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# **(Nearly) Dying To Succeed....**

by  
**Sharron Nixon**



## *About The Author*

Sharron Nixon has been involved in Internet Marketing for the past two years on a full time basis. She has spent thousands of dollars on internet marketing products, gaining knowledge that has been valuable in discovering the difference between what is real and what is fraudulent. But that has not been the key to success that she was looking for.

She eventually came to the realization that the secret to online success actually lies within herself and her own life experiences.

This Special Report is indicative of her desire to help others to achieve their own dreams, and allows her to make her own contribution to the success of others.

Her writing style has been described as witty and animated, with an ability to cause the reader to want to keep reading.

Sharron passionately believes that you deserve to succeed, and will do everything within her power to help you. The rest, as they say, is up to you.





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# What Are You Doing Here?

Hi there,

My name is Sharron and by the time you finish this Special Report, you'll come to know me and my family pretty well.

I'm going to use this Special Report to give you some advice. Well, I'll get to that eventually anyway. First of all I want to introduce you to my family, because the reasons why I made the choices that I did will become very clear to you once you understand.

And what qualifies me to be offering advice? Well, you're the only one that can really answer that. What I'd suggest is that you just keep reading for a while and see what makes me tick. Then you can decide for yourself if you think I'm worth listening to.

You're either going to like the way I talk, or you're not. Either way, that's ok. My style won't suit everyone, and I won't be offended if I just don't spin your wheels.

But this Special Report is free, so you've got nothing to lose and who knows? This could be the difference between your success and otherwise.

I'll promise you one thing though, I'm pretty confident you've never heard a story like mine before..... yes, if I was still into gambling, I WOULD call that a bet .....

# Who Am I?

I've lived in New Zealand all of my life, and I guess many of you won't even know where New Zealand is! But no, we are not a state in Australia (we're even further down under), and yes, there are more sheep here than people!

I've been very lucky to travel overseas on many occasions. My favorite vacation destination was always Disneyland, although that's changed in recent years as I've had the opportunity to taste the thrill and adrenalin of vacations in Las Vegas, and I'm hooked. It seems I'm either in Las Vegas or planning my next trip there!

I've been self-employed offline for all of my working life, owning two restaurants and a catering company in the offline world. These certainly kept me on my toes!

But it has also meant a couple of really important things; I'm no stranger to, and I'm not afraid of hard work, I live by the adage that all good things come to those who wait, and if you want something, you gotta go get it; it isn't just going to happen.

I have a great husband, Ross, a beautiful daughter, Lauryce (who comes with a live in partner, Carl), and two sons, Ryan and Branden. We also add to our menagerie 2 puppies, 1 cat, 1 parakeet and 3 rabbits. No prizes for guessing who rules the roost in our house!

So there's a basic outline of who we are as a family. Now you get to find out how we're different, and how our ordinary, middle of the road family was thrown deep into despair and anguish.

You'll have to forgive me here. This next chapter has been extremely hard to write because it brings back all the memories that I have continually tried to suppress regarding the day our world fell apart.



# The Day Our World Fell Apart

Ryan is our middle child. A very special child. When he was 2 years old, Ryan fell into a swimming pool and drowned. Now, when most people think of the word "drowned", it's a finite thing. If you drown, you're dead.

What Ryan experienced has another couple of terms, they may sound picky, but they do mean the difference between life and death. Ryan was a victim of second degree drowning, or near-drowning.

The terms seem stupid really. Second degree implies that it's not quite as bad as actual drowning. And had I not gone through what we've been through, near-drowning to me always conjures up the pictures that you see in the movies or on TV. You know, when someone is pulled from the water unconscious, but after a few coughs and splutters and a pitiful leakage of water from their mouths, they recover almost instantaneously.

The reaction to this type of tragedy is never predictable. Some say that they are grateful for the fact that their loved one is still alive. Others believe that maybe living with serious disability makes the death option easier to bear, at least you get a chance to grieve. I'm afraid the jury will always be out on this one, because this is a very personal and private deliberation, there's no right or wrong answer.

