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**2 Powerful Ways Your Business Can Succeed Where Others Fail**

**By Jason Jantzi**

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Today, the vast majority of Internet businesses fail to make much profit because they don't follow a workable plan.

With all the money-making products, opportunities, and affiliate programs available on the Internet today, how is it possible that so few people are actually making a profit online?

The surprising answer is that going into business online is so easy and inexpensive, that most people simply don't bother to do much research to see if their idea and plan have the potential to actually make them money.

Let's face it, if you had to go out and put a second mortgage on your house in order to borrow enough money to start a traditional "bricks and mortar" business, you'd investigate your idea ahead of time to make sure it had a lot of potential.

And even if you didn't, the bank would want to see your business plan and financial projections before they would risk their money on your idea.

But not so on the Internet.

You can get started with just a few hundred dollars and some room on your credit card.

No checks and balances. No approvals. No loans.

Just instant business.

But that's where the headaches begin. Before you know it, you can sink thousands of dollars and hundreds of hours into a venture that simply never makes you money.

There are only 2 ways to avoid this fate: Luck and Planning.

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Fortunately, you can come up with a workable plan by compiling Simple Strategies that Work

1. Make sure you know who your target market is - before you build your product!

The narrower your focus, the more chance you have of hitting it. Don't try to be everything to everybody.

2. Make sure you can afford to reach them.

Build your business plan on provable methods that work.

Pay per click ads on Overture and other engines bring you guaranteed, targeted traffic and you know exactly how much they will cost. There are no surprises here. Use this as a cornerstone of your initial business plan. If your business plan can't support pay-per-click advertising, you may be skating on thin ice already.

E-zine ads are a little less definite in their pull, but are low-cost enough to allow you to experiment to find ones that give you broad reach for relatively little cost. E-zine articles give you even more reach at virtually no cost. These too should be fundamental to your plan.

Joint Ventures are the third fundamental base on which to build your business. Find people who already have lists of customers and subscribers who want your product. It costs far more to capture new customers than it does to use someone else's customer base to build your own. Give them 40-50% of your revenues for providing you sales. You're going to spend that anyway trying to get new customers. This way you get them fast, and for free. It's all good.

Just these 3 ideas alone can propel your business to stardom.

And they're not guesswork. It's common sense, and it works.

### **Learn To Embrace Failure**

**By Lisa Saylor**

Failure is a must to succeed in business and in life. So often we are told we can not fail, it's a bad thing. From the time we start to school, till we go to the here after, fail, that 4 letter word is a bad thing. It is almost like a curse. My question is how do we learn and continue to grow if we don't fail? How do we succeed in business if we don't fail?

I started my first Home Based Business 2 years ago. I invested over \$6000 just for the web site and the 10 mentoring sessions. That was on top of the \$250 initial fees for set and a merchant account, that doesn't include all the little fees (no one expects). What I received for this was an online store, web site, 2000 free useless hits, link exchanges (that I had to pay for and didn't need to) and oh yes

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the useless mentoring sessions (that didn't teach me anything). I worked hard on this site for 6 months (which doesn't seem like a long time), except they told me I would be able to make back all my invested money in the first 3 months. I made nothing, and eventually lost over at least a \$7000.00 before I decided to shut it down. To top it all off the company I went through gave me a hard time about shutting down the site and my merchant account. I had failed miserably. You would have thought that I would have been angry and upset, and initially I was. I received the "I told you so" looks, the rhetoric 9 out of 10 businesses fail etc. when I told people my business had failed.

But what no one realized is that I had learned so much. Not only did I learn what not to do, I also learned, that regardless of my business "failing," that I loved the ownership of it and that no matter how many times the business didn't pan out that I would continue to learn, grow, and to build businesses.

So since then I have looked over other online businesses, done background research, and have started another; that I am happy to say seems to be doing well. By failing, all that did was whet my appetite to do it again. 9 out of 10 businesses fail, but it is the 1 time that it doesn't fail that I am after. So, when you look at your failures, look at them as a way to succeed, that has given you a wealth of knowledge and that knowledge is what you need to succeed in life and in business.

Copyright 2004 Written by Lisa Saylor Author. Lisa has a business site about online business opportunities and articles at

and has a online store and

business opportunities at

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Learn To Embrace Failure

Reaching Your Potential

5 Things You Must Do To Fail in Business

How to look at disappointments constructively?

Number One Killer Of Could-Have-Been Success Stories

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Starting a Successful Retail Business

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