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How You Can Be An All Star Marketer

By Dave Cole

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In a very special All Star baseball game, my son, Karl was selected to play against an All Star team from Japan.

This game featured a team of the best players from south – western Pennsylvania to play against a team of the best players from Japan. The game kicked off the 2001 Pony League World Series.

Our team had so many pitchers that each boy was allowed to throw 1 inning. Karl pitched the 6th inning for us and was the only pitcher the team from Japan didn't score on.

Of course our boys lost the game to an almost professional team, but it was a wonderful experience for all. Quite an honor just to be chosen and it was a day they will remember for the rest of their lives.

There was a reason why Karl was chosen. He had proven himself to be a very good ball player in our previous All Star tournament play. At the plate he had a batting average of .400 and he was our team's leading pitcher giving up only 2 earned runs with an Earned Run Average of 1.08.

Pitching in the regular season he gave up a grand total of 2 hits

the entire season and allowed zero earned runs to cross the plate. For the last 3 years almost 75% of the batters he has gotten out have come from strikeouts.

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But, this article is not about his accomplishments, it is about the struggles and hard work he went through to get there.

Friends, as a baseball coach I want you to know this: Baseball players are made – not born.

As an online marketer, I want you to know this: Online marketers are made – not born.

Back when Karl was 9, he had a great desire to become a pitcher. We set up a special area in our barn where we could practice. Every night we would be out there

working for endless hours on his throwing mechanics. He threw me thousands upon thousands of pitches and we learned from every pitch.

During the day we would go to the local batting cage where I would throw him pitches until my arm was about to fall off. Then back home to the barn where we would hit the ball off a batting tee.

Many times after Little League games we would go home and practice till midnight. We got his batting mechanics perfect,

we got his pitching mechanics perfect. He can now throw strikes blindfolded.

It sure didn't start out that way. We worked through failure after failure and a lot of discouragement. But as you can see, our persistence has paid off big time for him.

We constantly worked on the mental aspect of the game. He knows how to set up hitters, pitch to their weaknesses and most importantly forget the bad events that happen during a game and go on with what he wants to get done.

Becoming a successful online marketer is really no different than what I've just outlined.

If you want to be an All Star marketer, you simply need to have the desire, practice your art, get your marketing mechanics down pat, learn from your failures, and never give in to those discouraging events that we all face.

The local paper ran an article on the game with Japan,
you can read it online at:

<http://www.observer-reporter.com/284682920866256.bsp>

TODAY'S STAR POLISHING DAY

By Stephanie West Allen

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When You Wish Upon A Star

Aster means star. Dis-aster occurs when you don't honor
your star.

Your star. That place in you that holds all your brilliant
qualities, traits, and talents. You know when you are operating
from your star. Your Fabulous Four -- health, wealth,
relationships, and self-expression -- blaze with success and
well-being. You know it when you are in your star-being
and your star-doing.

Have you lost contact with your star? Not a good thing to
do as you then court disaster. Where is your star hiding
its light? Have you forgotten it into some black hole? Have
you developed the habit of mediocrity? A routine of
ordinariness? Have you obfuscated it into fuzziness?

Dust off and propel your pulsar. Quicken that inner quasar.
The world wants to see your radiance. When we shine as stars,
we let other people know their dreams can come true, too.
People can make wishes on your star.

Star Light, Star Bright, First Star I Recall Tonight

Your star never burns out. It may burn dull. Be very still and
you can feel it. Recall all the good things you have done and
your star will come out -- even in the darkest night. Some of
us are very hard on ourselves and our star then fades. Don't
do that. Sing your song, climb to your summit. No more
dis-aster for you, right?

All of us can remember a few shining moments in our lives.
Focus your full attention on those moments and your star

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will begin to vibrate and resonate with those memories. And then it will shine again, giving to you and those in your life many astronomical gifts.

Be kind-hearted and star-hearted with yourself.

And Today . . .

Buy a box of tiny stars. Remember those little stars? The kind that look like shiny foil and stick to things. They are very small, smaller than a coin. Perhaps your teachers used them back in school to reward accomplishments. Buy a box of gold stars. Or maybe a box of multi-colored stars. Armed with your stars?

Every hour today (yes, every sixty minutes), write down something you have done during that hour that sprang from your star-being or your star-doing. Next to what you have written, give yourself a star from your box of small stars -- symbolizing and honoring your big STAR. By the close of the day, your star will be shining brighter and more brilliantly.

Review your star log as you end the day. Wear a dazzling smile as you do so. Dis-aster is gone. A star is born.

Stephanie West Allen, JD, is the author of *_24 7 This! The Merry Method To Accelerate Success_*. Excerpts at <http://www.allen-nichols.com/success.cfm> She coaches people in using the two MerryMaxims, WYTUG (What You Think Upon Grows) and LULU (Loosen Up, Lighten Up), to achieve health, wealth, creativity, and harmonized relationships. Contact her at <mailto:Stephanie@allen-nichols.com>



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