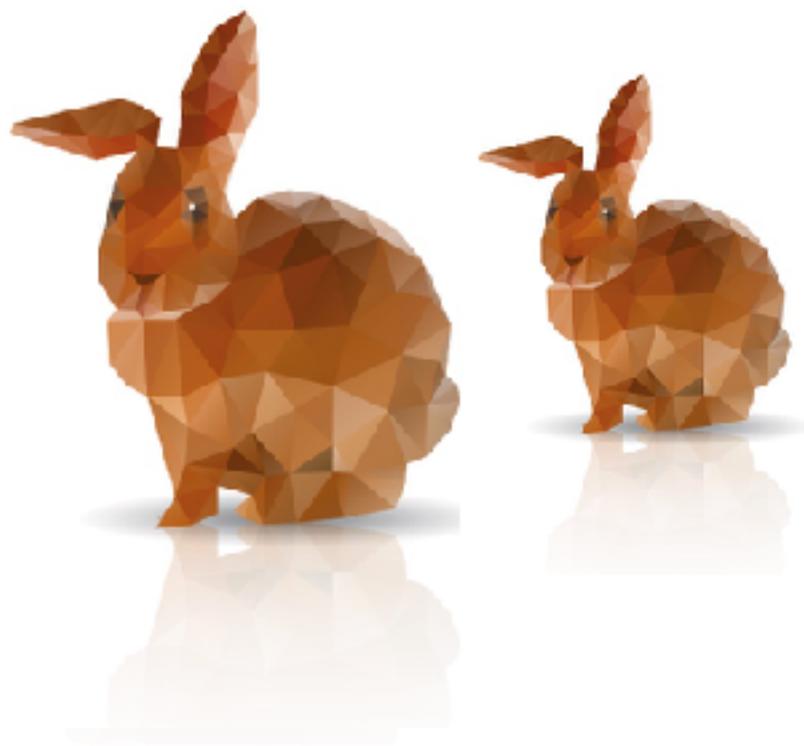


# THE TWO RABBITS PRINCIPLE

How to get much more  
accomplished in far less time



CHRISTOPHER  
JOHN PAYNE

My name's Chris Payne. That's me on the right with my 2 sons, Toby and Felix.

I've been creating and marketing information products for the last 25 years. My first info product did \$3m in gross sales revenue. I've had other 7-figure launches.

Nowadays I spend my time writing books and teaching other people how to make money by outsourcing the majority of the work to create micro-niche Kindle ebooks and thin Amazon paperbacks (in as little as 2 hours) that solve problems and make good money.



In this short pdf ebook I share with you some ways to help you think differently and move more in the direction of making good money online – in minimum time too.

