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Focus Is The Key To Online Business Success

By David Hudson

The Internet is a vast sea of online business opportunities, and if you get lost on that expansive ocean, then you're going to be adrift in the middle without direction and will eventually drown. In online business, as well as any other business, really, focus is your compass. If you know who and what you're targeting, you'll be able to head straight for it, without getting distracted by the other 'ports' that won't buy what you've got onboard. Here are a few things that you should really focus on in your online business so you won't be set adrift.

FOCUS YOUR ONLINE BUSINESS ON A TARGET AUDIENCE

Before you can start marketing your online business, you really need to know who is going to utilize your business. If you're selling something, make sure you know who will want to buy it. If you're operating a blog, make sure you know who is going to read it. Once you know your online business's target audience, you can begin to market to them. When you're marketing, make sure that you are marketing to your target audience. Everyone isn't going to want your product. That's an unfortunate truth that many business owners refuse to acknowledge, and they eventually sink. If you know who does want your product, then you won't waste time or money marketing to the people who don't. Focusing on a specific, targeted audience can be the difference between success and failure in an online business.

FOCUS ON CONTENT COHESION IN YOUR ONLINE BUSINESS

Make sure that your online business does not stray away from itself. For example, if you have a site that sells nature photography, don't start selling heavy metal CDs at random. If you feel that heavy metal complements your nature photography well, great. By all means, sell them together. But you have to change both your online business and your marketing strategy so that the nature photography and heavy metal are cohesive and sell together naturally. You have to show, or make clear somehow, the link between the two so that your target audience understands. Likewise, if you're running a more information based online business, like a blog, make sure that your content stays cohesive. If your blog is about fiction writing, then keep it about fiction writing; if it is about music, keep it about music. Again, you can introduce other topics to the blog that you feel complement fiction writing or music, but make

sure that the links between subjects are clear. A confused consumer is a hesitant consumer, and hesitation is the first step towards not buying something.

FOCUS ON SPECIFIC GOALS FOR YOUR ONLINE BUSINESS

An online business is often the result of a big dream for the future. Without these big dreams, an online business is like a novel without any themes. It may be neat to read, but it has no meaning. Without dreams and big ideas, your online business will fail. But failure is also certain if you get so caught up in that dream that you forget about the day-to-day work that goes with any business. Make specific goals that you want to reach in your online business every day, every week, every month, and focus on meeting those, not on achieving your overall dream. Goals can be met. Focusing on goals gives your online business overall focus. The time to consider your dream is when you're making goals. Absolutely make sure that each goal will lead to the fulfillment of your dream, but focus on the completion of your goals.

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Crunch Time

By Nicholas Dixon

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Jamaica. And it is crunch time for online marketers. This country is a hell of a place to be in if you are an online marketer. Even having access to the Internet is beyond most of us.

Living in a "Third World" country is very challenging for an online marketer. Survival is the order of the day for a lot of us. There are some who actually rise above the whirl of surviving and are thriving though.

Out here in the "Third World", we do not enjoy most of the amenities as that of the developed world. Owning a computer here is a privilege; making a career with it is anybody's right though. Becoming successful online is like taking a hike up Mt. Everest with all the strings attached.

Focus Is The Key To Online Business Success

So what does a guy do ? Give up. Imagine all that hard work going down the drain.Or fight on .The load may be heavy at times but time normally eases the pressure.But only if you stick to your business at hand.

There are some of us who have our names and businesses out there.Slowly but surely we are turning a profit.Whether it is money earned or in terms of experience gained.Success cannot be measured only by the money you make.But rather by the strides you have made.

Even getting those around us to believe in what we are doing is a task.Online marketing is a fairly new industry.Anything that's new or unusual people view it with distrust and uncertainty.Time will eventually change most people perceptions.

So when you have come to the end of your rope , what do you do ? Tying a knot to the end of it and holding on would be my best suggestion.We never know how near success is until we give up.Then it will be to late.

The key thing is to keep plugging away until the picture changes.As long as you stay in the race , you are guaranteed a finishing place.

It doesn't matter where you are or who you are.Being focus and

believing in your goals will pay off.It's an universal law.

To your success and mine

Nicholas

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