
The Corners We Don't Mind Cutting

A Special Report

By

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It happens sometimes. About one customer in 100 steals from me. But I'm not alone. Virtually every person I know who sells information products online says they have the same experience.

No matter how good your product, no matter how much value you pile on, about one percent of your customers will order your product, download it, then immediately request a refund. And usually there's only a delay of a few minutes between download and refund demand.

"Sorry this isn't what I expected."

"I didn't find anything new in your book."

"I was curious, but it didn't meet my expectations."

"It wasn't worth the money."

And my all-time favorite:

"Give me a refund, then eat s**t and die."

I think of them as "professional refunders." But some of my friends aren't that polite – thieves they call 'em.

Now I'm not talking about the occasional person who reads a book thoughtfully and truly does find it lacking. This happens; nobody's writing style is a perfect fit for every reader, not even mine. But these cases probably account for considerably less than half my refunds, and most other info marketers find the proportion is about the same.

Do I resent those thieves? I used to. When I first began selling online, the first few refunds were a slap in the face to me.

Now, however, I just feel sorry for these people. They're so poor, so utterly impoverished in spirit, that they have to resort to stealing just to try and keep up with the world around them.

They're telling the entire world: "I'm such a loser that I can't compete on fair terms. I need an edge. I have to take unfair advantage just to try and stay even with others. Without cheating, I'd have no hope at all. I'm pitiful."

So what's my point here? It's about cutting corners.

That's what my "professional refunders" – my thieves – are doing. They're just cutting corners. And to them it's nothing more than a slick little shortcut. An edge.

"After all, it doesn't hurt anybody. Those guys in business, have plenty of money, so it's okay if I lift a bit of value for nothing. That's why they offer guarantees – I say I'm not satisfied, and I get my money back. That's the way the game is played."

But refunding isn't the only shortcut.

How many items in your garage or on your bookshelf have been borrowed and never returned?

How many times have you flattered a boss you can't stand just to make life easier?

A friend of mine once complained that his wife would get all lovey and romantic till she got him "inspired" then she'd switch gears and start the hard sell for something she wanted him to buy. It didn't take my friend long to figure out what was happening, but it took him years before he finally walked away from that game. He got tired of his wife's shortcut to persuasion.

It's possible that you lecture your kids about honesty and integrity, but you cheat on your diet, your income taxes and your spouse.

Or maybe you want to build a business, but you spend all your spare time at the television rather than the textbooks.

Whatever you're claiming you want to accomplish... those are your words. Do your actions match?

It's still true that actions speak louder than words.

I used to believe that absolutely anybody could become a success. I've changed my mind.

The fact is, you probably don't have what it takes.

Statistics show that 94% to 97% of the population won't ever accumulate much success in life. So the deck is stacked against you from the start.

Statistically, failure is normal.

That means one thing: you WILL fail.... unless you do something abnormal.

Normal people are all busy taking shortcuts, cutting corners, trying to find an edge that'll make up for their being losers. And as long as you think cutting a corner is okay for you, then you're proclaiming to your inner mind that you truly are a loser.

Look around you. What's your situation? Are you coasting along in the slow lane? Are you taking shortcuts?

For most people, the biggest, most common shortcut of all is this: working for

someone else.

Are you letting another person:

- ✓ Make the decisions...
- ✓ Find the opportunities...
- ✓ Reap the lion's share of the profits...
- ✓ Decide how you'll spend YOUR time...
- ✓ Set limits on what home you'll live in...
- ✓ Dictate the size of your life...
- ✓ Decide how long you'll work; when you'll retire...
- ✓ Decide who you'll be...

Shortcuts all.

Are you cutting these corners? Letting somebody else make all the important decisions about your life and how you'll live it?

If so, be sure you know what it means.

It means you're telling the world you're poor, impoverished and lacking in confidence. You're saying you're so sure you're incompetent, that you're ready to let just anybody tell you where to stand, what to do, where to live, how much to earn, what vacations you can take, and how little you value your own life.

So the next time you're driving like a maniac, speeding to get to work on time, here are a three questions you can turn over in your mind:

1. Am I trying to crowd both work and home activities into the same time slot? If so, does that mean I'm too lazy to make a realistic choice between them?
2. If what I was doing before leaving the house was important enough to delay me, why didn't I just keep doing that and skip work?

3. If work is so important that I must put lives at risk by driving this way, why didn't I leave early enough to get there safely?

Cutting corners. It's trying to get something we want without having to pay the full price... because we think we're too poor.

Cutting corners – we all do it. But successful people do it less because they're LESS poor.

And that's THEIR edge.