If you've ever thought about the mechanics of drowning, your reaction may have been similar to mine. Firstly, a belief that you either live or die, and secondly that you're either dead or ok. Logically, you think of drowning as affecting the lungs, and once you get the water out, everything is sweet.

We live with an everyday reminder that this just isn't the case. It's like, if drowning is black, and recovery is white, we live in the gray. Some victims do not die, they do not recover completely, but live on with serious disabilities.

Ryan can't walk or talk, and is still in diapers at the age of 21. But we wouldn't swap him for the world. He has the most infectious personality, and is one of the most social people I know.

He has taught us many life's lessons, especially those lessons that prove what is really important in life. Having a severely disabled child forces you into not only setting definitive goals for your life, but into prioritizing and moving forward toward your goals.

I guess with what we've all gone through with Ryan, the other kids have had to grow up in a hurry. In a way that's sad, but Lauryce and Branden have also inherited the drive to set goals and prioritize. They have grown up with pursuing success as being a requirement of life, not a choice.

They are both heading towards very real success in many different facets of their lives. They know how important it is to live each day as if it were your last, set huge goals, moving excitedly and with determination toward them, and do what ever you can to help somebody else.

Now, that last bit about helping someone else might sound a bit odd, but there lies the first secret of success; the most powerful way to achieve success is to help others.

But getting back to me. I really wish I had a "rags to riches" story to tell you, but to be honest, I don't.

In fact, now you've found out a little bit about us, you'll probably realize that my story is probably a little different to what you've ever heard before.

Even if you feel that you can't completely identify with me and my situation, I'm just about positive that you and I are no different from each other when it comes to online challenges. The difference between us is probably in what we choose to do about it.

# Dumb And Dumber

Have you ever had a gift horse, handed to you on a silver platter? No, I don't mean that literally, a horse wouldn't fit on a silver platter anyway. I'm talking about a windfall, inheritance or an opportunity that is extraordinary and, for the most part, completely unexpected?

What did you do with it?

In New Zealand, we are lucky to have a governmentally funded Corporation called the Accident Compensation Corporation.

In a nutshell, this Corporation is responsible for financially compensating those who fall victim to accidents, as well as putting programs and strategies in place to help victims to return to normal lives. So, Ryan became a client of the Accident Compensation Corporation. That was June 4<sup>th</sup>, 1989.

In March 1998, we were told that there had been a High Court case bought on behalf of victims of serious injury to ensure that those that required 24 hour constant personal attendant care got just that. The High Court upheld that, in a number of cases, the compensation that had been paid fell far short of what was required.

Ryan fell into this category, and it effectively

meant that we had been underpaid for a period of nine years. The settlement was paid in bulk; a six figure sum paid to us for the attendant care we had provided to Ryan over the previous 9 years.

You may think that this was some sort of incredible bonus but believe me, the value in getting that money was not in the money itself, it was in the lesson that it taught. You see, the check didn't come with instructions or recommendations on what to do with it, or how to spend it. It was just a check. But the lesson was, and still is, priceless.

You see, it's quite a well known fact that people that come into a lot of money generally lose it equally as fast. Whether it's an inheritance or a lottery win, it makes no difference. We weren't equipped to handle that amount of money.

Don't get me wrong, we didn't waste ALL the money, but just a proportion of it that, when I think about it now, it makes me shudder.

Essentially what it meant was that I no longer had to work in a traditional sense, and anything I earned went towards our family vacations and other things that we wanted.

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In my wisdom, (or lack of it, at the time), I decided to try my hand at internet marketing, some 2 years ago.

What I'd give to have known then what I know now.....

## **Piece(s) Of Mind...**

It's all about mindset.

Now, to get the story straight, you have to remember that at the time I embarked on my internet marketing crusade, I still had the old way of thinking; money didn't hold any real value for me.

