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"THREE STEPS TO SUCCESS"

By Larry Johnson

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There is no one secret formula for success on the internet. I have seen thousands of claims to the contrary, but none of them have panned out yet.

However, there are some basics that anyone who is serious about doing business on the internet should keep in mind. This article is not meant to be an all-inclusive panacea for those who want to succeed quickly online. Patience is a good teacher also.

Here are three simple rules for success on the internet:

1) DEVELOP your own piece of information, product or service that you can market for yourself. Forget trying to sell for the other guy. Work for yourself.

I know is tempting to sign-up for an affiliate program and then spend all your time promoting and marketing it for someone else. Most people probably do this because it so simple. It's quick and convenient. The fact is that not very many are making much money at it.

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2) DETERMINE what you are good at. Are you good at designing websites? Why not sell your services ? Do you have a flair for promoting ? Lots of folks online are earning a paycheck doing that. Can you write in a way that people will pay for your skills as a writer? Do you have some special talent or training that others would pay for?

The truth is that most of us have some knowledge that is marketable on the internet. Think about your life experiences and training. This may require some work on your part to sit down and develop an idea list of all the things that you could develop into a report or e-book that has market potential on the net.

3) PROMOTE IT ! Once you have developed whatever it is that you intend to market on the internet. Develop a plan to promote it. Again this does require some work on your part, but as one old saying goes, "If this were easy, every one would be doing it !"

There are any number of ways to promote your new business. Mailing lists, links, search engine submissions, ad swaps, Newsletters, e-zines, auto-responders, banners, ffa's, free classifieds, and the list goes on.

Watch what the "big boys" are doing successfully and learn to pattern your efforts after them. They didn't invent the wheel they are just turning it in a direction that benefits their business.

Best of luck in all of your online efforts !

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Best of luck in your promotional efforts !

Larry Johnson, Author
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Larry is the editor of BIZ SITE BIZ E-ZINE, a Free weeklybusiness newsletter full of promotional tips, original "How-To" articles, quotes and humor. Subscribe: <mailto:bizsitebiz-on@mail-list.com>

Defining Success: What Does it Mean to You

By Tyler McKinna

We have all heard success stories, success quotes, and seemingly endless gurus touting how they have achieved success in life.

What is interesting about all of these success stories is that very few of them are ever the same. There are various traits, success factors and keys to success that are shared by those individuals. However, each individual has achieved success in life through a success pattern unique to them.

This is why we must spend time with ourselves defining success and developing our own personal meaning of success. We must each develop our own recipe for success, steps to success, and understanding of how to measure success.

It is only when we develop our own meaning of success that we can start to develop success strategies that will lead us to our ultimate goals.

The following are a few questions that can help determine your personal definition of success:

1. What risks would I take if I knew there was no chance for failure?
2. What do I want out of life?
3. What is my ultimate career goal?
4. What would I most like to do, but can not?
5. What does a perfect relationship feel like?
6. On a perfect day, what would I do?

What we doing in this exercise is customizing our own strategy for success. This is by no means a comprehensive list of questions to ask yourself. This is a sample of questions in order to ignite the thought of personal success within you. Just like all other successful individuals, you have the ability to achieve success. However, you must carve your own path and seek your desires. Your personal desires will inspire you and lead you to develop your own strategies for success.

In the next post we will explore answers to these questions and begin to shape our definition of success. We will also begin a base of how effective communication with others can be a catalyst in your rise to success.

Tyler McKinna is a Marketing and Communications Consultant. More great articles from Tyler

"THREE STEPS TO SUCCESS"

McKinna can be found at talksuccess.blogspot.com



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