

Don't Envy The Gurus – Be One!

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Don't Envy The Gurus – Be One!

By Paula Morrow

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Who says you don't have what it takes to be a guru? True, there are so many self-proclaimed gurus online these days, it seems extremely crowded.

But this applies to only a few areas, like Internet marketing. Who's to say you couldn't become 'the expert' in a more specialized niche?

If you think about it, you'll realize that you probably already have the knowledge inside you. Get ready to unleash the guru within!

At the beginning, position yourself as a knowledgeable source on your subject, who is willing to share his/her information with others. Offer free information on discussion boards and forums.

Any of the following will fit the 'free information' bill:

A free report dealing with a want or need, showcasing your expertise/ information, and how it can fill a void or fix a problem.

General instructions on how to do something of interest to your niche (in doll making, for example, this could include easy techniques to prepare a porcelain head mold, working with kilns or general instructions on easy techniques to customize a dress pattern)

Spread The Word on Your Guru Status

A guru isn't shy about spreading the word about himself/herself. Don't you be, either! Few things draw new business like the offering of a new product or service by a guru.

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So how can you spread the word quickly? Try the following:

* Press Releases. You can distribute these through online resources and off. Some online sources to investigate include:

<http://www.prweb.com>

<http://www.solonews.com/index.shtml>

<http://www.globalprmedia.com>

Just keep your release to a page and a half, at the most. Double-spaced.

Always put your most important information in the first two paragraphs, in case the reader decides not to finish the document! And never make a blatant sales pitch in your press release. It'll be tossed/ deleted, trust me.

If possible, link your announcement to a current trend, giving it a news 'hook.' Give it some relevance to what's going on in the world. You'll improve your chances of getting picked up this way.

*Articles To Offline and Online Media.

Write informative articles based on your personal experiences and knowledge. Submit an ongoing series to article directories, like-minded web sites, post them in your own newsletter, send to offline newspapers and magazines, etc.

One article won't do it – you have to create continued exposure.

Don't forget to include a 4–6 line resource box at the bottom of all online articles you submit. Same with offline media – they always have an 'about the author' paragraph at the bottom articles written by non-staff personnel.

All of these efforts will result in increased sales, as people like doing business with a helpful expert. It ups the perceived value of your product or service immensely.

Realize that the Internet is still wide open for those seeking guru status. Just pick your niche and get going!

Paula Morrow heads Ideal Marketing Corporation, specializing in information products and training for newbie netpreneurs. Subscribe to IDEAL Profits, now read in 12 countries, and receive 5 bonus ebooks! <http://www.idealmarketingcorp.com/subscribe.html>

Is There A Guru In The House?

By Joe Myna

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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.

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.

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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.

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!

Joe Myna is webmaster at The Virtual Warehouse of in-demand products –

Author of FREE eBook "Internet Profits The Quick Way"

Download now at

Joe Myna is webmaster at www.anezbiz.com and involved in direct marketing for the past 30 years. Mr. Myna first went online in 1996. Mr. Myna is author of several well known marketing titles

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GUERRILLA MARKETING Volume 2

GUERRILLA MARKETING Volume 3

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