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**Become your own Guru**

**By Linda Landry**

**Become your own Guru by Linda Landry**

Become your own Guru

By Linda Landry (c)

I have been an Internet 'marketeer' now for nearly a year. One of the first things I learned was there were a lot of people willing to tell you how to make money on the net. I would get lost in cyber space because I was redirected to sites offering to tell me how to become rich with little or no money to invest. It was usually an E-book they were selling.

I purchased a few and I learned some things but mostly that the way to become rich was to sell their information. I did a lot of exploring and tried a lot of things to promote my site. I did the FAA, the safe lists, I paid for opt in mailings, I did banners, link exchanges and passed out flyers and business cards. With all of this I learned that everyone on the net has a way to promote that will seemingly make you rich.

I became familiar with the names of the Guru's. I learned from them but what I learned that seems to be the most important, is that making money on the net is not an overnight success. It is a learning process or a try and then try again. I learned that I cannot stop exploring and I cannot expect that I will know everything there is to know by listening to Guru's.

In that sense, I have begun to become my own Guru. I know things now I did not know one year ago. I have learned what works a little, what works a lot and what works NOT! First and foremost, I have learned what works for me and what I feel comfortable doing. I enjoy trading links, I like making banners and post them when it is economical and I like publishing my ezine. I have let go by the wayside things that did not work for

me such as the FAA pages and the safelists. I am not a Guru by any means but I am not certain I wish to be. Whoever heard of a RICH GURU anyway? I always pictured a Guru as a wise old man sitting and living atop a mountain waiting for seekers of wisdom to find him. Perhaps he lived in a mansion but I only saw pictures of Guru's wrapped in white sheets with rope belts. I am certain that is not for me. I will settle for continuing to explore the vastness of this Information Highway we call the Internet until I am making the amount of money I feel my efforts deserve.

Lately, I skip the tips of the Guru's.

I subscribe to a lot of ezines and when I have hundreds of emails I open the ones from publishers I trust. They are making a sincere

effort to assist other publishers and 'marketeers'. I skip the subject lines telling me I will make a lot of money or asking me if I 'missed the call' or touting the name of a well known Guru. I read and listen to the publishers who started out just like I am and have built their list and there web biz. That is what I plan to do. I will become my own Guru.

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Linda Landry is the Publisher of CYBERSHOPNEWS

The latest edition can be viewed at <http://www.galleryogifts.com>

Also visit her brother site:

<http://www.galleryodefense.com>

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Linda Landry is an internet newbie with two retail websites and an new ezine,Cybershopnews. She is a publisher dedicated to providing informational,inspirational articles and an affordable media for you to promote your online biz opps.

## **Is There A Guru In The House?**

**By Joe Myna**

The Internet has given us many marvelous advantages in international marketing, from the speed and convenience of email to the ease and economy of product downloading.

Yet these wonders pale by comparison when you realize the sheer volume of Gurus that inhabit the Web.

As a young boy growing up in Ohio I was impressed by the rarity of those mystics who with one utterance, could place in a nutshell all worldly knowledge.

## Become your own Guru

On the other hand, there had always existed plenty of "experts."

In olden days folks were forced to rely on the now outdated, 'expert' for knowledge and virtuosity.

When it comes to Internet marketing there are no experts, only Gurus.

You remember what an 'expert' is, don't you!

Well, as a distinguished Chinese gentleman named Charlie Chan, once said, "An expert is a person who provides quick answers that are sometimes correct."

While, as Charlie says, an 'expert' may only from time to time, correctly assume a fact, a Guru never ever suffers from this fallacy.

A Guru just knows all!

You see, the only quality the 'expert' lacks is perfection, otherwise he would be a Guru!

There is one other distinguishing characteristic you'll notice when sorting out a Guru from an 'expert'. An 'expert' is either, self designated or quickly proclaims the title, while a Guru leaves that function to his associates.

As a lad I was just naive enough to believe that the world only offered us one or two true Gurus.

Naturally, I had heard of the mysterious Dalai Lama with his universal wisdom, and maybe about a couple of odd characters hanging out in Tibet, but that was it.

I truly believed that these few individuals summed up the entire Guru population. Then I discovered the Internet.

What a revelation!

When it comes to Internet marketing, the supply of Gurus gives the impression of being endless.

Every day I read of several new Gurus who have recently startled the Internet community by unearthing the 'real' secrets of marketing success.

Thankfully, these Gurus are graciously releasing their deep dark secrets of Internet prowess, even though it may be for a limited time only, and at a compensation said to be ridiculously low for a Guru of their obvious stature.

The Internet is amazing, even Gurus mark down their wisdom!

For awhile, I feared that once these 'secrets' were released our favorite Guru would quickly pack up and take their meditation elsewhere.

## Become your own Guru

But not to worry, as new hidden secrets of Internet marketing are needed, more and more Gurus appear to permeate the Web thus eliminating any major concern of a shortage.

I often ponder, can this abundance of Gurus last, is there a University somewhere that grinds them out, a sort of Guru U!

Perhaps, we ought to just count blessings and gleam as much as we can from these modern day wonders of the cosmos.

After all, shouldn't we be content that there are helpful Gurus everywhere on the Internet, with or without a toga.

They seem to be everywhere these days. In fact, while shaving this morning, I could swear I spotted a Guru in my own bathroom mirror!

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Is There A Guru In The House?

What is a Guru?

2 Reasons Why The Gurus Won't Make You Rich!

Marketing "Gurus": Do You Need One?

Waffle House and the Work At Home "Anti-Guru"

Key Secrets to Setting Up Your Own Automatic \$ Making Machine!

Smoothies for Athletes

Fixer-Upper Fortunes

Clever HTML

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