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Haul In Big Profits on the Internet Frontier

By Brian Moore

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Today I have an expedition for you. In this modern age you and I are the pioneers of the Internet marketing frontier. Our Conestoga wagons, now better known as computer terminals, trek us to new dreams of online riches and a better way of life.

In the days of the American frontier, our ancestors sought riches of a better piece of land—freedom from the confines of uncomfortable quarters in the Eastern cities. We nowadays strive for relief from long hours at the plant or office.

Or, preferring the day job scene, we blaze our own fresh trails to long-term extra income. We open part time home businesses.

The expedition I'm talking about is over relatively uncharted territory—the wilderness of information marketing. When I packed my wagon and headed west, we explorers were foraging among the trees. We weren't yet sure of the trail.

We knew people would pay for electronically delivered information, but we weren't sure how to get them to do it. In our greenness we foundered in experiments with Free For All Links, search engine positioning, and much to our

dismay, Email spamming.

Unfortunately many still haven't learned that spamming is not only rude and ruthless, its useless. Its kind of like a cowpoke yelling through a late nineteenth-century saloon door. The piano player stopped playing, everyone got quiet and looked, and then the din rose again.

Well, the trail ruts are a great deal easier to follow today. We have a host of excellent wagon masters to lead the way, too. For a look at some of the better ones check

out the affiliate plans at

<http://www.allprobizops.com/plans.html>.

You'll find on the lead horses some of the most experienced and successful marketers on the trail.

I'm sure there are plenty more great programs out there. Don't lose sleep looking for them. You'll have no trouble finding them.

Do you remember what caused the great gold rush 150 years ago? Of course. The words, There's gold in them hills, passed among opportunity seekers all over America. Back then they called it word-of-mouth advertising, and its no different today.

In the modern computer age it's described as viral marketing. You're no doubt aware of this if you've been on the Internet even a short time.

The best way to sell information on the Internet is to tell people about it and trust they will repeat the news as often as they can. Then other people will do likewise and the whole thing will simply spread like wildfire.

For example, we offer free gifts that we hope people pass on to others. Inside the gifts we deliver our contact information and some irresistible links to entice people

back to us for the sale.

Now you may ask, what do I tell people about? What information do I possess that people will buy? Perhaps you've figured that one out and are bringing in the mother load like crazy. It is, after all best if you have your own product as a basis for your business.

If you're like me, though, you don't yet have a handle on a good information product of your own. I'm working on an ebook where my Ezine articles will be compiled in one package.

For now,

don't despair. Just unearth the best affiliate program on the Internet and start from there. You'll discover unbeatable products and invaluable marketing tools and training.

And before long your expedition on the Internet marketing frontier will be under way. To those of you starting in the east and heading for the west, be flexible. Turn lost hope into success.

Follow the trail of your forerunners. Their wagon ruts are there because they've blazed the path. Where they've strayed you see their skull and crossbones helping you avoid their mistakes. Where they've succeeded their signs point you onward.

Happy Trails!

Are You In It For The Long Haul?

By Craig Binkley

Do you own a home business? Now I'm not talking about the twice yearly yard sale. I am talking about a legitimate home based business. It doesn't matter what type of business you are running (affiliate marketing, ecommerce website, ebay auctions, etc.). The question remains the same: Are you in it for the long haul?

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What exactly is the "long haul" you may ask? I consider the long haul sticking with something long enough to truly determine if it is something that is going to work for you.

I've got you thinking now, huh?

Well if you are like me, you know some one that has tried their hand at everything. Now don't get me wrong, there is nothing wrong with checking out different ways to have a home based business. Owning your own business is a GREAT thing.

What I am talking about here is that person that gets into something for a few weeks or months, quits or drops out, then starts something new just to find that this new thing is not what they are looking for either. On top of this, a lot of times this person will tell everyone they know that none of these programs or businesses are any good.

Now as I said, there is nothing wrong with "kicking the tires" to see what is out there. The big thing is when you find something, give it an HONEST effort.

How long this honest effort may take can only be determined by you and the program you are promoting or the business you are starting. Go into it with an open mind. (TIP: There are NO "Sit back and do nothing and get rich overnight" opportunities).

Understand what you are getting involved with and determine your goals. Once you have these goals in place, HONESTLY work your business. If you fail to reach your set goals, step back and look at where you are. This will give you a good idea if this business is going to get you where you want to be.

Don't get me wrong. I am by no means telling you to stick with something that is OBVIOUSLY not working. None of us are in business to lose money. Just remember that building a STRONG home business can take a lot of work and a lot of time. It is not something to be taken lightly.

In closing let me say that if you are a "tire kicker" and jump from one "sure thing" to the next, do us all a favor. If you don't give the program or business an HONEST effort and enough time to truly determine what you have, don't go around spreading "how bad this or that program" is. Let others make up their own minds. What may not have worked for you, may be that "sure thing" for some one else.

Craig Binkley - husband, father and home business owner assisting in the restoration of the "traditional" family through home business ownership.

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The New Frontier of Profits

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