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**3 Crucial Elements You Need To Know on How to Avoid Going Broke Online**

**By Patrick Ravi**

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<http://www.global-ibiz.com/webtreasures.htm>

Yes! Dot.com mania is dead! and buried! While this might  
be so, it is crucial to know that, building your own  
presence successfully online is still within your reach.

While the naysayers are still crying out loud why it  
can't be done. the FACT...remains that ordinary people  
like you and I are still MAKING IT HAPPEN everyday.

But why it so that, when you take an average of 100 people  
who get into the bandwagon to succeed online.... 95 will  
fail and quit...4-5 will make a reasonable living online..  
and 2 will get stinking rich.

Even if these figures are not very encouraging, you  
must understand there are some valid reasons why this  
is so.

A vital point for you to note is that there are some great  
similarities when you do a comparison on doing business  
Online and Offline. One thing for sure, it goes without  
saying " Nothing happens by chance." The fallacy that by  
just placing a Web site on the WWW and hoping for it to

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generate mega success online is still very much a fable. Some call it hype!

This is probably one of the main reason why many budding online entrepreneurs soon or later go broke online. The truth remains that anyone who wants to get the desired results to succeed online must include three important elements and they are:

1. Education
2. Time
3. Money

Before you even dare to venture on your own, to make a presence online, ask yourself:

Are you willing to educate yourself on the different aspects of Internet Marketing? Let us now list down some of the key elements that every online marketer must know to become a successful netpreneur.

The very obvious would be, knowing how to operated your computer effectively. This may sound very basic and yet this is what destroys a lot of people. You must always be prepared for the unavoidable and the unexpected.

Just to give you an account of our own experience: In our own quest to succeed online we had to overcome insurmountable challenges. But the most frustrating was when we had to lose 2 years of work, in two hard disk in just matter of minutes. Hey, it does make your wonder whether to continue or to quit. But when you know how to manage and protect your computer effectively, it in turn helps you to save time, money and not forgetting frustration.

So what are some of the other vital knowledge to acquire for one to keep ahead of their competition?

The List:

Web designing and some knowledge of HTML, understand how the Internet works, how to engage in effective e-mail marketing, Ezine Publishing, how to develop an opt-in mailing list, search engine optimization, E-book creations and viral marketing, promotions and advertising online,

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joint venture, testimonial marketing, How to write effective Net copies and how to develop a business plan.

The next question that you need to ask yourself would be: How much time am I willing to devote towards my business online?

While we often associated an online business with automation. You will discover that for a lot of people what this means is, just uploading a web site and using an auto responder to hand out a few messages. As you can see from the list above, it is much more than that.

The last question that you need to ask yourself is: What is my financial commitment? While the Internet offers free resources, free software, free Web sites and others. The question you should ask yourself is, should I use them? The answer is Yes and No.

Yes, if you are using them for a hobby or as a non-business Web site. No, if you want to make a professional presence online. With an exception of a few free resources, you will soon find, that you will not get the respect and credibility you need when you use many of these freebies.

When you look at free resources, you will soon realize that, there is nothing really Free online.

There is always a small and at times a large price to pay. Take free web sites for example, many are used as tools by the owners to leverage their time and effort. The banners or text links that appear quite permanently are actually used to promote the freebie giver's product or services. You may in the long run, end up losing traffic that you worked hard for.

In closing, it is vital to remember that one should treat one's online business as a real business. The key words to remember are: keep promoting and testing. And not forgetting the simple but "profound truth" that "Hard Work Still Pays".

Patrick Ravi is an E-Marketing Consultant for the Asia Pacific Rim <http://www.global-ibiz.com/webtreasures.htm>  
Get his Free Online course that reveals his success

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secrets on how to turn your computer into a CyberCash Register, all on a shoe string budget at:  
<http://www.global-ibiz.com/freecourse.htm>

#### **Broke? Fix It Yourself: BE Wealthy**

**By Carina MacInnes**

If you're reading this right now you probably have been broke, are broke, or know someone who is struggling with being broke. The pain and suffering of being in this state is truly awful. Being broke causes thoughts of despair, feelings of failure, desperation, struggle, lack and need. Being broke prevents us from reaching our potential, from living our lives freely. Being broke prevents us from being wealthy.

How is this possible? Like attracts like. Being broke attracts more experiences of being broke. It is a vicious cycle, once that can very easily be transformed once we understand the fundamental laws of how our mind and spirit interact with the universe.

It is your underlying state of BEING, in this case, being broke, that creates the resultant thoughts and feelings in your mind. As a package, this whole message is broadcast to the universe, which in return gives you more of the same: experiences of being broke.

One of the laws of manifestation is that we must BE before we can DO, and DO before we can HAVE. Of course modern society has twisted this all around. Being broke is a powerful message we are sending to the universe and ourselves. We are in a state of BEING, and it is broke. This will inform our actions to act in ways to continue to be broke, and we will continue to have this condition of being broke in our lives.

Your life experience is an outer reflection of your inner reality. All the thoughts and feelings you hold, consciously and unconsciously, are what create the experience that is your life. Your past created your present, and your present is creating your future.

It can be hard to understand that we are responsible for what we experience. I remember being unhappy, and then experiencing events that I perceived as causing me to be unhappy. Then I would say to myself, I am unhappy because of this... no wonder I am unhappy. I was trapped in my own vicious cycle and had no idea it was me who was responsible for my experiences of unhappiness.

To break the cycle I first needed to know what was broken in order to fix it. It was the message I was sending out. I found there was a very simple way to fix it.

If I notice one day that I am unhappy, and understand that BEING unhappy is the cause of my continuing experience of unhappiness, it is that day that I can choose to change. All I need to do to break the cycle is: choose to be happy. It doesn't take anything from outside myself to be happy. All I have to do is gain awareness, pause, and pull up from within myself the state of being happy, replacing

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the unhappiness. We all have this capacity.

Choosing is an exercise of free will. You can choose BE happy, healthy, wealthy, whatever you desire. Take a moment and just BE happy. It is possible for anyone to do and a very powerful exercise once you have done it and understood it. If you are being happy, you will do things that make you happy, and you will attract happy experiences into your life. Being happy is the first step towards living a happy life. It seems almost like a riddle, but understanding it unravels the secrets of life.

If you find yourself broke, look within. You'll find you feel broke, and are in a powerful state of BEING. The awareness of this gives you the choice. You can choose your state of being. Imagine what it is like to feel wealthy. Take that feeling and hold it, you are now BEING wealthy. This is how to break the vicious cycle of being broke. By BEING wealthy, you are now transforming the signals you are broadcasting. You are emanating wealth and the laws of cause and effect have no choice but to bring to you what you already are. Now your actions will begin to bring to you the wealth you feel inside.

By being conscious of your states of being, you can choose to change them. The positive results will return to you without fail, following the natural laws of the universe.

Carina MacInnes is an author and entrepreneur who is giving away a free e-course with wealth secrets by her favorite mentor. Receive it now:

She offers a

powerful way to increase both health and wealth in your life. See her site here:



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