



"To be better at sunset than you were at sunrise!"

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The Japanese have a word that has no equal in the English language...

“Kaizen”

When translated, it means to improve daily.

Step by step, inch by inch, milestone by milestone....

Easy to say, harder to actually put into practice.

+1 Success is the study of the art of 'kaizen' but putting it into practical and achievable goals that you can reach every single day.

Want to make a million dollars with your online business?

Let's start on make a dollar a day and compounding it over time!

Want to learn a new skill or trade?

Push yourself every day to learn just a little bit more than you did in the previous 24 hours...

Want to lose 100 lbs of weight?

Spend an extra 1 minute on the treadmill.

You see, you have big goals and big dreams...The trouble is we bite off more than we can chew when we start working towards something.

Big goals are awesome! We encourage them....

However you are more likely to continue pushing forward when you start seeing small victories along the way...

This is +1!

+1 in everything you do.....

Over the next 30 days we're going to go on a journey together. Let's be honest though, every single day you will need to push yourself to build the habits we are about to go over in your daily routines....

But when you do....

Something magical happens!

You start stacking up the small victories.

And this snowballs your results and you will be able to achieve anything you put your mind to.

But rest assured....!

These habits, these techniques...Are useless if you don't put in the work.

The culture and community behind +1 is that of action taking! It's the most critical part of anything you will ever learn...Ever!

Without action, none of this matters!

So let's get our mindset ready before we dive in...

- 1. Action taking is king! When you go through each day in the [+1 Success](#) training, you **MUST** put the axe to the grindstone and do the work. Believe us, your future self will thank you!**
- 2. If you are trying to build a business online, stop thinking of the end goals. It's fine to have them written down and we encourage that...But work in the present. Worry about the next 1440 minutes only and what you will focus on during those precious moments!**
- 3. Spoiler alert: We will be journaling throughout this training. So go to your local Wal Mart or Staples and purchase a journal! This is so important for getting your mind prepared for the journey ahead.**

Now let's go over how this all works...

Remember, people give up on their dreams and businesses because they aren't seeing 'the big results' right away.

+1 erases this mind set!

We are working on the present and the real wealth in any entrepreneurial journey is the journey itself...

Think about this...

If you build in 1 new habit a day, for a week...

You've +1'd 7 times!

If you build 1 new habit per day in a month...

That's 30!

How about +1 every day for a year....

Imagine what you can achieve when you have a track record of 365 live changing habits that you've added to your 'journey'.

That is life changing. That is game changing!

But you'll notice...

None of these 'habits' we go over in +1 require a Phd in rocket science. They don't require any out of pocket expense. All that is required is that...You actually DO THE WORK!

Consistent Improvement + Time = Real Results

We will be consistently getting better....Everyday!

You just need to patience to see it through :)

So that's the game plan...The formula is above!

Write that down in your journal now so you can remember it...And write this down too!

I will become better at sunset than I was at sunrise for the next 30 days! I commit to doing the work, and embracing the +1 mindset!

All set?

Let's get to work.....

1. Raise Someone Up, Every Day!

You know what is the most pleasing sound to someone's ears?

Recognition!

Every day that you are online, do your best to make someone in your circle feel appreciated! Do this every day over the next 30 days. Not only will it feel good, but you will empower that person to keep pushing and keep growing!

Action Step: Let someone in your circle know, they are appreciated!

2. Make A Mistake

You know what is the scariest thing to new entrepreneurs?

Making a mistake!

Funny thing is, read any great business book and you'll see a recurring theme...Most successful entrepreneurs have failed miserably! They have struck out more times than they can count. But eventually...They connected and knocked it out of the park!

Get out there and mess up! Seriously. Throw things against the wall and if it fails. Good. You've learned how not to do something :)

Experience truly is the greatest teacher.

Action step: Do something today that you might fail at! It's o.k.! Embrace it and learn from it! Don't wait for permission, try something and take a swing!

