



The Ultimate Guide to Becoming a Star Student in Online Business Courses

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This guide is written by Primoz Bozic from <http://www.skyrocketyourproductivity.com>



Navid Moazzez at Playa Publica De Cancún

3 February · iOS · Edited · 🌐

I just got to Cancun last night, and I thought it was time for another beach video... this time coming in from the Carribbean, just outside my place. Pretty amazing!

Quick win... I came in as the #1 affiliate that got the most sales and best conversion rate for Ramit Sethi's Zero to Launch course. Final numbers were 34 sales, 443 leads... little over \$32,000 dollars for ONE promo! I'm still amazed, and it just shows that you don't need the biggest audience, but rather great e... [See More](#)



I'm sure you've seen this before:

You log into Facebook and see a message from a fellow student in the Facebook community of an online business course you're a part of:

One of the students just earned \$32,000 in ONE promo. Another one just successfully got published on Huffington Post. The third one is working from the beach in Mexico...

They started at the same time as you did.

They had access to the same knowledge as you did.

And yet, it seems like they're MILES ahead of you...

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I know that feeling. When I first started my business and heard about all the great case studies out there, like how a violin teacher started earning \$10,000+ a month within weeks of starting her freelance business, I felt discouraged. I felt like I could never get there. Not even in a year, let alone a month.

As I kept working on my business, I kept seeing more and more of these successes. I saw people that started at the **same time** or even later as I did get better results.

I wasn't sure I could make it any more. Why couldn't I be like that? What am I doing wrong? Am I good enough for this online business thing?

Over the next few years, I talked to many of these students and tried to figure out what they were doing differently than I was. I tried different things and failed many times, but always learned from my failures.

In the end, it all fall into place. I found a way to get super fast results with any course that I took - whether it was a freelancing course, an online business course or a consulting course.

I now know **exactly** what I need to do to skyrocket my business. There's no guesswork involved - just a system I keep using over and over again. And it works, whether I'm working on my business full time or just 4 hours a week.

How I became a case study for 3 of Ramit Sethi's courses (and got to work with him)

This guide is written by Primoz Bozic from <http://www.skyrocketyourproductivity.com>

First, I built my coaching business and charged \$125/h - enough to live super comfortably in Slovenia and fly to US a few times a year. Then, I took some of Ramit Sethi's advice and successfully doubled my rates and got MORE clients within a WEEK. That's when I became a case study for Ramit Sethi's Earn1k program.

Later, I took his 6-figure consulting course and 5Xed my revenue in a matter of months. I became one of the most successful students in his course at the time.

Last year, I took his Zero to Launch course, and turned my services into products. Even though I essentially started from scratch and targeted a completely different audience with my products as I did with my services (I targeted professional poker players before, then I started working with high performing employees and small business owners), I managed to become one of the key case studies for Zero to Launch.

Because of that, Ramit even flew me to San Francisco and recorded an in-person case study interview with me:

MEET PRIMOZ: THE INTERNATIONAL STUDENT WHO WENT FROM 0 TO 500 SUBSCRIBERS IN ONE MONTH

CASE STUDY QUICK WINS:

- **ABOUT PRIMOZ:** He lived in Slovenia (average annual income: \$32,000/year), where he was earning \$7/hour.
- **HOW HE USED ZERO TO LAUNCH:** He used Zero to Launch to find the market for his skills as a productivity coach, grow his email list by 500 subscribers in one month, and package up his skills to sell
- **RESULTS:** He's now living a rich life, including traveling to the United States twice -- business class! -- earning



Primoz, Zero to Launch student

My case study for Zero to Launch

Primoz shows ambitious employees who are in the process of starting a business on the side the exact systems and strategies they need to skyrocket their side businesses.

Share this guide with a friend:

Fast forward to now, I've earned over \$70,000 with my online business during the last 9 months, and I spent over 9 months traveling last year through Europe, Thailand and US.

A few months ago, I even got the opportunity to work together with Ramit's team - I now help hundreds of Zero to Launch students accelerate their progress with the course as their online business coach, and have a chance to make an even bigger impact in the world.

So how did I do it?

My step-by-step system to becoming a star student in online courses

Over time, I tested, polished and bulletproofed my system for getting massive results fast and rapidly growing my businesses. Today, for the first time ever, I want to share this system with you.

