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Are You An Internet Marketing Failure?

By Tom Busch

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It is not at all uncommon for people to dive into internet marketing with an abundance of expectation, and end up with very little in the way of results.

The very nature of ecommerce allows people who have no money, inadequate knowledge, and very little if any business experience to stake their claim. Is it any wonder that most of these people never even see positive cash flow?

If I were one of these people (and I have been), I wouldn't let these "handicaps" hold me back (and I didn't).

So if you haven't exactly found the sweet spot yet, I urge you not to look upon yourself as a failure. In fact, if you haven't given up yet, you are a lot more successful than most.

You see, we've been led to believe, by people trying to sell us courses, ebooks, memberships, etc., that it's easy, that we don't need any money, special knowledge, or experience in order to quickly realize not only profits, but BIG profits. And in a way these people are actually right. But it's because of what their sales pitch doesn't tell us, that we still end up broke, frustrated, and confused.

So what do we need to know that we are not being told?

1)It takes work.

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Consistent and disciplined effort is what gets results. Don't do something one time and expect riches to come knocking at your door.

2)Free isn't really free.

There are a variety of ways to promote your web site, ezine, products, etc. that don't cost money. However, they require strategy, cleverness and consistent effort, in order to be effective. The increasingly popular, "free and easy" advertising schemes are not designed to benefit you, and they won't.

3)Persistence is the main ingredient.

You learn internet marketing like you learn anything else, by doing it. All you have to do is keep trying until you get the hang of it. This doesn't mean you keep beating a dead horse. Don't be afraid to change direction when you know something isn't a good fit.

4)You have to do your homework.

Let's face it, those in the know aren't just going to hand over all of their techniques, tricks, and secrets. And when they do finally let the cat out of the bag, the news spreads like wildfire. And when everybody starts doing the same thing it quickly loses it's potency. The good news is that there are clues everywhere as to what really works, and if you are ready to play detective, you will gradually figure out exactly what it is that you need to do. Be willing to do your research, eventually it will payoff in a big way.

In closing, I would like to offer you just three words of advice. Follow them and you are practically guaranteed success. DON'T GIVE UP!

Failure Is Temporary

By Raymond Johnston Jr

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Would you like me to give you a formula for...success? It's quite simple, really. Double your rate of failure... You're thinking of failure as the enemy of success. But it isn't at all... You can be discouraged by failure – or you can learn from it. So go ahead and make mistakes. Make all you can. Because, remember that's where you'll find success. On the far side of failure.

Thomas J. Watson, Sr.

This is very true in our everyday lives but it especially rings true in the internet marketing world. The people who are making the money are the ones who are willing to fail. So many have such great expectations when they start working on the internet, yet so many can't handle the failure that comes with the territory.

Can you make money on the net? Yes. Are you going to have failures? Yes The question is are you going to fight back when those failures happen. So many get discouraged so fast. Maybe the unrealistic expectations have something to do with it. Dollar signs put wild fantasies in so many minds.

Most everyone who is successful on the internet today has had their times of failure. In fact there are going to be a lot of disappointments along the road to success. This is like any other business, it takes time and effort to make ones dream come true.

The old adage of learn from your mistakes is very true on the road to being successful in the internet marketing world. The only way to learn is to get your feet wet and see what it's like. You can watch and learn, you can study and learn but experience is still the best teacher.

So many get discouraged and give up the idea of working on the internet. The fact is that it is not going to be easy but if you have the drive and the willingness to learn, you can be successful. You must go in knowing that you are not going to be rich tomorrow. You must realize that failure will be a part of becoming successful.

The answer to becoming a success in the marketing world is pretty much the same as everywhere else. You must be willing to work and you must not let failure get you down. Failure is a temporary situation, learn from it.

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