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Kaizen in Online Marketing

By Kaveh Fard

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Many people throughout the life of online marketing have utilized the use of Kaizen. As a matter of fact I would venture a guess that almost all successful businesses in today's markets are using it. Which leaves one to wonder, what is Kaizen? Well, to put it in a layman's words it is the practice of continuous improvement; the fact that we should never be satisfied with what we have, and instead always press onwards to improve what we have to something better.

This can be utilized in many ways, for example, you might own a home based business such as a plug-in-profit homepage where the biggest work load is the advertising campaign. To find new ways to complete tasks in this process easier and faster can mean that you will be getting more done and earn a better income, or maybe just have the time to catch up with some sleep that might be long overdue.

However, it is important to know that Kaizen is something that is utilized over time and is a never ending process. As time goes by you have to keep in touch with all new opportunities that comes flying your way to keep competitive in a way that lets you choose what to improve in you business. This in itself has the effect of giving you a competitive edge against all those that ignore this very easy, but vital step.

Many believe that one can get a successful business by working really hard in the beginning and then wait for the money to come rolling in. I would say this is the best way to kill a business and it is also totally against everything that is Kaizen.

Ok, it is true that the business starts to flourish in the beginning when the efforts by the owner and/or employee is at its peak, however once the well deserved payoff from all the work starts to roll in many sits back and forgets the most important step in any business; too keep the payoff at it's peak capacity at all times!.

In essence, the theory of Kaizen can be compared to the fable of "the rabbit and the tortoise"; a rabbit and a tortoise are going to race each other from one end to the other, the rabbit runs fast and quick but gets burned out very fast, while the tortoise takes it slow but keeps his pace and even slowly increasing it at times, and in the end he gets past the rabbit and wins the race. The quick rabbit that is all burned out, and lays in the grass beside the road halfway through

the race, thinks for himself, even I, will take it slow and increase my pace as I go along next time.

In this fable Kaizen is the tortoise and just like the tortoise slowly improved his pace, so can a business person improve the business that is being conducted. Since it is better to take it slow and learn on the way meanwhile you keep improving all aspects of the business, rather than to rush things through just for the sake of getting it done.

A famous quote that I heard once goes like this "Rome was not built in a day...but alas...it was built indeed".

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BABY STEPS; AWESOME RESULTS!

By Jennifer Minar

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Kaizen in Online Marketing

Whether you want a fitter body, a calmer mind, a raise at work, or a more prolific writing career, there's no more popular time than now to make life-changing resolutions. But how do you keep from falling short of your goals at the end of the year? You may want to try Kaizen, the Japanese art of making changes so small they may sound absurd.

The Kaizen concept is concerned with gradual improvement in the processes involved in attaining a particular goal. It's a slower process than which we are accustomed, but has been shown to make our results longer lasting.

For example, a dieter who wants to lose thirty pounds this year could begin by committing to exercise ten additional minutes a day. Someone who wants to improve his financial situation would do well to commit to saving an extra \$10 each week. According to Kaizen, these changes, though relatively small, add up--and because they're easily attainable, you are much more likely to stick to your goals.

"It is the magic key to getting where you want," Joanne Mansell, founder of Australia-based Kaizen Coaching, told *Writer's Break*. "Kaizen is to your life what compound interest is to your finances."

Would you like to write a novel's first draft by next December but have trouble devoting time each day to reaching your goal? Are you intent on selling more articles in 2004? If so, here are a few incremental changes you may want to consider:

- Add ten–minutes of writing time to each day. For example, if you normally write thirty–minutes a day, write for forty. If you write zero presently, write ten.
- Research one new market each week.
- Read half of a writing–related article each day.
- Spend 15 more minutes a week networking.
- Brainstorm article ideas for 5 minutes a day.
- Each day, read two paragraphs from that writing book you just bought.
- Write one additional chapter of your novel–in–progress each week.
- Spend ten minutes a day cleaning your writing area and organizing your files.

You may want to try a few of these, or think of changes that better fit your needs. The idea is to think big but to start small. You're full of optimism right now and you're setting big goals, but don't lose perspective. Your life will become busy and it's all too easy to place your goals on the backburner

where you will not think of them again for days, weeks, or even months. The idea is to begin implementing them now, in small increments.

Once you find these small commitments have become a habit, you may want to implement small increases. Ten minutes may be traded up for fifteen, one chapter may become two. Just remember, little things will add up and morph into bigger things.

Here's to accomplishing big things in 2004, little by little.

Jennifer Minar is a freelance writer in the writing and health & fitness markets. She is also the founder & managing editor of Writer's Break <http://www.writersbreak.com>, a web site and ezine for fiction and creative non-fiction writers; and Industry News @-a-Glance, an ezine for the retail pharmacy industry.



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