Step #1 - Build a learning-oriented mindset

When I was starting out, all I did was WORRY.

- “What if I’m spending all of this time on my business idea and make no money in the end?”
- “What will my family and friends say when I share my business idea with them?”
- “What if I’m not good enough and my clients don’t get the results I promised them?”
- “Will I really follow through with this or is it just another thing I will start but never finish?”
- “What if I send out guest post requests to bloggers who I really admire and make a bad first impression that I can never fix?”

And thoughts like that still **do** come up in my mind, every week

- just in different forms. The difference now is that I can catch myself and see that what I’m thinking is counter-productive.

Instead of thinking about what MIGHT happen and taking no action, I reframe my thoughts into **“What can I learn?”**.

- “If my product launch fails, what can I learn from that?”
- “If 10 bloggers don’t respond to my reach out e-mails, how can I make sure that the next time I reach out to them they DO respond?”
- “If I find out that my idea isn’t as profitable as I hoped it to be, what are the skills that I will develop during my research? Will these skills help me do faster/better research in the future?”

This is just one of the many reframes that I use to get out of the worrying state and focus on taking action. I WANT to learn more and more, because I know that once I learn what works, I can just keep repeating it over and over again and get great results. But to get there, I need to first figure out what **doesn’t work** - and I will never do that by sitting around and not doing anything.

Step #2 - Make faster decisions and take immediate action

How often do you catch yourself overthinking? You start thinking about creating a product or a blog post, which seems like a good idea at first, until the doubts and negative thoughts kick in:

- “Maybe this isn’t such a good idea”
- “Nobody will ever pay for this”
- “Maybe I should write a blog post about X instead...”

I used to do this as well, and as a result:

1. I would spend more time **THINKING** about what to do than it would actually take to get something done.
2. I would procrastinate the task, lose the momentum that I’ve built, and fall off track with my business. Not only did I avoid that task, I avoided ALL tasks related to my business.

Once I finally got sick of doing this, so I set myself a rule:

Whenever I get a good idea, I take **IMMEDIATE ACTION** on the same day. If I want to create a blog post, I’ll give myself 3 hours to write the first draft. If I want to create a product, I create the first outline for it on the same day. Then, I give myself a deadline to finish it (and usually share it with my mentors to make sure it happens) and get it done.

It’s true, some of those ideas don’t turn out as great as I would want them to - but even if they don’t, I have probably learned another thing or two that I can use to make a better blog post or a product in the future.

In the cases when they do work great, I usually get more traffic, e-mail subscribers and sales - all of which are great motivators for the future.

Learning how to make fast decisions and quickly testing out your assumptions is a skill that many business owners have - that’s why it seems like they are constantly working much harder than you are - because they use their time on **CREATING** new content, instead of **THINKING** about creating it.

Step #3 - Adopt a "good enough" mentality

When I first created my website, I spent 2 MONTHS trying to make it perfect (and I still didn't get there). I was afraid that if there's a typo on my website or if it doesn't have an archive page, nobody would ever read it.

I struggled with this for months, until I started going through the Zero to Launch Beta Testing program. When I went through that program, Ramit constantly forced us to move forward - make things "good enough", and move on to the next step in the process.

At first, I had a lot of doubts. I wasn't sure if my \$50 wordpress template that I set up in 2 days was really good enough. I thought everyone would just think it's super ugly.

But then, as I followed through with Ramit's advice, I found myself sitting on an e-mail list of over 500 e-mail subscribers after 2 months, and I was already working on creating my first product - in the same time that it took me to just set up the website the last time around!

That's when I realized... that NOBODY CARES (but me).

Ever since that moment, I always focus on making things "good enough" and avoid the urge to make things perfect. That's why you'll see star students in online courses launch their products within MONTHS, not YEARS - they make them good enough, launch them, and THEN polish them to make them perfect with the feedback they get.



My "perfect" website that earned me a whopping \$2.71 in a year

Step #4 - Develop a laser focus on big wins

After I first set up my website, I tried to do EVERYTHING at once. I started writing blog posts. I started a Twitter account and a Facebook page. I shared my blog posts on Stumbleupon. I started writing book reviews. I set up an amazon affiliate account that earned me \$2.71 in the next year...

