

The background is a textured, light beige surface. On the left side, there are three pink flowers of varying sizes, some in full bloom and others as buds. They are connected by a dark brown stem with several long, thin, white, swirling lines that resemble smoke or decorative flourishes. Small white dots are scattered around the flowers, suggesting a soft glow or dew. The text is overlaid on the right side of the image.

sweet smell of success

Diana Heuser

Sweet Smell of Success!

By

Diana Heuser

A “The Nitty-Gritty for Non-Geeks” Publication

First Edition

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Readers are encouraged to seek their own legal and accounting advice before engaging in any business activity based on what they learn from this book.

Contents

[Introduction](#)

[A Brief History.](#)

[Surviving](#)

[Crawling out of the abyss](#)

[And now the work starts.](#)

[A change in direction](#)

[A crisis](#)

[A Miracle?](#)

[What I have learnt](#)

[Making Mistakes](#)

[The Power of Teamwork](#)

[What is Success?](#)

[Where to from here?](#)

[Conclusion](#)

[About the author](#)

Introduction

There comes a time in your life when you just know that you have to do something to change your life. My life was literally in a septic tank by the year 2011. I had hit rock bottom and I had nowhere to turn to. This short book is about how I made a decision that I was going to change my financial situation once and for all.

I truly hope that this book will give you inspiration and hope if you are sitting in a situation right now that has crippled you in every sense of the word.

I would love to hear from you once you have read this book. Let me know what you think by leaving a comment on my blog which you can find here: www.dianaheuser.com

If you found the book helpful I would really love it if you could leave a review on Amazon.

I wish you all the joy and happiness that you deserve.

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A Brief History.

For most of my adult life I always believed that running my own business was the way to go, so as early as 1986, I started my own accounting software consulting business. I had no accounting training but I had an absolute passion for computers.

I was excited about the possibilities and that green screen captured my imagination. In those days the computers were still running on the DOS operating system. I remember getting my first modem and marveling at how I could connect with people across the world just by logging in. Some of you may remember the sound the modem made as it made a connection to the internet. That sound represented the dream of freedom for me. Little did I realize that it would take many years before that dream came true.

I did several accounting and business courses throughout the next few years to get myself educated while I was running the business.

After a few years, my then-husband asked if he could join the business and I said yes. That was one of the biggest mistakes I ever made. Working together in a business is very hard on a marriage particularly if the marriage is already faltering.

For eight years, that business kept me alive and provided me with a basic income but the stress was debilitating. When you are installing accounting software on client's systems and they keep changing the goal posts, or the systems don't work, the pressure to get it solved is enormous. There were days when I would get very little sleep trying to resolve problems for clients.

One of the biggest challenges is that at that point I was not very technically capable and some of the problems were caused by operating system conflicts. Other problems were

caused by my lack of business experience and my acceptance of certain projects that I should never have taken on.

In one particular case I took on an installation of Great Plains accounting software for a huge organization and there was just me doing the installation. I had no comprehension of how to manage a project of that size and I paid dearly for that. The CEO was brutal with me. The operating system they were running on was incompatible with Great Plains but I did not have the experience to fix that or handle it. What I did not know at the time was that the company was also in serious financial trouble, which explained the CEO's stress levels. Combined with an accounting system that was not working and his sales that were not happening as predicted, this poor guy was in serious trouble especially considering the fact that he had major investors to answer to. I will never forget the day he screamed at me in front of his staff and told me what a useless idiot I was. When the company finally closed its doors I was an emotional and physical wreck.

Another huge problem was that despite me making some reasonable money each month with the business, I never saved any of it. Whatever I had, I spent. So when the business finally took a nose dive I was in serious trouble.

The company that owned the accounting package (Brilliant Accounting) that constituted 80% of our sales changed its sales policy. Instead of selling the product outright to customers, they decided to go for an annual licensing option. So each year the customer would have to pay a renewal fee to use the software. The management of this company made the decision unilaterally without discussing it with their Value Added Resellers. When we had a meeting with the management, the CEO had this to say "We have the customer over a barrel with their stomachs exposed".

I was horrified at the lack of ethics, but I was stuck. This particular package represented 80% of my turnover. I had nowhere else to go at that point. The learning curve associated with getting to know a new accounting system is steep and takes time to master.

