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**Internet 101: Hitch Your Wagon to a Star for Internet Success!**

**By Dave Turner**

**Internet 101: Hitch Your Wagon to a Star for Internet Success! by Dave Turner**

It never ceases to amaze me how otherwise intelligent people set up a Website, without any type of plan or clue about how to promote it. Fact is, nowadays, anyone can get a Website. But once you get one, then what? How are you going to direct people to it? The simplest and smartest way I know is to hitch your wagon to a star. What do I mean by that? Let me explain.

In every industry, there are star performers. Super successful people who stand head and shoulders above everyone else in their field. The same is true of Internet marketing. So, who are the stars of the Internet? They are Kevin Nunley, Marlon Sanders and Ken Evoy, just to name a few. Their Websites are (in respective order):

<http://www.drnunley.net>

<http://www.amazingformula.com>

<http://www.sitesell.com>

If you truly want to be successful on the Internet, the absolute best advice I could give you is subscribe to their free newsletters, carefully study what they do and apply their successful techniques to your online business every single day.

These professionals are masters at marketing. They also sell a ton of products. They get great pleasure in sharing their

incredible knowledge. They have the answers to every single one of your questions. All you have to do is ask them. Take advantage of this fact and let them teach you. Learn everything you can from them. Everything!

That's what I mean by "hitch your wagon to a star"... an Internet marketing star, that is!

## **How To Reach Your Goals**

**By John Colanzi**

### **How To Reach Your Goals by John Colanzi**

Are you ready to take your business to the next level, or looking for excuses to cash in your chips.

Why do I ask?

Because I've been there.

I could make excuses for not taking action, all sounding good. None true.

But before you quit and decide success on the net is for someone else, ask yourself one question.

Is the lowly spider any better than I am?

If you're ready to quit after any slight set back, he is.

In the words of Loren Eisely, "We live in a world where even a spider refuses to lie down and die, if a rope can still be spun to a star."

Have you hitched your wagon to a star?

Do you have a goal that's bigger than you are?

If you don't, why not?

Don't tell me you don't know what to do. There's more free marketing information on the net than the law should allow.

I have a free marketing library at:  
<http://johncolanzi.com/freeware.html>

Guess what, I bet 90 % of the marketers that know about it haven't even taken the time to read more than one or two of the books at most.

I try to read them all. The net is the best education in world and instead of feeding their head, most marketers are looking for tricks, short cuts and every off the wall

method you can think of.

Do me a favor, after you've read this article, sit down with a pen and paper, or at your word processor and start listing your goals for your business.

Don't worry about how you'll get there, just find a star you can hitch your wagon to.

Once you've got a goal that gets your blood boiling, decide what you need to know to reach your goal.

Take a lesson from Boris. Let the books be your rope. Start spinning your web to the stars.

It's been said that knowledge is power, bull. Knowledge is only potential power. Applying what you learn is power.

Grab your rope, spin your web to the stars and every time you reach a new goal, thank that pesky little spider Boris. He won't stop as long as there is life in his tiny body.

Is he any better than you?

I don't think so.



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