3. Take A Big Risk

Following yesterday's habit, the truth is you won't fail until you take some risks! Now this doesn't mean you should be taking un-calculated risks, what it means is that you have to actually DO SOMETHING.

Entrepreneurship is a contact sport, but sadly most sit on the sidelines and watch.

I remember I took a massive leap back in the early 2000's. I was working at a pizza joint and finally said, enough is enough....I invested all my spare money and time into building my online business.

I quit my 'job' and started relying 100% on my online income.

Was is scary? You bet it was! Did I fail a few times before I 'got it'? Absolutely! But for 20 years now, I haven't looked back and continue to work from the comfort of my own home.

Action Step: Big risks vary from person to person. Someone upgrading in [ClickTrackProfit](#) could be a big risk for some. For others it could be creating their first video blog post. No matter what your risk tolerance is, we guarantee you...When you take that first step...Your life changes forever. Get off the sidelines, and into the game today!

4. Try Something New

The same old, same old doesn't work anymore! You'll read blog post after blog post with some expert having the 'guaranteed formula for success'...Here's the truth...

What worked yesterday may not work today.

So the best game plan is to stick out from the crowd and do something a little bit different than most. Please, don't follow the herd!

There is a reason why there are only a small number of marketers and online entrepreneurs that achieve success...It's because they stepped out of the mold and tried something new!

Action Step: Have you been using standard affiliate pages for your online advertising and promotion? Try something new! Create a lead capture page within [ClickTrackProfit](#). Add a video to it to spice it up even more. Don't do what everyone else is doing!

5. Connect With Someone New

In the day and age of social media there is no excuse to be talking to the same 4 people day in and day out!

Get out there and meet new people!

Use everything from Facebook to Twitter, HIVE to CTPtalk, Pinterest to Instagram...Just get out there and say HI to someone!

You never know who that next connection may be or what kind of relationship can form.

Action Step: Dozens of new members join [ClickTrackProfit](#) every single day. How many of them have you engaged with?

6. Start Something

One of the greatest hurdles online entrepreneurs need to get over is...Perfection!

There's an old marketing adage online that says it like this...

"Ready, Fire, Aim!"

Stop waiting for perfection and for permission. You will be blown away at how the universe starts to align itself when you stop waiting, and start doing!

Start your blog! Start your website! Start your online business! Start your content marketing strategy! Just START!

We wait far too long for the 'perfect opportunity'....When in fact the perfect opportunity is...YOU!

Nothing can stop you but yourself, so get out there and start something today!

Action Step: There is no perfect time to start a project. Roll up your sleeves and take action today. In fact, live by Nike's motto – Just do it!

7. ReTweet, ReBlog or Like A Positive Message Or Quote

Going along with the importance of connecting with new people, it's also a good idea to keep in contact with your current network as much as you can.

To do that...Add value to their journey!

And for us, nothing is more valuable than a word of positivity! Social media is brilliant for this, and when you see something inspirational or helpful to your circle....Share it!

They will appreciate it and you are helping to add a little bit more positivity to the world in the process.

Action Step: Be sure to follow community leaders like [Jenn Nieto](#). Her social media feeds are flooded with words of encouragement and positivity. Or find someone else that has some great words of wisdom and SHARE it with your circle!

8. Comment On or Make A Blog Post

We're big fans of blogging! If you need any evidence for it, check out our blogging platform – [CTPtalk.com](#)

And there is a big reason for it!

We've been writing blogs since 2003. It literally is responsible for the birth of my business and growth as an entrepreneur.

But do you know what I did before I was a blogger? I made comments. I asked questions on other people's blogs. I was ENGAGING DAILY!

If you own a blog – Get writing! That's a no brainer as the most effective form of content marketing, to this day, is still a trusted blog!

If you don't own a blog – Get one at [CTPtalk.com](#) ;) But more importantly, get out there and engage with the community and like minded people in your industry!

Action Step: Lead by example! If you want more comments on your blog, go out there and make more comments on other people's blogs!

9. Host A Live Stream / Podcast

Oh boy, now we've done it!

