positive. Pleeeeeeeeeeeeeease.

By being negative, you are just setting yourself up for failure. By being negative, you are only reminding yourself all of the time about negative things. You will have a hard time succeeding if you are constantly feeding yourself negative thoughts.

Successful people focus on the future and it pulls them up because they are optimistic and ambitious.

Unsuccessful people focus on the negative experiences or perceived limitations of the past and/or project these on their future.

And it pulls them down.

The truth is that there is no "in between" on the path to success.

You're either being pulled up or pulled down. Any attempt to remain in a straight line will eventually pull you down eventually.

Replace every negative thought with a positive one immediately. Try going one day with just positive thoughts.

You are the combined average of the five people you associate with the most.

This includes the way you walk, talk, eat, dress, think, and the financial success you will attain.

It is literally impossible to have a positive attitude if you surround yourself with people with negative attitudes.

You really have to assess who you associate yourself with.

Harsh, but true. If you want to be successful, you need to make difficult choices.

There's nothing wrong about making difficult choices as long as you make them in an ethical way.

SECRET 9: ACT IT UNTIL YOU MAKE IT

Don't fake it. Act as if you are it until you make it true...

This is a big rule and may seem kind of hokey, but you need to have self confidence and position yourself as an expert in your niche.

You need to have confidence and allow opportunities to come to you! It is how you position yourself, your products or your services that matters... big time.

If you want to be a six figure+ earner, act like you are six figure earner right now.

Your mind will get used to the thought processes and believe you to be worthy of making that kind of money.

This rule is hard for most people to understand. Most people think I am talking about deceiving people, and it is not that at all.

... Not even close.

It is a self-fulfilling prophecy. You act and think like a successful business person, and eventually you WILL be one.

I am talking more about how you think of yourself. Imagine working at a job where there are hundreds of people who all wear t-shirts and blue jeans. Only the upper level bosses wear nice suits and dress clothes. However, you wear suits or dress clothes too – as a normal employee... People would treat you a certain way, and most importantly, you'd treat yourself a certain way.

Your own mental makeup of how you view yourself is absolutely paramount in achieving your goals.

It is a way of fast forwarding your own mind, and self confidence to the place you want to be.

SECRET 10: DECISIONS

Make quick and decisive decisions! Every millionaire I have ever met presents this type of decision making ability. It is much better to make quick and decisive decisions than it is to delay, fidget, and make timid decisions.

A good plan well executed today is better than a perfect plan never executed
General S. Patton

Take a look at what Napoleon Hill has to say in *Think and Grow Rich*...

Analysis of several hundred people who had accumulated fortunes well beyond the million dollar mark, disclosed the fact that every one of them had the habit of reaching decisions promptly, and of changing these decisions slowly, if, and when they were changed. People who fail to accumulate money, without exception, have the habit of reaching decisions, if at all, very slowly, and of changing these decisions quickly and often.

Being bold will bring you much better results than being timid, even if you are nervous, or not fully sure of yourself...

It is those timid thought processes that delay action and end up killing what is to be or could become. If you are working with others, you absolutely have to be positive and make strong, swift decisions.

SECRET 11: BEING ALONE MAKES ME RICH

I didn't say it will make you rich. It made me rich and will make some types of people rich. Maybe you're one of them.

Spend time alone. Spend time in silence. Time in solitude lets you reboot your brain. It allows you to take a step back from external influences and gain perspective on life and your goals.

Being alone makes life seem a lot simpler. In fact, it **MAKES** life a lot simpler.

Constantly being "on" and being reactive to others drains your energy and doesn't allow your brain a chance to rest and replenish itself with new energy and ideas.

Spending time alone is a thing that very few people understand.

It's like being on a plane, it's a very special moment.

Because on a plane you are largely isolated. With a few exceptions there is no wifi, so you cannot be online. It's mostly silent and there are little external distractions. I've done some of my deepest thinking and had my best ideas on planes. I love it.

When I have challenges I will seek coaching, but I always spend some time alone after that. I internalize what I learned, draw a plan of action and make things happen.

SECRET 12: HIGH PERFORMERS LOVE THEMSELVES

Having high self esteem allows you to manufacture your own optimism to the point that you don't really care what anyone thinks or says about you. That's when you are truly free to push the boundaries to set and achieve crazy goals, to do things no one else has done before.

Note: I said manufacture your own optimism.

For starters there isn't a lot of optimism in the world and there's an abundance of pessimism (and pessimist people) around. So, you have to manufacture your own optimism.

Second, the realities of life are the same for everyone. You can choose to interpret them in a positive or negative light and create your own optimism or pessimism.

Wanna know a commonality about all millionaires and multi-millionaires I've met? They are all optimists. Even if they are or have been broke or bankrupt. In fact, a very large portion of successful people have been broke or bankrupt at some point in their lives.

The more you like yourself the more you will want for yourself. This will immediately raise your standards and increase your chances of success because you will naturally take more risks.

You will hang out with smarter, wealthier people. Your outlook in life changes.

Go to the mirror and tell yourself "I'm freaking awesome".

Having a well developed self esteem increases your ability to move forward, be persistent, fail fast and try again. Because you know inside you are The Man and you don't need anyone's validation.

The more confident you are, Naturally, the more results you get. The more results you get, the more confidence you will have. It becomes a virtuous circle.

But, you need to have that confidence in your mind ALREADY, BEFORE you start.

I truly couldn't care less what anyone thinks of me. I do my thing, if you like it stick with me and if you don't...see ya!

