

# Success in 2008

A short report written by John Thornhill.

You may distribute this report freely as long as it is not modified in any way.

Hello,

And thank you for taking the time out of your day to read this report. I am hoping this report will help you succeed in 2008 and beyond, so let's get started.

On the 1<sup>st</sup> of January 2008 I asked my subscribers to take part in a short survey. I want to thank each and every one of you who took the time to take part.

In this report I will be revealing the results of this survey in detail along with my own personal opinion. I basically wanted to find out what my subscribers wanted from me and here are the results...

## **Question 1**

### **How long have you been marketing online?**

Over 5 years - 8.58%

Between 3 and 5 years - 9.55%

Between 1 and 3 years - 26.86%

Under 12 months - 10.19%

Under 6 months - 11.33%

**I have not started my online ventures yet - 33.50%**

As you can see over a third of my subscribers have not even started online. I clearly need to do something about this in 2008.

If you are one of the 33.5% who have not started yet this is where you need to begin to plan what you want to achieve in 2008. You need to choose the path you want to take. But let me warn you now that you mustn't bounce from idea to idea. Make a plan and stick with it.

#### **What can I learn from this?**

I can learn that according to my figures most people seem to need help getting started online. Although most of my own products cover 'advanced' strategies I am pledging to help more people get started online in 2008.

## **Question 2**

### **Do you work online?**

Full time - 13.11%

**Part time - 37.70%**

**It's more of a hobby at this stage - 35.60%**

Other - 11.97%

As you can see for most of my subscribers Internet Marketing is still a hobby or part time job. This is fine as we all have to start somewhere and I know when I first started it was more of a hobby. Then I went part time then eventually full time.

So if you have made the step to working part time you are going in the right direction.

#### **What can I learn from this?**

It's clear that some people need to know which direction to take in 2008. They need to know how to build their existing business and ultimately they need a system that can take them from beginner (part time) to expert (full time).

In 2008 I am pledging to take more people to the 'next level'.

### Question 3

**How many hours per week (approx) do you work online?**

Over 80 hours - 2.27%

Between 60 - 80 hours - 3.56%

Between 40 - 60 hours - 7.77%

**Between 20 - 40 hours - 21.68%**

**Between 10 - 20 hours - 32.36%**

**Under 10 hours (6) - 25.73%**

#### **What can I learn from this?**

I can learn that most people seem to have up to 40 hours a week to spend on their online businesses. Do you know how much you can achieve in 40 hours per week? I pledge to teach you how to manage your time better online in 2008.

#### **Question 4**

#### **Do you have your own website(s)?**

Yes - 65.70%

No - 33.66%

This is actually good news as most people seem to have their own website. But if you are one of the 33.6% that don't have a website something needs to be done about that.

#### **What can I learn from this?**

I can learn that people need to be taught how to build a website from scratch and also market existing websites. So therefore I am pledging to teach everyone the importance of building as many websites as possible. (I have over 50)

## Question 5

### How many products of your own have you created?

More than - 4.21%

Between 3 and 5 - 5.50%

Between 1 and 3 - 14.08%

**NONE!** I currently don't have my own product but I intend to create one soon - 33.82%

**NONE!** I don't have the skills/experience to create my own product - 25.40%

**NONE!** I don't have the confidence to create my own product - 12.46%

As you can see over 70% of my subscribers don't have their own product.

### What can I learn from this?

I can learn that although I have stated since day 1 the key to success is in building your own products most people don't believe they can do it.

I pledge to help even the most inexperienced, unskilled, unconfident people create their own products in 2008.

**Question 6**  
**Do you have a mailing list?**

Yes - 22.65%

**No - 76.70%**

This one actually shocked me, I can't believe over three quarters of my subscribers have not started building a list. **There is nothing more important.** How do you think you are reading this report right now? If that does not tell you how important a list is nothing will.

**What can I learn from this?**

I can learn that I need to get people building a list and teach my list building techniques in more detail and I pledge to do this in 2008.

## **Question 7**

**Do you think you will succeed online in 2008?**

**Yes - 64.89%**

No - 1.46%

Not sure - 24.92%

I am already successful online - 1.94%

This is good news as most people believe they will succeed online in 2008.

### **What can I learn from this?**

I can learn that I have a bunch of determined subscribers who want to succeed in 2008. And I pledge to help everyone every step of the way.