Cheers from warm and smiling Thailand,

Charles Burke

Your Gentle Kick-in-the-Butt Coach

Workshops: **Rocket-Write™ Your First Book** **(or Next One) in Record Time**

If you've read my *Makin' Book*, you already know the quick, smart way to get your ebook written, posted online and selling – and do it all FAST! (You'll find it at www.MakinBook.com) In this ebook I've given you the complete plan, without holding anything back. And I didn't load you down under too many details. You got exactly the how-to information you need, plus a healthy dose of inspiration and motivation.

Of course, a large part of inspiration is realizing that, not only is something possible, but that it is possible for *you*.

Inspiration, however, is a highly individual thing. And some people, no matter how inspired they are, may still need a little jump-start to help them get up to speed. Some short-term mentoring or coaching. That's normal.

If you're now thinking of writing your own book, you may feel *almost* ready to move forward, but need just a bit of help during your first few steps. If this is you, here's good news. I've put together an action-based coaching class to help you move forward more confidently.

Coaching Class One:

6 Week “Rocket-Write™ Your eBook” Coaching Class

This class will take you deeper into the writing process than this book could. I'll take you by the hand and lead you through the entire book-planning and writing process. This 6-week program will give you direct, hands-on experience in producing a complete outline, then writing your entire book using my Rocket-Write™ System.

I'll be there throughout the entire 6 weeks to answer your questions as soon as they arise. This can reduce the uncertainty that most people feel when tackling something they've never done before.

When you've completed this class you'll have:

- **A vivid description and understanding of your target reader**
(you'll know your reader as well as you know your best friend)
- **A clear grasp of what your readers are starving for**
(you'll know them and understand exactly what they crave more of)
- **A long list of benefits your reader will gain from your ebook**
(this will form the foundation of your sales page)
- **A powerful book title and subtitle**
(they'll grab your reader's attention and won't let go)
- **A complete outline for your ebook**
(so you'll never get lost, or stall midway through the writing process)
- **Your ebook completely written**
(The point of this entire program – a completed, Rocket-Written™ ebook)

Average time commitment required for a student over the course of the 6 weeks will be about 10 to 12 hours per week. This is about equivalent to working a part time job (but with more potential for advancement). If you are unable to commit to this, then your results will suffer, and it would be better to wait until you have the time and energy available to take this class.

Each week, students will receive a written lesson containing that week's assignment.

Also each week, there will be a group phone call. This will give each student an opportunity to ask questions and share experiences. Although attendance at these calls is not required, most students consider them helpful because they serve as masterminding opportunities, where other students may have the answer to the issue you've been facing.

Each day, a student can email me up to 3 questions – that's as many as 42 personal emails (and over 125 questions) during the course of this class.

I also give you an iron-clad personal guarantee. If you get two weeks into the class and decide it's just not for you, simply drop me an email, and I'll refund your money instantly. And cheerfully. Guaranteed. Already know you want in? [Drop me a note](#) and tell me! Let's get you started on Rocket-Writing™ your book right away!

- **Check class availability** and dates at the CharlesBurke.com website.

Additional Coaching Classes:

Which of these classes is right for you?

Coaching Class Two:

6-Week ‘Build Your Website FAST’ Coaching Class

You’ve written your ebook. Now you need a place to showcase it. This coaching class will enable you to build a good-looking website, including sales page, download page, and other support pages as needed.

Coaching Class Three:

6-Week “Launch & Sell Your eBook”

With a completed ebook and a strong sales page, you still need to drive large numbers of qualified buyers to your website. In this coaching class, you’ll learn simple ways to attract hoards of visitors to your site.

Coaching Class Four:

26-Week “Mindset Makeover for Business Owners”

Mindset is the master key to success. Without a strong success mindset, we can make all the right moves and still come up short.

And the biggest difficulty with changing mindset is that it’s mostly out of sight. We have a hard time recognizing which attitudes and beliefs are the ones holding us back. For that reason it generally takes longer to get mindset adjusted and pointed in the right direction.

In most cases a short class only gets you started, then leaves you hanging halfway to your mindset goals. Unlike shorter classes, this one carries you well past the “easy backsliding” stage, and deep into firmly established new mindset and thinking skills.

- **Check class availability** and dates at the CharlesBurke.com website.

More Suggestions for Success in Your Life and Your Career

- Luck is the word everybody uses when they have no control over their life. Successful people seldom believe in luck, or fate, or destiny. They know there's something far better. [Click here for the secrets to Command More Luck](#)
- Tired of having your mind polluted by the random negative conversations all around you? Now take the initiative. It's easy to stay positive when you saturate your mind with the [Words Winners Use](#)
- Many entrepreneurs have a hard time getting the Law of Attraction to work for their business. If this is you, see [The Business Owner's Quantum Cash Pump](#)
- Some people see opportunities all around them, while others stumble through the same landscape and see only difficulties, roadblocks and lack. It's not your fault if nobody ever taught you how to "See Rich," but now is the time to discover your own [Acres of Opportunities](#)

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