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How to Succeed -- on Internet or Elsewhere!

By Nach Maravilla

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Success stories and success books are all over. If you read business magazines, browse through some classified ads or read emails from internet marketers, there is a deluge of stories of people getting rich on the Internet. Some of these "fortunate" ones even start counseling millions of individuals, guiding them to attain success -- mostly for a fee, of course.

Surely, most people want to succeed. Who does not like to be comfortable? If given a chance, who would not prefer to live in an attractive home, eat appetizing meals, buy a car, take a trip around the world, own a home-theater stereo set, and have whatever your heart desires? Okay, then, if everybody wants to succeed, why is it that not everybody can make it?

Here are some principles to attain success, both on and off the Internet:

1. Have the desire to win! If you don't have the desire to win, you will leave a lot of things to chance. In sports, the gold medals goes to the competitors whose only motive in competing is to win. They give it everything they've got. They compete to the last drop of their blood. If you don't want to win, if you are not willing to try, then just forget the whole thing. Same with the Internet business. To be a winner, you have to have the will to win. But in order to win, you first have to enter the competition.
2. Think success. Always think of yourself achieving what you want. Your traffic at the moment may be slow, but persevere and believe that the day will come when you need to increase your bandwidth due to the overwhelming traffic of your web site. Never start by giving up. Remember Bugsy?
3. Know what people want. Ask yourself what you can provide that someone wants, that millions of people want. Ask yourself what is the current need or objective or personal ambition of the person who logs on to your website. Engage your customers to your

website, by giving them what they need.

4. Develop an idea that fits. Shape your offering to what people want. It doesn't have to be a new thing. It may be something that someone else has already developed into a success -- but which you are able to take to the higher level.

5. Plan thoroughly. Study every detail of the market you're entering. Study your prospects. Study your competitors. If you're starting a business, get a snob address—even if the office itself is a hole-in-the-wall. If you do not have a lot of money, create a strong bank reference; borrow from your aunt if you have to. You needn't spend her money. Just have it under your name so you'll look good when your first prospect asks your bank about you. Have a prestigious law firm lined up to serve you. You won't

have to pay them till you're doing business and actually using their services. Prepare a complete, clear, attractive, dramatic presentation of your idea to show your prospects.

6. Apply the law of averages. Believe in the law of probability. It isn't a myth or a superstition. It is a mathematical phenomenon. If you have a good idea and you present it to enough of the right people, sooner or later someone will buy. So knock on doors. Market your products relentlessly. Link with similar websites. Continue submitting your site to search engines and engage in promotional activities. Brush off the rejections and keep knocking on more doors. On the Internet, your prospects or partners are just an email away.

7. Be a winner in advance. Talk success. Look successful; dress the part. Make your website look as professional as possible, as if you spent \$100,000 creating it. Tell your prospect how your idea will bring him success; make sure that your copy jumps right out of the pages. Let your words show that you sincerely expect that success will come to him to; or that he or she utterly needs your product or service. Suddenly he—or somebody like him—will say yes. And you will be a winner.

Nach Maravilla is the Publisher of Power HomeBiz Guides, an online magazine designed to stimulate the entrepreneurial mind with tools and articles to help start, manage and grow a small business. Power HomeBiz Guides is at <http://www.powerhomebiz.com>, or to avail of free subscription, email tonewsletter@powerhomebiz.com

Success, in who's eyes?

By Shane Wilson

What drives us to succeed? Is it the money, fame, or is it something deeper than this? And who deems us a success? Is it our friends, family or is it the intimate world we have created for ourselves? The answers to these questions can often be hard to find yet they are usually staring us right in the

face.

Many things drive different individuals to succeed in many diverse areas. Let's take an Internet marketer for example. Most people would look at an Internet marketer and view them as just being in it for the money. While this may appear to be true on the surface, often looks can be deceiving.

There are a choice few who actually just want to help others succeed in this area. Yes their services may come at a small fee, but this is not why they do it. You do not do what you do for free right? And just because you earn an income at what you do does this mean you are just in it for the money? Of course not, don't be ridiculous, right!

I believe that "money" has given the Internet marketer a bad wrap. There are some of us out there who are just trying to help others out and show them the ropes. We need to make a living so in-turn we charge for our services.

So who deems someone a success? Well there can be an array of individuals. Often, we look to our peers and family as a gauge for our success. This is a shame. The only place we need to look is in the mirror! If you truly find purpose in what you do and love it, you will know that you are a success without others having to tell you so. You will feel it and this feeling will exude through every tiny little pore. This emanation will be plainly visible to others and therefore pronounce your success without uttering a word.

Success does not come from a book you read, a seminar you attend or from your peers. It comes from within. Certainly books, seminars and peers can help drive you to succeed, but ultimately it is you who make the decisions that set you apart from the rest. It is these decisions from deep down, ones from the heart that truly count.

If you study success stories like Warren Buffett or Michael Jordan, they are different because they looked within themselves and not to the outside world for their success. They trusted in their own desires and worked hard to make them happen. This inner drive is what set them apart and the many other success stories in the annals of time.

In closing, do not look to others for their perception of your success. Look within yourself and do what you love. Whether it is Internet marketing, stock investing or basketball, it does not matter. The only thing that matters is that you love what you do! If you love what you do, you will not have to search for success; it will search for and find you!

By: Shane Wilson

My name is Shane Wilson. If you liked this article, then sign up for my free newsletter and receive one

like it on a weekly basis. Sign up at:

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