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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Fumbling on the 'Business' Goal Line

By Kenny Love

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If you've ever watched your favorite football team in a Super Bowl game, you can readily relate to the maddening frustration of the below example with, hopefully, some exclusions contained herein...maybe...

There your team is...4th quarter, 4th and goal. The opposing team is leading with a score of 21 to your team's 20. Instead of using a bit of insurance by electing to punt for the extra point to, at least, tie the ballgame and buy some "overtime," some bright idea is circulated throughout your team to, instead, run the ball into the end zone.

"No! Don't do it!" you yell.

However, your yells and screams at the television go largely unheeded. You have an instant premonition of Murphy's Law coming into full effect. In fact, Murphy's Law is now upon you.

The quarterback cries, "33! 46! 33! 27! Hut! Hut! Hu-..."

Crash! Boom! Knock!

"Ouch! Oomph! Ugh! Get off my finger!"

This sudden interruption in the quarterback's final "Hut!" was largely the result of several very LARGE men, with

even larger uniforms, piling atop him.

"Well, on the final 30 seconds, a brick wall was awaiting the quarterback," the television announcer comments.

Oops! Ye olde Quarterback Sneak just ain't what it used to be...the linemen are much smarter today.

When America's team, the Dallas Cowboys, would lose in this ostentatious manner, in my house, you had better be long gone from the room, and out the front door, lest an unexpected trip to the Emergency room awaited you.

For my brother, who was a wee bit more than simply an avid fan, would literally cry, curse, slobber, break furniture, hurt innocent bystanders and, subsequently, seek a small caliber handgun for full effect (it is truly awful to witness a grown man react in this manner).

Several minutes later, about a mile down the street, and from behind a tree, I would yell back, "Mickey! They're getting millions of dollars to lose the game! All YOU'RE getting is acute hypertension! Can I come home now?"

While this article isn't about football per se, it is about a game...the serious game of "Business." The goals on each end of the field are called "online" and "offline." The main player is you. Your opponent is "publicity."

One of the widely held misconceptions about the Internet, is that it is an alternative, a replacement, a "savior," from the traditional processes of the business industry.

I often wonder how many business owners, upon learning the 'Net could be used for promotion and distribution, executed the "middle finger salute" to traditional offline processes.

I can hear them say, "Ha! I don't need you! Away with you! Be gone! Look at me NOOOOW! I built it, and they are a-coming! Check out MY piece of the world! Ha!"

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Any online business owners who believe the surefire road to maximum business sales success is strictly through allowing the Internet to replace any offline promotional efforts, are certainly misleading themselves.

And, the reason it is misleading is, primarily, due to the fact that the greater number of consumers (and potential buyers), for whatever reason, are still without Internet access. Though that is difficult to accept most times, nevertheless, one certainly can't afford to ignore this particular sector of the population.

But, the same is, otherwise, true of business operators who are still functioning, primarily or exclusively, WITHOUT promoting their businesses via the Internet. What this particular group sacrifices in its promotional efforts and successful results by NOT using the Internet,

is time and the ability to quickly establish business relationships in the long-term promotional process.

Now, a detour for a moment in translating the above football elements to your business:

4th quarter = You are almost there...poised for success.

4th and goal = You're poised to overtake your competition.

Opposing team leads = Your competition is still ahead.

Run the ball instead of punting = You make a wrong decision that is not considered smart, possibly, due to a state of greed.

"No! Don't do it!" = Your common sense attempts at all costs to intervene and save you from disaster.

Your yells and screams go unheeded = You throw caution to the wind.

Murphy's Law premonition = "Uh-oh..."

Murphy's Law is upon you = "Oh, no! What have I DONE?"
Resistance is futile...disaster is imminent.

Crash! Boom! Knock! "Ouch! Oomph! Ugh! =
Dare I utter, "Translation complete?"

What BOTH of the above types of business operators need to understand is that, in order to get the maximum yardage out of the whole business playing field, they must utilize BOTH ends (online/offline) of the field, together and effectively. Learning to utilize both ends of the business field today equally well, in regard to marketing, promotion and, distribution, is the only way to score a business touchdown and, ultimately, a win.

Going The Extra Mile

By Ken Leonard Jr

There is one sure way to get what you want in life, but few people actually do it. Put this practice firmly into your day to day business activities and you will have an advantage over the rest of the crowd.

Successful people realize their life long dreams by doing things that most people are not willing to do. If you can just do what is needed instead of what you want to do, you can accomplish a lot.

People that get what they want in business don't just give 100% each day. When the day is through and you've done your best, it is now time to make the extra effort to accomplish one more small goal or to finish the day's original goal. 'Going the extra mile' does not require a massive effort on your part. If you put forth only 5% of your daily effort, a small goal is easily attained. Doing this only three days a week can produce impressive results by the end of the month.

Do you have a problem getting things done? Then don't be satisfied with another day gone and your goal not met. Put forth that small extra effort on a regular basis and you will begin reaching your goals.

Going the extra mile is part of a small business success mindset. It's your business, you are ultimately responsible for the results. Setting deadlines for yourself and writing down your goals makes it easier to go the extra mile. You can see on paper the goal set for that day. Many times you will see that by the end of the day you are very close to meeting your goal. You can now go your extra mile because you know it is only going to take a small amount of extra effort.

Going the extra mile will enable you to reach more of your goals. This allows you to 'raise the bar' on your new goals, creating growth in your business. Growth does wonders for your attitude and makes the road to success more enjoyable.

What's the bottom line on going the extra mile? More signups for your network marketing business. More sales for your infoproduct business. And you'll get what you want a lot faster when you are willing to do what others are not.

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Let Ken and Willie help you achieve your burning desire... 30 Days of FREE Training and Ongoing Mentoring from Ken Leonard Jr. and Willie Crawford could change your life forever...

Going The Extra Mile

The Kaizen of Goal Setting

The Magic of Writing Goals in your life!

An Introduction To Hockey

The SMART Way to Set Goals

Time Management Secrets

Success Secrets

GUERRILLA MARKETING Volume 1

GUERRILLA MARKETING Volume 2

GUERRILLA MARKETING Volume 3



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