

Why People Fail

14 success-killing traits that people have and don't recognize.

All successful people overcome bad traits.
Identify what's holding **you** back...

by Ken Evoy



**This booklet is dedicated to those who arrive here
ready to ask themselves the hard questions,
("Why haven't I succeeded yet?"),
ready to recognize themselves in here,
ready to reinvent themselves
in order to succeed.**

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Preamble

What is the difference between those who succeed and those who fail?

As Founder of SiteSell.com, I have seen hundreds of thousands of small business people use SBI!'s process and tools. Posts in the SBI! Forums (the best "helped and be helped" community on the Net – [click here to read sample posts](#)), SiteSell Facebook (<http://facebook.sitesell.com/>) and e-mail from them later reveal results that range from wild success to failure to even get started!

Naturally, many more succeed than fail or we would not be in business, growing rapidly online since 1997.

But why the two results?

What magic attribute separates the winners?

I have seen ordinary-IQ folks succeed beyond belief. And I've seen bright people fail miserably.

So the difference is not intelligence.

I've seen a few "lucky stiffs" come up with the right idea at the right place at the right time -- don't count on duplicating "lightning in a bottle." I've also seen people try harder than is humanly possible... and fall flat on their faces.

So the difference is not "trying hard," although, that certainly helps to better the success equation, when combined with the refusal to give up, and the ability to learn from failure.

The bottom line?

There is *no* single path to success.

But there *are* clear failure habits that almost guarantee failure.

When I look at folks who win online, it's obvious that they do not possess those failure habits/traits...

<http://case-studies.sitesell.com/>

And that is where this book was born. After all...

Success is merely the absence of failure.

This booklet, with the best intentions and a rather brutal but somewhat tongue-in-cheek (to take the sting out) approach, points out certain personality types. If you've dealt with human beings for more than a few years, you'll likely recognize them.

But recognizing **them** is not important. The question is this...

If you have not yet succeeded at business, will you recognize **yourself**? Will you conclude that you possess one or more of these failure-inducing faults?

This little book challenges you to take a good look at yourself. Of course...

A deep self-examination can be a difficult, painful thing to do -- you may not like what you see. If you are **not** prepared to do that, then you do, in fact, fit one of the profiles in this book.

Either way, you take the first step towards success... or you stop the chase and become happier through other pursuits.

Based on all the successful people I have witnessed, I can confidently state that the odds of success drop quickly if you possess one or more of the failure patterns outlined herein.

So, how to succeed? The best simple answer that I can give is...

Eliminate failure.

Ready? Let's take a quick look at those who are almost destined to fail. If you have yet to succeed, ask yourself, "Is this me?" Ask your spouse. Ask your friends. Ask your mentor, your spiritual advisor.

No, don't ask. **Insist...** insist upon an honest answer.

If that response comes back "yes," well... you know what to do.

Open your mind -- your future depends on it.

1. The Blame Caster

This person always finds something or someone to blame, never himself.

Pattern?

People stop taking this person seriously. They avoid him altogether once they have been blamed. Bosses grow frustrated. Complaint desks and support staffs stop answering his complaints.

Life becomes rather lonely, which only increases this person's anger.

Quote?

"Who me?"



... "Can't anyone around here do anything right?"

Motto?

Blame everything on someone or something else -- nothing is ever my fault. If it does really *seem* to be my fault, I wriggle harder. And if it really *is* my fault, the best defense is a good offense. I go ballistic.

Bottom line?

The world is an imperfect place. Yet, somehow, decade after decade, it moves forward.

Work with imperfection. When things go wrong, don't seek fault. Fix it.

In any event, you are not fooling anyone, not for long. Accept blame when it's yours and others will look up to you.

Remember... the goal is to keep moving ahead, not figure out who messed up.

2. The Cynic

This person trusts no one, barely even himself. Everything is a “line.”

Pattern?

That baker's smile? “Manipulator!”

People being nice? “They want something from me.”

What about the rest of the world? “Everyone has an ulterior motive.”

This person simply believes everyone does something for a covert, manipulative reason. It's a sad life to lead.

Quote?

“Get away from me with that marketing line...”

I don't believe a thing anyone says. It's all B.S.”



Motto?

Believe nothing and trust no one.



... Luckily, I can detect B.S. a mile away.

Bottom line?

