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4 Ways In Which You Can Achieve Critical Mass

By Jack Humphrey

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Critical Mass Website Promotion is the elite goal rarely attained by website marketers in any industry. Reaching critical mass and getting targeted website traffic on autopilot (meaning you don't have to promote your site for 6 months and the traffic NEVER declines) is the Holy Grail of internet marketing.

When you hit critical mass in your market, things change drastically for you and your business. Your marketing efforts go down in direct proportion to your customer support and sales going up. It sounds awesome. It IS awesome. But only a tiny fraction of websites on the net every achieve critical mass. Here's a nutshell version of what it takes.

1. Work Hard

Internet marketing is no game to be manipulated by using software and quick fixes to a very large problem, which is long-term, steady traffic coming to your site.

There is no magic pill, silver bullet, or guru secret that will help you to achieve critical mass in your market. Hard work and intense study of the internet and how people surf, what they want, and how you get in front of them while they are surfing is the only answer.

The internet marketing game is for professionals and you MUST make yourself a professional marketer of your "shop" just as you would in the real world.

2. Understand Your Market

Understanding exactly who you are selling your products or services to is the crucial first step in achieving critical mass.

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The worst thing you could ever do is put the hard work in and achieve critical mass in the wrong market for your products and services!

Know your market. Know your best, ideal customer inside and out. Get your links in front of them, ideally, everywhere they surf for related information to your site.

3. Be Vigilant

Over the years I have watched people listen to what I have to say about website promotion and then take one of two paths:

1) They work their tails off and do what I tell them, with great results and rewards for their efforts (more sales, more traffic, more branding and recognition).

2) They buy my book, take a half-hearted shot at the easiest things in the book, get bored, tired, or

impatient, and then they go back to chasing down quick fixes.

I have watched people who had the answers they needed in their hands, and drop them for more glamorous-sounding, fast solutions. Which we all know don't work.

I will say this again – **THERE IS NO WAY TO TO QUICKLY OR INSTANTLY ACHIEVE CRITICAL MASS IN YOUR MARKET!**

You must work like anyone in business who is in it to succeed works. If you do not know everything about your business and how to market it, your competition will eat you alive because they **WILL** know everything, I guarantee it.

Just like in the real world, the one who works harder, smarter, and is vigilant about his or her business is going to come out on top every time.

You owe it to yourself and your family to learn your craft and do it better than most people in your market if you want to succeed.

4. Achieve Critical Mass

In order to hit critical mass, you must be everywhere, or nearly everywhere your best customers surf.

This means linking back to your site from reciprocal links, articles, press releases, joint ventures, forum participation, and good search engine positioning for your best keywords.

In order to have literally thousands of links pointing to your site in high-profile areas where human beings actually go and read/surf, it takes pure time and effort.

You must submit your articles to the best free content directories. Over and over until you have

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published everywhere you can that is relevant to your market.

You must secure deals with high-profile sites in your market to swap **QUALITY** links. I am talking about links that people will click on, not just links that only search engines will see.

You must be everywhere that is a good place to be on the net in your market. This takes time. This takes hard work. This is what it takes to have a viable, long term website traffic solution for your business.

Reaching critical mass, or even sitting down and deciding a plan of action to pursue critical mass in your market, takes maturity and a final realization that you can have anything you want in the world if you want to work for it. The day you stop chasing quick fixes to drive spurts of unqualified, un-targeted traffic to your site is the first step in achieving your goals as a professional internet marketer.

Jack Humphrey is the author of *Power Linking 2: Evolution* and CEO of EquipMint.com. He is an internet marketing consultant, copy writer, and a moderator for the net's #1 internet marketers forum

"The Internet Marketing Warriors." You can find out more about Jack at:

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I skip meals, why aren't I losing weight?

By Sheridan Woodcroft

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A big mistake that lots of people make is skipping meals. They think they are not eating much so they should be losing weight. Wrong!

Your body was designed with the idea that you have to expend energy in order to get food. If you think back a hundred or more years ago, if you wanted to eat something you had to either go hunting everyday or grow your own food. And that's a lot of work - that's a lot of physical activity. And even though we no longer have to do this, it doesn't change the fact that our bodies are still designed this way. So when you skip a meal, your body actually thinks that you're out in the wild and, for whatever reason, food is hard to come by. This is a built in survival mechanism that all of us have - it's built in. So when your body thinks food is hard to find, it does two things to protect you from starving. First it slows your metabolism causing your body to slow down and burn less fat. Second the meal you eat after you skip a meal will be converted almost entirely to fat and stored - to protect you from starving. So if you skip breakfast, almost all of what you eat for lunch is converted to fat. We think we're taking

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in less food but in reality were causing our bodies to store fat.

Your metabolism is totally controllable by you. You can lose weight easily if you speed your metabolism up naturally and safely.

Increasing your lean muscle mass enables your body to burn more fat as it takes more effort to sustain muscle than it does fat. Therefore, the more lean muscle mass you have, the faster your metabolism is likely to be. Therefore, your exercise regime should include not only fat burning exercises but also some muscle building exercise. Women should note that this does not mean you have to get 'beefy' but just tone up your muscles.

Protein also plays an important part in this process. Women should generally consume about 100 grams of protein per day and men 150 grams. This can be quite difficult to achieve unless you take a protein supplement. You then know exactly how much protein you are consuming and it is much easier to control.

So the message is:

1. Don't skip meals - you will end up putting on weight.
2. Build lean muscle mass by doing a combination of weight training as well as fat burning exercises.
3. Make sure you are consuming the right amount of protein per day to aid in building lean muscle mass.

Sheridan Woodcroft is a personal weight management and health and nutrition mentor. You can visit her website to find out more about a how, with a few simple changes, you can boost your metabolism and turn your body into a fat burning machine and lose weight without exercising

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