

## Visualization & Dealing With Risk

I do not see roadblocks. I do not see barriers. In my mind they don't exist.

Some of it is taking the risk and letting it pay off, and knowing that if you take ten risks that logically ten risks will not turn into ten rewards. But if you take ten risks you sure as hell are going to get two or three, maybe even five significant rewards beyond your wildest dreams. And the other two risks – you know what? Nothing ventured, nothing gained.

Nobody has it all, the best of everything and nobody has the worst luck ever. It's a balance in life.

I guarantee that I'll never be successful if I don't ever give it a try. I guarantee that I won't be successful one way, and I have no idea what will happen if I go the other way.

For me it's never a choice. You have to honor your intuition. You have to honor direction. You've got to take a step or you'll never know.

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I'm not an expert, so I either find an expert who knows nothing about marketing and I bring my marketing expertise to their content and create a situation, or I find someone through outsourcing that has that knowledge and then write it as a ghostwritten project.

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## Outsourcing

Take ideas you're given and use them as an opportunity to move forward. I didn't create the idea of training for golf; I let my customers and their continued feedback.

The most important thing here is that your customers are happy, and if Bob wants to pay \$500 for a stretch that's Bob's decision, that's not your decision. You just need to give him what he's asking for.

Respond to what you hear in the marketplace.

## Listen To Your Customers & The Marketplace

## Passion & Action

Passion and action to go together.

And then there's continued action, even when you have those days or moments when you don't believe in yourself. That passion, I think, keeps you moving forward, but you have to keep taking the action steps even when you're not having a good day or you do not believe that it's going in the right direction.

**Hear Susan Hill talk about these strategies and more in much greater depth at Underground® 6 March 12-14, 2010**

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## Tools