

The 3 Mistakes To Avoid When Starting Your Online Business

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Introduction: *Mental Prep*

Hey there,

It's Luke...

Firstly, you made an incredible decision picking up this book.

Let's make it **the last one** you ever have to invest in online for success.

That's my goal for you, getting you to \$100+ per day in revenue as quickly as humanly possible.

When I first Googled 'How to make money online' back in 2012, I had no idea what I was getting myself into...

All I knew was that I didn't want the same life everyone around me seemed to settle for—a 9-to-5 grind with a paycheck that barely scratched the surface of my dreams.

This book isn't just another guide telling you what you should do:

It's about how you should think.

I've learned the hard way that success in online business is **80% mindset** and only 20% strategy.

If you don't get your head in the right place, every step forward will feel like two steps back.

You're not going to get the normal spiel from me... Because I don't want you to go down the same road I did over the years of failure.

So buckle in...

Don't just skim through! You might miss a valuable nugget...

I'm going to show you the 3 deadly mistakes that almost every aspiring entrepreneur makes—and more importantly, how to avoid them.

These aren't just small missteps...

They're traps that can keep even the smartest people stuck for years.

But with *the right mental prep* and a clear roadmap, we're going to make sure you never fall into them again.

Entrepreneurship isn't just a career choice—it's a ***full-contact sport***.

It's the kind of game where you're guaranteed to get knocked down, get bruised, and wonder if you're ever going to get back up...

It's waking up every morning with your back against the wall, knowing that nobody's coming to save you.

If you're looking for a **pipe dream** where success falls into your lap, you're in the wrong place.

This is about resilience, grit, and having the guts to do what most people won't.

That's the kind of talk that will scare (hopefully) many off the journey.

Take it from me, who tried the 'easy way' for years without any success. Sitting around, wondering what the heck is going on.

Most people quit because they think it should be easier, faster, more glamorous.

The truth is, building a real business is like pushing a boulder uphill.

But the moment you start to get the right mindset, ***that boulder becomes lighter***.

You begin to realize that success isn't about one big win—it's about the small, relentless steps forward every single day.

Okay, enough of the pep talk rah-rah...

Let's get into the meat of why you're here!

Onto Mistake #1...

Mistake #1: *Shiny Object Syndrome*

Shiny Object Syndrome was my *Achilles' heel*...

One day, I was *convinced* that affiliate marketing was my golden ticket.

The next, I was knee-deep in dropshipping.

Then it was Amazon FBA, followed by TikTok videos, the list went on and on.

I was like a kid in a candy store, grabbing at every new opportunity without ever finishing one.

And guess what?

I ended up with nothing to show for it.

Funny enough, if I just stuck with ONE of them, and faught through the failures... This story would have been different.

They **ALL** could have worked out for me.

There are pro's and con's in each business, but none were essentially the "wrong" business to be in.

We'll touch back on this a bit later...

Let's get one thing straight—chasing shiny objects is not just a distraction; it's a full-blown addiction.

It's what keeps most entrepreneurs on a never-ending loop of 'What if this is the one?'

Let me tell you, I've been there—investing my time, energy, and money into every next big thing, hoping this would finally be my ticket to the top.

But all it did was leave me burnt out and back at square one, *every single time*.

I burned through cash faster than a Vegas gambler and wasted years chasing the next big thing.

Every time I switched strategies, I was starting from scratch—never sticking with anything long enough to see real results.

If you want to avoid this trap, the solution is **focus**. (Cliche I know, but trust me it's true...)

Pick a niche/strategy and *stick with it*.

I'll show you how to identify the one niche that aligns with your strengths and has real market demand.

Because when you focus on one thing, that's when the 'magic' happens.

This is what I'm (finally) doing with this exact funnel you're going through. Keeping it simple, providing value, and staying locked in.

Even when the chips are down... See that was my problem. I would try something for 4-6 months, and if it didn't produce massive results I'd go a different direction.

Try the next "New hot gadget or thing"...

So even if something is only producing small results, **keep going!** I'll help you make the changes needed to scale up.

Think of your focus like a sniper's aim—one target, one shot, dead-on.

This is how successful entrepreneurs build their businesses.

No scattergun approach, no second-guessing. Just ***laser-sharp focus*** on a single, profitable path

Focus isn't sexy.

