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**Defy The Odds For Success**

**By Raymond Johnston Jr**

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If the statistics that are floating around are correct, only two to five of every hundred will be successful online. This is a very frightening statistic.

Why are so many doomed to fail?

There are many reasons for failure but I am going to tell you a four things that can improve your odds for success.

**1. Promote Yourself**

This can be one of the most beneficial steps you take on your journey to success.

Don't be shy. Don't be afraid to get your name out in front of as many as you can and as often as you can.

Offer quality products and associate your name with valuable products. Don't just promote everything that comes along.

Articles, email courses, a quality ezine and a website with valuable information are a few ways to put your name in a favorable light.

If you don't promote yourself, it's not going to happen.

## 2. Look Beyond Today

Look beyond today when you market. We all need to make a dollar today but building your business for tomorrow will help ensure success.

Building your subscriber list will bring future profits. Don't neglect this for

instant profits.

As your list grows, you will find that you don't have to spend as big a percentage of your advertising to obtain new subscribers.

When you first start building a list, the larger percentage of time and effort you put into obtaining subscribers or clients, the faster your business will grow.

It is sometimes very difficult to discipline yourself. It is much more tempting to try and sell the latest hot product than it is to run an ad to try and get subscribers.

This is an ongoing struggle.

Just remember, the faster you add subscribers, the more income opportunities you will see.

Once you have a few thousand subscribers, everyone wants to do business with you. This provides you with many more options. You will have the leverage to trade for most any type ad or service you want.

## 3. Be Honest and Help Others

Run your business with class. Don't use spam or any other underhanded tricks to get subscribers.

It takes a lot of time and effort to build a good reputation. One thing putting your name in bad light can tarnish all you have worked for.

Helping others succeed by giving a little of your time and knowledge is one of the best promotion tools around. It's Free!  
Use It!!

#### 4. Seek Knowledge

If you want to be successful, seek more knowledge. This is a rule for every part of life and it is no different in the Internet Marketing world.

There are a lot of successful people online. The ingredient they have that you lack is knowledge.

There are some great sources of knowledge floating around. With a little time and effort, you can get a lot of useful information.

The more knowledge you acquire, the more successful you will be.

The numbers say, your chances of success online are small. Do the little things and defy the odds for success.

### **Life Issues Pt.2 – Against All Odds**

**By Nicholas Dixon**

Against all odds. I think that should be the motto of every person that is striving to be successful. The "odds" can be almost be anything : a lack of money , a lack of experience , a lack of self esteem and the list goes on and on. But to become successful , one has to over everyone of them and anything negative that comes your way.

You may have a dream that you "know" will come through , but as soon as you tell a love one it is immediately shot down. What do you do ? Go against the odds. You are building a business but there

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are still no visible signs of success , what do you do ? Give up or rise against the odds, you choose. You are in a long term relationship but suddenly things look shaky , what do you do ? Give up all you have achieved or go against the odds ? Again you choose.

Persistence. Anyone who has been successful in life has that weapon in their "success arsenal". When the odds are weighing against you heavily , a dose of persistence will see you through. Persistence is the stuff dreamers and achievers are made of , and it will help you overcome any obstacle on your journey to success. My friends , apply this remedy to your life's situations and you will realise that it was really worth it – going against all odds.

To your success and mine ,

Nicholas

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Nicholas Dixon is the Webmaster/CIO for the Oceanroc family of websites. A positive minded individual in his early twenties , Nicholas believes in striving to be the best of one's self in this world. His mission for you his readers , is for you to feel the same way about yourself. You can visit his online store at

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