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## Creative Success

By JC Anderl

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One of the clichéd mantras of the Internet marketing world is, "Content is king." Content is very important to any website, but I think that a more important focus should be on original content.

Recently I was browsing through a few marketing related sites and I noticed a trend. I noticed that many sites contain the same rehashed material. Much of this rehashed material is essential for beginning business ventures to succeed, but there also needs to be a stronger focus on creating original ideas.

Let's face it, in order to stand out, you often have to be original and creative. A great new idea is worth a hundred used up thoughts. You can't sit stagnate, especially in the fast changing world of the Internet. You have to change with the pace, or be left behind, but why should you stop there? Why not lead the next revolution. I'm making it a point to take some time each day for thinking and creating. Its not easy to do, but if you want to really stand out, then take some time to really look for a novel idea.

Here are a few tips on finding an original idea.

1. Identify a problem – If you can find a way to fix a problem you've come up with a great idea. People obviously don't like problems of any kind. Fixing a common problem will benefit many people, and therefore have a great potential to benefit you.

2. Do the twist – Finding a truly original idea is very difficult, but that isn't exactly what you need. Putting a twist on an old idea is one of the best methods of creative thinking. A great example of turning an old idea into a refreshingly new concept is top marketer, Mark Aesop's TrafficSwarm. He basically took the old pop up window and created an entire traffic generation system. Keep your eyes open.

More on Trafficswarm at:

[www.redlionbooks.com/zlinks/trafficswarm.htm](http://www.redlionbooks.com/zlinks/trafficswarm.htm)

3. Write it down – If you spend a lot of time creatively thinking, it starts to become habit and pretty soon you'll be thinking about your site at the strangest times. This is great, but the problem is that you can often get distracted or just plain forget what you were thinking about. Keep an idea diary by writing down any idea that pops into your head, no matter how stupid it might seem. Later on, even if it turns out to not be such a great idea, it might spark your thoughts onto something better.

Don't become outdated and stagnant. Practice creative thinking often and record your thoughts. Those who do this will evolve and be the leaders, while the rest get swept behind the times.

Best of luck to you,

JC Anderl

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## **Push The Right Button**

**By Hifzur Rehman**

You can live a much more successful life than you think! Just push the right button and see how it opens the doors of success for you. Yes, its so simple and easy. Yet the great majority of people fail to achieve success. Why? Because they push the wrong buttons.

The switch board of life has both right and wrong buttons; the right buttons of success and the wrong buttons of failure. You need to differentiate between the two if you want to succeed in life. You should not blindly push any button. Be selective! Life is not a gamble!

Any creative activity is a right button and any time wasting activity is a wrong button. Develop the habit of indulging yourself in creative activities and avoid time wasting activities. A successful person keeps on pushing the right buttons all the time and thus keeps on flying high on the aeroplane of success.

In a free society, we are all at liberty to live our lives at our own will. Its just like a loaded pistol in our hands. We can either kill our enemies with it or ourselves. Most people kill themselves even without realizing it. They only realize their mistake when they are faced with multiple failures and end up in poverty, misery and bankruptcy. Before its too late, one must stop pushing the wrong buttons.

Draw a switch board of your life. Indicate all your right and wrong buttons; your positive and negative habits; your creative as well as time wasting activities, etc. Make a firm commitment to yourself that you will never again push the wrong buttons. Cross out all the wrong buttons from the switch board of your life. Concentrate on the right buttons and let the doors of success open for you. If you have a reliable friend who is also interested in self–improvement then you can share your views with him/her. You can both encourage and motivate each other to work on the success plan of your lives.

Good luck!

Hifzur Rehman is the author of popular articles on self–improvement. His website

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Push The Right Button

Say It Like You Mean It!

Ecommerce: A New Artform

Top 10 Tips to Complete a Creative Writing Project Without Losing Your Creativity

Your Success

147 Killer Epublishing Strategies

Mind Power Creative Thinking

Money Saving ideas

Success Secrets

GUERRILLA MARKETING Volume 1

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