Suspicious of all, he does manage to weed out the Get Rich Quick nonsense. **That** is the good news. Unfortunately...



... when a truly great opportunity comes along...



... he shoots that one down in flames, too.

If you recognize yourself in here, the solution is not difficult. Recognize that your sense of judgment has simply been turned off because it's far easier to reject everything.

Maybe you really have been hurt once or twice in the past. But do not allow that to shut the world out. Instead...

Do your due diligence. Research properly. You will, once again, find your way. If you make a mistake, don't back-track.

Learn and try again.

3. Get Rich Quick

This person actually believes that companies would **SELL** Get Rich Quick formulas... that *work*.

Hello? Would *YOU* sell a “money machine”?

Pattern?

Justify the failure. Find the next one.



... Repeat until out of money.

Quote?

“But the Web site said...”



... “What do you mean it takes work to build a business?”

Motto?

I just **know** there’s someone out there who has invented a **Free Money** button. All I have to do is find it, buy it, click it, and watch the dollars come pouring in.

But if you don’t have that...

A cash cow will do, too...



... as long as I don’t have to do any work... like feeding it.

Bottom line?

Companies that sell Get Rich Quick, no matter how they disguise it with clever copy, **LIE!** There is no such thing as Santa Claus or GRQ.

Here's the SiteSell motto...



... If you are **not** ready to work to succeed...



... you'll be happier in front of a different kind of monitor.

SBI! Expert Advisors answer questions from pre-owners of SBI!. This service (question.sitesell.com) is strictly to help pre-owners figure out if SBI! is right for them. Actual SBI! owners answer the questions.

Here's a story from "the front lines" about Karen (or "Short-cut Sue")...

Ken, I just had to pass this story along. I just hung up from talking to a lady that SBI! won't work for.

The caller started by asking me how SBI! could drive traffic to her Web site. That question implies that SBI! is one of those "give us \$400 and we will send a million visitors to your Web site" deals. I asked her a couple more questions and sure enough, that's what she thought we did.

I took the time explain that SBI! is an integrated comprehensive system of process and tools. SBI! does **not** drive traffic to your site -- it provides the tools and knowledge needed for ordinary people to quickly create a Web site that the Search Engines will rank highly, thereby attracting quality traffic to their site.

She said her current site has 20 pages on it and it doesn't get any traffic. When I asked her about the 20 pages, it turns out that it is a 1-page sales letter but "20 pages long."

The caller wanted to know how SBI! would get traffic to her site. I told her about how the Search Engines work and how SBI! builds pages and sites focused on keywords to get the best possible results.

She then said "I used Brainstorm It!" on my keywords and none of them were any good. My site doesn't get any traffic and it doesn't show up in the Search Engines."

That was my first clue that she already owned SBI! She had been evasive about her name and Web site before, but sometimes people just don't want to give a lot of info upfront so I had continued with her up until this point.

I said "You mean you already own SBI! and you need help with getting your site working right?"

She said "Yes - I built my site with SBI! and it doesn't get any traffic." Since she had already told me it was a 1-page sales-letter site, I knew she had skipped reading the Action Guide (or watching the videos) so I just had to ask her one more question before referring her to support....

"Did you read the Action Guide?"

Her answer was "No! I have WAY TOO MUCH to do already and I'm not going to waste my time reading an ebook. It's just like every other Web site building tool - any idiot can figure out how to use it - you don't have to waste your time reading instructions -- you just put your page together and click on build it."

I suggested that it would be a good idea to at least watch the video guide but she was way too busy to do even that. I told her how to contact tech-support and said goodbye.

Look for a refund request for a customer named "Karen" and a site on "nutrition products." I wouldn't bother with a follow up call though -- she's probably too busy.

4. The Entitled

This person believes that the world owes her a living.

Pattern?

Widely perceived as a whiner. Expects others to do it for her. She **expects** a high bonus.



... She **expects** that the world, no matter what the situation, will take care of it.

On the Net, the most obvious example is the person...



... who expects everything to be **FREE!**

Oh, and not only free. Everything has to be...



... now! From instant success, to free, round-the-clock, telephone consulting.... this type of person wants it free. And she wants it now.

Quote?

“What, I have to do the research and make the important decisions for my business? Can’t you do that for me?”

“Of course, I expect \$40,000 worth of consulting for your \$300 product. And what’s your home number, in case I need to reach you at midnight?”

