

# **Excuse Makers Are Not Money Makers**

*- authored by Rob Toth -*

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*This is being written for all the excuse makers in this world ... and there sure are plenty of them.*

*If you're part of this majority, I can promise you that by the end of this article, you and I won't be friends. But that's fine as long as you still consider the point I am about to make and then go implement it in your life.*

*I'd rather shake you and give you some food for thought which can make a positive impact on your financial goals... rather than "be your buddy".*

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Excuse makers are an absolutely disrespectful bunch!

And their disrespectful attitudes are a dime-a-dozen in the "make money" (ie: business) markets.

To jump right into it...

They're often heard saying things such as "Someone like you can make money with [this] because you have a \_\_\_\_\_ (lot of customers, large subscriber list, high traffic website, popular blog, well known name and credibility, years of experience...), but for someone like me [this] would never work."

The [this] is irrelevant. It could be a new marketing technique or a new affiliate program. It could be a network marketing opportunity or a new internet business model... doesn't matter, the excuses are the same and idiotic in every case.

Let wishful thinkers be wishful thinkers. Everyone has the right to live their life (or exist, in most cases) as they please.

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What needs to end, however, is how this same group can quickly blow off somebody's years of dedicated work and effort in building an appropriate asset and just dismiss it as if they were born with it; As if somehow these assets just came to them.

Imagine being overweight... severely overweight.

Overweight to the point where your doctor has a serious talk with you about the strong possibility that you will not be around in 12 months if you don't make a change.

So you do. You decide to make a change in a big way.

You drop old bad habits...

You pick up better ones.

You get educated... study up on how your body handles food, what weight loss techniques actually work and which ones are just hyped up fads. You learn about nutrition and healthy living.

You call in professionals and work with a fitness therapist, nutritionist and weight loss coach towards your now, clearly mapped out goals.

You invest time and money. And you struggle. Boy, do you struggle.

There are times when you feel like crying and just throwing in the towel because you're frustrated at the slow (or what seems to be, no) progress.

Your friends tell you they support you, but you can tell that not one of them actually believes in you.

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You sacrifice dinner parties because you don't want to be tempted.

You sacrifice a two-week tropical holiday that you had your heart set on, because you now decided to invest that money into professional help (your coaches), education (books and resources) and a healthier diet (which does tend to cost a little more than junk food).

And you work, work, work at it.

There are days when all you would rather do is stay in bed, give in to your cravings, and do what all of your "friends" and coworkers expect you to do: quit.

But you don't... you work, work, work at it some more.

Over the course of the next 12-18 months, you have made remarkable gains.

And you STILL work at it, when others would give up after having achieved just a few milestones... you decide to get your body to the weight you know it should be at and get your health to its optimum levels.

So you work some more!

Then one day, you head down to the local gym to go through your daily workout. While there, you see another member who you've never met before but looks nearly identical in terms of weight and low-energy and poor health as you did 18+ months ago.

You can see that she is struggling. By now, you've practically had a Master's Degree worth of book knowledge, thousands of dollars worth of professional coaching and, of course, 18+ months of hands-on experience thanks to your determination. So you decide to go over and offer a few pointers to this other member.

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You say hello, quickly introduce yourself and then tell her that if she is “open to a couple of suggestions” here’s what you recommend... you tell her about the routine you recommend she starts with, and the books you recommend she reads and the milestone’s she should work towards.

You tell her all the things that you KNOW will help, as well as some tips (based on your experience) that she should try.

This person then looks back at you and says “Sure, if I was your size and in your condition, all of that might work... but for someone like me, that would never work.”

You were just spat in the face!

With that one statement, she might as well have slapped you and spat in your face as that self-centered comment just disregarded all of the hours of hard work and very dedicated study and thousands of dollars invested... and your inner battles where you fought another day just to “keep going” ... and instead implied that “you’ve had it easy!”

THAT is disrespectful. And I hear it all the time in the business circles.

With millions wishfully thinking about building an income online, yet only a very small fraction actually working towards it... these excuse makers are found everywhere.

I recently visited an established blog and was reading the comments from whinny excuse makers who were saying “Sure, you’ve got all these great opportunities and this ability to make money with anything, but for someone like me, it could never work.”

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I was in a discussion forum where dozens were talking about the fast growth of a particular marketer in an affiliate program... and the group's discussion quickly took a turn to "Well sure he was able to make a lot of money with that program, but for someone like you or me, it could never work."

It's like common sense jumped out the window for these people!