Up until now, the action steps have perhaps been in your comfort zone...This habit sure puts a monkey wrench into that huh?

But I guarantee you this...NOTHING and I mean NOTHING is more powerful in today's day and age than a live webinar or podcast!

Here's the nugget. Yes, it's something you more than likely have never done or are scared to death of attempting. But guess what...99% of the people reading and watching this piece of advice...Won't do it either!

Good!

That means it's easier for you to stick out from the crowd. It's fun, it's free and your confidence behind the camera and microphone will grow daily!

Don't wanna do a live stream? No worries, record it and upload to platforms like 3speak, LBRY and / or YouTube!

Action Step: This is a big one! This takes a lot of courage and it may not be for everyone. But doing this action step and building it into your arsenal will help separate you from the crowd quicker than anything else!

10. Read A Chapter In A Book

I'm a big fan of reading....It's a borderline obsession! And this is a habit that will pay off 10x that of watching re-runs of Seinfeld.

It's pretty simple, we're all allocated 24 hours a day (God willing!) That's 1440 minutes...

What we choose to allocate those minutes to, determines our future!

Wanna watch TV all day or argue about politics on social media? Say hello to 'average' for the rest of your life. That's what every seems to be doing these days...

Want to achieve more than you ever dreamed possible? Read a book and

always be learning something new....

Action Step: Go to the local bookstore or your favorite online retailer and pick up a business, personal development or success book. And then commit to 5-10 minutes a day to reading it....

11. Talk To Your Circle!

Relationships are your most precious asset when building an online business! So it's very important to be visible with your followers, your inner circle and your associates online....Daily!

Engage with them on their social media feeds, on their blogs, and in online chats like [Telegram](#) and Discord!

This builds massive trust and can go a long way!

Don't concern yourself too much with trying to cater to every single person online, you'll drive yourself nuts. Focus on 1 or 2 people a day...Engage with them, offer to help, send them a helpful tip or two...Just be there for them!

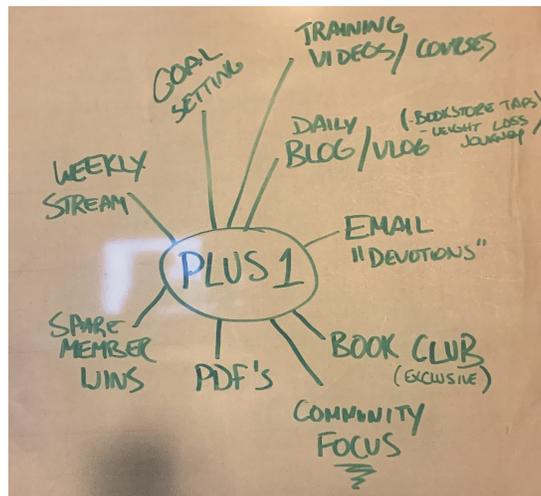
Action Step: Once you find that first connection you are on your way to building a very powerful circle! Be sure to let them you value their time and want to help out any way you can `...Build the relationships, one person at a time!

12. Use A Mind Map / Whiteboard

Have you been to one of our webinars? What do you notice behind both of us during them...Whiteboards!

I use mine to write down ideas and make them visual. It helps me bring ideas to life. Another powerful tool is a mind map. We've used [MindMeister.com](#) for years, but if you have your white board, you can mind map things out easily...

In fact, here's an example of how I used my whiteboard, to develop a quick mind map for the [+1 brand and project](#)....



Almost every single business we've started online, began on a white board or mind map....

Action Step: Don't walk..RUN to your local business supply store and grab a whiteboard. It's one of the most powerful tools you will ever own!

13. Always Remember To Be A Purple Cow!

Back in 2003 best selling author Seth Godin wrote what I consider to be the greatest marketing book in history – Purple Cow!

A Purple What?

The idea is simple...A regular cow is...Regular. A purple cow is...Remarkable!

Sticking out from the crowd is so important and something most people overlook when they are building a business online!