Motto?

Socialism? What a wonderful idea! Also...



... Here Genie, Genie, Genie.

Bottom line?

The world does *not* owe anyone a living. We all make our own way. We all look after ourselves. But successful people do it by recognizing the needs of others.

Take us, for example, here at SiteSell. We fire those who are not serious about succeeding. By helping the motivated to succeed in building thriving, profitable businesses, we succeed in so many ways, too.

Here are some examples of the “**non-entitled**”... those who simply went out and “did it”...

<http://case-studies.sitesell.com/>

Count on people to look after themselves, first. But also count on the fact that *good business people look for WIN-WIN situations*. Do that and you can defeat the failure barrier called “entitlement.”

It’s a fatal flaw. Hard to diagnose. But once you see it in yourself, you can indeed start to move forward.

How?...

WIN-WIN. But, if you continue to seek *WIN (for you)* relationships, you’re doomed.

5. The Envious

This person is awestruck-jealous by the success of others.

Pattern?

They count the other's money before their own, in a deal. They can't focus on what they should be doing....



... because they are in too much of a fog to build their own success. They're focused on what others seem to be doing.

Quote?

"Why not *me*? Anyway...



... I'll bet he's not as happy as he looks. Or he had to cheat someone to get there."

Motto?

Sooner or later, that winner will fail... I hope.

Bottom line?

Envy is a wasted emotion that requires you to bring others down in order to raise your ego to an acceptable level. Acknowledge it, compartmentalize it and tuck it away. And...



... get to work building your own success. Let the success of others inspire you that it *is* indeed possible.

6. The IQ-Challenged

These people simply don't have the raw intelligence to succeed online.

Discussion: Intelligence is not the most important predictor of success.

Determination. Perseverance. Common sense. Attention to quality and customer. Give me someone with those qualities, any day.

And by "IQ-challenged," we're not talking about people who lack certain skills, such as computer skills. If you lack the skills required to get a certain venture off the ground, you simply learn those skills.

There are not many people who are simply not smart enough to succeed online. But it *is* important to identify.

Some folks really are best qualified to be doing an offline manual trade. And there is nothing wrong with that. Raw intelligence is grossly over-rated.



... And there can be a lot more money in certain trades than chasing Net bucks.

It's only sad if you refuse to face reality -- not everyone was cut out to work on the Net. It's so easy to fall for the siren call of the quick online buck.

My suggestion? Realistically, assess your abilities. Is the Net right for you?

One thing for sure...



... there's no need to be a brain-iac. But...



... you do need to at least possess average intelligence. Be realistic.

7. The Liar/Cheater

For this person, it's easier to lie and cheat than make it honestly.

Pattern?

A long trail of bodies with knives in the back. These are the folks who sell the Get Rich Quick schemes.

Quote?

"It's legal.. sort of." And...



...“There’s a sucker born every minute.”

Motto?

It’s a dog-eat-dog world. Let the big dog eat.

Bottom line?

I have no advice for these thieves. We don’t do business with them. But learn to recognize them...



... looks can be deceiving. There is only one good solution for these low-lives...



... **5-10 years of hard time.**

There are way too many of these people online, selling dreams.

Don’t fall for them.

8. The Nasty Boy -- Black Clouds

This person simply makes everyone miserable. He blows up at anything. Criticizes everyone, except himself.

Pattern?

People run from him. Before he phones people, he turns off his caller ID -- otherwise, no one ever seems to answer!

He's angry. Always. Short fuse...



... He is constantly in fights. Spends a lot of time flaming in forums, and fighting with support staffs around the world.

He wonders why so many people make his life so difficult.

Quote?

"I'm firm but fair. The world's a vicious place, everyone's out to screw me. Show some kindness and people will take advantage. I even see it in my so-called friends (wonder why)."

Motto?

I keep that chip firmly glued to my shoulder...



... Black clouds are constantly hovering over my head.

Bottom line?

This is a tough one to help.

"I don't need help, you idiot!"

See what I mean? His only hope is that he recognizes himself in the above overview.

Life is so much more pleasant when you make others happy. It comes back to you... one-hundred fold.



... People just want to be around you.

And that, dear reader, is a good thing.



... Be happy. It's contagious.

9. The Nitpicker

This person is “the perfectionist.” She can miss the forest of success by spending too much time on the details of the trees.

Pattern?

