

Manifesto Magic

Are YOU Bewitched?

An Opinion Piece
by Dr.Mani

This is a FREE report

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Why write this report?

No, I have no product launch to pre-sell.

No, I have no ax to grind with Rich Shefren (he taught me a lot)

No, I have no 'hidden agenda' to fulfill.

Then why?

Simply this.

**I hate to see so many 'little guys' give up
- even before they begin!**

Not because they gave it a fair try and found it unsuited to their needs, wants, capabilities... but because they are SCARED. Afraid that after investing time and effort into building a small business, they will be steamrolled by giants.

This report is to address the unspoken component of the 'Manifesto' - and show you how it is always in your best interest to think about things, instead of relying on someone else to do your thinking for you.

Did It Make You Feel SMALL?

As part of my mentoring program, I first give my clients a set of questionnaires. One of the critical things they do in the beginning is define their targets - clearly, specifically, definitely.

There lies the beauty of any 'personal coaching' - the targets are uniquely individual.

Why is this important?

Read this snippet from the Manifesto... tap into your FEELINGS... then answer the question that follows:

"And it's not for everyone, if you are looking to make a few extra dollars from home and have no aspirations for something bigger then I suggest you stick to ebooks. This program is only for the people who are serious and want to dominate in their markets..."

How did you feel? About your personal targets and goals? Especially if they were modest, or even small?

Did you feel **embarrassed**? Insignificant? Even *insulted*?

Didn't you feel you were unworthy of being called a 'business person', or an 'entrepreneur'? That is, unless you had BIG goals, planned world DOMINATION?

Don't let it worry you.

Well over 95% of online entrepreneurs reading the Manifesto would feel that way too. 'Stick to ebooks' implies an INFERIOR status to the BIG boys who splurge on high-priced mentoring and coaching programs, do monster joint venture deals.

That's how powerful copywriting works - playing with reader emotions and frustrations. And this is an example of KILLER copy.

But, the critical question to ask yourself is this...

Are you the target reader?

Do you want to own a huge business - or at least a large one? Pull in 7-figures a year or more?

If yes, then listen very carefully to what Rich Shefren teaches in the Manifesto series of reports - or for that matter, read just about any respected business expert and they'll teach the exact same thing, with a different flavor.

But while many entrepreneurs dream about building mega-million dollar businesses, online and off, most shy off when they realize just what it takes to put those dreams into action. Quite confidently, based on the process I've gone through to build a six-figure online business, I can say no more than 3% of people starting out have what it takes.

And that is perfectly fine.

Because for most of them, the goal never was DOMINATION.

Many would be delighted with an extra couple of thousand dollars - or even a few hundred more - every month. And while even at this level, you'll find valuable material in the reports, you could be completely unaware of the existence of the Manifesto and still live **YOUR** dreams.

So why has this Manifesto created such a 'fear complex'?

For the answer, we must look into...

The IM mindset - Easy money, *FAST*

For far too many years, marketing on the Internet was easy.

That's what made it possible for a total techno-phobe with zero marketing or business background (like me) stumble through the start-up phases and struggle through to have an online business that survives. (It couldn't happen offline)

Trouble is, folks expect this unreal situation to last forever.

Well, I've got bad news for you - *it won't*.

And that's the change the Manifesto is talking about. A change that any business owner serious about his or her work already is well aware of, and has likely planned or factored into their projections and plans.

It is also the one thing the '*make money online - quickly, easily*' crowd is terrified of.

Because let's face it - to their style of working on the Internet, the...

Barrier of entry is non-existent

Anyone - and I mean, literally, anyone - can walk in and eat their lunch. Not necessarily a \$270-million Goliath info-publishing company like Agora.

These folks are 'at risk' every day of their existence. They just didn't realize it - until they read the Manifesto. And a few of them vented their fears and uncertainty on public forums and lists.

It took on a life of its own - and other 'legitimate' business owners caught the 'Fear Bug' - and started worrying about their own future. Asking if they even had one. Wondering if they should bother creating one.

Which is what prompted this 'expose'.

Rich's Manuscripts: Classic Marketing

I have enormous respect for Rich Shefren. Spent 26-weeks training with him and 2 other mentors a couple of years BEFORE he became the widely-recognized Internet coaching guru he now is.