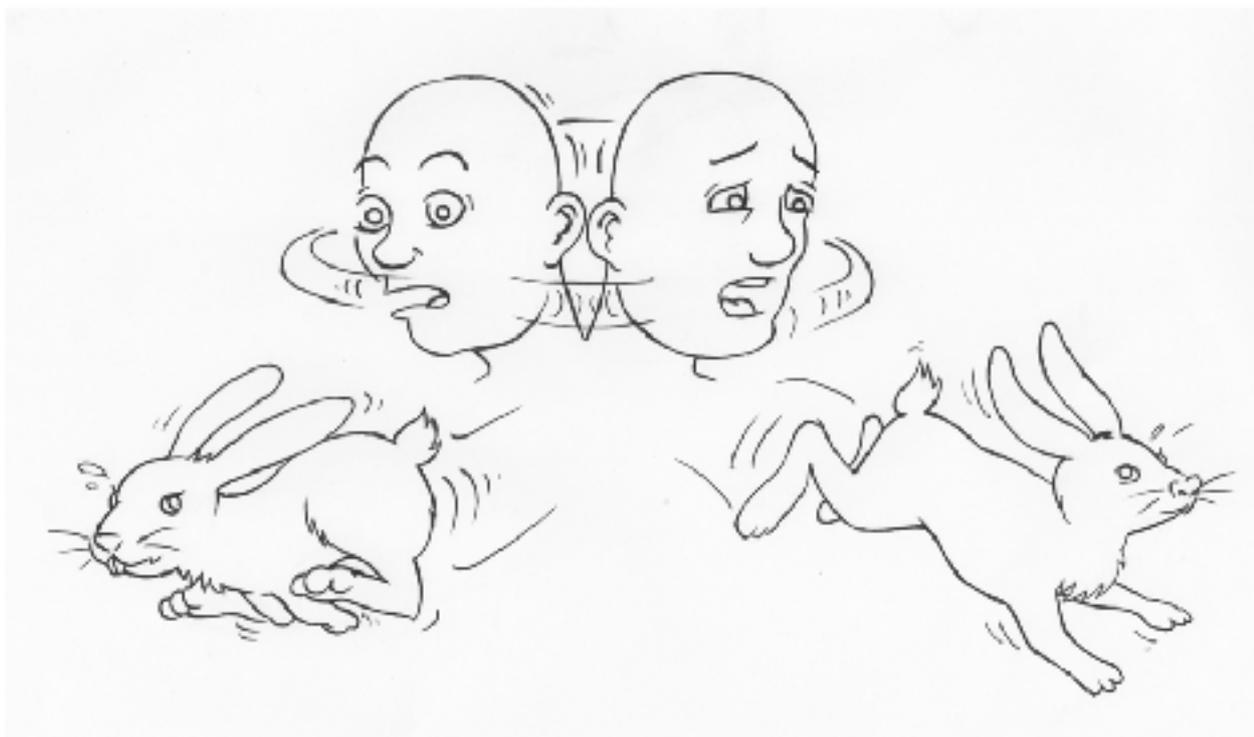
You'll see that I commissioned illustrations from an outsourced worker to make this pdf more interesting to digest.

Enjoy!

*Chris*

## Chasing two rabbits

There's an old Chinese proverb: a person who chases *two* rabbits catches *none*...



So what's the lesson?

If you want to make money online you need to decide what your *next* step is, then focus on doing that *one* task until it is finished before moving onto another step.

*Don't* let yourself go off on tangents, diving down rabbit holes that often lead nowhere or to more confusion.

That's a road to ruin.

When I was putting this pdf together for you, I could see notifications of emails coming into my inbox, but I stayed

focused on finishing the job in one fell swoop, rather than switching to my email app and getting distracted.

What if *you* did the same? Imagine the impact on your bottom line if you put blinkers on each day and focused on...

One. Task. At. A. Time.