Within one month my turnover dropped by 80% and I was in it deep. For about a year and a half, I tried to make it work. I took on the accounting software Great Plains, attended all the training courses and then got my first client. That client was the client I mentioned above.

The business crashed. And it took me down with it personally. I was sequestered (declared bankrupt) and lost everything. My house, my car, every insurance policy and asset was taken away. I had not just hit the bottom of the barrel; I had fallen through the bottom of the barrel into the slime below.

During that time the added stress levels contributed to the already faltering marriage and that crashed and burned too.

So there I was, alone with two children to take care of and absolutely nothing to show for the eight years of busting my gut to get this business profitable.

Shortly after this, a colleague from another Great Plains consulting firm approached me and asked if I would become a director of his company. I was over-joyed at the opportunity. Perhaps now I could rebuild my life. I should have known better.

My naiveté in business left me wide open for this. I should have done a due-diligence on the company. If I had I would have found out that they were in deep trouble. The Managing Director slid himself out at just the right time and left myself and the other directors to deal with the mess.

So after another two years of trying to get the company profitable, it too crashed and burnt. I was devastated. It left me with terrible doubts about my own abilities and it crushed my self-confidence almost to the point of no return. For years I was convinced that it did not matter what I did, it would always turn to manure.

Surviving

For the next few years I barely made a living doing people's books for them. It was dull, boring and mind numbing work but it kept me from drowning. I hated every minute of it. Every now and then, I would think about starting my own business again but I would crush the thought. I was so afraid of failing again that I figured it was just better to survive than to face all that stress again.

I am not sure if it was all the books that I read during that phase of my life, or whether I was a stupid eternal optimist, but the idea of doing business on the internet never quite left the back of my mind. I remember reading a short report by Robert G. Allen called "Multiple Streams of Income" and it stoked the fire that was smoldering away quietly in my head. But again, my previous failures and the lack of confidence in my own abilities squashed the momentary spark.

It was also during this time that I got into a relationship with someone, fell pregnant, got dumped within a month of falling pregnant and was left holding the baby, literally. In hindsight though, I got the better end of the deal. I was blessed with an amazing son. So now I had the two girls and my son to take care of on my own. During the next ten years I got deeper and deeper into debt. I was not making enough to cover all my monthly expenses.

Everything fell apart. Literally! My washing machine broke, so now all the washing had to be done by hand. The car broke down and I had to borrow money to get it repaired. And so it went on.

Finally in April 2009, my landlady told me that she had sold the house we were renting. I did not have the money for a deposit for a new place. We had to be out by the end of April and by the 20th of April I still did not have a home for my children. I called a friend and asked if she would allow us to sleep in her garage until I found something.

Then a miracle happened. I got a phone call from someone who owned a large plot of land and she had a cottage on it that she would give to me in exchange for doing her monthly accounts. I was so relieved that I lay down on the floor and cried for a solid hour.

We moved in the next week and I was blissfully happy. I thought to myself that finally I could rebuild my life here and start again. But it turns out I was wrong. Within two weeks it had turned into a living nightmare. The owner of the property had lost her husband the previous year and had absolutely no clue on how to manage the property or her business on her own.

Because the property was not properly fenced off we had vagrants running rampant through the farm. Everything I had on my patio was stolen during the next few months. The electricity and water supply was erratic because of the equipment not being maintained. There were times when we went without water and electricity for weeks on end. Fortunately it was the wet season at that time so I would put buckets out to collect water to wash and cook with. My camping gas bottle turned out to be a life saver during that time.

I would have to pack up my pc and lug it to a friend's house each day just so that I could get some work done. Every day the situation just got worse and worse. I had two large dogs that I believe kept me safe from a lot of the trouble that was going on at the farm so I never really felt that my children were in any real danger. That was until they both died from tick bite fever.

The *day* after the last dog died, I woke up at 5:00am as usual and walked through to my lounge. My computer was gone, along with my printer. I remember standing there staring at my desk, wondering I had packed the pc up already to go and do some work. Then I noticed that the front gate had been bent open. When I looked around I saw that every working electrical appliance in the house was missing.

I ran into my daughter's room and saw that her pc was gone too. I remember pulling her blankets off her thinking all the time that she had been hurt. She was fine thankfully, but they had taken her school bags and taken the duvet off her bed while she was sleeping.