His grasp of real-world OFFLINE marketing and business building gave balance and counterpoint to the pure-Internet things he has mastered and teaches.

It is only to be expected that a series of reports (the Manifesto 'Trilogy') created by such a marketing genius would be a masterpiece in marketing, by itself.

And it is. **The Manifesto is a marketing, copywriting and selling CLASSIC.**

Copywriting 101 teaches this - Identify a problem, Agitate it, Offer a Solution

Now look at just one representative phrase from the Manifesto:

"Well, if it's more difficult now, trust me, it will only get 10 times more difficult in the future"

See how well it works - and how subtly?

Learn To Think For Yourself

For many years, I've been advising my readers, clients, subscribers to do this -

T H I N K

Take the phrase above. Turn the clock back by 10 years, 25 years, 50 years or even 100 years.

Would the phrase be any less true?

Of course not. Business DOES get more difficult - for many reasons. So does survival. Charles Darwin expounded the philosophy well over 100 years back - he called it 'Survival of the Fittest'

So, is Rich lying? Of course not. He's telling you the absolute truth - except it will not apply directly to more than 5% of the people reading it! And it will continue to be true for generations longer.

Because there's a strange thing that's also been around for years, but is now in the limelight...

The Long Tail Paradox **- and why this means the small guy can ALWAYS win**

You will ALWAYS be able to dominate your niche. Only thing is, the niche may need to be redefined.

The 'Long Tail' is about the evolution of MICRO-niches - and the fading of 'mainstream' everything.

Folks are finding about things closely related to their individual tastes, preferences and interests - in non-traditional ways.

Which means you must look at WHAT YOU WANT for your business and yourself. And then, on that basis, define your niche differently from others.

And then, exploit this 'long tail' paradox to attract a very specific (even if very small) target audience - **and DELIGHT it.**

You will OWN your niche.

The Manifesto reads:

"... because the net effect of the Long Tail is that a few very lucky Internet marketers are going to have a chance to get their hands on a golden ticket to riches and niche domination secrets that we've never had access to before."

True. But again, potentially misleading. Because, in context, it might appear the only 'lucky Internet marketers' are those who buy in to the program being promoted.

Not so.

The 'lucky' Internet marketers are in reality EVERYONE who understands this 'Long Tail Paradox' - and exploits the advantages it offers the 'little guy'.

Yes, you could do it in a bigger, more effective, highly profitable way by being a member of an 'Alliance' - just like being in a clique could get you significant competitive benefits in ANYTHING, at every time in history!

So what's the average 'little guy' to do, in the face of such confusing, seemingly conflicting advice?

Research - And Keep Researching

Keep your finger on the pulse of your industry or niche. See what's changing, and how. Observe trends and look for paradigm shifts. Stay on top of things - and adapt your business model to embrace change.

Think - critically. Trust - reluctantly. Test - diligently.

Above all else, clearly define what your business is all about, where you want to take it, and why you want to do this at all?

In other words, ask yourself...

Are You An Entrepreneur? Or Are You Mule-headed?

An entrepreneur is a person with ambition - and a dream - but backed by a solid plan, to achieve with sustained action and fuelled by a clear, directional strategy.

If you choose to be an entrepreneur, be prepared to take risks, embrace change, adapt to shifts and move quickly with the moving environment.

Take feedback graciously. Measure it against the touchstone of your strategic objectives - and steer steady or change course accordingly.

Or are you mule-headed? Ostrich-minded? A 'fraidy cat'?

Do you persist with what you're doing, even if it is obviously the wrong thing to do, and blithely ignore the changing business environment around you?

Stick your head in the mud, and claim all's well, even when fortresses are crumbling all around you?

Terrified that the swift changes happening around you will smother and drown your business, leaving you in the dust?

It isn't easy to know. Harder still to judge events as they happen, and decisions as you make them.

But Jay Abraham gave me a nugget of advice that's been of great value:

***"The only risk you ever have to take, in business or in life,
is an inexpensive test."***

As long as you are testing, tracking and tweaking, you should be fine.

I wish you all success in your business - big or small.

Dr.Mani

P.S. - The one thing that stood out for me in the Manifesto's last section is the brilliant strategy behind it all. I'm going to write about it in another issue of my newsletter - watch out for it!

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