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+1

It's such a simple concept. The Japanese called it '*kaizen*' which translates essentially to '*improve daily*', yet as simple as it is to say, implementing this golden nugget of business development can be one of the hardest things to master in your online business.

Always improve and always get better each day!

+1 Success has been something I've been very passionate about for years. It's a collection of real world action steps that I myself have used to grow my business, improve relationships and on developing myself to be the best I could be...

That's the thing though, you never really can master it. That's what makes the +1 model so exciting...You can always improve, you can always do a little bit more than you did the day before.

You are always trying to improve...

Every day, you push a little bit harder. You sweat a little bit more. You care more than you did the day before. Always be improving. Do just a little...Bit...More.

Welcome to +1 Success!

And it's at the core of everything we do at TimTech, it's what we have been teaching our affiliates at [ClickTrackProfit](#) since 2011...

Do a little bit more, each and every day!

For example...

- If you have surfed 50 pages yesterday in [Sweeva](#), surf 51 today.
- If you got a new subscriber to join your mailing list yesterday, add another 1 today...
- If you met a new person in chat yesterday at ClickTrackProfit, meet another person today!
- If you referred one new member to [Kore4](#) yesterday, work to bring in another person today!
- If you wrote a new email for your auto responder series at [Rocket Responder](#), work on another email for it today!

The new mindset has to be...Instead of trying to refer 1000 people to your business. Start with 1. Instead of trying to build your mailing list to 1000 names. Start with 1. Instead of trying to connect with the world, connect with 1 person...

And over time, this starts to snowball...And that's when real growth happens. But you have to start at 1...You must get yourself into the habit of doing these little things, every day, over time.

Far too many times people get frustrated and give up because they aren't seeing 'results' right away, and this is because the industry has told them that they are not a success unless they have 10000 people on their mailing list, or \$10000 a week going into their PayPal account, or 10000 people in their downlines....

Real 'results' is personal growth, it's the journey to get better

every day. If you +1, you are growing and that is the greatest success one can achieve....Always be getting better than they were the day before.

***Nugget:** 1 achievement a day is 7 a week. 30 a month. 365 a year...Imagine what you can accomplish in a year from now, if you just +1 everyday!*

In this short ebook, I hope to give you some awesome ideas on how you can implement the +1 model into your business and life with 30 **actionable** and achievable steps that are very easy to implement.

Do something each and every day and over time, what you can accomplish can be remarkable!

No matter what though, **+1 relies on you**. Your actions and what you do with your time online is your decision, no one else's. All the information in the world is absolutely useless unless you put pen to paper, roll up your sleeves and ***take action***.

So enough with the long winded introduction, this is the formula...

Consistent Improvement + Time = Real Results

Let's get to work....

1. **Raise someone up, every day!** - You know what the most pleasing sound is to someone's ears? Someone recognizing their efforts and work. Every day you are online, do your best to make someone in your circle, your team, your network...Feel appreciated. Raise someone up and do this daily. Not only will it feel good, but you empower others which truly is the signs of a great leader.

Action step: Let someone know right now, they are appreciated!

2. **Make A Mistake** – You know what is the scariest thing to new entrepreneurs? Making a mistake and failing. Funny thing is, read any great business book and you'll see a recurring theme, the biggest names in business have failed miserably in their careers. They struck out many times before finally connecting. Get out there and every day, mess up! That's the only way you learn. Experience truly is the best teacher!

Action Step: Have a plan to develop your own product or service? Do it! And guess what...You will make a mistake along the way. That's ok and part of building your dreams!

3. **Take A Big Risk** – Following with the previous point, you won't fail if you don't take a risk. Now this doesn't mean you should take un-calculated risks, it means for you to try something. Develop a plan, believe in yourself and have at it! I remember when I took a big leap in the mid 2000's, I was working as a Pizza store manager (read [The Pizza Plan 2](#) for that story) and finally said enough, I quit and focused

all my energy on my new online business. It was scary! It was terrifying. But it worked...Sure I failed at some endeavors, but at the end of the day, without those chances I took, I would have never have started my online career.

Action Step: Big risks can vary from person to person, a big risk for you might be to finally upgrade your account at Kore4. Once you have invested into your online business, something remarkable happens and you REALLY get focused.

4. **Try Something New** – The same old same old, doesn't work anymore. I know I can hear the old school internet marketing gurus now...You need to do this, you need to do that, you need to follow this plan. I disagree with every ounce of my being. Do something different. Stick out from the crowd and don't follow a herd. There is a reason only a small percentage of marketers and online business people see success long term. It's because only a few actually step up and try something new.