I didn't have a clear strategy in mind, I didn't follow a clear system. That's why I got 64 e-mail subscribers in 6 months - because I did everything, but didn't really know what my main goal was. And because I didn't know what it was, I also didn't know how to focus on it.

Things really clicked for me when I watched an interview with Noah Kagan where he talked about having a laser focus on **one** goal, and saying **NO** to everything that doesn't get you closer to your goal.

Here's what I do now:

1. I set just ONE main goal (for example: get 500 new e-mail subscribers this month)
2. Define what I need to be doing to reach it as fast as possible (and focus on those activities)
3. Whenever I think about doing something, I ask myself "will this get me closer to my #1 goal?" If yes, I do it. If not, I say NO to it and move on.

This means I often have to say no to random coffee requests, avoid watching 10 podcasts a day on different topics in entrepreneurship, or starting to watch new TV series. But it's OK, because I know there will be a time and place for all of those things - right now it's just not the right time.

Step #5 - Find ways to MAKE more time for your business

I recently started a new project that takes about 40 hours a week of my time - and handling all the other side businesses suddenly became challenging. I knew I wanted to keep my main focus on the new project, but I also wanted to continuously grow my business.

I talked to one of my advisors and asked her what she would do, and she gave me this challenge:

“Think about all of the things that you don’t NEED to be doing right now. Then hire someone else to do them for you. I know you can afford it, so go ahead and do it.”

I took a few hours to think about this, and soon realized that I REALLY didn’t want to spend any more time doing the laundry, cleaning the dishes and preparing food for myself.

A week after my conversation with my adviser, I had hired someone that comes in 1x/week, cleans up the apartment, does the laundry and cooks the majority of the food I need for the week.

This has been a **HUGE** relief for me - all of a sudden I don’t have to worry about doing those things any more (or live in a messy apartment), and I can focus on putting more hours into my on-line business on the weekends. It was easily one of the best investments that I’ve ever made.

Just like I did, you can find things that you don’t need to be doing right now that someone else can do for you. It can be cleaning the dishes, mowing your lawn or something else. If you can afford it, go ahead with it. Just getting ONE thing off your plate will be a huge relief and create a lot more space and time for your business.

Step #6 - Focus on QUALITY, not QUANTITY of hours you put in

There seems to be this myth out there that every successful business owner with a side business works 100 hours to get all the work done. While some people MIGHT do that, the large majority of successful business owners don't.

They don't work 100 hours a week because they know that if they did that, they would burn themselves out and prevent themselves from getting some of the best ideas. I realized that for myself as well - I get the best ideas while taking a bath or a walk outside in the sun. I get my best writing done when I'm fresh and full of energy.

And when I'm tired, I can still do mindless tasks like doing some website work or answering e-mails, but I know that I just can't create high quality content.

That's why, even when I'm working on a full time project and run my business on the side, I make sure I'm constantly full of energy. I know that if I have a lot of energy, I can do great work. That's why...

1. I sleep 9 hours per night
2. Take long bubble baths
3. Go to the gym 3x/week
4. Go out to a nice restaurant at least 1x/week
5. Frequently go for a walk or a jog outside, sometimes even during client calls
6. Spend some time each day playing video games with my flatmate

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These rituals allow me to recover physically, mentally and emotionally - which is what I need to put out my best work.

That's how I can get more work done in 1-2 hours a day than others do in 5+ hours: I don't mess around on Facebook all the time or endlessly browse blogs and forums. I sit down, do the work, and THEN go and do other fun stuff.

And because I do high quality, focused work, I get results FAST. In the first month of creating my business, I got over 500 e-mail subscribers by only investing 5 hours of highly focused work per week (as I was still running my old business full time).



Yes, I totally DO make myself bubble baths. They are the ultimate idea generator tool for me.

Step #7 - Invest in relationships WITH star students and influencers

When you look at star students in online courses, what do you notice?

- They tend to hang out with each other and share each other's posts / promote each other's products
- They seem to be getting great opportunities like being featured in Business Insider
- They get to hang out with VIPs like Ramit Sethi, Derek Halpern and Lewis Howes
- They never seem to be really stuck

All of those things are super connected and related. If you are connected with other star students...

- When they get featured on a website like Huffington Post, and they know that you create awesome content, they can introduce you to the editor.
- They can introduce you to other VIPs / successful entrepreneurs and help you get new guest post opportunities

- They can give you advice on a problem you're stuck on - and help you solve it in minutes instead of months.