I'd been handed thousands and thousands of dollars on a silver platter, and because I'd never taken that school subject "How To Look After Your Money And Make It Grow", I'd fluffed it up.

Incidentally, you do remember that school subject, don't you? One of the most important things that we could ever learn ourselves and teach our kids?

Didn't think so.

Me neither.

I vowed that if I ever got the chance to have big money again, I'd deal with it completely differently. I'd value it like a close friend, worship the ground it walked on, tuck it into bed at night safely and securely.

But in all honesty, there are some questions that needed answering. What would be different? How had I changed? What made me think that I knew any better? What had I learned?

So you don't need to be a rocket scientist to figure out what happened; I became a victim of my spendthrift mindset, just another one of those hopeful creatures entering the Internet Hamster Wheel.

I spent thousands of dollars searching for that once in a lifetime opportunity to put us back where we'd been, justifying each and every expenditure with being part of my "learning curve" and my "ongoing education".

The result? Maxed out credit cards, and a frustration that makes you scream into your pillow at night.

But, thankfully that's now all part of hindsight; it's in the past. And truthfully, maybe I wouldn't be where I am now if I hadn't gone through it all, who knows?

Let's take a look into the four letter "F" word and if the phrase offends you, don't worry...

It's not what you're thinking.....

## **The Four Letter “F” Word**

So, let's get into the advice part. First, if you remember back, you've got to get it tattooed on your forehead (not literally) that in order to be successful, you've got to help others.

It really isn't just a load of fluff, all those amazing stories about what has happened to people when they get into the mindset of giving. You've probably heard many sayings in that respect, things like;

“It is better to give than to receive”

But the saying isn't as blatant as it seems. If it was, can you imagine all the inquisitive youngsters who would completely disagree with you? Of course it's better to receive, they say!

But the benefits in giving, or in helping others are far more subtle. They occur within yourself. It's about the feeling you get when you do it.

I'm sure if you think about it, you know the feeling that I'm talking about. It gives you an immense sense of pride in yourself, and a real "feel good" attitude when you help others.

And what better frame of mind to be in when you are forging onward toward your own success?

OK, point number two. If you're looking into a home business opportunity, mlm or any other sort of online venture, forget anything that's free. I know that's probably a bit much to swallow, but truthfully, in my experience, the free stuff just doesn't work, Why, you ask?

Sure, there are those out there that have made a killing online using free information, resources, programs and systems, but the majority of online entrepreneurs are not successful, and for a couple of very simple, and very logical, reasons.

First of all, it's built into our human makeup that we value what we spend money on. If you don't believe me, be honest with yourself for a minute. Don't you treat those things that you've spent money on with a bit more respect? This is primarily because you know what they've cost you, and you need to justify that expenditure, even if it's only to yourself.

The simple point is, you don't place enough value on free opportunities to make you work at it successfully. Basically, you've got nothing to lose if it all turns to custard. You treat your home business opportunity as a hobby, and not a serious business enterprise, that is eventually capable of transforming you out of nothingness to greatness.

Think of it this way. Do you think the guy who buys the McDonald's franchise for squillions of dollars takes his business seriously? You bet he does! Imagine what's at risk for him if he doesn't!

It's almost like, if we don't pay for something, it doesn't register in our brains that it has any value.

I'm sure you've heard many times about the number of lottery winners that lose every single cent after a short period of time.

This seems to happen for two reasons. The first is, they have never been taught how to manage a huge sum of money successfully. The second is that, because they didn't "work" for the money, or trade something of value for the money, the windfall hasn't got a perceived value.

Secondly, the old saying about "you get what you pay for" is so common, what makes you think that things are any different online?

And if those lottery winner's stories aren't familiar to you, there's a perfect example in my own life experience. Go back and refresh your memory, if you need to - I hope you can see the similarity.

There are so many legitimate make money online ways on the internet that the biggest difficulty is choosing a program that will work for YOU. Two problems. You've got no way of knowing which is the best opportunity for you, and the secret to success, believe it or not, does not lie within the program.