Appreciated as a great worker. But...



... It takes a toll. It takes huge hours to “be perfect.”

Quote?

“Almost there. Just one last revision.”

Motto?

I’ll prune each and every tree to perfection...



... to even within an inch of its life, if necessary.

Bottom line?

This person deserves to succeed, and often does. If she has her own business and bills well enough for the quality, she can do well. If she is well-managed within a company, she is invaluable.

But, if taken too far, you end up exhausted. Focusing on the wrong things limits your success.

You deserve far better. If you see yourself here, take a step back. Look at the big picture. Accept that not everything is perfect. Now... where would today’s efforts bring you the most results? And...

Quit neatening up your desktop incessantly!

10. The Quitter

This person gives up at the first or second obstacle.

Pattern?

Ultimately, every project seems to have something wrong with it. And there just doesn't seem to be a solution. Or the work is just "not worth it."

Quote?

"I quit every one I've ever tried... and I've tried a lot."

Motto?

Succumb. Don't overcome.



... Cry, don't try. Or...

If at first I don't succeed... well, I didn't succeed. Sooner or later, though...



... I'll find a project that has no obstacles.



... Probably later.

Much later.

Bottom line?

Every project has problems. People blocking you. Technical issues. Unexpected events. Dumb things happen. Hard problems arise.

Expect the unexpected.

Then overcome it.

The cure for this trait is best summarized in this way...

Nothing in this world can take the place of persistence.

*Talent will not; nothing is more common
than unsuccessful people with talent.*

*Genius will not; unrewarded genius
is almost a proverb.*

*Education will not; the world is full
of educated derelicts.*

Persistence and determination alone are omnipotent.

*The slogan "press on" has solved,
and always will solve,
the problems of the human race.*

- Calvin Coolidge (1872-1933), 30th U.S. President

11. The RTFMer

This person is the scourge of every support staff at every company in the world. If you don't know what RTFM means, then this likely is not you!

Pattern?

The product never seems to work the way they thought it would. This can range from the trivial "I've never set the VCR clock" (I haven't, that's for sure) to mission-critical issues that put an entire venture at risk.

Quote?

"Me? Read the Manual. Why, of course, I did... all the way to page 2. I kind of skimmed the rest. By the way, when you answer my support questions, what does "RTFM" stand for? And do my questions...



... drive you nuts? Sometimes, I swear I can almost see dried tear spots on your e-mails."

Motto?

Why read the manual...



... when others can do that for me?

Bottom line?

There's a little bit of this in all of us, of course. Hey, we all learn to use Word without the manual. This section, though, is about folks who go way past the ordinary urge to "get to it"...

These folks amaze me. They seem smart enough. Some are so bad that if you send them a simple e-mail asking them *what the error message says*, their reply tells you *what time* it happened.

There is only one cure.

Read. Carefully. Absorb. Digest. And then, **and only then**, act.

When it's mission-critical, do that 100 times more seriously.

12. The Smarter-than-Thou

This person usually is pretty smart, actually. And he takes every opportunity possible to let everyone know not only that he is smart, but that he's smarter than everyone else.

Pattern?

An incessant poster to forums. An endless debater who can turn into Nasty Boy.



... Read between the lines and it's clear "I'm so much smarter than you and everyone else here."

You'll see them commenting on mailing lists how they'd run Microsoft. Heck, you'll even read these folks pontificating about SiteSell, as if they actually had the slightest clue about what goes on here.

Some are so good at it that some others even fall for their spiel. Or still others are intimidated by the Smarter-Than-Thou's. What they fail to see is...

Smarter-Than-Thou's typing their sweeping grandeur in the evenings after their low-level job and unsuccessful Web site has failed to advance them any further in their real lives. And yet somehow, they really believe that all their "sharing" is being helpful.

Quote?

"Let me demonstrate my brilliance..."



... yada, yada, yada, yada, yada, yada."

Motto?

Me, I'm a genius. Why follow anyone's suggestions when I could debate them instead? Heck, if they're lucky, I'll tell them how they ought to run their lives.



... And they better recognize my importance! Or they'll meet my alter-ego, "Nasty Boy."

Bottom line?

When I coached a super-elite Little League baseball team, I once had to demote my very best player to a lower league.

"What the heck are you doing?" his father roared. (Well, he didn't say "heck.")