It's not a glamorous Instagram post or a '6-figures in 6-months' headline.

Focus is boring, tedious, and grueling.

But it's also the secret weapon of every successful entrepreneur I've ever met.

The reality is, success doesn't come from doing more—it comes from doing less, better, and with **unrelenting consistency**.

Shockingly... This is why very few succeed online.

They're all over the damn place. In my case, I would get solid results, and then STILL jump from thing to thing.

Because it wasn't the flashy "50 grand per month" type of income you see these fake guru's posting about.

The only gals or dudes making 50k/month online are the ones who have been grinding for years.

Sounds intimidating right?

That's because it should be... Now that level is obtainable from years of butt-kicking work, yes.

However, my goal for you is much more realistic and can happen quite quickly.
(\$105/day profit)

\$3k per month profit. If I can help you put an extra \$3 grand into your bank account over the next couple months would that be life changing?

I bet for most it would...

We'll get there together.

Okay let's go over the niche selection formula, how you can choose yours correctly.

Niche Selection Formula:

1. Identify Your Passion and Skills:

Make a list of topics you're passionate about or have experience in. This ensures you stay motivated and can create valuable content.

Example: If you love fitness or have experience with web design, list them out.

Love golf? Choose that niche... it doesn't always have to be "make money online". Other niche's are less competitive, and easier to sell when you love something.

2. Validate Market Demand:

Research if people are actively seeking solutions in your chosen niche. Use tools like Google Trends, AnswerThePublic, and forums to see the level of interest.

Ensure the niche solves a problem or fulfills a desire.

3. Check Competitor Analysis:

Find out if there are successful businesses in the niche. Healthy competition indicates a profitable niche.

Look for gaps in competitors' offerings where you can add unique value.

4. Determine Monetization Potential:

Ensure there are multiple ways to monetize, such as selling digital products, affiliate marketing, services, or memberships.

5. Test Your Niche:

Before committing fully, test your niche with a simple product or piece of content and gauge the response.

Adapt based on feedback and results to ensure long-term profitability.

Biggest one I think is being passionate about what you pick. It makes the work not feel like "work".

Alright let's dig into Mistake #2!

I hope you're enjoying this so far, it's not a long-winded EBook.... It's straight to the point value, adding weapons to your arsenal so you can go win big.

Mistake #2: *Falling For Get-Rich-Quick Schemes*

Okay these first two mistakes definitely tie together in certain ways.

But they have their differences as well.

This one is more ***psychological...*** more about the way you should be thinking about building your online business.

Let's dig in...

I know the appeal of get-rich-quick schemes.

Who doesn't want to make \$50,000 per month in a week with zero effort, right?

I bought into that dream more times than I'd like to admit.... But every time, it left me with an empty wallet and a full dose of frustration.

Some entrepreneurs can take a "lucky jump" and produce those results quickly.

However, the rest of us have to work our asses off for an extended period of time. That's just the ***cold truth...*** (It's worth it, the time freedom, helping others online, and a better healthier lifestyle)

I remember buying a high-ticket course that promised the world.

I followed every step, believing that the money would start rolling in.

It didn't.

What I didn't understand was that these schemes were designed to hook desperate people like me who wanted instant results.

They reel you in, then leave you stranded when it's time to step up to the plate.

Here's the truth that changed everything for me:

Real businesses aren't built overnight. (Crazy I know...)

They're built through consistent action, testing, learning, and refining.

Once I accepted that, I started seeing actual results—not because I found the next big thing, but because I stopped looking for it.

You could easily blame my age for part of my failures over the years, which I hate doing... The old heads used to always tell me "Ahh you're young, you're supposed to have fun now".

Coming from peeps who worked in a regular day job for 30+ years of course they would say that...

I'm 29 now, as I write this, but I got started with my online entrepreneurship journey at age 16 in high school.

Don't worry, I did my fair share of partying lol.

Point is, I personally don't blame my lack of success in the early years on my age.

I blame my superior focus on *Get-Rich-Quick Schemes*.

Instead of building out my own systems, and branding myself like I do now... In the past I kept joining other peoples "systems" or "coaching", etc.

Thinking they had some ***magic sauce***, each and every time.

Get-rich-quick schemes are like junk food for the entrepreneurial mind—tempting, addictive, and guaranteed to leave you worse off than when you started.

