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**Doers vs. Non-Doers**

**By Judith C. Kallos**

**Doers vs. Non-Doers by Judith C. Kallos**

Regardless of what the classic Rolling Stones' song may say, time is NOT on your side if you are not a doer.

Several years ago while reading one of the many technology publications I receive, it was factually stated by one editor's comments to which I will paraphrase:

"Although 2002 will not be the recovery in the technology sector that everyone would hope for, it certainly should not be underestimated. The prize will go to those companies that keep their IT program moving and growing while their competitors think, rethink, and overly analyze every move until which time as the decision will have to be made at a much higher price. In time, cost, lost revenues and opportunities."

Do you know that still applies almost 3 years later!?

We all seem to never have enough time. As you know it is simply a matter of prioritizing. We live in a culture that is one of workaholics, more time dedicated to making money to support our style of living and need to acquire more "things" rather than what is truly important – living and enjoying life, family and friends.

Yes, you need to work hard to be financially secure, but I do feel that we may have gone to the extreme in that many of the "things" many work for really are not those that are important to becoming truly happy. But we'll leave that discussion for another day; another article.

You've all heard the term "Internet Time", right? What that means is that time in regard to technology is going at warp speed. This gig is simply not slowing for any of us. Ten years into this and it is still as dizzying as ever! With technology evolving so quickly added to the already previously established "emergency mode" mentality, time is simply not on your side.

Actually, online, time can be your enemy if not used properly. If you don't grab the time to learn, do, plan and react at that specific point in time you may find it will be impossible to catch-up down the road.

In the early 90's when the Web began it's serious infusion into our culture and our businesses, taking your time, thinking about issues, deciding not to react was O.K. But only O.K...

Those of us in tune to this soon to be Web-mania knew in our gut that those who were the first, the leaders, the ones to mark your territory like a lion would be those to have the best chance for success in a field yet undefined and completely experimental. In many cases it is still undefined and experimental!

Going into my 10th successful year consulting businesses and entrepreneurs, those who followed my recommendations – at the time given – are still reaping the benefits. And, because they made the decision to trust the experts, rather than challenge and second-guess each recommendation, they will continue to experience the rewards this attitude produces. They took the time to follow recommendations at a point in time that produced results that simply cannot be duplicated now with the very same efforts. Now, times 10 to produce a similar outcome.

This is where the Internet time thingy really comes into play. "Doing" now, can position you for opportunities that subsequent changes or the evolution in technology will be more difficult and many times more costly to attain at a later date. As an example, just ask my clients who from the start 7–8 years ago, chose to participate in my Search Engine Optimization program – simply because I recommended so vs. those who felt it was my opinion, not necessary and chose to believe the Spam and hype on the topic.

Those astute clients didn't necessarily understand all the how's but they took the time to understand the why's. To attain the very same positioning, at this point in time will cost other

clients thousands of dollars to gain parallel exposure.

Those that had to think about it, felt recommendations were only one person's opinion, or decided to seek out those who had solutions that required less effort or expense, simply are not doing as well online. Some have actually gone off-line making statements about how the Web doesn't live up to the hype or that it isn't all it's cracked up to be.

Those site owners have only themselves to blame for poor performance or lack of success. They took the easy road by going down the path laid by those who had no proven history of assisting businesses to succeed in technology.

As we all do at the beginning of each New Year, we reflect on the past and look forward to the future with renewed optimism and

hope. However, no matter how optimistic or hopeful you may be if you don't make the time now to implement methodologies that can give you the edge – the edge will go to those who do. And, it may take you twice, thrice, times 10 the time and cost to play catch-up later – if you can catch-up at all.

That's it in a nutshell and the nature of this beast called Information Technology. So, in an effort to help those of you currently investigating stepping up your programs or with Web sites that you feel are not living up to the hype...

**hype** Slang n.: Exaggerated or extravagant claims made especially in advertising or promotional material. Something deliberately misleading; a deception. To publicize or promote, especially by extravagant, inflated, or misleading claims.

...I will attempt to share my observations in regard to the "non-doers" vs. the "doers", those who didn't take the risks vs. those who did. Those who made the decision at that point in time to trust those of us who do take our client's success seriously vs. those who chose to work with those that acquired clients based on the above definition. => Not making the time to understand technology well enough to make educated decisions moving forward – only you as the site owner can make these efforts. Many times I have found some will make requests based on what they have "heard" or read elsewhere.

Certainly I understand questioning issues to understand the

variables but more times than not making across the board decisions based on information that they do not understand or realize the implications of purely because some outside, unqualified source "said so" is not the way business decisions should be made.

To succeed online one needs to take the time to understand the technology they are using well enough to make what is many times very important decisions. This includes knowing enough to determine whether the source of conflicting information is based on your program's unique requirements or someone wanting to make a sale.

Reliable and based on experience or just taking advantage of the fact the source knows you don't know. To just assume everything you read, hear or is offered online, in an e-mail or in some seminar is true and accurate is one of the worst mistakes you can make if you don't investigate the source's validity to your program.

=> Not making the time to learn the necessary tools and software

programs critical to supporting your online endeavor. I have experienced those who resist recommendations in regard to the type of software and information gathering tools that will make them more efficient and effective in lieu of not having to experience the learning curve that comes with new software and applications.