The terror and horror that washed over me at the moment was indescribable. They had been in our bedrooms while we were sleeping. We were defenseless. At that precise moment I realized that we had to get out of there.

I took the kids to school and then called a friend to explain what happened. Between the two of us we managed to find a place where the children and I could stay for the next two weeks. I packed up that entire house that day and we moved out that evening.

When my friends arrived in the evening to pick up the last of my stuff, I put some food in the microwave to heat up before packing it in the car. The microwave exploded!

I know now that it was obviously due to the faulty electrical setup on the farm but at that moment in time I was terrified beyond reason. My distraught mind put it down to supernatural evil after everything that had happened. It just shows you how much of an emotional disaster I was by then.

For the next two weeks I searched high and low for a safe place to stay. I eventually found a small two bedroomed apartment in a secure complex. I borrowed money – again – to pay the deposit and we moved in. My eldest daughter got the one bedroom, my other daughter and son got the second room and I had my bed in the lounge.

When I lay down to sleep that night, I could not fall asleep. Every noise, every car that drove past and every voice that I heard in that busy complex had me jerking up with my hearting crushing my chest in fear.

It took two months before I stopped having the recurring nightmare of my children's throats being slit open.

It was during this time I decided to become a Digital Scrapbook Designer as a way of making some extra money because I loved scrapbooking. For a year I taught myself everything I could on Photoshop and started designing digital scrapbook kits. I applied at every digital scrapbook store and got rejected time and time again. Eventually after the third time of applying at a particular store, one of the designers took pity on me and explained that my quality of work needed some attention.

She then spent the next two months coaching and mentoring me free of charge. When I asked her why she did it, her reply was "You were never going to give up until we accepted you". Within two months of her outstanding coaching and teaching, the quality of my work passed muster and I was accepted into the store as a designer.

I loved every single minute of the designing but it was hours and hours of work for a very small return. My internet expenses got higher and higher and I was just not making the return on the investment. Eventually the phone got cut off because I could not pay it. I realized that I was wasting my time. Just another confirmation that I was a failure.

A year later, a three bedroom unit became available in the same complex and we moved in June 2011. I sat in the lounge later that day with all boxes unpacked looking around. The sun was streaming in through the windows and for the first time in twelve years I felt peace. As I sat there I realized that most of the challenges I had been through were a direct result of me not having enough money.

The shame and embarrassment of having to always borrow money and having people bring me food to feed my children because of my financial situation finally hit me hard. It was at that point that I decided that I was going to change all of that. I would NEVER, EVER be in that position again.

Crawling out of the abyss

In that moment of revelation I remembered something that I had read in 1996. It was in that year that I bought a course on Internet Marketing by Cory Rudl. In those days digital delivery was not an option especially in South Africa, so this huge box of files and tapes arrived at my home from America. I remember going through the material at the time and being overwhelmed at the possibilities that it opened up for me. I was so excited and really thought this could change my life. But being the person I was at the time I did absolutely nothing with it and eventually I gave the training course away to a friend.

In that moment of revelation that I had the day we moved into the new house, I remembered that course that I had got from Cory Rudl. I did remember that it was shortly after I bought the course that Cory was tragically killed in a motor vehicle accident. So I went onto the internet and started searching for his name in the hopes that someone had taken over his course.

I ended up finding a course by Bob Gatchel about Internet Marketing. I was so excited until I saw the price. It was \$47.00. Now that may not really be a lot but when you do the conversion to South African Rands it was a small fortune, especially with my current financial situation. I just did not have that kind of money available.

So I clicked away in disappointment and then to my utter delight and amazement another screen popped up and offered it to me at a much lower price. Of course I know now that was a **classic** down sell marketing move, but I will be eternally grateful for that little trick. It was at a price that I could afford. Actually I could not afford to buy it but I did have the cash available. By buying it, something else would not get done, but I was desperate. So I bought it, downloaded it,

printed it out and then spent the entire evening reading it through from start to finish.

That smoldering ember in my heart that I had forgotten about flared into life. I remember sitting there and thinking 'This is it. This is the change'.

The e-book had a link to Maria Gudelis's site and I found myself at her "Cash in 90 Days Challenge". I attended every single webinar she ran and just soaked up all the information that I could but I was still unclear as to what direction I wanted to move in. Then one day she mentioned a particular business forum on a webinar and how much information she had learnt from there. So I went looking for it.