Where do you think that particular entrepreneur, the "money maker", got their asset (high traffic website, popular blog, large subscriber list, fast growing downline, large client list, credibility and experience) from?

Everyone starts at zero.

Someone with a large rolodex of joint venture contacts, a responsive subscriber list, a large client database, a high traffic website, and a lot of advertising dollars will, of course, outpace the sales and success of someone just getting started. But at one point, maybe last year or maybe 5 years ago, that same person had zero contacts, zero skills, likely had no extra advertising dollars and zero website visitors.

Someone with a loyal downline of thousands of associates will logically become one of the top earners in a new network marketing venture practically overnight. But at one point, that networker was absolutely clueless about what they were doing and had zero sponsorships and zero sales. Maybe that was 9 months ago or nearly a decade ago... but they started at zero.

Everyone who currently has the popular website, the well established name, the so-called "guru" status, their large subscriber list... each of them started with zero sales, zero subscribers and zero visitors.

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There's at least one critical difference between these "money makers" versus the excuse makers...

At one point, they looked upon somebody else's ability to create more and more opportunity (and therefore, more and more income) for themselves because of their established assets and instead of saying "well, sure it's easy for him...", the money makers said "I want to make sure that it becomes just as easy for me... so I'm going to get to work and build these assets for myself."

Many months (or most likely years) of hard work and struggle and making mistakes and self doubts, and time wasted on ineffective ideas and money wasted on ineffective techniques and restless nights and unsupportive friends and more work followed by even more work... eventually it all led to them having increasingly more credibility, which led to an increasingly more popular website, which led to an increasingly larger client base, which then helped build an increasingly popular blog ... etc, etc.

And after all this time and money and work invested, they had built themselves an asset that would, in fact, ensure that they could capitalize on all sorts of opportunities that would never have been possible without those investments and short-term sacrifices.

I promise you that none of the Olympic champions just woke up as a household name and super star athlete... they worked for it. They worked for it when others would have just said "wow, those guys are good... I could never compete at that level."

You, excuse makers, have no right to take that away from them. You have no right to spit them in the face with a statement that implies that they just "had it easy."

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To everyone who would normally look upon somebody else's success and say:

- "Wow, I sure wish I had a 20,000 member downline. It's so easy for them to make money."
- "It's oh so easy for him to make money, he has a subscriber list of 50,000... I only have 50."
- "Of course she can make money with that affiliate program... she gets 10,000 visits to her webpages per day. But someone like me could never make that kind of money."

... all I can say to you is, you should be ashamed of yourself.

I mean it.

Because if your child worked hard and put in an impressive effort to win a competition, you would congratulate him even if he lost ... as you should! Above average effort should be congratulated.

Yet, instead, these comments of "well it's easy for you" completely negate all of the invested time and sacrifices that this individual has made. THAT is selfish and disrespectful.

(I don't sugar coat my words too well.)

But now also turn my point around...

If you're tired of being the one always looking upon somebody else's successes and seeing how they are enjoying the domino effect that they have built for themselves, where every single project they touch quickly turns into a very healthy new income stream... then join them! Become that success yourself.

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“Success” isn’t defined by a dollar figure; It’s whatever you make it out to be for yourself. But if you are constantly looking on as somebody is able to create more and more income for themselves at an almost unstoppable pace... please, be fair and realize that they are simply reaping what they sowed... and they likely worked hard and sowed a lot to be able to enjoy these benefits.

And you can do the same... and then some!

If you even do just a little productive work (not just “busy work” and “paper shuffling”), you’ll quickly get ahead because the majority are procrastinators and wishful thinkers. And I promise you, that’s not going to change.

That’s a choice each individual makes for him or herself. No man or woman is “better” or “above” another... but the choices he or she makes can produce better results.

If you want these better results for yourself and your family, simply start making better choices. One of the first should be to make a decision and then take action to learn the necessary skills, take the necessary steps, make the necessary investments (time, money, energy) and get in gear.

You’re going to have a tough time making money if you’re constantly making nonsense excuses.

As an alternative: work to develop the right skills, develop an effective plan and then work at it for the months or years that it takes to build your own asset(s) which can set you up to become the one that majority will look at and say “well, sure for someone like you it’s so easy.”

It won’t happen tomorrow!

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You won't become "that guy" (or gal) tomorrow... but the fact is, time will pass either way. You *will* be somewhere 12 months – 5 years from now. The **choices** you make today can create a lot better results and a lot more options for you.

Make the smart choice: become a "money maker".

With appreciation,



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