Action Step: Have you been using standard affiliate pages to promote your opportunity online, try something new...Use a video on a splash page or squeeze page and see how that pulls in results.

5. **Connect With Someone New** – In the day and age of social marketing and being in a global market, there is no excuse to talk to the same 4 people in your circle every day. Get out there and meet people. Use online chats, [Twitter](#), Facebook, LinkedIn, Pinterest, blogs, communities...Just get out there and say hi to someone! You never know who that next connection may be or become. I met my two

online business partners in an online forum over a decade ago. Just by saying *Hi* and networking...

Action Step: There are an average of 100 new people joining [ClickTrackProfit](#) every day, how many of them have you said hi to today?

6. **Start Something** – One of the worst things you can do when you are getting started online is to wait for perfection. There's an old marketing adage online that tells goes '*Ready, Fire, Aim*' and I completely agree. The stars will align for those that actually do something. So get out there and start a blog. Start a website. Start a traffic exchange. Start a mailing list. Just **START!** We wait too long in this day and age for the 'perfect opportunity', the perfect opportunity is **YOU** and your dreams! 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. Nike said it best...Just Do It!

7. **Re-Tweet or Like A Positive Message / 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, give value! And for me, nothing is more valuable than a word of positivity. I love Twitter, StumbleUpon and [Instagram](#) for this. If you see something inspiring, share it! Your network and circle will appreciate it, these kind of messages really resonate with others so share something positive every day!

*Action Step: Search for the hash tag **#JOnugget** on Instagram and Twitter, if you are looking for something inspirational*

to Tweet or share.

8. **Comment / Make A Blog Post** – I'm a big fan of blogging. I started [Hit Exchange News](#) in 2003 and have been addicted to writing my blog ever since. But do you know what makes my day as a blogger...You guessed it, comments! If you have a blog, it should be without question that you should provide regular content but even if you don't have a blog, comment on a popular blog in your niche or industry. This helps brand your name and makes you visible as an active member of the community. We'll touch on this further but being visible each and every day is critical. Blogging and or commenting on blogs can allow you to do this.

Action Post: Lead by example, if you want more comments on your blog, make more comments on other people's blogs!

9. **Host A Live Show / Pod Cast** – They say getting out of your comfort is the quickest way to success and something that makes people as uncomfortable as possible is public speaking. I get it. I understand the reservations. But here's the nugget. Most people won't host a live show. Most people are not comfortable putting themselves out there like that. *Good*, that means it's easier for you to stick out from the crowd. It's fun, it's free and your confidence will grow daily. Don't want to do a live show, make a YouTube video about your niche / passion...There is no excuse to not be out there interacting with like-minded people.

Action Step: This is a big one! This takes a lot of courage and it may not be for everyone, but doing your own podcast, live show will separate you from the crowd quicker than anything else you can do!

10. **Read A Chapter In A Book** – I'm a big fan of reading. Seriously, you can find me every Friday evening at the local book store filling my cart with some great stuff. Get into this healthy habit rather than watching re-runs of Friends and Seinfeld. It's pretty simple, we are all given 24 hours in a day (God willing) what you choose to do with those 24 hours will determine how far you will progress in your online business. Wanna watch TV all day? Join the majority of society. Want to achieve more than you ever thought possible? Read a book! Always be learning.

Action Step: Subscribe right now to the [+1 Success BookClub](#) – You will be a part of a very select group of entrepreneurs that will be discussing and studying a powerful business or personal development book each and every month! Remember, readers are leaders ;)

11. **Talk To Your Upline / Downline** – Some of us are in the affiliate marketing business and the key to making it long term is developing great relationships with your circle. It's important to be visible for your team as it shows great leadership and also builds the confidence they will need to have in you to grow your business. Here's a huge tip, it works both ways. Your upline would love to hear from you as well. Say hi and keep them in the loop of how you are progressing with your online business. Be engaging. Be there for them every step of the way. Sadly, most will not reply to your offers to help... That's ok, focus on the ONE PERSON that does respond looking for leadership. One at a time, day by day... That's the essence of +1.

Action Step: Once you find that 'first' connection, you are on your way. Be sure you let them know you value their time

and their response. Build a relationship with one person at a time!