I do however care a great deal about what I think of myself. That's why I invest so much time and money in educating and elevating myself.

When you are aligned with your highest values you are confident. Confidence is sexy. Confidence attracts people in your life who have their act together.

Manufacture it, develop it and inspire others with your confidence.

SECRET 13: DON'T GIVE A ***

Don't give a *** about what anyone says.

Don't give a *** about what anyone thinks either but we covered that earlier.

So don't give a *** about what anyone says.

For example, people say there is no such thing such as automated passive income. Others say you need big money to make big money, etc.

If I would have listened to any of them I wouldn't be here today.

People don't see the world as it is, they see it as they are.

Read that statement again. And again. Now continue below...

I see it the world as I am. I'm freaking awesome...and I love myself ;)

SECRET 14: SUPERHUMAN PROTECTION OF ONE FINITE RESOURCE

The one thing that I hate the most, even more than failure, is having my time wasted.

You need to have a superhuman, obsessive protection of your most valuable resource - TIME.

Trying new things is OK. They might or might not yield a result. What most people don't understand is that for example you NEED to fail eight times to succeed twice.

Those eight failures are not a waste of time. They are necessary attempts and learning experiences to finally achieve success.

However, there is nothing worse than spending time on an activity that you know from the outset won't yield a result.

Master the concept of 80/20 and develop an obsession for identifying and performing only those activities that take 20% of your time and generate 80% of the result.

Work out the value of your time per hour. If your target income is \$100,000 per year and there are 250 working days in a year that means you must make \$400 per day on average to reach your goal.

If you decide to work 8 hours per day, then the value of your time is \$50 per hour. You should not be doing anything that is not making you at least \$50/hour on average. You should outsource or reject any task that makes less than that.

For me, high value activities are dissecting numbers in my businesses, finding new ways of getting leads, creating and finding new products to promote, marketing, thinking up new ways of growing the business 10X, etc.

ANYTHING that I can outsource, I will. Even if I think it takes me the same amount of time to outsource than it does to do it myself.

Why? Because humans have a tendency to under-estimate the amount of time and resources needed to complete any task or project. So I know it's always more than I think it will be. By delegating I can focus on more productive tasks.

And if you or someone else thinks delegating little tasks is laziness, it's not. By not delegating you are not living up to your duties and responsibilities to yourself and your staff.

In your business you have a duty to yourself, your investors (if any), your family AND your staff to make as much revenue as possible.

The benefits for yourself are obvious. But, your compulsive obsession for revenue maximization means you are also ensuring your staff keep their job, progress and grow with the company and get the best working terms.

Delegation is a duty and responsibility.

I am very strict and selective who I spend time with. Time is very limited. Everyone I spend time with consumes my energy and influences my thoughts and actions, whether I want them to or not.

You can get more money, customers, staff, ideas, etc. The only thing you cannot get more of is Time.

Everyone has 24 hours in a day. The difference between someone who is successful and someone who isn't is how they utilize their 24 hours and how they leverage other people's.

SECRET 15: A. B. M.

Always Be Marketing.

No matter what business you are in, **YOU ARE IN THE BUSINESS OF MARKETING.**

Whether you are a builder or a surgeon, whether you like it or not, whether you realize it or not, **you are in the business of marketing yourself, your business or services.**

Market daily.

One of the easiest ways to market online is by building, nurturing and mailing your email list.

Yeah it sounds obvious but I've met many people who build a mailing list but don't mail to it! LOL

My businesses send millions of emails every month. Yes, MILLIONS! We mail our lists 7 days a week, 365 days a year. No matter where I am in the world, what I'm doing, whether it's my birthday or whether I am in hospital - I have NEVER stopped mailing my lists daily.

Once I was in Thailand in hospital and I was mailing my list whilst I was in the ER waiting room. I'm not kidding!

BUILD, CULTIVATE, SEGMENT AND MAIL YOUR LIST.

Every day that goes by you are missing an opportunity to mail your list.

Train your list to receive emails from you. If you don't have products to promote there's plenty of places to look for one. At worst if no product is found just email your list with content and value. Tell them about what you're doing.

Tell them about how the dog puked on the carpet or how your best friend broke up with his lover. People love to hear that stuff :)

They will be more receptive to your marketing message next time because they appreciate you took the time to mail your list just providing content OR entertainment.

This is important. People want to be educated OR entertained. As long as you're providing either of those you're good. If you provide both, even better.

In a sense, even if you don't promote a product you are still marketing. You are marketing yourself

I need to keep this report short so I'll stop here on list building and list monetization. Just know it's one of the EASIEST, MOST PROFITABLE ways to build an online business.

It's a huge part of my businesses and perhaps I'll write a piece on this alone next time ;)

Transparency, authenticity, personality and value create raving buyers.

The money you generate is a function of how much value you create for your audience.

CONCLUSION

The difference between most who make six, seven, eight figures monthly and those who don't is:

1. Mindset
2. Actions

Remember don't let anyone deter you from your path to success. The path to success is littered with people who were put there just to test you to see if you really deserve it.

Not everyone will understand your desire and passion. The majority won't. Just remember what Emerson said:

“To be great is to be misunderstood.”

Most would not even read this entire report. Most are just bored and are fooling themselves.

Crucially, most are just not serious enough. *Are you serious enough?*

You made it to the end of the report, GOOD WORK. You have come this far, don't stop now.

Shoot for the stars!



Tiz G. Corta