That was the 24th of July 2011.

And now the work starts.

I was enthralled and overwhelmed at the same time at the sheer magnitude of information available on the forum. I spent hours and hours that first day just reading every single thread in the main forum. Then I went wandering around the other sub-forums and got a feel for what was going on in there.

After a few days of reading an idea started to bubble in my head. I love writing and I thought that perhaps information product creation was what I would do.

So I set about learning everything I could about product creation. Now it sounds simple but if you think about it, there are probably a hundred things you have to know how to do in order to get an information product out there for sale.

You need to know how to setup a:

- Sales funnel
- Squeeze page
- Landing or Sales page
- How to deliver the product
- How to get your money into PayPal
- Auto-responder that integrates your buyers and your free report signups
- PDF file for your book
- WordPress site for your Squeeze page
- An advert for the Warrior Forum
- One Time Offer (OT)
- Etc.

The other problem is that at the time I had no idea what any of those terms meant. So first I had to understand exactly what they were before I could even learn how to do them.

I made a list of everything that I needed to get done to get my first information product online for sale. And then I started. I

read as many threads as I could on each aspect, asked some really dumb questions in the forum and just kept on learning.

Once I felt I had a basic understanding of that particular item then I went out and implemented it. Most of the times it was a complete disaster but I kept reading, asking and then fixing. Then I moved to the next item on the list.

During this time my financial position had not changed. I bootstrapped this business of mine. I scrounged together enough money to join the War Room and then got huge benefit from that. I must have printed out all of Allen's original posts in the War Room because I went through reams of paper. Joining the War Room, by the way, was the second smartest thing I did. The first was joining the Warrior Forum.

While reading a thread on the forum about offering services on the Warrior Forum as a way to raise some operating capital I got the idea to offer my PhotoShop skills as a designer. So I scraped together another \$20 to pay for a 'Warrior for Hire' advert and advertised my services. It was not a resounding success **but** that allowed me to generate some cash so that I could buy some tools that I needed.

I committed myself to this project to change my life. I would not rest until I had turned my life around completely. So I spent every evening after work (I had a temp job at the time) plowing through the list until I felt I had a rough grasp of everything.

Now what product to create?

I was at a loss. What could I as a 'newbie' offer anybody on this forum? Then one day while browsing the forum I came across a question that someone had asked. And guess what? I knew the answer. So I answered it and got such a rush when the poster replied that my answer had helped him. It hit me right between the eyes at that very moment.

There were people on the forum that were asking the very same questions I was asking just a few months before. I would

write a series of tutorials on how to setup a product online and get it selling.

I wrote the first tutorial and ran a test with it. It sold one copy.

Ecstatic? Overjoyed? That's an understatement. I had just made my first \$12 with an information product. This was going to work.

A change in direction

Now even though I had my first taste of success, there was no way this was going to support my family at that moment in time. So while I was writing the manuals that would ultimately form my first full product, I came across a thread about how a newbie could start an offline consulting business.

My initial reaction was 'Who the hell do I think I am to go out and offer website services to offline businesses'. So I ignored it but two days later I showed a friend one of my sites and she asked if I could setup her website for her business and create all the social media accounts.

I was flabbergasted! I can't do this!

I almost made the worst mistake of my life. I was going to say no, but then I realized something. My self-confidence had taken such a beating over the last ten years that it *never* occurred to me that the last few months of learning had turned me into an 'expert' in some people's eyes.

Now please don't misunderstand me. I am NOT an expert by any means in any area, but I realized that I knew more than some people after all the learning I had taken on. So I took the plunge, told my inner-critic to shut up and said yes. And I got paid for it. *That* was the most incredible feeling in the world.

She then referred me to another client and so I did their website too and so it has slowly built up.

In February 2012 I released my first full information product and it went on to sell 31 copies. Now that's not huge but it represented a major turning point for me. I now knew that I had the capability and the means to get this done. I was on my way. Then life turned around and smashed me in the face with a baseball bat leaving me bloodied and reeling.

A crisis

That temp job I mentioned above came to a very abrupt end and I was in the septic tank again – over my head. Now I had no regular income. I applied for every administration job I could but got turned down over and over because according to their replies “I was over-qualified”.

