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Net Marketing: A Passion Or An Obsession?

By Jo McNamara

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It had been a long day. I'd started at 4 a.m. reading and sifting through a mountain of emails; placing ads in ezines; researching new ezines to place more ads; writing an article; editing two other articles; and just trying to learn a few things along the way. I promised myself I would take some time to relax and lay in the pool. By 8 p.m., I was still on the computer...tired, grouchy and hungry. I never did spend any time in the pool.

Desperately needing a break, I went outside to sit on the patio. As I was sitting there, I asked myself, "Why am I doing this? Why am I spending 10-12 hours in front of the computer?"

Asking myself those questions caused other ones to flood into my mind. First they were:

- When was the last time I sat outside and just listened to the summer night sounds?
- When was the last time I read a book for pleasure and not to learn something?
- When was the last time I called my best friend just to chat?
- When was the last time I REALLY listened to what my husband was saying... when my mind was not working on headlines/ad copy?
- When was the last time I went to dinner and a movie with my husband?
- Do I really need to get up at 4 a.m.?

Then those questions led to THESE questions:

- Why did I get into Internet marketing in the first place?
- Are the elements that attracted me in the beginning still there?
- Where do I see myself three years from today...five years from today?

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- Where does Net marketing fit in my life...and do I still have a life?
- Do I really need to get up at 4 a.m.?

And those questions led to THESE questions:

- Why do I feel so driven to get so much done in one day?
- How much time each day do I want to devote to marketing?
- What am I trying to accomplish each day (in Net marketing)?
- Do I really need to get up at 4 a.m.?

And FINALLY:

- Has Internet marketing gone from a passion to an OBSESSION?
- Am I still having fun?
- Do I really need to get up at 4 a.m.?

I suspect these are questions we ask ourselves frequently. I think we ask these questions when we are tired, burnt-out and frustrated...those times when we feel like failures and think we're never going to "get it."

I know that's how I felt that evening.

I was able to answer some of the questions. Some I still need to think about. In particular, trying to understand where that thin line between a passion and an obsession is.

I think we HAVE to step away from the computer every once in a while. We NEED to ask ourselves these questions and explore the answers we come up with. And here are perhaps the two most important questions of all:

- Am I ignoring the special people who enhance my life?
- Am I forgetting that I only have today?

"It is not the length of life, but the depth of life."
Emerson

P.S. I threw my alarm clock in the garbage.

Develop bliss for marketing success

By Nicholas Dixon

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Love. What could it have to do with Internet marketing ? Somehow it is the hidden catalyst for success in business and your relationships.

Looking at the successful people in life, you will notice that they have a passion for their work. They never seem to mind the hard work, obstacles and setbacks. They just go on and on like the Energiser bunny.

Many a successful business was born out of a person's passion for a particular subject. Bill Gates did it with his love for computers, Colonel Sanders did it with his recipe and so too many others.

You can use the power of the Internet to publish your passion. There are many websites that cater to the hobbies and likings of many people. If you have a particular passion, there are others who also share that sentiment.

Finding your passion and transforming it into a business idea should be your goal. It is widely known that people work harder for that which they love. It can be anything, even a few jokes. Bill Cosby did it making a lot of people laugh (I guess he also laughed his way to the bank !).

You can also use the power of love to help overcome adversity. Believing in what you do with a passion can help overcome the obstacles life throws your way. Rejection, failure and setbacks will inevitably come along your path. Those without zest in their business will give up sooner or later.

The winners are those who get up after being knock down. They keep one eye on their prize and the other on their adversary. They did not choose things to go this way, but that's how life is sometimes. They know that the hard grind refines the mind.

Having a purpose and passion is essential for success whether online or offline. Just keep on pushing and know that life provides a cushion if you should fall.

To your success and mine..... ,

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