"Your son is the best player on the team," I told the Dad (who was a good part of the son's problem). "But he makes that so clear to other players by showing them up. For example, when he glares at the shortstop for making an error that hurts everyone's morale and makes the others dislike your son."

I went on to say, "I've spent an hour with your son, explaining this in detail. I think he gets it. I'll be dropping by to see how he's doing and talking to his coach. I may bring him back up to the team if this lesson sinks in."

This is a tough one to self-diagnose. If you post to forums, though, examine how others respond to you compared to the truly generous, sharing, and helpful.

The power of denial is strong. But if you recognize yourself here, I hope this lesson sinks in. There is no coach. No dad. No Ken to check you. *Only you* can recognize that you need to feed an ego.

Overcome that. Stroke people -- help them with your intelligence -- make them feel good about themselves.

You **can** do it.

By the way, that boy did come back up to the team. Years later, I ran into him as an adult. He told me that it was the single, most important lesson he'd ever had in life.

13. Three Patterns of Failure

The following are not personality types, just “wrong ways of going about business-building.” Let’s cover them quickly...

13.1. FIRE-Ready-Aim

Naw, no research or prep work is needed for me. My gut tells me what to do -- start running, don’t worry about direction.



... I’m excited. I have a great idea. Let’s go. **Just give it a shot...**



... even if it’s in the dark.

Welcome to FIRE-Ready-Aim.

A great idea is easy. But executing that idea can take a year of your life.

SBI! puts small business people on the straight and narrow. Research first. You only actually name your domain on DAY 5 and start building your site on DAY 6 (of a 10-DAY process). That’s one of the big reasons why SBI! owners succeed.

13.2. Ready-Aim-Ready-Aim-Ready...

I’m looking for that dead-bang, absolutely perfect, researched-to-death-and-into-the-afterlife idea. Once I find it, I’ll research the planning for the preparation of its scheduling for a few more months (after I get my third PhD in this area)...



... Obviously, this is the flip side of FIRE-Ready-Aim.

SBI! helps here, too...



... Well, it's not quite that forceful! 😊

But let's boil it down...



It's a simple, logical, powerful process.

<http://ctpm.sitesell.com/>

SBI! gives you the tools to know when you have a winner, and then the tools to run with it and succeed, no matter what your business may be about...

<http://results.sitesell.com/>

13.3. FIRE-FIRE-FIRE-FIRE-FIRE-FIRE

No sooner do I fall in love with one idea, I fall in love with another. I hardly know where to start.



... Ideas are actually the easy part of the process. A couple of neurons connect and voila... an idea! Again, it's executing the idea that takes time. And most people can only build and run one business at a time.

Once again, SBI! comes to the rescue. It shows you which of your ideas are in demand, which one will be the most profitable. And from there, as I mentioned, it provides all the tools you need to build a roaring, successful online business, not simply a presence on the Net or a blog...

<http://wordpress-or-sbi.sitesell.com/>

14. The Finale

There are tons of books on success, but not “on failure.”

Think about this...

Success, if you keep trying, is merely the absence of failure. All you have to do is eliminate the reasons for failure.

Have you found yourself in this book? If so, you can indeed succeed... by eliminating the shortcomings that cause you to fail.

If you do not see yourself here, then *what* is holding you back? There *is* a reason that each person fails. Most people won't look inside for it, though.

At SiteSell.com, we love working with small business people who are determined to succeed. Why? Because with SBI!, determined small business people really do succeed.

SBI! really does make it as simple as possible to build a genuine, profitable business with equity. “Simple” means that it is “barrier-free” so you can focus on business.

<http://videotour.sitesell.com/>

But that does *not* mean that success is easy.

Nothing **REAL** in the business world is easy, I'm afraid, as much as some companies would like folks to believe it, and as much as some people **do** believe that there is a magic money-making answer.

We don't OVERpromise, just OVERdeliver. Yes, we could side with all the other hosting companies who help you “get it up” in a matter of minutes...



... and then let folks fail, all the while bleeding them for as much as possible, for as long as possible.

Even the biggest of companies toss out this “it's-so-easy” lure. At SiteSell, we don't chase that kind of customer because we know those false promises can only end in disappointment. We don't want to be part of that. Instead...

We live for those people who have the drive to succeed. They have a willingness to work for it. They have the common sense to know that “get rich quick” does not exist.

We don't make any bones about it...