# **Crawling Out Of The Box**

It's all about thinking outside the box. Taking the information that you gather, and looking at it from every possible angle, preferably from a perspective that you find for yourself, not one that's handed to you and an army of others. Something that is unique to you.

One of my favorite quotes comes from the offline marketing world. It sounds cute, but believe me, it is so true. Here it is;

## **“Do What Everyone Else DOESN'T Do!”**

Ok, so let's take a look at this shall we? It's the one thing that all the online internet marketing gurus DON'T want to you hear!

Wanna know why?

It's called the "herd mentality".

Let's imagine that you're a farmer, and you own a flock of sheep - OK, it's my New Zealand influence!

Anyway, you need to drive your flock of sheep from Point A, through a gate, to Point B. Do you know the best way to do it? Do you know how easy it is?

All you have to do is get ONE SHEEP through the gate. Just one. Because of the herd mentality, all the rest of the flock will follow. Easy isn't it?

And that's what the gurus count on in the online world too. Just one through the gate.

I'm sure that you've seen or read somewhere about the number of would-be online entrepreneurs that there are at the moment, and the huge amount of others that are arriving in swarms to find their perfect make money online business on a daily basis?

There's your flock of sheep. It's huge! And as long as the gurus get one sheep through that gate, that sheep will ensure that others will follow.

It's why viral marketing is so successful, and why you've got to be a farmer, and not a sheep.

It's worth repeating;

**Do What Everyone Else DOESN'T DO!**

# **Loading Your Gun..... Fire!**

Ok, we've just about got to the end of this Special Report now, so I thought I'd recap on the essentials. It's probably easier to do it in list form, so here we go:

## Help Others To Succeed

Nothing is as mentally satisfying, or as able to achieve your own success as helping others.

**“Nothing Tastes As Good As Success Feels”**

## Forget Free

You ALWAYS get what you pay for.

## **“Free Is Worth EXACTLY That”**

### **Ditch The Herd Mentality**

The Golden Rule Of Marketing, Online Or Off;

### **“ Do What Everyone Else DOESN'T Do”**

And as I mentioned earlier, your online success doesn't really have much to do with the home business opportunity, mlm or other program that you elect to follow. There's one more vital part of the equation.

You see, the program you select is merely your vehicle. You gotta find your oil, gas, spark plugs and anything else that makes your vehicle tick - the fuel that drives your program. And that is where you need a marketing system.

But not just any marketing system. There's a big difference between a program and a system. A program is finite, whereas any proven marketing system can be applied to a program. Don't get the two confused, they are vitally different. One is the vehicle, the other is the fuel.

So let's go find you some rocket fuel, shall we?

# The Motherlode From Your Motherboard

Have you ever come across something that you identify with so much it almost seems like it was made for you? That's what I've found, and it really has been made for me.

Not only does [this system](#) teach you how to make really big money online with your own home based business, it teaches you the mindset you need to be able to handle the money. When they talk about complete systems, I've never seen anything else like it.

You see, at the moment, you're probably still stuck on the idea of just making the money. I can just about hear you saying "Let's just make the money first, then we'll worry about what to do with it".

Well, I'm here to tell you, you've got it all wrong.

Dead wrong.

You've got it completely back to front. The mindset has got to come first if you're to achieve real success. I'm living proof of that, and for all the reasons I've spoken about before.

I'm really passionate about what I'm doing, and get the biggest kick out of helping others to be their best and set their own goals. The magic of the internet is in it's ability to pour us all into one kaleidoscopic melting pot, a global family who can reach out and help each other in a very tangible way.

So that's why I created this Special Report.

What I've found has completely changed my life and my goal is to network and work with other like minded people to really get the word out and help others to succeed.

[Go visit my website here](#), or contact me

[via email](#) I'd really love to chat and hear your story.

One Last Thing,

What If I'm Right?.....

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