Instead, I'm going to teach you how to build your business on a solid foundation, *like a gourmet meal*—savory, satisfying, and worth every bite.

Here's an unpolished fact: If you think there's a shortcut to success, you're already losing the game...

These get-rich-quick schemes are designed to prey on your desperation, to dangle the carrot of fast cash in front of you when you're most vulnerable.

That's why I advertise my \$105/day system.

Sure I would get more hype around my products if I sold some garbage claiming make \$1,000 per day overnight...

But the only people getting rich off those schemes are the ones selling them.

Real success is slow-cooked, not microwaved.

The road to real business success is paved with late nights, rejections, and failures.

It's filled with moments when you question your sanity, when you ask yourself, *'Why the hell am I even doing this?'*

But it's in those moments that you either quit or become unstoppable.

Success is not about talent or luck; it's about showing up every day, getting punched in the gut, and still being crazy enough to **go another round**.

Also, an important reminder:

Don't think I'm saying do the same thing over and over like the definition of insanity.

I'm saying pick a strategy that you've seen is proven to work, and keep testing, adjusting, and working at it until you get some results.

Then keep adjusting, keep tweaking your funnel a little more, make the changes.

That's where you'll start to see the growth come in.

By the end of this book, I'll hand you the inside scoop on a strategy that's been crushing it for over a decade—and shows no signs of slowing down anytime soon.

Mistake #3: *Not Studying Sales/Copywriting*

Copywriting is the *silent power* behind every successful online business.

It's the skill that turns words into revenue, yet so few people take the time to master it.

Don't know what copywriting is?

It's essentially advertising in print. Sales in text form. (No we aren't talking about copyright/intellectual property)

Anything you read on a sales letter, like how you got here, or facebook ads, the words are 'copy'.

I ignored it for years, and my funnels *crashed and burned* because of it.

You could have the most valuable product on the market, it could be worth thousands of dollars and you're only charging \$97... (or free)

If you can't sell it, nobody will ever get to experience the problems your product would have solved for them.

Plus if your copy sucks, it's going to cost you advertising dollars. We don't want your hard earned cash going to waste.

I remember launching a funnel that I thought was bulletproof.

The traffic was there, the product was solid, but the conversions were *dead in the water*.

It wasn't until I tweaked the copy—just a few lines, really—that sales started to flow.

That's the power of *words*.

In this section, I'm going to introduce you to the fundamentals of writing persuasive copy.

You'll learn how to craft killer headlines, structure your sales pages, and write emails that don't just get opened—they get clicked.

Think of this as your *fast track* to copywriting success.

As Gary Halbert once said, 'The written word is the most powerful form of communication in the world.'

With the right words, you can move mountains—or in this case, move your prospects straight to the 'Buy Now' button.

Let's dig into the "mini copywriting course" now.

1. Crafting Killer Headlines

The 4 U's:

Headlines should be **Unique, Ultra-Specific, Urgent, and Useful**.

Example: Instead of "Make Money Fast"...

Try... "3 Secrets to Making \$105/Day Without Wasting Time or Money."

Curiosity & Benefit Combo:

Make the reader curious while hinting at a benefit.

For example, "Why Most Online Businesses Fail (And How You Can Avoid Their Fate)."

2. Structuring Sales Pages

Problem-Agitate-Solution (PAS): This is a classic formula that works wonders:

Problem: Highlight the pain point.

Agitate: Make them feel the consequences of ignoring the problem.

Solution: Present your product as the answer.

This is your basic outline you can get started with when writing your sales page copy.

Value Stacking:

List each feature and assign it a “would-cost” price to emphasize the value.

By the end, the real price *seems like a steal*.

These costs can be legitimate comparisons to similar products if you're just starting off.

3. Writing Emails That Get Clicked

Subject Lines with Curiosity:

Use subject lines that provoke curiosity.

Examples include “*Are You Making This Common Mistake?*” or “*How to Turn \$5 into \$500.*”

Keep It Conversational:

Emails should feel like one-on-one conversations.

Write in a casual, friendly tone and keep sentences short and punchy.

Clear Call to Action:

Every email needs one CTA.

Make it specific and benefit-driven: “Click here to unlock the secrets to consistent \$105/day income.”

