

# **Blind to the Obvious**

## **The Hook:**

Hey guys, Stan here, I want to tell you a little about my life. You may be able to relate to some of it - probably not to all the details, but to at least some of the feelings. I truly hope you never do face the same things as I have.

You'd probably think that being born 'legally' blind would be one of the worst things that could happen to you as a child, but you'd be wrong. For me, it was just the start of more bad things to come.

## **The Setup:**

At the age of just 15 months, I was diagnosed with a Stage 4 Wilms Tumour and battled for 18 months, finally overcoming it at the age of 3 years. As my childhood continued from there out, for many years I was a happy child, but eventually my vision gradually started to get worse.

The older I got, the more frustrated I became and I thought I'd never be able to make anything of my life. I thought that I was destined to be a failure all my life. I thought I'd never be able to be successful and I felt like I was a waste of oxygen.

## **The Parachute:**

Now, only having a very limited amount of vision, I felt confined in what I could accomplish with my life. I believed the success that I so longed for would always be a pipe dream.

I always had a strong interest in technology and from the age of 14 I started to research Web Development and Internet Marketing, in the hope of one day being able to make a living from home.

## **The Theme:**

I started to research, determined to learn all that I could to make a living online. I kept hitting a brick wall, time after time, scam after scam. I could not see what I was doing wrong. I thought, if I can't even make something that I'm passionate about work, I'd remain a failure forever. I felt emotionally drained, I had tried and tried to no avail.

## **The Transition:**

It was only then, when I was rock bottom, that I had to re-evaluate what I was doing wrong.

## **The Sell:**

Eventually, I discovered the Pareto principle (the 80/20 rule), you know about that, right? 20% of people generate 80% of the profits. 80% of the people trying to make money online don't make any, 20% do. 80% of that 20% don't make much. but 20% do. You get the picture?

When I finally discovered this, I realised where I was going wrong. I was looking for 'Systems', 'Push Button Riches', 'Easy Money Formulas'. I was chasing the next 'Shiny Object' that came along. I was following the wrong people... If that sounds familiar to you, it's time for a change of plan! Your old plan doesn't work, 'Easy Money' doesn't exist without hard work and education. But please, don't let that scare you off, keep reading.

I started to learn how to do things myself, not follow 'Systems' that so many others were copying, that didn't work. I decided to follow people that would teach me how to take action, not 'game the system', 'copy and paste others work' and expect big payouts for very little work. It just doesn't work! You have to be unique, you have to offer something that the rest of the crowd don't. Don't buy in to all the hype and don't conform to the status quo.

It took me years to learn this, and to gradually build my business. I learned how to code HTML, how to use WordPress and other platforms, how to set up web hosting, how to use Social Media to network, build relationships and market myself. I learned how to build an email list and how to successfully promote other people's products for a commission. I learned how to create my own products, my own membership sites and much more.

### **The Tie:**

Now I believed in myself, now I was making something of my life. Now, I no longer felt a failure, I was taking action and I was seeing results. From that point on, I vowed to help others, just like you, to learn the exact same thing themselves.

After a lifetime of knock-backs, struggles, and a lot of self-taught education, hard work and pure determination, I can finally say that I'm scoring goals and I'm winning the game. So, you see, if I can be successful, if I can make money online, then you definitely can. I absolutely believe in you, now it's time for you to believe in yourself and take action! If I can help you at all, along your journey, then I would be thrilled to hear from you and I look forward to one day reading YOUR success story.