12. **Use A Mind Map / Whiteboard** – I'm a big fan of writing down your ideas and here's the process I've been using for years. I use my whiteboard daily to not only write down ideas I get, but also to get a visual of how my day is planned out. I then take an idea that I want to develop and use a service like MindMeister.com to mind map that idea and put it into action. Again, ideas are great but are kind of useless if you don't put them into action. Using a combination of whiteboard and mind map have been huge keys to the success of my company over the years. Most websites we developed over the years, were thought of and planned using these two tools.

Action Step: [ClickTrackProfit](#), [Kore4](#), [RocketResponder](#)... Every one of these programs started with [MindMeister](#) and or a whiteboard. Don't walk, run to your local business supply store and get a white board today!

13. **Try Something Crazy With Your Advertising** – Being in the advertising and marketing industry for so many years I've seen what works and what doesn't. And do you know what seems to stick out the most and make the biggest impact....Remarkable stuff! Interesting campaigns. Crazy marketers not afraid of sticking out from the crowd. Take a chance and try something completely unique and different every day. Doesn't have to revolutionize the world, it just needs to make people notice you. Average is boring. Average is what 99% of the population settles for. Be unique and try something crazy!

Action Step: I love shock and awe! One of the most effective

campaigns I ever did was the 'Jon Olson Sucks' campaign...If had the most clicks ever on any banner I've ever designed. I had to put myself out there though and that's my +1.

14. **A Random Act of Kindness** – Something I love doing is going into my social chats at ClickTrackProfit.com and 'gifting' people prizes and random gifts. Never any plans to do it, I just get the feeling to do it and my members love it. We've set up CTP to allow all our members the ability to 'gift' rewards to random members as well but this is a huge nugget not only in business but also in life. Pay it forward and do something nice for someone, not because it's a smart thing to do, it's just a good human thing to do.

Action Step: Why not gift the first month of [Kore4](#) to someone in your circle or on your team. It could be the boost both of you have been waiting for!

15. **Write Down Your 3 Goals For The Day** – This is a huge nugget. More or less, the most important one of this ebook. Every day, use your whiteboard (or piece of paper) to write down 3 things you want to accomplish that day. Could be as simple as doing 3 things from this book, but do them...That's the key. Take action on 3 things that will progress your business today and after a week, you have accomplished 27 'goals'. After a month, it adds up to 90...In a year 1095 goals achieved. How far do you think you'll be ahead of the game when you achieve over 1000 goals every year. Massive growth! Don't skip this step...Use it and be absolutely blown away with the results you will achieve!

Action Step: This could be one of the most important steps in +1 Success....Using that whiteboard you just purchased from

Step 12 (lol) write down 3 goals you can achieve today...And work on them every day! Don't wait to read the next step. This is important to do right now!!!

16. **If You Are Comfortable, Get Uncomfortable** – It's pretty 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 a home run, take a swing. Sure you may miss, sure you might feel weird doing things outside of your little bubble, but if you keep swinging...It's amazing what will happen.

Action Step: Nothing will hurt growth more than comfort! Stop settling for average and make a change today!

17. **People First, Profits Second** – I've been saying this for years and years, when you focus less about the bottom line and more about the people in your circle, your income seems to go up. Crazy I know. It's a foreign concept in the day and age of *take take take*. However, putting your people first and putting your team above everything else in business, you will start a chain reaction of events that will surely please your wallet. Here's the trick though, it has to be genuine. You can't say '*Oh I care about people...*' when all you are trying to do is make a buck off them. People can smell the snake oil salesmen from miles away. Be genuine. Put people first. The profits will come. Sales is a must in business, but when I stopped trying to 'sell' and started putting people first...The profits soared. It's not a secret, it's just that most people want to pitch you the dream.

Action Step: How can you let people know you are invested in

their success every day? Simple...Put them before anything else online! Before sales, before referring, before surfing...Talk to your team and let them know you are there for them...And actually BE THERE for them. Every day!

18. **Be Very Very Visible** – Again, coming back to this crazy social world we live in, there is no excuse to just being a random username online. Be out there. Be visible across the board. Here's what it does, not only do you start to build trust with potential customers and clients, you start to become top of mind. The more people think about your niche, or business, they'll start to think of you. There's a reason there is thousands of different soda brands in the market, yet Coca Cola has dominated for nearly a century. Be visible everywhere you can, for as long as you can, as often as you can.

Action Step: Putting your picture and name up on a splash or squeeze page is...Average. Why not put a video up today on your pages as well?

