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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**An Internet Marketing Lesson I Learned From My 7 Year Old Grandson**

**By Frank Sousa**

A few weeks ago I was watching my 7 year old Grandson Joel as he was drawing a picture of a strawberry patch.

As he drew, it began to look more and more like a Christmas wreath than a strawberry patch. I told him that it looked pretty good, but suggested to him that "maybe you could put a few strawberries here, and here and here" as I pointed to the big white area in the middle of his drawing.

He looked at me in all seriousness and said...

"Grandpa, it doesn't matter what YOU think, it's what the artist thinks!"

It was funny at the time, but I have been thinking about this quite a bit.

You know what? He is right!

There is a great lesson to be learned here. The lesson applies very well to Internet marketing. Actually it applies well to ANY kind of marketing, it doesn't necessarily have to be on the internet.

We have a tendency to come up with an idea that we think is the greatest thing since sliced bread. We're absolutely convinced that everybody will beat a path to our door to buy our product. We spend lots of money to develop a sales campaign, build a website, buy advertising and so on, and spend a lot of time and effort to draw people to our website, get good search engine positioning, and then more often than not we're disappointed because very few people buy our products.

Could it be that the marketplace doesn't care about our opinion?

Does that hurt your ego? It shouldn't. It should open your eyes to this very simple, but wildly profound truth.

**IT DOESN'T MATTER WHAT YOU THINK, IT'S WHAT THE MARKETPLACE THINKS THAT IS IMPORTANT!**

Big companies spend millions of dollars on market research, testing and surveys before they ever spend any money in developing a product or marketing a product. Doesn't it make sense that before we ever spend a dime on any kind of product development, website development or whatever that we should spend some time first to find out what people are buying, when do they buy, and how do they buy?

By doing proper research in advance, you'll save yourself a lot of wasted time and effort, and you'll be rewarded many times over by successful, money making websites. Finding profitable "niches" is not a difficult process, but it can make all the difference in the world as to whether or not your website will be a huge success or a dismal failure.

As you consider what kind of websites you'll be building, keep in mind the lesson learned from a 7 year

old.

Learn how to duplicate Frank's formula where he took an idea to sales of \$37,641.85 in just 24 days. YOU can use this same formula to build your own online income.

<http://www.coolwebtips.com/idea>

## **Leap... And The Net Will Appear**

**By Sibyl McLendon**

### **Leap... And The Net Will Appear by Sibyl McLendon**

In 1994, my life hit rock bottom. My husband was addicted to crack cocaine, my 17 year-old son had just gotten his 15 year-old girlfriend pregnant, we were about to get evicted from our home, I contracted a life-threatening illness with no health insurance and my Mother died very suddenly, and as her only child, the responsibility of this fell solely on me. My emotional hole was so deep, I could not even imagine the light at the end of the tunnel, let alone see it.

Two years later, my husband was free of addiction, I was running a business that was quite successful, I was healthy and had a beautiful Grandson that I loved deeply. Today, my husband is still drug free, my business has evolved to the point that we can work at home, my Grandson is still (and always will be) the light of my life, and I can honestly say that life is good.

It was a difficult path back into the light. Certainly, my life is far from trouble free now. But I learned one invaluable lesson during the dark time that keeps me from falling back into the abyss, no matter what the Universe throws at me today: faith. And really, faith in "what" is not the issue. It is simply faith in something. It could be faith in the Creator, angels, the Universe, yourself, electricity, or even a rock. It

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really doesn't matter. It is the act of having faith that makes the difference. Someone once told me that even an atheist has faith that when he flips the wall switch, the light will come on.

Along the way, I saw a Zen saying, "Leap... and the net will appear." It became my battle cry, my philosophy of life. Take a chance, give something a try, at least you are doing something. It is one step towards taking control of your life. Find a goal, even a little one, and then do one thing towards reaching it. It may be scary, but a little fear gets the adrenaline pumping. The rewards can be immense. Your self-esteem will benefit greatly. If you succeed, even in a small way, you can say, "Look what I did!" Believe me, it feels great.

Having faith means that you are able to take a chance on something. Taking chances, even small ones, leads to opportunity. Even if you take a chance on something and it fails, you have learned something through the experience. I know one thing for sure, if you stay in your house, waiting for something to happen in your life, you will die in your house, waiting for something to happen. You do not have to take a leap of faith, just take one step in faith, in the words of Dr. Martin Luther King Jr., "Take the first step in faith. You don't have to see the whole staircase, just take the first step." I am reminded here of a scene from a movie. Towards the end of the third Indiana Jones movie (Indiana Jones and The Temple of Doom), Indiana must cross an abyss to reach the Holy Grail. There appears to be no bridge, no way across, only a long fall to certain death. He takes the step anyway, and a bridge just appears out of nowhere. He took the step in faith that he would not fall. That is exactly what I am talking about here. We all have the ability to look inside of ourselves and find our faith in something or someone. Find it, and take that chance, the reward will outweigh the cost.

Sibyl McLendon is 1/2 Navajo. She is the owner of Spirit Web Design <http://www.spirit-webdesign.net>. She has been designing sites for 3 years. Visit Spirit Web Design for useful information on website

marketing.



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