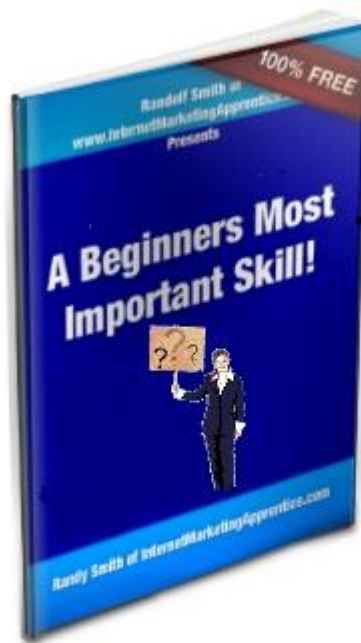


**Randy Smith of [www.mediakettle.com](http://www.mediakettle.com)  
presents:**

## **A Beginners Most Important Skill!**



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## A Beginners Most Important Skill!

### What Would YOU Think It Is?

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Hi there, Randy here from **mediakettle.com** with what I hope will be some words of wisdom that might help you further your own online efforts... *(regardless of what stage you might currently be at) ;)*

I was once asked what would be the most important skill for a new marketer to develop... wow what a tricky question!

Being asked to write something that would help a beginner seemed a simple task at first, I mean, I've been online for 11 years or more 'playing' at this Internet marketing game, so I should have many subjects I could write about.

But how do you pick what you think is the **MOST IMPORTANT Skill** for a beginner to learn?

I for one, still have so many struggles, with so many aspects of online marketing. And just as I think I've mastered something - Everything Changes!

The internet is a constantly growing and changing environment in

which yesterdays experts, can soon become tomorrows 'has beens'. So everyone needs to be constantly learning new skills and adapting old ones to work in different ways.

I've chosen not to write about **learning html to build a site** (*There are free editors these days that have done away with the need*), Or **setting up an Auto- Responder sequence** to send out newsletters (*Video's are now available that can guide people through step by step!*)

AH - possibly '**Building A List**' - now there's something everybody says we need to do!

But then quite honestly - there are many good ebooks and sources of advice that teach numerous ways to go about that too....

Even looking for opinion polls gave mixed results, and yet the overall winner was not so much a skill as a quality?.... Here - take a look at these percentages of votes cast on a forum I regularly visited by members when asked which were the most important skills....

**\*Programming 0%** - Well there are so many scripts and script install services available, plus it's simple enough to find an expert to guide anyone through whatever they need done, so it's hardly a skill to focus on!

**\*Graphic Design 0%** - Again, we find so many designers who can sort everything your sites could possibly need for just a few dollars, and even if you wanted to do it all yourself - there are some bargain priced graphic packs available all over the internet!

**\*Creativity 4%** - Hardly a skill in my opinion, either you're creative - or you just adapt someone else's creativity into something new?..... so that didn't take much effort or focus to think about!

**\*Networking 4%** - Now this one surprised me, I thought it would have rated far more highly?.... Though yet again, a beginner is going to have to have other skills before this even comes into play realistically. So maybe I should focus on something else? That said, It's easy for me to say with hindsight that people really

should start networking and building relationships with other marketers A.S.A.P., as they have been Soooooo important to my own online success!

So be sure to rate this a lot higher than everyone thought, and get around those blogs and into forum... and more importantly – get ACTIVE in building those relationships!

**TRUST ME – You'll be glad you did as your online career develops!**

**\*Time Management 9%** - Here's another surprise, Not many seemed to think it an important skill - and yet without it, How do they expect to find the time to focus on learning the skills they do need and the tasks they need to accomplish in order to achieve their desired results?

**\*Customer Service Skills 9%** - I don't think I'll focus any energy on this one, **To me it's a given, not a skill** needing to be learnt.... If you have customers - you look after them. **It's that simple...** ensure you over deliver, ensure people get their orders, and make sure you honour your guarantees - Simple Really!

**\*Copywriting 18%** - Ohhh, now here's a skill I could focus a whole report on... An important one at that, because without the right words on a page - how is the beginner going to convert their visitors to buyers?