19. **Wake Up 30 Minutes Earlier** – *I have no time!* That's a common excuse for people who are starting their online business. And here's the thing, we all have 24 hours in a day. What you choose to do with those 24 hours is up to you. Want an extra 30 minutes or more to work on your business, wake up earlier. Want to get in a few chapters on that new book you started reading? Set the alarm. Working out but never seem to have 30 minutes to fit in a jog? Hey guess what....Start your day at 7am, not 7:30.

Action Step: It's amazing what another 30 minutes added to your day can accomplish. Use this extra 30 minutes to build relationships with your team, read a book, or anything else

that will help you develop good habits!

20. **Be Authentic** – Similar to the point we discussed earlier about putting people before profits, here's something that's not only a good business decision but a good choice for your soul as well. People are smart. No matter what kind of wool you try to put over their eyes, they can see a fake. When you are authentic. When you CARE. People will notice. Every day, 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: A huge technique we use at TimTech is to use [SendOutCards](#) to send a personal thank you note to our customers. It's very simple really, we want to make our customers know we value them! That's authentic!

21. **Attend A Live Event / Seminar** – Now you may not be able to attend an offline event every day, but try to attend at least one a year. Why? Oh boy oh boy...Back in 2005 I owe the majority of my success to one simple decision I made, to get down to Charlotte N.C. And attend my first ever internet marketing live event. Not a big deal until you realize what I went through to get there, I live in another country and I had to drive through 3 snow storms to make it there. Was it worth it? After that seminar, I turned a failing web property into a six figure business. The next live event I attended, I met my two business partners that I went on to form TimTech with. I also built my network and grew my circle by meeting some of the best people in the industry so yes...It's worth it. And yes, you should do it to!

Action Step: Find a marketing seminar, leadership conference or any kind of offline event...And attend it! Let me know about

it too, if we meet up offline, I'm buying lunch ;)

22. **Write Down Ideas The Second They 'Pop Up'** – The most important tool I have at my desk and beside my bed is my Moleskine notebook. I write my ideas down, all the time. Sometimes I'm away from my home (*I know, that's strange actually leaving my house*) and an idea comes to mind, I use Evernote on my iPhone to jot the idea down. Here's the lesson, you may think you'll remember that idea when you get home or have time to write it down. Chances are, you won't. Write your ideas down as soon as they come up. You just never know what you may come up with.

Action Step: Get into the habit of writing your ideas down the moment they pop into your head. This is critical!

23. **Work On Your S.M.A.R.T. Goals** – (*specific, measurable, attainable, relevant, timely*) You hear this acronym pop up in countless personal development books and for good reason, it's a great way to plan your short and long term goals and I'm no different, I recommend it as well. Be specific with your goals, learn how to **measure** them, are they **attainable**, are your goals **relevant** and can you reach them in a set amount of **time**!

Action Steps: Write down your S.M.A.R.T. Goals in your Moleskine or on your whiteboard. Review them daily and you will be amazed at what you will be achieving in no time flat.

24. **Learn New Skills** – Our head of Badge Promo design at [ClickTrackProfit](#) is Bill Gorcsi. The man is the master of working with people to give them exactly what they are looking for – The perfect Badge collection for their traffic exchange. So guess what Bill is doing these days on top of

all the badge designs...*Learning how to code*. Just because you do one thing, doesn't mean you can't learn another. Every day you should be learning something new.

Action Step: Check out Codeacademy.com today if you are interested in learn basic coding. Just 15 minutes a day, can change your life and your business when you don't need to rely on a programmer ;)

25. **Think Better Thoughts** – James Allen's classic *As A Man Thinketh* should be required reading in high schools...O.K. I'm going off on a rant, but my point is you can be your own best friend or your worst enemy. Your mind is a powerful tool but it can also cripple you. What you put into your mind and what you think about most of the day, determines your future. If you are worried about what Snooki had to drink on a beach in New Jersey, your life may not end up like you want it to. As my favorite author Brian Tracy says in much of his training...'*You are what you think of, most of the time*'. Fill your mind with good thoughts, good books, good training, good feelings.

Action Step: Heck, you don't need to buy As A Man Thinketh – [here's a link to the audiobook for free!](#) Listen to this book...Monthly!!!

26. **Read, Listen, Watch, Dream, Write, Plan, Evaluate, Speak, Do** – Whoa, that's a mouthful but re-read that and see for yourself that if you do these things, every day what you can accomplish. You need to progress from learning, to actually doing and following that formula you can do it. You will learn so much from doing, but without a strong base knowledge, it may not work out that well.

Action Step: The critical point in this step, is DO....You will learn so much from actually doing things, rather than

sitting on the side lines. Life is not a spectator sport, it's supposed to be lived!