Take a chance and try something completely unique and different each and every day. You don't have to revolutionize the world here, you just wanna get people to remember you!

Average is boring! And average is what 99% of entrepreneurs settle for...

Action Step: Shock and awe!!! One of the most effective campaigns I ever did was the 'Jon Olson Sucks' campaign. I got massive email open rates, banner and ad click through rates never before seen...Because it stuck out and was...Remarkable!

14. A Random Act Of Kindness

Something we love doing at our weekly webinars is giving away prizes and random gifts to our attendees and members.

We never have a set plan for what we will give out and how much..We just do it!

Some of the coolest features of online business these days is the 'tipping' economy. And you can tip through so many different avenues.

Through [HIVE](#) (via Peakd.com), through BAT and the [Brave Browser](#), via [LBRY](#), heck you can even support people on Patreon with tips...

Pay it forward goes a LONG way in this business...People remember those that supported them. Not only is it a smart move, it feels awesome to do it!

Action Step: Do something nice for someone and send them a tip! We recommend tipping through Peakd.com (HIVE), LBRY tips and of course, the Brave Browser with BAT!

15. Write Down Your 3 Goals For The Day

This is a massive habit to embrace! It could be one of the most important ones in the [whole +1 book](#)....

Every day, use your whiteboard or journal and write down 3 things you want to accomplish for the day. Take action on those 3 things and work until they are completed.

Write an email, write a blog post, network with your circle...Simple things like that.

But now add them up....

27 goals achieved in a week! 90 in a month! And in a year 1095 goals...Achieved!

How far do you think you will have progressed in a calendar year after working on 3 goals daily....?

Don't skip this step....It's HUGE!

Action Step: This could be one of the most important steps in +1! Using that whiteboard you got in Habit #12, write down 3 goals you want to achieve today...And then work until they are completed. Do that every day for a year...And prepare to be amazed!

16. If You Are Comfortable, Get Uncomfortable

It's simple really, your best ideas, your greatest achievements, and your most remarkable victories will all be found outside of your comfort zone!

It's where success is found! Anytime you feel that something isn't within your reach or that you cannot hit that home run...Take a swing!

You may miss, actually it's guaranteed you will a few times...but keep swinging. It's uncomfortable because it's supposed to be! This is proof that you are growing!

Action Step: Nothing will hurt your growth more than being 'comfortable'! Stop being settling for average and shift your mindset into looking for discomfort...That will let you know, that you are growing as a person and an entrepreneur!

17. People First, Profits Second

We've been screaming this for years and years...When you focus less on the bottom line and more about the people in your circle...Your income seems to go up!

This seems foreign in the day and age of what's in it for me and take, take, take!

However putting your people first and team above everything else, is always the best strategy for long term growth and success.

You have to be genuine! You can't say 'Oh I care about people...' when all you are trying to do is sell them something. In today's day and age, they can smell a snake oil salesman a mile away!

That doesn't mean you shouldn't try to 'sell', but do it for the benefit of the person that you are selling it to. Make sure THEY benefit first, and not just

your commission check!

When we stopped trying to 'sell' and started putting people first...Income went through the roof...This is the result is actually caring about what you sell and who you sell it to!

Action Step: How can you let people know that you are invested in their success? Simple! Before the sales, the referring, the marketing...Put them first! Be there for them, every step of the way. A sale doesn't end when money is transferred, it's actually only begun!

18. Be Very Very Visible!

We live in a social world online! So there is no excuse to be sitting back in the shadows. Be out there! Be visible across all platforms or as many as you like.

Here's what this does, not only do you start to build trust with potential clients and customers...You build a 'top of mind' brand!

The more people think about your niche, or business, they'll think about you!

There's a reason why there are thousands of soda brands around the world, but there's only one Coca Cola....

Action Step: Putting your picture and name up on your website is the minimum! Try sticking a welcome video up, create video blog posts or lead capture pages with your video on it!

19. Wake Up 30 Minutes Earlier

I have no time!

