

How to Take Action On Any Good Information Product



By Jason Fladlien

Automatic Action Report

Intro

Amazingly, people think it's good information that will makes them rich with internet marketing. That couldn't be further for the truth.

Someone with basic, or even sub-par information... with a tenacity to immediately act on it, put it into emotion... and then persistently work it until it started working for them...

Will make FAR more money than someone with the BEST information, The BEST tools, the BEST training, and the BEST coach...

If that second person has a poor "study to action" ratio.

Study To Action Ratio Explained

Sadly, most struggling internet marketers have never consciously defined their study to action ratio. Based on observation, I'd guess that the *average* internet marketer has a study to action ratio of 16 to 1.

Meaning this: for every 16 hours they study something related to internet marketing, they only act 1 hour upon that information.

Sad.

But you can see why it's hard to make money with such a skewed action ratio.

MOST of the six figure successful internet marketers I know personally have a much different ratio. There's is - *at the very least* - 1 to 1.

And that's where yours should be as a *starting point*. The sweet spot is usually 1 to 12 - meaning you are only studying 1 hour for every 12 hours of action you take. Just think how effective you could be if you disciplined yourself to such a ratio.

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Start It At 1 to 1

You should *never* study more than you take action in internet marketing. I guarantee if you do, you'll have a very hard time making money online.

Now, in order to fix this, you need to first be *consciously aware* of how much studying you actually do. This will allow you to finally FIX it.

And here's the simplest way to get it to "1 to 1" immediately.

It's this: determine ahead of time how much "total time" you will have available to work for that certain period of time.

Let's say you have the next 3 hours clear that you can work uninterrupted on your internet marketing business.

Here's what you do - spend the first 20 minutes studying... then act for 20 minutes. Spend the next 20 minutes studying... then act for 20 minutes... Do this for the full 3 hours. And there you go - you're done.

Just be cognizant of whatever time you're spending studying, it should be IMMEDIATELY followed up with that *equal amount of time* taking action.

So if you only have 20 minutes free, you better not spend more than 10 minutes of that reading, watching videos, browsing forums or checking emails.

If you just discipline yourself to *start* at this 1 to 1 ratio, you'll be amazed at how instantly productive you start to become. And then it gets fun - because pretty soon you'll get addicted to taking action... because you'll finally realize how much more beneficial it actually is for you.

And the natural tendency will start be to take much more action than you do studying - because you'll simply have a lot of stuff out there to work on, to tweak, to monitor, to improve and to add to.

And there you go - your "information overload" is cured. Your procrastination is cured. And you're ready to start kicking butt!

Taking It To The Next Level

At the start, ANY action is good action. As long as you're training yourself to get into the habit for taking action *at least* as much as you study, THAT'S good. It will soon become very easy for you to "take action at will" - which is an extremely valuable skill to have.

However, you will soon find yourself wanting to take the *best action* possible to achieve *the maximum amount* of results in the *minimum amount* of time.

Here's how you SYSTEMATICALLY achieve that.

First, we need to create a "decision making strategy" so you know which information to act on from your studies that will be most likely to produce the best results for you.

Here's the one I use. Let's say I just purchased a 2 hour video training series on email marketing, because I want to improve my email marketing abilities. Here's my plan... I will sit down and watch that video.

I do not expect to make it all the through that video. I am watching until I find that "one thing"...

That "One Thing"

As I watch the videos, there will be "that one thing" that just pops out at me, that gets me most excited, and just plain *resonates* with me.

THAT'S what is usually the best thing for you to act on.

Two reasons for this: first, excitement is a great catalyst for motivation. The more you FEEL GOOD about doing something, the easier it is to do, the more fun it is to do, and the better you associate studying information and taking action on it. Because it's like a "happy" drug.

Second, you use your gut to make decisions, not your intelligence. Learning how to be finally tuned to your intuition will make you a productivity machine... because you make decisions in seconds by just "feeling" them, instead of thinking about them. The problem with thinking about something is it often invites "paralysis by analysis".

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By sharpening your gut in this specific field, you'll soon find yourself generalizing it over to other things in internet marketing. And that's good. By becoming very tuned in to your intuitions, you'll be able to make more right decisions, and make them quicker than ever before.

So as I am watching a training, all the sudden there will be something that just "pops out" at me that gets me excited, and immediately makes me want to act upon it.

