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Opportunity Knocks Quietly

By Kim Wingate

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In business, we often focus most of our attentions on "the big issues." Our next big ad campaign or our new product development project loom large and capture a significant portion of our mindshare. These big issues, because of their size and scope, seem to be our path to exponential success and here is where we focus our efforts.

But sometimes, it's the little things that have the largest positive impacts on our business. These things often seem minor compared to our big issues. They are often difficult to recognize at the time, and we might even pass them by as we focus on what we perceive to be more important. How many tremendous opportunities do we pass by because we have "bigger fish to fry?"

For example, a free case study offered by AvidSurfer details how one large e-commerce company made relatively minor improvements to a single page of their site. These improvements took only a few hours to execute and didn't cost any money. Their efforts would certainly not be considered to be "big issues" to most folks. Yet, the impacts of this small effort were tremendous. This site was able to generate \$13,500 in additional sales per day as a result.

Had this company only focused on major issues, they may have missed out on nearly \$5 million in additional sales per year!

These small opportunities for major impact present themselves all the time. How about that single, seemingly unimportant e-mail, requesting additional information about your products? You could

easily set it aside for a few hours, or even a few days, right? After all, a single inquiry is hardly very important in the big picture – you have much bigger fish to fry.

But what if this e-mail was from the purchasing agent at a major, multi-national corporation? What if this purchasing agent was trying to get more information so that your company might be included on their approved vendor list? This could be an opportunity to begin a business relationship worth millions of dollars in sales.

Oh, but wait...it's just a single e-mail...no big deal.

The point is, you never really know when something very small is just the tip of the iceberg. Something that takes a just few minutes may be worth millions. How do you make sure you don't miss out? Start with attention to detail, flawless execution of the "little things," and a commitment to continuous improvement. It's a tall order, but well worth it.

Contrary to popular belief, opportunity knocks quite frequently – but it doesn't always knock very loud.

Thump, Thump... Opportunity Knocks

By Joe Chapuis

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According to research firm Ipsos-Reid, an estimated 400 hundred million people use the web daily .

So you must be wondering, "what about the other few billion people out there?"

They "...have neither heard of the Internet nor have any intention of going online anytime soon. Even in countries such as the United States, Canada, Sweden, and the Netherlands, about one-third of people who could use the Internet choose not to. In fact, of the world's 6 billion citizens, only about 6% are online. Why?"

According to the report, there are two main reasons:

1 – those that can, don't want to (in developed countries); and,

2 – the rest, can't.

Now here's the interesting part. For those in group 1:

"...the most frequently mentioned reasons for staying offline are "have no need for the Internet" (40%), "no computer" (33%), "no interest" (25%), "don't know how to use it" (16%), "cost" (12%), or "no time" (10%)."

Do you see what I see? Let me spell it out for you:

Hundreds of millions of people with access to the internet and the means to use it aren't online because they don't know how to use it!

Are you looking for business ideas? Do you understand the internet? Can you explain things so simply that it can be understood by the average (non-technical) person?

If you answered "yes" to those questions, then congratulations – you may be on to something. And if you just felt a sudden "whack" along side the head, don't worry, it was just opportunity knocking.

Wishing you much success...

Joe Chapuis is a self-employed internetbusiness consultant and online publisher who swears he'llnever work for someone else again. His free report: *The 10 Commandments of Online Success*TM and free email newsletter will show you how to get "amazing results online, fast." [Subscribe Here » » »](#)
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