But then I suppose the question needs asking if it's the most important skill or not, and even though I'm biased due to having a site to promote my own copywriting services at [www.YourCopySmith.com](http://www.YourCopySmith.com) , as well as a Copywriting ebook at [www.SalesletterABC.com](http://www.SalesletterABC.com) , And a Complete videos course at [www.VideoSaleslettersABC.com](http://www.VideoSaleslettersABC.com) ....lol

So I suppose a beginner could either pay someone like me - or get a hold of software to help them, and a cheap book or two and learn as they grow.... Yup - I shouldn't be focusing on that either - not for a beginner!

**\*Determination 54%** - Wow - Look at the percentage of votes

the forum members gave for this! - If anything I think it shows they are a determined lot on that forum.

It must be all the help they give and get there, no wonder so many are finding success - they've really focused their efforts on being a true team of growing entrepreneurs, working together for the common good etc.

### **But will determination alone be a Beginners Most Important Skill?**

Well personally I would view it **more of an attribute** than a skill, and important one, but nonetheless not a skill. Not something you can learn to improve or get better at by learning more ways or different ways of achieving results through applying it.... wouldn't you agree?

So where do we need to focus our efforts in order to really teach a valuable skill to a beginner in making money online?

I wonder if telling you a little of my experience would help us to establish the skill I believe makes the biggest difference?

**If you haven't worked it out yet - I'm sure you will, because I've mentioned a particular word many times so far - you've read it over and over.**

I'm hoping by my doing this it will be implanted into your subconscious so that once you've finished this report it will nag away at you and force you to apply it and gain the success that really is possible for you.

### **So here's a very brief run through of my online career.**

Started visiting 'Make Money' type sites when I got my first computer in 1999. Now I won't say I got stuck in then - but over the next 18month to 2 years I began joining sites that promised me success.....

You know the type I'm sure - the ones that give you everything and earn you nothing.... haha

**As you can imagine - nothing happened...**

It wasn't long before I began to realise there was a lot I really didn't know about websites or even computers (*truth be known I still don't - tho I know far more of what I don't know today*) <= now there's a confusing statement!

By 2002 I was a member of so many different sites I actually lost track, I was getting an average of 400 emails a day from people I couldn't even remember visiting, and that wasn't counting my junk mail account and all the safe-list emails I was getting!

And still I wasn't making money - sure I was recruiting other free members for other site owners, but no-one seemed to do anything to generate any income!

I finally started making a few dollars by 2003 and had to get myself a paypal account - yep, the paypal account I opened in 2001 finally had a little bit coming into it.... hehe

Fast forward another 2 years though and by 2005 I'd never made more than \$100 in any given month!

That's when I came across a guy called John Thornhill. I joined John's site and for the first time I entered a forum! Here I found others who had similar experiences to myself and I received a lot of advice and learnt some home truth's about many online '*opportunity's*' - but hey - we live and learn.

I also learnt that there was so much I still didn't know, and so much of what I thought I knew was no longer applicable. I had been flitting from one thing to another for so long, and doing nothing but spend money on everything that seemed to cross my path.

It was time to do something real, and around this time I built my first 'real' website.... I say real because it was all mine, not some duplicate or affiliate site, my own domain and content!

Guess what - my income started to improve - not massively... as I still concentrated my efforts on other sites too - and began building more and more - too many in fact.

Nevertheless - I was earning an income and by the start of 2006 I

actually had more coming in than going out.

2006 was my year though - it was the year I learned what I now believe to be **"The Most Important Skill"** for any internet marketer - not just - but particularly a beginner.

Through John's mentorship, and some of the people in his forums,  
**I learned to FOCUS!**

**Had you guessed it then?** ... or are you about to scroll up and see how many time I mentioned the word.... lol

The more I **focused** on what I really wanted to accomplish the more success found me. Eventually I cut back to a few core sites, got myself a techy partner (*Simon Phillips*), and we both put our **FOCUS** on what we each do well.