That's a common excuse for people that seem to fail a lot online!

Here's the thing, we each have 1440 minutes a day...Not a second more!

What we choose to do with those precious minutes are up to us. So if you want an extra 30 minutes to work on your business or personal growth...You need to allocate those minutes!

Where can you get those extra minutes? Why not wake up 30 minutes earlier today?

Don't start your day at 8am, start it at 7:30....And be blown away at what you can achieve when you focus your time on those extra 30 minutes!

Action Step: Use those extra 30 minutes to read a chapter in a book. Work on your emails. Develop some communication with your circle. Or even go for a jog....Remember, we each have 1440 minutes! What we choose to do with them determines our future!

20. Be Authentic

Similar to the habit of putting people first, here's something that's not only a good business decision but a great way to live your life no matter what you choose to do....

People are wise to the game! No matter what kind of wool you try to pull over their eyes, they can see a fake!

When you are authentic, when you actually CARE...People notice!

Everyday, do something from your heart and for the right reasons. It'll help you in so many aspects of your life, business and personal!

Action Step: Something we do at [ClickTrackProfit](#) is send personal thank you notes to random customers and members. These are hand written and always from the heart. And people appreciate it! That's a technique you can do right now for your members and circle...Say thanks to them, in a unique way!

21. Attend A Live Event Or Webinar

Story time....

Back in 2005, I was starting to get my business off the ground. I decided to drive through 3 snow storms and 2 countries to get to my first offline event!

With barely any money in my pocket and deep into credit card debt I started out on my journey.

Was it worth it?

After the event, the people I met and advice I got helped turn a failing

website into a 6 figure enterprise over the next few months.

You bet it was worth it!

Maybe you won't need to drive through snow storms and border crossings to get to a live event...You can find an awesome online event and attend that!

Each of these webinars and live events are packed with life changing information and training...Do yourself a favor, make this a habit!

Action Step: Find a local offline marketing or networking event and attend it! If not offline, just pop by our webinars every Monday and Thursday nights :)

22. Write Down The Ideas The Second They 'POP' Up!

Another amazing tool I have in my arsenal is my Moleskine journal. And it's always beside my desk or on my night stand...Here's why!

I read a lot. And I'm always coming up with crazy ideas that I think might have some legs...

And I know, that if don't write down the idea or lesson I learned, I won't remember it!

You may think you will remember it...But I guarantee you, you won't. Write the ideas or thoughts down NOW!

You can use Evernote if you want to quickly write them down on your phone and than transfer them to your journal, that's what I do when I'm out and about...

Do this and you'll be amazed when you look back at the ideas you came up with and forgot about!

Action Step: Get into the habit of writing down what you learn and the ideas you come up...Your future self will thank you!!!

23. Work On Your S.M.A.R.T. Goals

Specific
Measurable
Attainable
Relevant
Timely

You hear this acronym pop up in numerous personal development and success books..And for good reason!

It's a great way to plan both short term and long term goals. And here's how you can start using them right now in your journey...

Be specific! Learn how to measure them. Are they attainable? Are the goals relevant to your journey? And can you reach them in a set amount of time?

Action Step: Write down your SMART goals in your Moleskine or journal. Review them daily and weekly and you'll be amazed at how they begin to guide your actions daily!

24. Learn New Skills

Take a look at our family of products and websites...[ClickTrackProfit](#), [StartEarning.Today](#), [ListNerds](#) and now Plus1Success...Every single one of them has been custom coded!

By a guy who didn't know how to code only a few short years ago...

Yup Blain literally, taught himself how to code and become a programmer!

This is the lesson in today's habit. Not that you should start to become a programmer lol Because I know I couldn't do that lol But to DEVELOP new skills!

The world is changing and what you were a master of last year, might not be relevant today....So you MUST always be learning new things and developing new skills!

Action Step: Even if you have no desire to become a full time programmer, it's a good idea to learn some basic code so you dont need to rely on anyone if your website has a hiccup. Check out CodeAcademy.com for free lessons on basic programming languages :)

25. Think Better Thoughts

James Allen's classic As A Man Thinketh should be required reading in high schools around the world! This book highlights how important our thoughts are to our realities.