Now I know what you're thinking: It's easy for all of these people that are already connected to help each other out. But the truth is, I was in the same situation as you are a few years ago - I didn't know ANYONE (I lived in freaking Slovenia after all) that had a successful online business that I could talk to, and I felt like all of those people were so far away from me.

But the truth is, you CAN make it there. For example, I never thought I would get to hang out with Selena Soo who's an expert in publicity, but I did get the opportunity to grab lunch with her in December:



Grabbing lunch with Selena Soo in December

I now have a network of mentors and advisers that help me get new opportunities that would be almost impossible to get on my own, and help me get un-stuck whenever I'm struggling with something in my business.

How did I do it?

By investing into my relationships. I started off by just investing time - I took the advice from the Facebook posts of other students, and let them know how I implemented it. I soon stood out from everyone else that just consumed content and never took any action.

Then, I went further and invested my money in building relationships as well. I fly to US multiple times per year just to meet up with my friends and advisers.

Last weekend, one of my advisers from US was attending a conference in Europe, and I decided to fly out to meet her for just ONE day - I spent over \$500 on my flight and hotel. And yet, it was totally worth it. Just from spending those few hours together, I have destroyed a few of my inner barriers and gained insights that will help me rapidly grow my business in the future.

Investing in relationships is one of the best things you can do for your business - you can land opportunities you wouldn't land otherwise, crush your inner barriers and find strategies to skyrocket your side business.

How you do this isn't that important - you can join a focused coaching group, you can reach out to star students and let them know how you implemented their advice, or you can fly in to the conferences / meet ups they attend and meet them in person.

Step #8 - Ask for help

Over the last few months, I worked with many Zero to Launch (it's a course about starting an online business) students to help them rapidly grow their online businesses.

As I did that, I quickly saw that there were two types of students: ones that constantly reached out to me and asked me for help + implemented my advice, and others that just lurked around in the community.

Can you guess who got better results?

The students that were the most involved - the ones that constantly asked me questions, gave me their blog posts to review, and implemented the feedback that I gave them kept getting results - one of them got a guest post published on Huffington Post yesterday and doubled her e-mail list.

The students who never reached out for help kept being stuck in the same place. They tried to "solve it on their own", which turned into not doing anything for their business for weeks.

Reaching out for help used to be very hard for me, especially once I became a star student and I had even more of a desire to not look stupid in front of other students. But as I observed other people around me, even the best star students, and even VIPs like Ramit Sethi constantly reach out for help.

As soon as I got over my fears, became more vulnerable and started asking for help, I got answers to questions that have been bugging me for MONTHS - and as soon as I did that, I could check off the box and go back to growing my business.

This is the last piece of the puzzle that you need to become a star student yourself - **don't try to do everything on your own**. You might save your pride, but you won't grow your business as fast as you could.

A year from now, would you rather have your pride, together with a lot of frustration and regret that your business isn't where you want to be, or would you rather have a successful business that finally gives you the opportunity to quit your job and work from anywhere you want?

YOUR first step to becoming a STAR STUDENT in online courses

Now that I've shared with you my system, what can you do next?

One thing you should **not** try to do is to implement all of this at once. If you want to become a star student, the change won't happen overnight - it takes weeks or even months to get there. I'll tell you more about how you can implement the whole system in my next e-mails.

For now, start off by picking ONE of the steps above, and think of an action that you can take TODAY (ideally RIGHT NOW) to take the first step towards becoming a star student and skyrocketing your side business.

For example:

- I will e-mail one of the star students in my online course and let them know about the results I got from implementing her case study in my business.
- I will define my ONE main goal for my business for the next month.
- I will stop working on my website and start working on my first blog post today.

ACTION STEPS:

Ok, you're good to go! Just do these two things:

Step #1: Write down the ONE action you will take today to move closer to skyrocketing your side business

Step #2: If you've found this guide helpful, share the link to the page below on Facebook / Twitter, or e-mail it to a friend that's taking an online business course but isn't progressing as fast as he wants. I'll be super grateful if you do that, and your friend will thank you as well :).

You can share the guide using this link:

<http://www.skyrocketyourproductivity.com/free-guide>

You can also click on one of the buttons below to share the guide via Facebook, Twitter or E-mail with one click.

Thanks for reading!

- **Primoz**