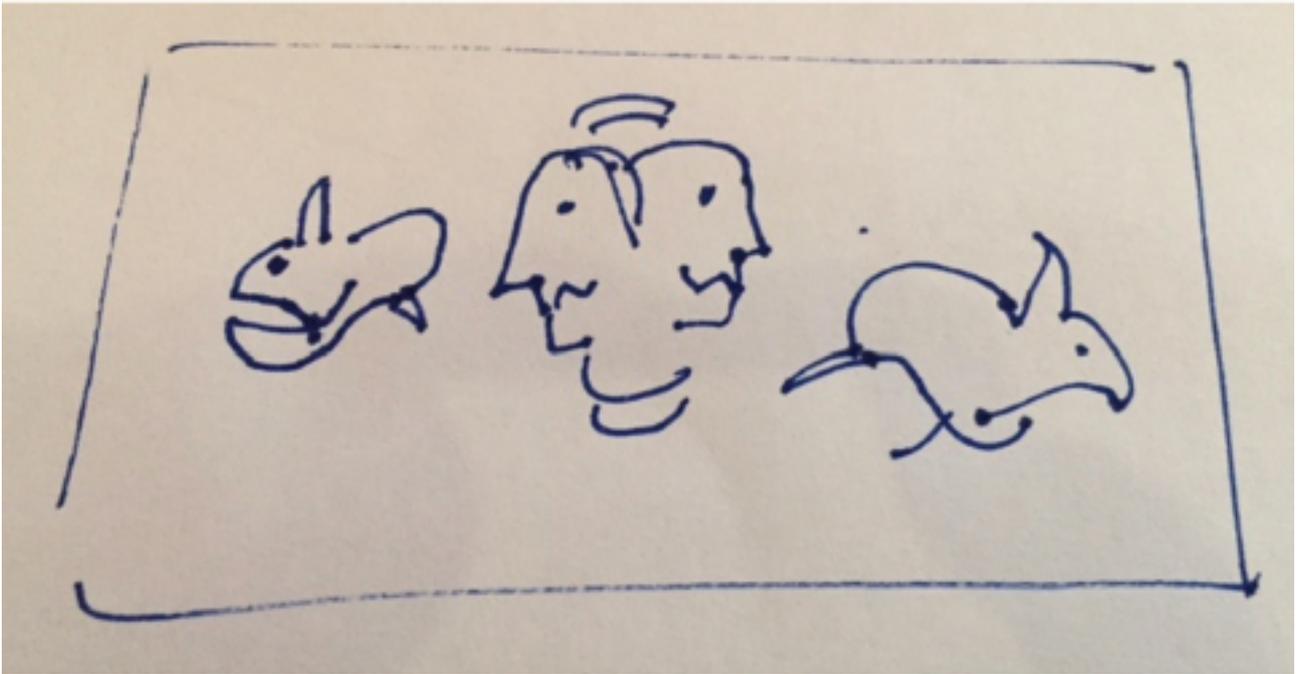
## The power of two

The media gives the impression that famous inventions are the work of *one* individual who they give *all* the credit to. But the reality is that, in most cases, more than one person was involved, and often a team.

So don't do things on your own: *get help*.

I got help to create the cartoon above: I did a Google search and found this image...





...which I passed to a freelancer to produce an elegant illustration at a very low cost.

What can *you* get help with?

## **Getting great help**

You may have used freelancers in the past and been disappointed with the results.

Here's the thing...

There are a lot of workers out there who don't do great work.

Science fiction author Theodore Sturgeon (*pictured on the right*) said the following many years ago...

*“90% of science fiction is crud.  
That’s because 90% of  
everything is crud.”*

Sturgeon’s Law is so well known that it has an entry on Wikipedia.

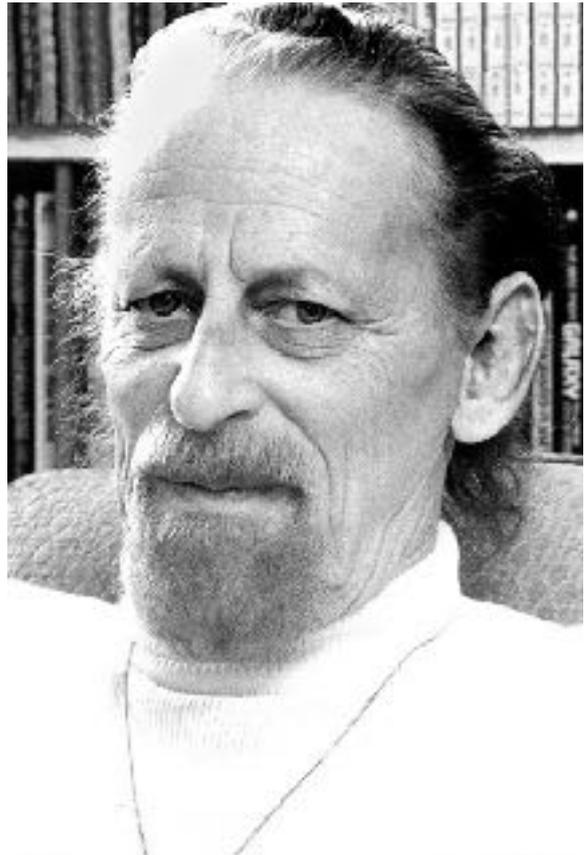
Sturgeon wrote...

*“It was wrung out of me after 20 years of wearying defence of science fiction against attacks of people who used the worst examples of the field for ammunition, and whose conclusion was that 90% of SF is crud.*

*“Using the same standards that categorize 90% of science fiction as trash, crud, or crap, it can be argued that 90% of film, literature, consumer goods, etc. is crap.”*

So that means that 90% of the following are crud, barely good enough or average: freelancers, coaches, PLR products, online courses, blog posts, books on dieting, items on the shelves in a supermarket, and so on.

