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Internet Marketing Is Like A Roller Coaster Ride

By Jo McNamara

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Personally I don't like roller coasters. I'm afraid while riding on one, I'll discover I have an undiagnosed heart condition. I was brought up Southern and nice Southern ladies DO NOT have heart attacks in public. The only exception might be if you're wearing nice underwear ("Don't forget to put on nice underwear in case you're in an accident").

Yet here I am on the roller coaster ride of my life. It's called Internet Marketing.

At the beginning of a roller coaster ride you always have that steep climb to the top. It's the same when you are just getting started in online marketing. The initial learning curve is your steep climb. It's l-o-n-g; it's slow. Some people would like to skip that first part. They just want to get to the top as quickly as they can. They squirm in their seats, eyes fixed at the peak; completely ignoring the breathless scenery all around them. Too few savor the slow ascent; drinking in everything around them.

Then the ride reaches the pinnacle. Wow! You look down and you can't even see the tracks. Just a sheer drop. With sweaty hands, you grab on to the side rails, anticipating the ride down. Your heart feels bigger; it starts beating faster.

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The top of the ride is like your very first sale. You did it! The slow climb was worth it. It took a while...now you're at the top. It's exhilarating!

Then the roller coaster makes its rapid descent. You feel pressure against your chest.

The descent in Net marketing is when you go days, even months, without another sale. What am I doing wrong? How come I'm not making any sales? You are depressed and feel let down.

Again the l-o-n-g, slow climb up another hill. You

study more; you learn more. You apply what you have absorbed. And once again you reach the top. Only this time the ride down is not so steep and it doesn't last as long.

At some point, the roller coaster ride is over. As nervous and scared as you were when you initially got in your seat, you can't wait to get back on and ride it again.

That's what Internet marketing is. A series of slow climbs to reach the top; exhilarating moments; depressing descents. Peaks and valleys. Successes and failures. Times when sales are flowing and times when you are dumbfounded because there are no sales.

The people who don't make it on the Net are the ones who don't rush to get back on the roller coaster when the ride is over. They rush off looking for another short-lived thrill. The winners are the ones who enjoy the peaks and valleys and can't wait to get back on again...and again...and again. For them, the ride is never over.

"Hold on; hold fast; hold out. Patience is genius."
George de Buffon

Do We Have Free Will?

By Clive Taylor

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It is being suggested here that we have only one real choice in life:

To let go of fear and resistance and be taken by the flow of life, or, to fight, screaming all the way, as the flow of life takes us anyway.

Life is. It moves.

The only way we can avoid that is to die – either to our awareness of ourselves (insanity), or physically (death).

To let go of fear and resistance is, of course, not easy, and there are many different approaches to life that attempt to help us with that.

The central confusion around this is exemplified by the two views:

That we have no choice whatsoever - that life is pre-ordained. Or, that almost all of life is choice - that we make good or bad choices depending on our level of self awareness or luck.

There is a "middle" way.

That we do have choice, but just one:

To recognise that we are going with the flow of life no matter what, in the same way that a twig in a stream is taken by the water and that to fight the water only brings pain and suffering - the twig cannot of its own volition, go up-stream.

A wise person, seeing this, lets go and enjoys the ride - the multi-textured roller-coaster ride of life.

This takes an extraordinary willingness to see through and let go of the (perceived) safety of our day-to-day views of life.

Our day-to-day life is a complex mix of trauma, fear, mistaken ideas about life, inherited beliefs, competing "truths" about life and unmet childhood needs.

All of this makes the roller coaster ride of life look like a terrifyingly uncertain and dangerous thing.

We deny, we hide, we fight. We do everything we can to hold onto the sides of the roller coaster and not go on the ride - no matter how painful and unsatisfying this is.

How "free" is any action of ours anyway if we are unconsciously and blindly driven by all of these fear and confusion-filled survival motivations?

In this situation our every next action is determined by the limited current state of our unconscious psyches, rather than the by the all of life.

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So, the challenge is, will we make the only choice we have and let go of all of our self-imposed limitations so that we can immerse ourselves in the free-flow of life?

To become life.

This challenge is deeply terrifying to our beings, because it means letting go of our deep-seated need to be in control of our lives.

We need to believe that we are in control of our lives because we feel, in our earliest unmet childhood place, that we have no control and that's very scary.

We need to decide for ourselves what kind of life we want to live:

Being dragged along by life, terrified (but hiding it well), kicking and screaming, or, to leap onto the roller coaster and glory in the ride, exhilarated by every twist and turn, delighted by all the beautiful textures and experiences along the way.

No one else can do it for us. It's up to us.

Go well.

Many years of research into consciousness, zero-point physics theory, emergence theory, memes and many other new understandings coming out of mathematics and physics.

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