Issues that are solely related to how to use your browser and e-mail software unnecessarily frustrate many online because they do not take the time to learn – causing time to be wasted. As with all software, (and even your computer itself), each has HELP tabs that will answer your questions; many including tutorials. If tutorials are not included in the software, they are on the manufacturer's Web site.

Taking the time to master your online tools will help determine your level of success while at the same time minimize your frustration. This includes taking the time to learn how to use your computer – your main online tool!

=> Not making the time to investigate whether your products/services are even desired or priced competitively. This is where knowing even if there is a demand for your product or

service in the first place is crucial! An "idea" no matter how good it sounds, simply cannot be implemented successfully unless time is taken to investigate if that idea is in fact viable and profitable.

I can't tell you how many potential entrepreneurs still believe that their "idea", which is not based in any reality of business due diligence, will make them rich by putting up a Web site developed by just anybody - or worse yet - themselves having no design or development experience.

An idea is only a start. You then need to take the time to come up with a plan, investigate all your options, and choose your partners wisely. Lack of these efforts doom your enterprise to failure even before you start or your Web site is launched.

=> Not making the time to utilize and implement the full range of skills you need to succeed. I always ensure I literally hand over my 10 years of experience about what each site owner has within their control and must embrace to ensure their Web site is effective and meets their goals. The majority of activities only take your time – not money.

It is almost as though many forget the interactivity part of this gig - nothing happens unless you make it happen. Those who took the time to implement these recommendations are reaping the

results while others question what the problem is.

=> Not making the time to truly understand your market's demographics and have your Web site cater to those needs. Your site needs to cater to your visitor's needs. What you "want", "think", "feel" of course is important – it is your site. That said however, many times site owners will override recommendations in lieu of "it's my site and that's what I want" – again based on no real-world business point of view or experience with technology.

Many don't want to take the time to understand why recommendations are made by reading the resources and statistics provided. What you want is irrelevant when compared to what your prospective site visitors need. Don't take the time to determine your site visitor's needs, and what you will want will be to shutdown due to lack of results.

=> Not making the time to learn about the reality, limitations and culture of what the Web actually is. Some online insist on trying to make the Web what they wanted it to be (or were willing to deal with). Some actually choose to believe that they have the choice to not do the necessary such as ongoing marketing activities, growing your site with valuable and useful information, answering e-mail promptly and professionally just to note a few examples.

Such issues really are neither an option nor choice for you to do or not do if you are seriously committed to your project's health. These are the matters that need to be addressed and time taken to be worked at to succeed.

=> Site owner was unwilling to admit the existence of "Internet Time" and was inflexible and uncomfortable playing in a field that is always in flux and consistently changing. The only thing consistent with technology is there is no consistency. There is no predictability ability!

Lack of time to learn new things, keep up with forming trends is tough for everyone involved. Not a single person participating in technology will tell you that the constant change is not frustrating, aggravating and sometimes down right irritating! But that is part of the game. It is what it is. And you need to make the time to keep up or time will march on without you.

For any business or entrepreneur currently online or still thinking about getting online your key will be those that you partner with, then, making the time to following their recommendations. Making the time to implement proven successful

methodologies – not the hype.

Making the time to form educated decisions based on real-world business practices. Not on emotions or egos, not on whether you want to or not. Not whether you "feel", based on little to no experience with technology, that issues important to your success can some how be minimized down to someone's opinion you can choose to ignore because you may not like it, the costs or the effort required.

Take the time to find your guru, consultant, and technology partner and ensure they have a proven track record of partnering with their clients for the long term. Then, hang on their every

word and take the time to follow their recommendations. Don't challenge them with every instance of conflicting or different information. Look at the source of the "information" first to determine even if it worth questioning!

If you took the time to do your due diligence in choosing your technology partner it is that other "noise" that should be second-guessed. Realize that whom you chose, as well as your ability to form long term, mutually respectful business relationships over time, from hosting to development to marketing, will literally determine how successful your program will be. This is business and success takes time - time to do. Time only you can allocate based on your desire and commitment to your goals.

### **Blame It All On Rush Limbaugh.**

**By Larsen Rogers**

### **Blame It All On Rush Limbaugh. by Larsen Rogers**

For over a decade Liberal bashing has increased to such epidemic proportions that is should be considered racist. If the conservatives were criticizing and insulting Blacks, Jews, Hispanics, etc. their would be an outrage.

Well, it's time to fight back against those evil doers who want to shove their misguided and distorted beliefs down our throats. Feel free to make T-Shirts, Bumper Stickers, etc. with the following slogans:

Liberty Blessed America

In Liberty We Trust

One Nation, Indivisible, with Liberty and Justice for All

Liberals believe in Liberty.

Conservatives believe in Control.

Liberals Love Everyone.

Conservatives Hate Everyone.

What's the difference between a Conservative and A Communist?

Besides one being a Theist and one being an Atheist; there is not a difference.

## Doers vs. Non-Doers

Liberals Believe in the Law and Justice.

Conservatives believe in shooting any damn thing that moves.

Liberals will screw the intern.

Conservatives will screw everyone.

Liberal Constitution: "We the People..."

Conservative Constitution: "To hell with the People..."

Bleeding Heart Liberals.

Bloody Handed Conservatives.

Why do Conservatives despise Communists?

Because Conservatives want to dominate the world by themselves.

Larsen Rogers is a social activists and a supporting member of

American Free Thinkers Association

in

New York City, New York.



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