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Internet Marketing and the Art of Motorcycle Maintenance

By Palyn Peterson

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I was just thinking about something I'd like to share with you, and hopefully it'll give you something to think about as well. I was remembering when I took a motorcycle riding safety class when I was 23 years old. I had no previous riding experience, aside from a bit of mountain biking with a 21-speed, and I figured it wouldn't be too much different going from that to a motorcycle. Yes, it gives me slight grin now, too.

Boy was it was crazy, I couldn't have been more wrong! I imagined myself just climbing on and riding off into the sunset like a pro. But when the time came and I actually sat on the bike for the first time and rode a few hundred feet, it was quite an eye-opener, to say the least. I felt like I was 15 years old again, with a driving permit in my wallet and my mom in the passenger seat. Those familiar emotions were running through me again -- apprehension, confusion, excitement and fear -- only this time I had more life-experience under my belt to better manage them all.

Sure, having driven a manual transmission car for many years did help control the motorcycle, but it was still pretty foreign. But with time, practice, and making plenty of mistakes, I got pretty good at it. Eventually, it became second nature. And even now, after all the experience I've gained, I'm planning on taking an advanced riders safety course.

This reminds me of internet marketing. Maybe you are just starting your first online business, or maybe you are on to your second or third and are now marketing those. Where ever you are at, the amount of business experience you have will vary from most everyone else; but here's a fact no matter how long you've been doing it: if you don't practice internet marketing, it will never get any easier.

Internet marketing is just like learning to ride a motorcycle or drive a car. Before actually getting into the thick of it, people may tell you "Oh, it's so easy!" or "All you have to know is this, that's it." Even when you think about the steps and procedures beforehand, you can convince

yourself that you have it all planned out and it'll go off without a hitch. But once you actually do it, you get that much needed reality check.

Internet marketing isn't something you can just "do" and get right the first time around. Yes, it is important to take advice from professionals you trust and who are where you want to be, and to read their eBooks and what not. But it is much more important to actually get out there and do it yourself. Guru's can point they way, but they can't give you experience. To be successful at internet marketing, it takes focus, concentration, and especially practice.

Just like using a clutch, you will mess up your marketing. You may gun it, and offer your customers a product that would've sold better had you waited. You might pick a product you are not really qualified to market. Whatever it is, be it headlines, sales copy, product placement -- you will get it wrong some of the time. But the more you practice marketing, the more you read about people who are doing it correctly and effectively, the more you write and rewrite, the better you will get.

Eventually, you will develop a "sixth-sense" of what is good or bad -- marketing will become second nature to you.

Most people are looking for the easy way out. That's why "get-rich quick" schemes are selling so well (and ruining it for us legitimate netizens, damn it!). But those people never reach their ultimate goals, because there is no legitimate, fool-proof quick way -- especially one where you

can keep your conscience clean!

All those who are determined to succeed, who try and try again and do not stop despite all the obstacles in their path — those are the ones that will succeed, guaranteed. You can do anything you want in life; no one can stop you but you, and this does include financial independence.

Ask yourself what you really want out of life. Would you rather catch the new episode of 'Friends,' or spend time strengthening your sales copy? It's easy to get distracted, but stick to your guns and re-do it for the tenth time. Just remember, for every time you get something wrong, you are that much closer to getting it right.

How To Buy A Motorcycle On Ebay

By David Riewe

If you want to buy a motorcycle or accessories then the eBay motorcycle section is the perfect place to look. You should look for eBay motorcycle listings of interest by taking advantage of the browse and search features. You can specify the make, model, year range and even color for your search within the eBay motorcycle section.

It is important to use the search functions to their maximum capability when you are looking for an item within the eBay motorcycle section. The more information you can put into your search terms the more likely you are to get the exact result that you want from the eBay motorcycle listings. For example, if you are looking for a red Honda VFR you will get the most accurate results if you search for "red Honda VFR 750 2000" rather than simply entering "Honda VFR" which may well give you a listing including decals, spare seats, owners manuals and other items for every Honda VFR that has ever been built.

Another point to consider when you search the ebay motorcycle section is to specify the location that you want the motorcycle to be near. Any eBay motorcycle that you are interested in should be close to your home address so that you can go and see the motorcycle before placing a bid. This also makes collecting the motorcycle much easier. The search function allows you to specify that you want the eBay motorcycle to be within a certain radius of a town or zip or postal code.

The eBay motorcycle section is sub-divided into brands so it is a good idea to browse the appropriate category as you may find an item that you have never thought of. For example, if you look in "Honda" within the eBay motorcycle section you may well come across a framed print that would look great on your bedroom wall or a Honda team cap that you can wear when you take your motorcycle helmet off.

Most importantly, you need to be particularly cautious when you are searching for an item in the eBay motorcycle section to prevent you from being ripped off by unscrupulous con artists. On no account

should you send an advance payment for any item in eBay motorcycle section. It is important to do your research and check the vendor's details and verify that the time for sale in the marketplace is legitimate.

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