I could not believe that I was back where I started. And, of course, life being what it is – everything started breaking down again. My car went into the garage four times in three months. We had little or no food and I could not pay my rent. I called my landlady and explained the situation. Fortunately she very understanding and just asked that I pay something towards the rent every time money did come in.

Now I had no choice. I had to get super-focused and make this offline consulting business of mine work. I re-read every offline WSO I had bought. I then selected a few that showed ways of getting additional leads into my business. The first mail that I sent out (30 of them) had a response rate of 10% and I ended up getting my first non-referral client.

But it was still not enough. In July this year I hit a major slump. Once again friends were bringing me food and I had lost all hope. I was a complete failure in my own mind – again. I was done for. I was exhausted and wiped out from all the late nights and the constant stress and turmoil that I lived with.

I remember waking up on that Monday the 30th of July and thinking ‘I have no way out of this’. I am going to lose my kids. I sat at my computer waiting for the emails to come in. I knew that giving up was not an option. What exactly does ‘giving up’ mean? Did it mean finding a very tall building with a slippery ledge? To be honest, that thought did flit through my mind for the briefest of seconds, but it was instantly replaced by the thought of my children and what would happen to them. Giving up is not an option.

Then I saw an email from PayPal. I had just received \$27.00 for a sale of my WSO that I setup in February. It was the 31st sales of my product.

A Miracle?

What happened that day still blows me away. Everything turned around. I got two huge orders for websites and social media marketing account setups and emails started coming in from what appeared to be no-where asking me if I could provide various technical services to people to help them launch their products and / or stores.

I cannot explain what it all changed that day. By the end of August I had invoiced out sales to the value of *twice* my monthly expenses. It is now November and I have averaged sales just over my monthly expenses for the last four months. And I have monthly marketing contracts in place that will carry me over into the new year.

Does that make me a raving success?

No.

Except if your definition of success is to make enough money to cover your monthly expenses.

In that case I am a success.

What is a tangible symbol of my success? Once a month I can afford to buy myself a bunch of flowers. When people have asked me in the past 'What is my definition of wealth", my answer has always been the same – When I can buy flowers for myself.

I love flowers, but they are not a necessity. When you have monthly bills, old debts and other critical issues that soak up all the available cash like a dry sponge, flowers are a frivolous extravagance.

So is this a miracle? Or is it just hard work, determination, persistence and the decision not give up when everything looks hopeless?

What I have learnt

I wanted to share just a few ideas and principles that I have learnt throughout this last year a half.

- Find an area that you love and is making you some money and then FOCUS on it.
- Under promise and over deliver. I always over-quote the delivery time and then surprise the client by delivering earlier.
- If you are not going meet the due date, then let the client know well in advance.
- Always keep your promise to a client, even if it is 2am in the morning and you are feeling as sick as a dog.
- Communicate every day with your client, even if it is just to say hi and that there is no news.
- Find outsourcers who are better than you, then pay them to do the job so that you can focus on sales and marketing.
- Take good care of your team. You cannot do it on your own. Pay them.
- Go the extra mile and give tons of free information and value to your customers. They will never forget it. And they refer you to their friends and business partners.
- Never get cocky and think you know it all. You will never know it all and everything changes so fast on the internet that you are always a newbie.
- Never quit. You might have to change direction and do something different, but never quit on yourself.
- When you make a mistake, admit it, apologise and then go out of your way to fix it.

I want to touch on the last point in a little more detail because it is important. You are absolutely, without a doubt and definitely going to make mistakes. It is part of life and learning.

Making Mistakes

Mistakes are a valuable lesson. When you make mistakes you have two options on how to deal with it: you can either run away or you can deal with it.

I made a mistake over the weekend. I sent out an email to one of my lists recommending a product from someone that I trusted. I had got one their products in the past and it was good.

Shortly after I sent out the email, it was identified that this particular individual had posted some fake screen shots about his earnings. He was exposed by someone who understood that particular platform of revenue very well.

I sat there in horror for a few hours watching the evidence mount up against him. Eventually the product was taken down. Now I had a problem. I had recommended this product to my list and it turned out to be a scam. So the next morning I sent out a letter of apology to my list explaining what had happened. The people that replied were very understanding and appreciated me apologising.