But that also means that 10% are *super, awesome, life-changing*, and more.



So you just need to be careful who you turn to for help – and take your time to find the 5 or 10% who are fabulous at what they do.

Ideas being like rabbits: they multiply. I added further sections after finishing creating version one of this document which was 10 pages long...

Grace Slick. Feel your head. Pay attention.

Felix and magic trick: simple steps to create magic. Looking behind the curtain like the Wizard of Oz. Turn this into a webinar.

## **The best time to get started**

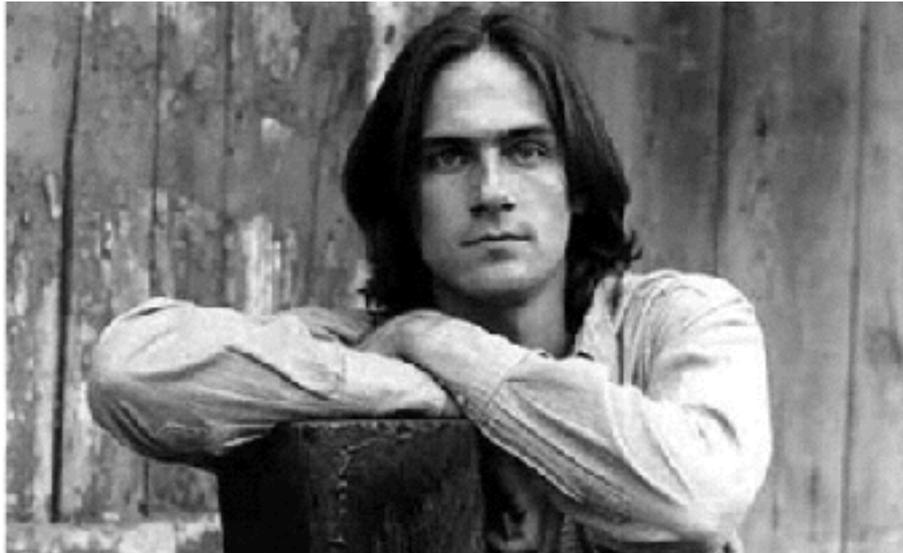
Personally I would recommend getting started with your online business first thing each morning, right before you get sucked into emails, Facebook, errands, etc. This way, it becomes an important part of your day. Set aside a couple of minutes after you've eaten breakfast (or before, if that works better for you). What matters is you get something done early in the day rather than leave it until the evening when you're tired and easily distracted by TV etc.

Or you can listen to the crazy voice in your head that tries to put things off until tomorrow.

Your future is in your hands.

## **Say 'yes' to opportunities**

This is singer-songwriter James Taylor...



There's a lovely line from a song by his brother Livingston Taylor. It goes...

***“Life is a one-word test, and the answer is YES!”***

And I'm a firm believer of this.

Below is a photo of me and Sarah Staar, the UK's most trusted internet female marketer when she came to my home in July 2021.



Sarah rang me the other day and asked if I would be willing to share my knowledge about how to make great affiliate profits with simple ebooks on Amazon.

I could have said 'no' as I'm busy with lots of projects – but I said 'yes' because, even though it's going to be a lot of work creating slides, I love sharing what I've learned and helping other people just like you start to make good money with super-short ebooks.

Often the majority of or *all* the work is outsourced to top workers charging a few dollars an hour.

But by running this webinar I also get to remind myself what I know and this clarifies my thinking.

Sarah also asked me to produce a pdf document to give away as a gift. Again this was a stretch, but she gave me a deadline and I sat down this morning and created this pdf you're reading now.

***I created it from start to finish in just under an hour.***

(It's amazing what we can create when we have a deadline.)

I hope you're finding this pdf helpful.

Remember, if *others* are having great success online, then...

You. Can. Too.

...because you're just as smart as they are.

All the very best!

Chris