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By Gregg Gillies

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You may be asking, how is this possible? Or, even better, what's the catch? Do you have to spend \$1,000 on their marketing program, in return for a brief ten minute phone call, that you pay for? Nope. There's no catch, and there's no money to be paid by you. Yes, I'm serious. But you do have to do something. You have to ask. Just like with almost anything else in life, in order to succeed, you need to devise a plan, take action, and don't quit. It's really that simple.

* So, how do you get this highly valuable free consulting?

Well, first you need to understand the power and role a mentor can play in your life. By surrounding yourself with mentors you can dramatically change many areas of your life, whether it be accumulating wealth, becoming debt free, eating and exercising for optimum health, or many other areas, including growing your internet business!

* What's a Mentor?

A mentor is someone with an area of expertise, that is willing to share ideas and experiences with you on a regular basis. It's your responsibility to use this knowledge wisely to improve that area of your life. Having a mentor is like being the student in a student-teacher relationship. But you get to do it on a one-on-one setting, and you don't pay for lessons! How cool is that?

* How Do You Find A Mentor?

In order to find a mentor, you first must choose the specific area of your life that you are looking to improve. If you were attracted to this article by its title, that area is most likely marketing your business on the internet.

*** How Do You Choose An Appropriate Mentor Candidate?**

You need to choose someone who has already been very successful in this particular area – whether it's someone you know, a leader in the industry, or a well known writer on the subject. In the case of internet marketing, pay attention to the names that you come across constantly. Visit their web sites. Look at the names of the article writers in the various ezines and newsletters that deal with internet

businesses and marketing.

*** Take Action!**

You can do all the planning in the world but if you don't put your plan into action, you'll never succeed. So, what do you do next? You go to the first person on your list and you contact them! Simple, right? Hey, we all know by now that you don't get what you want unless you ask for it.

I know what you're thinking – this person is successful and busy and doesn't know me from Adam. Why would he give me his valuable time and advice? And for free, no less.

First, the worst thing that can happen is this person can say no. If that happens, what have you lost? Nothing. But if they say "yes", what you stand to gain could be invaluable to your life and your business. That's a risk I'm willing to take, aren't you?

Secondly, most successful people have been where you are now. They remember it well and are willing to pass along their experience, because either a) someone did the same thing for them when they started out or b) they wish someone had done the same for them!

*** Be Prepared**

Yes, just like the Boy Scout motto. You must prepare before you make contact. Their time is valuable – don't waste it. And don't waste a great opportunity for yourself by not taking a few minutes to prepare before making contact. You'll probably find the most success by making contact by phone but if that proves too difficult or you are uncomfortable with that idea,

you may want to try emailing them. That way, they can get back to you at their convenience. Your first contact may go something like this:

"Hello, Mr. Marketing Guru, my name is Joe Beginner. We've never met and I know you are busy, so I'll be brief. I own a small internet business. I know that you've done a fantastic job growing your business into on the most successful small businesses on the internet. I'm sure you faced some challenges when you first started out. Well, I am in those early stages myself, trying to figure everything out. Mr. Marketing Guru, I would really appreciate it if you would consider being my mentor. All that would mean is spending ten minutes on the phone with me once a month (or an email) so I could ask you a few questions. I'd really appreciate it. Would you be open to that?"

If the answer is "No" thank him (or her) for his time and

move to the next person on your list. If the answer is "Yes" find out when would be a good time. Follow up with a "thank you" note, preferably handwritten.

Finding a mentor is a great way to learn and improve your life. And someday, you can be a mentor, passing along the knowledge and experience you have gained to someone else who is just starting out. And so it goes.

Don't Believe The Hype...

By Michelle Cobbs

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Of the Internet marketing "guru"! Why you ask I'll tell you why.

I am going to give you a few reasons why you should not believe all this hype and more. Let it be know these are reasons I have come up with, from my own experience. This is in no way saying they all are not real but I am saying that the truth is being stretched just a little bit in some cases.

Some of you may agree, some may disagree but for me you can't get all caught up. If you really thing about it for a while you too will realize that some of the stories you hear are too good to be true.

Here are a few reasons why...

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1. First and foremost in my mind newbie's to internet marketing and some not so new. There is NO WAY we will ever have the backing these "guru's" have, meaning all of them it seems have joint ventures with each other.

Really lets thing about this for a moment, if you go to one of the top "guru" sites you can make a list of at least 2–4 other top "guru's" who are giving praise to the products or services being sold. Now take those same names, go to their site chances are you will see the same people on your list plus the "guru" whose site you just left.

So you see why I have come to the conclusion they all are backing each other in one–way or another. This alone puts everyone else at a disadvantage.

2. I have a few words to start off with this one they are Opt–in list; yes all are partners' this goes back to the joint venture issue. Not only do they have huge subscriber lists, when a guru comes out with a new product or service its not released to the public first no, no, no. Joe Doe will call or email his good friend Jack to send out to his list by way of Jack's affiliate link.

Joint Ventures are very powerful there is no way I can compete with this, neither can you. Oh don't forget the great commissions they get as well, for offering the information to their list. Come on lets face it, you receive information I know I do at least 3–4 emails announcing something new each week all from different newsletter subscriptions I subscribe to informing me of how good a deal this new product or service is.

When in fact the bottom line is that some of it is not all that good, and not worth some of the over pricing we see everyday. Yes, sure it's nice to receive it instantly but does that mean you should be charged that much more for the privilege well some will say yes sure you should but I just don't know.

I saw a commercial recently when compared to waiting a year for a new birthday; I don't think waiting a few days is all that bad.

3. When you really get down to it, their success is not going to be your success. There is no way that it

could be, sure you may make some money but will you make hundreds, thousands or even millions like some of the stories you here online. I say NO you won't and this is why I feel you can't believe the hype of the internet marketing business. It can be quite disappointing when you buy all that is recommended to you to only to find out some of it is crap, does not work with what you want to do in your business.

With that said, go for you own success don't try to ride on someone else's success. Find what works for you, build on it, and work one thing at a time. Once you have the system that works do it over and over this is the key to success.

Use the information in the many informational ebooks as a guide or "how to" reference not a blueprint to the road to success. Take what you need and leave the rest.

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