Then I got the email that I had been dreading. A very upset subscriber accusing me of being a scammer. It made me feel sick to my stomach. I then replied to his email stating that I had been fooled too.

I could have chosen not to send out that email of apology and pretended it did not happen, but I just knew that it would eat away at me unless I sent it out. Sometimes you just have to bite the bullet and admit you made a mistake. There will be repercussions but the bottom line is not what other people think of you.

It's what you think of yourself.

When you put your head on your pillow at night, will you sleep peacefully knowing that you did the best you could? Or

will it eat away at you slowly poisoning you?

In another instance I messed up really badly a few months ago. A client had asked me to make some minor changes to his site. While I was in there I noticed that his permalinks were not set to 'PostName', so in my arrogance (everyone knows that permalinks should be set to PostName) I went and changed them.

After a few days I received an irate email from him stating that his traffic had dropped by 50%. I went in to check the stats and he was right. As a direct result of me messing with the links, his most popular search terms were getting an error and so his traffic plummeted.

I felt completely sick to my gut. Now I had to fix it. I changed them back to the original structure, resubmitted his site to Google and then went on a Social Media Marketing and back-linking campaign to get his site back up in the search engines.

Eventually his traffic returned to normal and we fortunately still have a good relationship but I learnt a valuable lesson from all that. DO NOT mess with an established site's link structure that is getting great traffic.

So realise that you WILL make mistakes. It happens. The question is how will you deal with it?

By the way, that upset subscriber replied to my email with a very understanding reply.

The Power of Teamwork

Recently I worked with a group of amazing men on a project called "[The Warrior Guides](#)". The goal was to product a series of books that focuses on Time Management which were all branded under the same name.

The purpose of this? There is huge power in numbers and working with a team of people with a common goal helps you achieve so much more than what you could achieve on your own.

I loved the interaction and the fact that everyone had a role to play in the planning, production, execution and subsequent marketing of the series.

The exposure that each team member will get is multiplied by ten. Why? Because ten people are driving the marketing of the series. The number of people that we as a team can reach with our marketing efforts completely outstrips the marketing effort by one person. Each team member has a circle of friends and followers on Facebook, Twitter, LinkedIn, YouTube and other social platforms that has the potential to reach millions of people. Now that's power.

So my question to you is: why on earth would you try and do it all on your own when you could have results that exceeds your wildest dreams by working with a team? Perhaps it's your ego that is getting in the way? You want to do it all yourself and get all the credit?

The problem with that approach is that it takes a really long time. If you think about what's involved in producing a book there's a lot that needs to be done:

Write the book

[Format it](#)

[Design the cover](#)

Load it on [Amazon](#)

[Create a Book Review Video](#)

Post it on all the different [social platforms](#)

List your book at all the Kindle sites

Pay for Advertising

Get people to review your book

[Setup a web page to drive traffic to](#)

The list goes on and on. Now if you have a team that delegates different parts of the production to individual team members, more gets done in a shorter space of time. We organised, planned, executed and implemented this plan in the space of a month.

Now the entire team is focused on marketing. What do you think is going to happen to our individual sales on Amazon? They are going to sky-rocket.

Now I am not sure about you, but I would rather generate a ton of money from work that I have done once as part of team in a very short space of time, than spend months working on a project on my own only to have mediocre results.

Take a look at this stunning video that was created by a team member. I had nothing to do with it, but is it helping with my marketing efforts? The answer is obviously YES!

<http://youtu.be/eP6gMCTz3Hk>

<http://youtu.be/5eycEAPBmro>

What is Success?

People dream of success. They dream of the fancy houses, fast cars and lavish lifestyles that are symbols of success according to popular definition. They dream of being a millionaire and never having to work again.

The problem is that to make those kinds of dreams come true takes a lot of time and work. So you start on a project that you are convinced will make you a fortune and you slog away for hours, days, weeks and even months. Then you launch! And you sit back knowing that the money is just going to come rolling in. You go to bed knowing that when you wake up in the morning, there will be flood of emails saying "You have received a payment".

Now it's the next morning and you rush off to your computer and open up your email and what do you see?

Nothing. Zip. Nada.

Except for a zillion spam messages.

This is where most of us fall down and weep. All that hard work and sleepless nights and you have absolutely squat to show for it. You spend the day in a daze of despair wondering if that feeling of failure that has plagued you your entire life will ever vanish.

