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It's A Good Thing Internet Marketers Don't Swallow Swords

By Joe Bingham

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I'm afraid Internet Marketers are an extremely unfocused group of individuals. I know I can be anyway, and from what I've heard from others, it seems I'm not alone.

I don't think there's any one of us marketing online that didn't get suckered in, at least to some degree, by the promise of big money on only a few hours of work per week.

Well let me tell you something if you're just starting out and that's what you still believe. Those of us that have been around a while have all washed that hog and are sick and tired of hearing it squeal!

There are no 'quick profits' until you've spent hours upon hours building a system that can provide them for you. Unfortunately, that's where many of us get lost.

We don't spend enough time 'building the system'. Oh sure, we build all the time, but not always in the same direction as we did yesterday or the day before. In fact, most marketers I know have several systems they are working on all at the same time.

It sounds good. I mean, heck, the idea of 'multiple streams of income' is a sound one, but let's get real here. What if other people with other jobs took the same approach many of us do with our Internet marketing businesses?

FARMER:

"Are you kidding? I'm not going to spend all summer out there in the heat watering my crops. Remember old Ted up the road? He spent all summer out there watering and come harvest he only ended up with 50% of what he expected anyway.

"Of course, he only planted corn on every other row, but what's that got to do with anything?"

[Ever get all excited, put money into a program, then lose your momentum and never really promote it?]

ARCHITECT

"Here's you're building, Mr. Finney! And we came in at only 50% of the estimated expenditures, too!"

"Wow, how did you manage that?"

"Well, you'll see as we move down the alley to the back of your building that... it isn't there!"

"What?!"

"Oh, it will be fine, Mr. Finney, you'll see. Just make sure your customers use the front entrance at all times, ok? I mean we used some sturdy cardboard to close in the back of the building, but you don't really want to have anybody knocking on it or anything, if you know what I mean.

"You might want to get some sort of windbreak set up on that side as soon as possible, too."

[Honestly, how many of us have started in a program, built a small downline, and then left it for the next best thing to come along?]

DOCTOR

"Ok, I've breeched the pericardium and I'm ready to start the bypass.

"Ahem, uh, does anybody know how the rest of this surgery goes? I dropped out of medical school right about this point because I didn't want to have to spend any more money until I made some.

"I thought I'd just, you know, get a few patients, bring in a little

income, and then finish. Heh, heh. I didn't know one of them was going to end up needing open heart surgery."

[Have you really learned ALL you need to know about marketing? Do you learn from the right sources, and put continual effort into expanding your education? Or is something you haven't learned yet keeping you from progressing?]

POLITICIAN

"Campaign? What campaign? I registered as a candidate, what more do I have to do? Can't I just vote myself in?"

[Are you continually promoting, making new contacts, and building business relationships?]

CONTRACTOR

"Ok boys, we need to build a bridge over that river there. The city didn't bother making any blueprints for this project, though. They said to me, 'You've all seen a bridge before, just go put one up'. So, let's get to it!"

[Do you have a business plan that you work from? Or are you just trying to build what you've seen done before?]

SWORD SWALLOWER

"Here he goes ladies and gentlemen. Zando the Great is attempting to swallow 7 razor sharp swords all at the same time.

"He's got them up, he's opening his throat and inserting them in. One wrong move means a trip to the hospital for this magnificent performer. He's got the seven swords half way down now and...

"Oh no, what's he doing?! He's smiling and waving at that pretty girl in the front row! OUCH!!! Oh, that's going to be a nasty cut! Oh, how horrid! What a spectacle! What a tragedy! What a... huh? Oh, so that's what lungs look like?"

[Are you focused when you get online? Do you set and accomplish goals in a timely manner?]

Now, of course, these examples are on the edge of ridiculous. Ok, so they're over the edge. The point is just as with any business, it

takes focus and persistence to succeed.

I know I'm guilty of some of these failings. Yes indeed, I'm a one lunged sword swallower myself, and I'm not much of a contractor either.

The Internet is, to put it simply, WAY BIG!!! There's no way you can read, see, do, or get involved in everything. Set your focus and keep it somewhat narrow. Not to the point of tunnel vision, of course, but maintain a constant direction.

It really is the faster way to get to where you want to go, and you'll be able to breathe easier when you get there, too!

Written by Joe Bingham of the NetPlay Marketer
Sick of Internet Marketing HYPE? Sick of people who say they are sick of Internet marketing hype just so they can hype you anyway? Me too! The NetPlay Marketer is guaranteed to be the most HYPE busting Internet marketing ezine around. Find out for yourself. Visit <http://www.netplaynewsletters.com> and subscribe.

The maintenance of your samurai swords

By Amelie Mag

We all know about the growing popularity of samurai swords. Collectors, investors and common people as well buy Japanese swords. Some have them decorating their rooms and some are planning to buy one. Whether they are battle ready samurai swords or just decorative ones, their owners are very attached to them and take care of them as true worriers would. The fascination for swordplay, craftsmanship and tradition usually leads to passion towards the Japanese swords.

The samurai swords represent the lineage and the history, the craftsmanship and the quality, the heart and soul of the people of old Japan. The creative and enterprising spirit of Japan later developed the country becoming a technological world leader. Owners of samurai swords know that these treasured weapons need taken care of in the best possible way. Samurais also took great care of their Japanese swords. After all, they are well known for their need of perfection in everything they did.

The cleansing and maintenance of a sword is a regular process that has to be done with the greatest of care. Samurai swords consist of 2 parts: the blade and the mountings. The owners of samurai swords must always remember not to touch the blades. This may cause them to loose their flawless polish and finally rust. To prevent any deterioration or loss of value and beauty in Japanese swords, one must oil their blade once a month. Be careful and don't use any kind of oil! They need light oil that does not soil the scabbard. If you use heavy oil this will gather dust and the blade's polish will soon

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fade. The atmosphere in which the samurai swords are held has to be a dry one, constant and without saltiness. If the samurai swords are kept in a cabin in the mountains or in an mountainous area then oil the blades only once every three months.

Before applying new oil on the blade one should remove the old oil. It is recommend to use a soft piece of cloth not to scratch the blade, perhaps something as soft as a cloth used for cleaning glasses or the lens of a video camera. After most of the old oil is removed you should use oil-removing powder. Or, if you don't have that, talcum powder is just as effective. After this procedure is finished the surface of the blade will be all clean and ready for fresh oil.

Don't ever use metal polish because it will deteriorate the blade by scratching it! Don't polish the part on which the signature of its creator is (the tang)! Don't ever polish the guard (the tsuba) or the mountings! The samurai swords are delicate objects that hold a lot of power. One must always handle them with extreme care and respect. The more you respect the samurai swords the more valuable they become.

Once you are or become the proud owner of samurai swords you will need to know these details and they will be very helpful. You will even enjoy cleaning and polishing them. But if you don't have any samurai swords you should definitely get one for your interior decoration! You will surely appreciate its perfection and power and feel the worrier within yourself.

If you are looking for samurai swords or Japanese swords you can visit



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