



GREY MOUSE PUBLICATIONS

# **You're Smarter Than You Think**



**150 Reasons Why You Can  
Absolutely Succeed With  
Your Online Business**

**Andrew J. Spencer**

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## Introduction

This isn't your typical online business guide, although you'll find loads of helpful tips inside.

Instead, think of it as your personal confidence booster and cheerleader whenever you need a lift.

These are the methods, concepts, and ideas I rely on for my own business. You don't need them all, but having more at your disposal certainly makes online success easier to attain.

The entries here are all mixed up and in no particular order.

To use this book, just think of a number between 1 and 150 and then flip to that item. Hopefully, it'll be the message you need at that moment. If not, pick another at random or just keep reading. ☺

Have a blast with this, knowing I made it with love and hoping it lends a hand on your journey.

You'll notice some similarities between entries - that's because some points are just too good to say only once.

You're far more incredible and capable than you realize.

Dream big, my friend, and enjoy the journey!

Andrew Spencer.

PS. Just before we get started... I thought that one of my favorite quotes below. May just help to get you in the mood for what's to come...

"Here's to the crazy ones, the misfits, the rebels, the troublemakers, the round pegs in the square holes... the ones who see things differently — they're not fond of rules... You can quote them, disagree with them, glorify or vilify them, but the only thing you can't do is ignore them because they change things... they push the human race forward, and while some may see them as the crazy ones, we see genius, because the ones who are crazy enough to think that they can change the world, are the ones who do."

Steve Jobs





## You Take Things One Step at a Time

Food for thought:

Online marketing is a lot like constructing a house - it's a gradual process that takes time. You start with a blueprint, lay the foundation, and methodically progress to the roof. Details like windows, plumbing, electrical work, sheetrock, and paint are added gradually.

Just like a house, profitable online businesses take time to develop. There are numerous elements demanding your attention, ranging from content creation to customer outreach and data analysis. Attempting to tackle everything simultaneously can quickly become overwhelming. However, when you break tasks into smaller, manageable steps, the process becomes easier.

Plus, focusing on one thing at a time allows you to give each task your full attention. You can make sure you're doing it well and getting the best results. It's all about building a strong foundation for your online presence.

Remember, taking it one step at a time isn't about moving slowly - it's about moving efficiently and effectively. Don't beat yourself up if it takes you six months to get your first sale. You're moving at your own pace and you're making progress each day.

Those overnight successes you hear about? I can tell you from experience they generally take 2 to 5 years to achieve.

## You Never Beat Yourself Up

You've cultivated a powerful habit of avoiding negative self-talk. Instead of criticizing yourself or dwelling on your shortcomings, you choose to speak to yourself with kindness and encouragement.

This positive self-dialogue boosts your self-esteem and nurtures a healthy self-image. You understand that everyone encounters obstacles and failures, and these experiences don't diminish your worth or potential.

When faced with challenges or setbacks, you don't berate yourself; instead, you offer words of support and motivation. This compassionate self-talk empowers you to bounce back from difficulties and maintain a resilient mindset.

By steering clear of negative self-talk, you create a nurturing environment for personal growth and success. You understand that the way you speak to yourself directly influences your confidence and ability to overcome