What you put into your mind, every day, is what determines the actions you take daily and ultimately your future.

So what are you filling your mind with?

CNN or FOX news? Political rants on Facebook? Drama and soap operas on TV?

As one of my favorite authors of all time, Brian Tracy, says regularly..."You are what you think of, most of the time!"

Fill your mind with amazing books, great thoughts, awesome training and watch your life change instantly!

Action Step: You don't even need to buy 'As A Man Thinketh', [it's available here](#) on audio! Be sure to listen to it...Monthly!

26. Read, Listen, Watch, Dream, Write, Plan, Execute, Speak, Do

Whoa, that's a mouthful! But this is a fantastic formula when you break it down...

You need to progress from learning to actually DOING! And each of these steps helps you get there.

There is no better teacher than experience and arming yourself with the right education and training will set you up for massive success!

Action Step: The critical part of this formula is...The 'DO'! If you read something, put it into real world practice!

27. Thank Someone Who Helped You. And Be Helped!

Nothing is more amazing than receiving and giving thanks! If someone took the time to work with you, help you or give you a hand...Just say thanks!

Seems simple enough right?

Yet it's not as common as you would think!

What's even less common?

Putting yourself out there to BE HELPED! Whether it's ego or something else, pride maybe, people just don't wanna ask for help even though they need it.

Don't be that' guy or gal....Ask for help! And then make sure you thank people daily...

Action Step: Be humble! Not only is it the right thing to do and thank people, but guess what...You don't know it all! There is no shame in asking for some help!

28. Ask Questions

For the first 3 years I was trying to build an online business, I was a sponge! I soaked everything up that I could...People used to call me a pest because I was there, every day in online forums...Asking questions!

No matter how silly the question may have been...I was there...Asking it!

And nothing shows your ability to be coached and a willingness to learn more than..Asking questions!

Action Step: Go to CTPtalk.com or [The CTP Telegram group](#) and...You guessed it...Ask questions!You never know what you may learn and who you may meet!

29. Nothing Beats Passion. Embrace It!

It's the great divider! It's what separates the slot machine marketers (pulling the handle trying to strike it rich) from those dedicated to success!

We get dozens of people come to our webinars each and every week. And

it's not because we're putting out life changing information.

They come because of the passion we both have for our business and community. We love this stuff and love being around action takers like you!

Passion attracts people! It never fails!

Make sure you fall in love with what you do, each and every day and show the world your passion for your business!

Action Step: Discover what you LOVE to talk about, read about, and write about! Your passion will become the fuel you need to succeed long term. If you don't love what you do, the passion won't be there. And only you can find out what your passion is!

30. Keep A Journal. Read It Every Day!

Going back to our trusted Moleskine, not only do I write in it everyday...I re-read what I've written down daily, weekly, monthly and yearly!

It's amazing to see what you wrote down in March when it's the middle of August. That idea may not have been ready to be put into action then, but now it is!

Journaling is so important to your success, but so is re-reading what you write in it every day!

Action Step: Take out your journal and look back at what you've written down throughout your [+1 journey](#)! What ideas can you put into action today?

Wow!

Congratulations!

You've made it through 30 days of actionable, life changing habits!

So now what?

Keep going!

Over the next month, work on these habits to build them into your daily

routines...

Remember, each of these steps we outlined are EASY TO DO! Yet most won't even get past Habit #3....

Everyday, push yourself to grow a little bit more. These start to compound and when you build them into your routines, they become habits that will change...Everything!

[That's the power of +1](#)

Small tasks, done over time, everyday, equal massive success!

But all this information is useless unless you take action each and everyday...

Are you ready?

Let's continue on the journey and:

“Become better at sunset than we were at sunrise!”

If you need any help at all, please drop us a line and share your successes (and failures) on social media using the hash tag:

#Plus1Success

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