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Educate Yourself to Succeed in Internet Marketing

By Mike Paolieri

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More and more people are considering the World Wide Web as a great opportunity to offer their products and services to a new, bigger market or even as a chance to create entirely new businesses online.

Even if the perspective to reach millions of potential customers is surely exciting, the truth is that internet marketing is more difficult than it may seem and if you don't have a sufficient experience you will usually waste a lot of time and resources doing things that don't produce the results you expect.

For this reason, seeking advice from competent internet marketing experts is essential if you want to succeed online.

Hiring a consultant can be very expensive, but fortunately this is not the only possibility.

In fact you can utilize one of the many internet marketing informational products (like books, manuals or ebooks) that are available online.

There are complete courses that deal with every possible aspect of the entire process of building, managing and promoting your business online.

Other products concern very specific topics like how to write effective advertisements or sales letters, or how to promote your site on search engines.

You can usually choose among a great variety of media formats: printed manuals, downloadable ebooks that allow you to use the product immediately, CD-ROMs, or even videos and audio tapes, if reading a big manual is not something for you.

The only risk is to be confused by so many possible choices. So how can you determine the product more suited to your needs?

When I need to decide about the purchase of an informational product, the first thing I do is reading each and every page of the author's site.

You may think that the informations on a site designed to sell a product are, by definition, not objective.

But you can still find a lot of useful elements that will help you with your decision.

The following are the most important for me.

1) How is the product presented?

Reputable authors will never tell you that you will be able to make a lot of money without work simply by reading their ebook or manual.

They will warn you that personal efforts are always needed to succeed online and every concept you learn must be applied to your particular situation.

Disappointment is the only thing you will earn from an informational product that is presented like a 'magic recipe' to make money fast and without efforts.

2) How many details the author gives about him/herself especially with regard to past business experiences?

You want to be sure that you are about to spend your money to learn proven techniques successfully tested on real businesses not some vague theory.

3) Does the site contain customers testimonials? Do they sound genuine?

A testimonial should be always followed by a full name, a

website or email address so that it can be verified.

4) What kind of guarantee is offered should you dislike the product once you have purchased it?

Ideally every good informational product should be covered by a full money back guarantee as it's always the best protection for your investment.

If you pay attention you will find many other elements that will tell you a lot about the author and the product he/she sells.

Learning how to market online is an ongoing process. Even if your personal work is always needed, with ebooks, manuals, courses you can learn from successful marketers experiences, concentrate your efforts on strategies that worked for them and

consequently avoid mistakes and save time and resources.

You are welcome to use our site (see the link below) as a starting point of your quest for your ideal internet marketing informational product.

Mike Paolieri is webmaster and co-owner of Online-Marketing-Infobooks.com a comprehensive directory of internet marketing eBooks, manuals, articles and other informative resources.<http://www.online-marketing-infobooks.com>

Educate Your Way To Success

By Raymond Johnston Jr

Educate Your Way To Success by Raymond Johnston Jr

There are a number of factors that will determine your level of success in the Internet Marketing world. One of the most important is time management.

One of the hardest things for anyone in this business to learn, is where to focus your efforts to be the most productive.

I continuously read statements saying,

I make more money now and spend less time working. I have no doubt this is true, but is that an option for someone who is just starting in this business?

Longevity itself, brings more experience, more contacts, more customers, name recognition. I could go on but you get the picture. A lot of the options that come from just being around for a while, are not there when you first start out.

This is true in most any business, not just those on the Internet.

In fact, I believe the lack of time or the misuse of time is the number one reason, only 2% to 5% will end up being successful.

Why does time management become so important?

The majority of people attempting to start a business on the Internet are still working another job. This allows a limited amount of time for most.

This makes it even more important, that you spend your time wisely.

There is no book or table to look at and know how to break up the hours that you do have available. But there is one thing you must do or you will have no chance of success.

Educate Yourself

Everyone is trying to cut corners, save a little time. Do Not and just to make sure this sinks in, Do Not, under any circumstances cut corners here.

I don't care what path you choose in life,

without learning the ropes so to speak, you are not going to succeed.

Too many people think they will just learn as they go and disregard the education at the moment. You can and will learn as you go but the best time management tool you have is the ability to educate yourself now.

Human nature makes us want to think of today. The thought process tells us, we only have three hours we can possibly work. I need to accomplish something now, so I need to spend the entire three hours working towards a result I can see.

There are so many things to do. Work on your website, write ads, send in some ads to ezines that accept free ads. And the list goes on and on. There is so much to do and so very little time to do it.

I hear that little voice saying, I just don't have time to read and study today.

Resist the temptation to spend the entire three hours doing these tasks. Take at least an hour of that time and spend it educating yourself. Look beyond today and tomorrow.

It's a very hard thing to convince yourself to do. It's hard to see a big hunk of your time spent and not be able to see some visual results.

The more knowledgeable you become, the easier it is to manage your time.

The more time you spend educating yourself, the better the chances are that you will be one of those saying, I make more money and spend less time working.

Take the time and Educate Your Way to Success.



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