So what do I? Just that - take action on that ONE THING.

Learning To Walk Without Crutches

Here's what will happen: the first time you attempt to do anything, it's most likely you will not do it very good. Oftentimes, until a task becomes "unconscious" - meaning you can do it without much thought - you are going to make mistakes or not execute it as solidly.

So here's what we do to give it the best "1st attempt". As soon as I'm going through a training program and get "that one thing" that makes me excited about it, I pause the video. Then very quickly, I go through that short section on that "one thing" over and over again until I feel like I "get it".

This means I often will watch a 2 to 3 minute section 4-6 times in a row, or read a page 7-9 times in a row. This primes me for taking action on that thing that just excited me... with MINIMUM consulting.

Meaning I can often go and execute it without having to reference the training materials at all... (of course, this will depend on how "technical" the information is... but still, by going over it AS IF YOU WERE NOT ALLOWED to reference the material while acting on it will do wonders to cement it into your mind... making it much easier next time you do it).

After I feel like I really "got" the info I will be acting on, then I minimize the training, and go to work immediately. I try as much as possible to "do it on my own" without referencing the training.... and I execute as much as I can based on what I got from that training.

The key is I IMMEDIATELY implement something - and usually in a way that makes it "live" - meaning it will have real world results. Which is often good, because at the very least it gives me data to make future decisions on.

And sometimes it immediately makes me money.

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What's Next?

Now, after I'm done with acting on that tidbit and implementing it fully... I will go back to the training... and review that "one thing" that got me excited to act upon... that I just acted upon.

this is where I "check my work" to make sure I didn't miss something from the training video, or misinterpret a step or make a mistake.

This is so critical because if I did miss something or make a mistake, I can go back now and immediately correct it. So that's good. But better is that fact that after going through this process, I pretty much "got it".

Meaning next time I can just go out and do that same task very effortlessly and get good results from it.

Pretty cool, huh?

That my friends is how you become an action machine and immediately take action on any good information.

Do this enough and you'll be soon acting far more than you studying, and acting upon the things that are most likely to make you the most amount of money in the least amount of time.

Now here's some good deals that would be smart for YOU to *act* on...

Products By Jason Fladlien

How To Write Near World Class Sales Letters In Less Than 3 Hours!

<http://3hourad.com>

How To Create 60.4% Converting Squeeze Pages In 4 Minutes Or Less

[Click Here...](#)

Internet Marketing Profit Equation - Traffic & Conversion Training

[Click Here...](#)

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How To Create An Info Product In Under 48 Hours

<http://48hourreport.com/48hour>

How To Write A 400 Word Article In 7 Minutes Or Less

[Click Here...](#)

Get 6 Squeeze Pages, A Sales Letter & 12 Products Created For YOU

<http://48hourreport.com/nichecopywriter/>

How to Invade ANY Niche In One Day

<http://goldmembercoaching.com/5minuteniche/>

Why the 80/20 Rule Sucks - & How To Triple Your Productivity!

<http://goldmembercoaching.com/timemanagement>

**How To Get \$6.34 Per Click To Your Website With
This Simple 4 Step Process**

<http://www.valuemultiply.com/>

**How I Put Together A Product Launch in 90 Minutes
That Pulled in \$10,520! It Only Took 4 Step!**

<http://goldmembercoaching.com/poorman/>

**Amazing "PLR Repurposing" Secret Creates
100% Unique Products In Under 19 Minutes...**

<http://goldmembercoaching.com/plrsecrets/>

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Personal Development for People Who Hate Wishy Washy Self Help Gurus

<http://goldmembercoaching.com/wishywashy/>

How to Become An Expert At Almost Any Skill in 27 Days or Less...

[Click Here](#)

How To Become a \$40 An Hour Ghostwriter In Less Than 7 Days

<http://goldmembercoaching.com/ghostwritingsystem/>

The Gary Halbert SWIPE FILE

<http://halbertswipefile.com>

16 Web 2.0 Website Templates For Your Sales Pages

& 7 "Fill In the Blanks" Sales Letters

<http://goldmembercoaching.com/templatefactory/>

Wanted 48 Savvy Individuals to Participate in Covert "Mind Experiments"

<http://goldmembercoaching.com/mindstatechange/>