27. **Thank Someone Who Helped You. Be Helped!** - Nothing is more amazing than receiving and giving thanks! If someone took the time to work with you, help you and give you a hand in something with your business or life, just say thanks. Seems simple enough right? Yet, it's less common than you think. What's even more rare? Actually putting yourself out there and allowing yourself to be helped by people. Whether it be ego or something else, pride maybe, people don't want to ask for help even though they need it. Don't be 'that guy', ask for help. Be helped. And make sure you thank everyone in your circle daily.

Action Step: Be humble! Not only is it the right thing to thank someone who helped you out, but guess what...You don't know it all! So there is no shame to be helped. Don't be too proud to be helped!

28. **Ask Questions** – For the first 3 years I started working online, I was a sponge. I soaked up everything I would. I was a pest when it came to asking questions. No matter how silly the question may have seemed, I asked it. In forums, in online chats, through email. Nothing shows your ability to learn and be coached than asking questions. There is no bad questions. Ever.

Action Step: Go to ClickTrackProfit chat today, and ask a question! You never know who may answer and what can develop from you taking action!

29. **Nothing Beats Passion. Embrace It!** - It's the great divider. It's what separates the slot machine marketers (always pulling the handle for their chance to strike it rich)

from the career minded. Passion is contagious. Passion never fails. I get dozens upon dozens of people coming to my daily show at TrafficExchangeLive.com, not because I'm offering life changing information. They come because I LOVE what I do. And I have a passion for it. There are thousands of affiliates out there, your passion is what will bring people to your door step, every day! Love what you do, the passion will never let you down.

Action Step: Discover what you LOVE to talk about, read about, 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! Only you can find out what you are passionate about!

30. **Keep A Journal. Read It Every day!** - Going back to my trusted Moleskine, not only do I write in it daily, I re-read what I wrote daily, weekly and monthly. It's pretty cool to see what was going on in your brain a few months ago and even if you thought the idea was silly in April, you can see how it'll all fit with your plans in August. Journaling is critical to success but so is reading what you write on a consistent basis.

Action Step: One thing I do a lot is read...The problem with that is I have so much information stored upstairs, I can forget a lot of what I learn. By reviewing key points in your journal of what you have learned and accomplished today, you will be able to retain more of it. We discuss this in much more detail in the [+1 Success Book Club](#) :)

Bonus +1 Strategies for Exclusive for Traffic Exchange Surfers

31. If You Surfed 100 Pages Today, Surf 101 Tomorrow – While this may not seem like a lot, imagine if that next credit you earn translates into a sale, a new referral or a potential team member for life. This is what fueled my passion when I got started in this business...+1 your surfing and you never know what that next web page might bring.

32. Work On Your Squeeze Page – I truly believe all results can be improved in the traffic exchanges by focusing on your brand and auto responder series. More people will sign up to your mailing list when your design looks great and captures people attention. Not getting anyone to sign up to your squeeze page? Work on building a better page and what you are sending them once people do sign up to your list. Value wins, focus on that!

33. Track Your Results, Everyday – It goes without saying, my company lives and breathes by tracking. We're such huge fans of it that we developed Trck.me years ago. And for good reason, every day you need to make a habit of logging to Trck.me and seeing what is working and what is not working in your advertisements. You could be wasting valuable time and money promoting something that is not working at all, and the only way to know for sure is to track your ads and make it a daily habit to ALWAYS know what's going on!

Let's put these steps into action today...

Every day over the next month, work on ONE action outlined in this ebook. After the month is up, you are now 30 'habit forming steps' ahead of everyone else in this business.

Remember, these are EASY TO DO, yet most won't follow through. But instead of worrying about what everyone else is or isn't doing, let's concentrate on ourselves and our teams...You are an action taker!

Every day, we need to push ourselves. We need to be better than we were the previous day. And doing these small steps each and every day over time, adds up.

That's the power of +1.

Small tasks, done over time, every day equals massive success.

Put pen to paper and the axe to the grind stone. All the information in the world is useless unless you do something with it.

Take some action today and be absolutely blown away with what you can achieve....

Want to take your +1 Success to the next level?

Join a select group of action takers today in the industry's first ever Book Club that focuses on success and networking, the right way! You get a new book to study each month, access to our private Skype room and weekly seminar and so much more...We'd love to welcome you to the club!

“People over estimate what they can achieve in a day but under estimate what they can achieve in a year..” - Brian Tracy