What you do at this point now is critical. Do you give up and go and get a job? Do you decide that this area of business is not something that you can succeed in?

What do you do?

First of all you are going to have to forget about the hype and fantasy of making it rich overnight. It does not happen, and if you hear of it happening let me tell you something. It was not overnight. People who appear to be overnight successes have paid their dues for YEARS in all the other ventures and work that they have done. All their past mistakes, mediocre success

or monumental failures have created the person they are today and taught them priceless lessons.

All those life lessons, combined with the determination never to give up and persevere, eventually manifest in some form of success.

It may not be the fantasy of success as I defined earlier, but if you were earning enough money to cover all your monthly expenses and have a little left-over at the end of the month to spoil yourself, would that not be a form of success?

Tim Ferris, in his book [The 4-Hour Workweek: Escape 9-5, Live Anywhere, and Join the New Rich \(Expanded and Updated\)](#), says that most people dream of becoming a millionaire because of the lifestyle. What he suggests is that we change our thinking. We do not need to be a millionaire in order live like one.

If you were making double your monthly expenses, how would that make you feel? Surely that alone would take away the daily stress of worrying about how to pay the bills and be able to pay for those emergency expenses that life has an interesting way of throwing in your face. If you could save some money each month and still have some left over to take your family out for dinner occasionally, would that not be living like a millionaire?

What sort of lifestyle would you like to live? Realistically how much money would that require? Probably not a million Dollars. So you can set your sights a little lower and have a greater chance of achieving that.

Don't you feel better already?

Along the way, remember that it is not the huge success that defines you as a success, but it is the small incremental successes as you go through the process of establishing a new business or venture. It's important to celebrate those small successes with gusto and the same enthusiasm as you would with a major success.

Speaking of small successes – my fifth book “[Green Superfood Smoothies](#)” that I launched as part of “[The Warrior Guides](#)” project has just reached 80 sales.

Now that is not huge and neither is it a fortune, BUT my last book has only sold 36 copies. Do you think I had a little more success this time? I certainly do. I am thrilled with the result. And it has inspired me to find out what worked this time and then do it again and again and again.

That’s how it works. Build it up. Test it. Review it. Change it if you have to. Try again. Keep following the same process over and over again until you finally get it right.

Here’s to your small successes.

Where to from here?

I still have a long way to go before this business of mine is stable and self-sustaining. Next year's goal is to double the income.

There are a few other projects that I will implement so that I can setup the 'Multiple Streams of Income' but each project will be done in detail, one at a time. They will not detract me from my main line of business which allows me to sleep in peace now.

I have no desire to stop working. I love this business and the possibilities that it has to completely change people's lives around. But it will be nice to be able to take the children away on a holiday. That's December 2013 goal.

Conclusion

If during all of this you are wondering why I decided to go into so much detail about my journey, it's because I want to give you hope. Although life may be crushing your soul right now, there is a way out of it but only you can make the decision and then do something about it.

I am not saying the running an offline consulting business or any other online business venture is the solution to your problems. I only highlighted what worked for me. What will work for you will be something completely different. You need to find it and go after it with everything that you have inside of you.

I am also nowhere near where I need to be. Some months are great. Some are just bloody awful, but I know in my heart that I am finally doing something that I love and it will pay off.

It's not about the lavish lifestyle and luxury. For me success means being able to cover my monthly expenses, save some money for those emergencies and every now and then, take my kids out for dinner.

Why did I call this book "Sweet Smell of Success"? For one simple reason.

I love flowers. But flowers are not a necessity so I don't buy them. But when I have some spare cash, that is the first thing I buy myself as a reward to myself. For me, my status symbol of success is a bunch of fresh flowers.

And I have had more bunches of flowers sitting on my dining room table in the last year, than I did in the previous ten years before that.

What is your status symbol? What reward will you give yourself for making that small success this month?

Now go and do it.

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About the author

Diana Heuser is a South African based author and entrepreneur.

She is dedicated to her three children and creating an online business empire that creates opportunities for other people to fundamentally change their lives for the better.

Diana's background includes Business Process Analysis, Project Management, Financial Software Consulting and has run her own business for the past 15 years.

She is living the dream of working from home and being around for her children.

You can find Diana's other books on Amazon here: [Diana Heuser](#).

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