## Question 8

**Do you need help with any of the following?**

Building a website - 4.69%

Creating my own product(s) - 11.65%

Marketing my existing products - 8.90%

Building a list - 9.87%

eBay - 4.85%

**All of the above - 51.62%**

None of the above - 3.88%

It seems most people lack general Internet Marketing techniques.

**What can I learn from this?**

I can learn that I need to teach all aspects of what I know and will try my best to do this in 2008.

### **Question 9**

**Would you be interested in personalised coaching/training to help you succeed in 2008?**

Yes - 24.76%

No - 7.44%

Not sure - 10.03%

**Depends on the cost 54.53%**

This one came as a pleasant surprise and I am finalising a coaching program that most people will be able to afford. More on this at the end of the report.

#### **What can I learn from this?**

I can learn that the majority of my subscribers need a personal teaching/coaching program and I am going to dedicate the first half of 2008 personally coaching a handful of people who have the desire to succeed.

**Question 10**  
**Do you trust John Thornhill?**

**Yes - 63.43%**

No - 0.49%

Not sure - 7.12%

**I haven't known John long enough to answer - 23.30%**

I trust no online marketers - 1.78%

I am not going to comment on the above results but let's just say I am delighted with the results 😊

**What can I learn from this?**

To keep doing what I'm doing and try to improve on what I am doing.

### **Question 11**

**Who is your favourite online marketer? (Only one name please)**

I'm sure the 3 people I am about to mention wont mind me saying this.  
The 3 names that seemed to come up most (in no particular order) are:

Jim Cockrum

Lee McIntyre

Sara Brown

## Question 12

**Feel free to add any additional comments that can help me to help you in 2008?**

This was the killer question. Do any of the following statements ring true with you?

---

*I am very afraid of being scammed as I read so much about that in regards to internet marketing. It is hard to know who is the person you can trust especially when you don't have the knowledge in this area. I want very much to do business online but I just don't know where or how to begin.*

---

*Help finding the motivation to succeed and to navigate through the glut of business opportunities.*

---

*I have a site, I need to improve it. I have the software for a mailing list, I need to build the list. I have made some ebooks and ecourses, I need to improve/market them. I have the tools and I feel I have the skills, I just need help getting organized and in motion.*

---

*The biggest problem I have is finding a way to make things work without having to spend a ton of money. With a very limited budget, finding the way to drive traffic to my sites and eBay pages makes it almost impossible to earn any kind of income. I'm starting to think about throwing in the towel.*

---

*I have access to lots of digital products, I can build half decent websites, create my own graphics, have some knowledge of what needs to be done but get caught up in steps to do it! List building is my biggest problem, I am unsure about following up and creating newsletters, blogs, etc*

---

*I have tried many different types of business but have yet to succeed. I need a low cost very easy (broken way down, step by baby step) way to see some success so that I feel I can accomplish what others have done. A lot of Internet Marketers assume too much and skip over some of the very basic steps to succeed online.*

---

*Step by step is always best especially videos, because too many mentors make the mistake of assuming that there are things we already know and in many cases we don't*

---

*Please help me plan, focus and avoid distraction !!!*

---

*secrets to writing a successful book*

---

*I need to develop a website and a product. I work 70-80 hours per week and spend a lot of time out of town away from my family*

---

*I want to make money but am not to clever with the internet and web page design. auto answer etc etc*

---

*I'm tired of everyone PROMISING they can make me a millionaire. I want to work at this and make it happen. I'm an honest person and don't want to lie or cheat in order to make money. I know there's got to be SOME honest people left in this world.*

---

*It great to tell people how to succeed. There is no shortage of that type of product out there. However, showing someone how to succeed is much more important... I personally consider myself to be a bright person, but much of this info - marketing info products - is overwhelming. I need a step by step guide to the entire process.*

---

*I've spend hundreds and into the thousands of dollars over the last several years on online marketing. I guess I'm too old to grasp how to put this together to do anything of significance. I've made a little on eBay but that's it.*

---

*I've been around this internet so many times ---I am so confused. I don\'t know which way is up. I need to start at square #1 and begin again, can you help me, start all over again???*