**Fast forward to 2018**, and we've had a good few years of earning MORE than a fulltime income online! (*leaving us to focus on how much we owe the tax man each year – instead of worrying about paying the bills!*)

**The point however, is that they all required me to focus on getting them done.**

**I still don't have all the skills I believe would be useful – but there always seems to be ways around those challenges...**

Seriously tho - it's a skill that requires a good deal of effort to learn, and if I'm honest, I still need reminding, even today. But it's the one thing that is responsible for me now earning a regular income from the net.

*(Hey I'm still no guru and I still need to watch what I do with my cash - but at least it now flows from my paypal account to my bank account (and then into Rachel's new shoes purse) <=yeah another story)*

**Without Focus I would not get a project finished**, I wouldn't get a website up, or a report written. Without Focus I'd never remember to send emails to people I needed to contact or be able to moderate on a forum and help other new people get their start.

And without Focus - I wouldn't be able to plan my days, get through my task list, and enjoy the freedoms it's given me in other areas of my life.

### **So that's why I believe it to be the most important skill.**

It's the one thing that was missing for all of those early years online.... Quite frankly, I could have been making money in my first couple of months if I had remained focused on what I needed to learn to achieve my goals!

### **So how does someone learn to focus?**

Well if you ask me I'd tell you this... start with a list of what you want to achieve and then get a diary and mark down what times of day you have to actually spend on the net.

Next block it out in sections...

Allow some time for all of the other skills that you may want or need to learn, and time for their study in forums, online searches, reading etc. Also allow for reading emails, posting on forums etc. And most importantly allow time for doing something that takes you nearer your goal.

For each hour you have work out your time in percentages. And then devote an allocation you are comfortable with for each task you wish to accomplish.

If that means some emails go unread - so be it. If it means no time for the jokes in your favourite forum - well there'll be time later when you are making some money.

And most importantly of all - if it means not flitting about between a hundred and one different things that are all promising riches beyond your wildest dreams .... then sorry - but it ain't gonna happen if you aren't focused!

Stick with each project that will bring the success and focus on seeing it through to fruition.

Keep chipping away and stay focused on the end result - until it happens.

Sure there will be times when you may have to adjust accordingly



as circumstances change... Just remember to ...

## **"Set Your Goals In Concrete - But Your Plans In Sand!"**

Be ready to miss a day in a forum if you need to stay focused on those last couple of pages to get them up.

Be prepared to ignore your msn if you need to watch that video lesson to pick up that important method or structure to get the next task finished....

Skip the latest gossip on Facebook if you have to (*AND DO AVOID the games that can drag you in for an age ... they can be real time thieves!*)

Just keep to your schedule and don't let a lack of focus steal your time away... or before you know it - you'll forget what you were working on and be jumping to another start point of the next thing that catches your eye.... and you'll end up with as long a learning curve as I had!

The whole point in me writing this and labouring on the lesson - is to cut your learning curve, to give you the value in the lesson that cost me so dearly.

At least then I can feel some justification for the time I lost - **I lost it so you don't have to.**

Well that's what I'd like to think --- because in reality I wasted it through my utter lack of Focus!

*So on that note I'll close before you think I'm bullying you to succeed.*

*You really don't have to if you don't want to... lol*

But if you do - then I hope you now have in your arsenal the most important skill a beginner (*or any other marketer*) could have ....

I hope you've made a commitment to **FOCUS** on your goals and desires to the exclusion of all the trivialities, the site hopping and

the forces that would otherwise hold you back from your future achievements.

**Here's a final thought to close on....**

**When driving your car - what tends to happen if you don't Focus on where you're headed?**

**In a skid - do you know where you should be looking and focused on?**

**The brain will always take us not in the direction we are actually headed - but in the direction of our Focus!**

Where will yours take you.  
Learn the skill and you decide!

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**OH and finally... If you'd like to join a program that has all the training, guidance and 'one on one' help you could probably ever need....**

**Starting with a FREE Training Webinar that will help you FOCUS...**

Then I'd love to invite you to take a serious look at

**[www.partnershiptosuccess.com](http://www.partnershiptosuccess.com)**

and see how we can help you Focus on the things you should be doing to help you get to where you would like to be online :)

My best wishes and warmest regards