We go to the ends of the earth for those who try, for those who are honest, for those who put in the effort, for those who fail... and keep trying.

Fail?

Doesn't everyone succeed with SBI!? That wouldn't be realistic scenario. But if entrepreneurs are trying, we're there for them.

Anyone who is trying is my hero. And anyone who keeps trying must ultimately succeed. Sooner or later....



... **BOOM!** They're off and running. (Get a sense of that “can-do” spirit at SiteSell Facebook... <http://facebook.sitesell.com>).

No one “wins” on the first try.

The key is to decide to be a winner, and simply keep doing everything until you're there. And that word “everything” includes self-improvement.

Message to the “Cynics”...

This book is not saying that there must be something wrong with you if you fail with SBI!, or that you must have a failure barrier. Nothing could be further from the truth. Any reasonable person knows that nothing is absolutely guaranteed in business, not even SBI!.

This book is my best effort to share what I have learned, to help you turn the corner. So, just to clear this up for the cynics...

You may be the most motivated, “trait-perfect” person in the world, and you might still fail with SBI!. If you do fail at your first attempt with SBI!, learn from your mistakes. Persist.

There are determined folks in this world who simply won't take “fail” for an answer. If that's you, all you need is SBI!.

What about the others, those who have a lifetime pattern of “failure to progress”?

If you are that person, do not expect a different outcome if you keep doing the “same old things.” To change the pattern of failure, you must look inside and get past your own barriers.

This book is my attempt to help you help yourself. [Make today the first day of the rest of your life.](#)

Wishing you great success,

Ken Evoy

Founder and Chairman of the Board, Sitesell.com

P.S. What about those who refuse to help themselves, yet still want “Trumpian” success? Well, my advice is not to become our customers.

If people like this stumble into SiteSell by mistake, we let them down gently. If they're obnoxious to boot, well... we are simply growing too fast to be dragged down by those who self-destruct **and won't do anything about it.**



... We fire them (like “The Donald”).

Not so gently sometimes, either. I don't suffer those types very well, I'm afraid. Life is too short, and we enjoy ourselves, and our customers' success, too much.

I'll leave the final words to Judd Burdon who heads up our team of SBI! Expert Advisors. When people want to know exactly how SBI! could meet their online business building needs, Judd is there (question.sitesell.com) to help. An awesome young man, Judd personifies what I'd like this book to achieve...

Ken, after I read your amazing “Why People Fail,” it struck me, like a bolt. I just had to update a note I had sent to you a while back. You may have forgotten it, but I never will.

A few nights ago, we were driving home from dinner. It was late and I saw a light in the upstairs window of a neighbor's home. It caused me to stop and wonder.

As you know, Ken, not that long ago my window light in my basement office was also burning late into the night. I wondered if my neighbor's late nights were being fueled by the same passion that fueled mine only a couple of years earlier.

My desire to create a better lifestyle and escape a job that I had been unhappily trapped in had been frustrated for years.

Of course, it took a very stiff lesson from you, personally, to make me look inward and see certain things that I needed to see.

And so I began my own online business. It started small. It was unfamiliar. I was searching for ways to build my small SBI! business into something that would someday give me freedom from having to work for someone else.

Freedom from having to commute. Freedom from having to work long hours in the asphalt business. Freedom to have fun. Freedom to travel. Freedom to spend time with my family and Freedom to ultimately smile.

This time, I hung in there. I broke out of myself, thanks to that lesson.

My passion and determination and SBI! kept my window light burning late into the night. All the hard work, all the nights of burning that midnight oil ultimately paid off.

<http://case-studies.sitesell.com/local-business-judd-update6.html>

I wondered, as I pulled into my driveway, how many other window lights were being fueled by someone's desire to change their lifestyle.

With respect and appreciation,
Judd Burdon

P.S. You know, of course, how hard your "lesson" was on me. You called it like it was, and I wasn't very happy about it.

But you know, too, that I did take it to heart. By eliminating my own failure barriers, the coast was clear for my passion and determination to take me and family the rest of the way.

In retrospect, I was lucky since my Dad is a friend of yours. But here's the really good part -- **now people don't have to meet you personally for that "hard lesson."** It's all, and I mean all, in this penetrating little book.

WHY PEOPLE FAIL
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SiteSell Inc.
Montreal, Quebec
Canada H3G 2W9