---

*I know what to do, I just don't know how to do it. It comes down to when I sit in front of the computer, I don't know what to do first, second, etc. So, I end up doing nothing but buying more courses. I set up an eBay auction the other day and as simple as that should be, I had 25 questions before I finished it. I got the job done, but it wasn't easy. I hope you can help.*

---

*Help on the technical side of things (website creation, uploading files, FTP, automatic downloading of products after payment etc) remains a hurdle which I believe many potential marketers fall at, with most instruction products promising simple. 'Do this, click that', but which invariably end up in a quagmire of technical jargon which only makes sense if you know how to do it in the first place!*

---

*I don't know I just don't seem to be able to get started. I have some websites but just can't afford to promote them ie google adwords, etc and have no traffic. Trying to get started with ebooks on eBay but after watching your video on creating a sales page for each one and a download page etc it all seems like too much. I'm not afraid of hard work but my time is limited as I work 6 days a week, have a family of 3 children and don't get in from work until about 6-6.30pm, so if I could succeed online I could give all that up I just don't know enough.*

---

*Really don't trust any online marketers they all just want in your wallet.*

---

*So much material out there and much of it is junk. I need clear direction and focus and instruction how to best produce and promote original product. Have learned to put together a website and setting out to promote a holiday cottage. Want to build on these basic skills to market properly.*

---

*Show actual over the shoulder product creation and marketing techniques using "live" examples.*

---

*Well, I am feeling too scattered and am drowning in too much information. I would like a step-by-step blueprint to follow that would guarantee a decent amount of success in "something" this year. My favourite products are information products. I wish that I knew how to write something other than recipe books... that folks would love to purchase because they'd find it helpful!*

---

*Stickability is my main problem. Before I complete any project another offer arrives in my email that looks better/easier/less work, so I tend to promise to myself that I will finish the current project later and then start the new one. However, before I complete that....*

---

*I believe money can be made online, but sometimes it seems unreal or out of reach. How can you make it seem more possible?*

---

*My limitation is a physical one - I am sure I can drum up tons of business, but I have been in business before and know how much work it takes, and thinking, planning....I am disabled and not always able to handle tons of business, I need something that promises I can go at my own pace without making people angry or getting committed beyond my capacity to deliver! More, more, more is not better for me, at least in the cases I have seen so far! Online marketing looks to me like the job I would have chosen when I was younger and physically able to do all the work!*

---

*Hi John I know you through Jim and appreciate your efforts. I would like to get to a stage where I can make \$3000 a month before I can consider myself moderately successful as an internet marketier. I would love to have a training program where in I learn from you first hand all the nuances starting from getting into a niche, building web site, creating mailing list, creating product and then marketing it through probably a joint venture and see my first product create at least \$10000 among us. Thats the perfect recipe I can think of. Hope this new year gets you all that you wish for and a lot more. Cheers*

---

*I have the drive, the desire, and the determination to be a successful internet marketer. I am seeking a logical plan for getting started and following through on that plan.*

---

*John, I feel so brain dead and up against a wall with this stuff. You would be my hero of all time if you could somehow cause me to see through all this maze of stuff and make serious sense of it all to where I can just take off and do it with confidence.*

---

I am going to stop it there, there are 100s more similar comments and I'm sure you get the picture. Reading some of the above comments has actually made me angry. These are real people with real lives and things have to change for the better. And that starts right now.

You will notice if you have been on my list for any amount of time I never promote 'the product of the week'. You may not know this but over 80% of the products I promoted in 2007 were from people I have taught/helped to get where they are today. Without even realising it I have been coaching these people and they have me to thank for their success or at least contributing towards it.

So this is what I am going to concentrate on in 2008. From all my experience I have gained teaching others I have devised a 16 week coaching program. Yes, you read correctly, 16 weeks so if you were looking for a quick fix forget about it. There is no quick fix to making your fortunes online, hence the 16 week program.

I pledge to **personally** coach 100s of people in 2008 and bring them to a level of success so they can ultimately branch out on their own. But you must understand as this is **personal coaching** I can only do this in small amounts. If I tried to coach everyone who wanted my help we would all fail.

As long as you have the desire, can follow instructions and are willing to learn and want to be taken from complete beginner to accomplished marketer in 16 short weeks then visit the link below.

<http://www.johnthornhillcoaching.com/>

**Things are gonna change in 2008.**

Regards,

John