That officially concludes your little mini copywriting course!

A few more things I want to touch on this topic real quick, and we shall move on...

Imagine this:

You pour your heart and soul into a product, launch it to the world, and then... nothing.

Crickets... No clicks, no sales, no hype.

The worst part isn't that people don't want your product—it's that they don't even know why they should care.

That's the brutal sting of ignoring copywriting.

Copywriting isn't just about stringing words together—it's about creating a spark, *turning strangers into believers*.

The legends of copywriting knew that the right words could move mountains, break through noise, and make someone feel like you were speaking directly to their soul.

You don't need to be the next John Carlton, but you need to understand that words can make or break your business

So lastly... You have two options at the end of the day:

1. Hire a copywriter

2. Learn copywriting

They can go from \$2,000 on the cheap side, to \$10,000 + royalties on the more expensive side to have someone write your copy.

Either shell out the dough, or learn how to write good copy.

That's my two cents on it! Time to wrap things up, **what should you do next?**

Outro: *What Now?*

Congratulations!

By learning to avoid these 3 deadly mistakes, you've already set yourself apart from 99% of aspiring entrepreneurs.

You now have the *tools and the mindset* to build a real, sustainable online business.

I'm hoping this is the best \$7 bucks you've ever spent!

This was the raw uncut truth from me.

This guide was *just the beginning*.

The real transformation happens when you take action, apply these lessons, and follow a proven system that I've used myself.

The next step in your journey is waiting—let's turn those mistakes into milestones of success.

Here's the part ***nobody tells you about***—this journey is going to test you.

It will push you beyond what you thought you were capable of.

You'll face more doubts, fears, and frustrations than you ever have before.

But here's the good news—if you're willing to do what others won't, you'll have what others can't.

If you're ready to get your hands dirty, you're already ahead of the game.

This guide gave you the roadmap to dodge the mistakes that trap most people.

But now it's up to you to take the wheel.

The next step is to dive into something I've put my heart and soul into...

It's my winners circle group, and step by step video course.

This comprehensive video course (and more) is designed to guide you through the step-by-step blueprint for building an online business that earns consistent, reliable income.

This isn't just theory; it's the exact system that I wish I'd had when I started—a process proven to work.

In the **Luke Davenport Winners Circle**...you'll learn:

- **Niche Mastery:** How to choose, validate, and dominate your niche.
- **Sales Funnel Creation:** Crafting a funnel that turns visitors into loyal customers, even while you sleep.
- **Advanced Copywriting Techniques:** Secrets to writing copy that drives conversions and keeps your audience coming back for more.
- **Scaling Strategies:** Moving from \$105 a day to higher profits, expanding your income streams seamlessly.

This is more than a course...it's an investment in your journey to freedom, independence, and a business that works for you.

I'm also providing over-the-shoulder coaching, inside the group you get ideas and stay on track with similar minds, and much more to help you along the journey!

Ready to take the next step?

Click here to learn more and secure your spot in the Winners Circle group for free!

Stay Hungry,

-Luke Davenport

P.S

If this book helped you in any way, shape, or form... I'd love to get a testimonial from you! Even if you only got ONE nugget of value.

Please reach out to me on socials so I can put you on the sales page + post your

Your Bonuses:

As promised, here I will share my resource rolodex.

[Click Here To Access My Resources](#)

Inside the winners circle group you'll get the exact formula to generate \$105/day profit in your business.

I spent over 4 months building out this masterclass, so that you can take each video step by step.

You'll also get access to the mastermind community, where other entrepreneurs are on the same path as you, and can help guide the way.

I'll be inside the group answering any questions you might have if you get stuck, too.

There's enough value inside this book, you technically don't 'need' it...

But if you want a more over-the-shoulder guide on how to set everything up in your business it's there.

From setting up your email autoresponder campaigns, to funnel creation options, and [how to scale beyond \\$105/day after creation](#).

Inside you'll also get my traffic strategies on how to get people to your business once it's created.

Everything you need to get over the hump, I want you to see success without having to spin your wheels like I did for years.

If that sounds like something you're interested in checking out, click the link below:

[Go Here For To Join The Winners Circle Free Trial](#)

See you inside,

-Luke Davenport

THANK YOU!

See you inside the **Winners Circle!**

