

THREE "STOP" WORDS THAT PREVENT ONLINE SUCCESS

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THREE "STOP" WORDS THAT PREVENT ONLINE SUCCESS

By Bob McElwain

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Many new to the Web dream of building a successful online business. It's not uncommon to find these newcomers putting up cash for a "business opportunity" that "sounds" good. They may even try a couple more before coming to realize these programs earn money only for those they bought from.

Next, they may buy into a package containing a strategy for growing a particular online business. And some such programs do provide what is needed. Yet failure is more likely than success.

Why Success Eludes Many

A common cause of failure comes from a lack of understanding about what it takes to do much of anything. LEARNING is required. There's WORK to be done. And you'll need to SELL successfully.

These are "stop" words for many. They feel they know enough now that further learning should not be required. They are not keen on work. And the idea of selling is somehow abhorrent. "Learn," "work," and "sell" stop such people dead in their tracks. Success is denied, online and offline.

Yet the essence of any business is selling. And there's work to be done behind the scenes to keep the business operating smoothly. What's more, there is a continuing flow of things to be learned in order to keep up with the times and ahead of your competition.

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A Different Look At Selling

Selling is what business is all about. Profits come only from sales. Without an effective sales effort, profits will not amount to much.

But you may be looking at this word in a limited way. Selling doesn't necessarily mean stalking the Ford showroom floor or peddling encyclopedias door to door.

Think about most things you buy. How are they "sold" to you? Often indirectly. Here's an example.

How Your Local Hardware Store Sells Like Crazy

After entering the store, chances are you wander about, checking out this and that, collect a few items, then pay and leave. Just exactly who "sold" you anything? And how did they do so?

Simple. The store owner has stocked his shelves with the products you and his other customers need. And he's gone to some length to make it easy for you to find what you are looking for. What he's done is "offer" you the products he is selling.

One more element is required, but it can hardly be called selling.

If you can't figure which of two pipe wrenches to buy, a clerk will be happy to explain the difference between them so you can make an informed decision. This isn't a salesperson in action. This is a representative of the store owner helping you make the best choice.

The success of some online businesses depends upon a very strong sales presentation which may be most of the site content. However, many online businesses operate in much the same manner as your local hardware store. You can do the same.

Selling Online

It is common to "display" products with words, and often with pictures. Details of all kinds are available on a click. And there's contact details if more information is needed.

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This is not selling in the classical sense of the word. It is simply a matter of making your products available to those who want them. Then providing whatever other information might be needed. And helping as possible with tricky buy decisions.

Selling a new gadget to make cooking easier that people have never heard about takes direct selling. But stick with products people want and understand, and they will need only the information you provide to make the buy decision.

Learning Is A Lifelong Task

Many people have learning mixed up with what was expected of them during their school days. Everybody was supposed to learn the same thing in the same amount of time. Which is nonsense, for we are not all the same. For those who did not rank high come grade day, learning became associated with lack of success

at least, if not failure.

But it's different now. There's no teacher hounding you. No curriculum. If you love stereo speakers, dig into the details and find how Speaker A differs from Speaker B. Then share it with your customers. Charts and tables may be the extent of your "sales pitch."

This is learning. And except for keeping up with changes in the area in which you are doing business, this may be all that's required.

So Who Wants To Work?

Hardly anybody. But we do. And while it is work to set up a system to automate purchases on a website, there surely is not much required to sustain it.

In your online business, you may have to deal with delivery in some manner. This is work. Pretty dull and boring for the most part. Then you have to handle off-the-wall requests from customers. And, of course, complaints. Such tasks are not fun; they're work.

Run The Red Light

Don't let such words stop you. Run right through them.

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- > Learn what you need to know as you go along.
- > Sell yourself, your site and products in a positive, understated manner.
- > Work as required to build and sustain a site that brings home profits.

If you are not prepared to sell and to learn new things as they come along, then forget about building any business, online or offline.

As for work, it's hard to figure a way to avoid it. It's what puts food on the table. The reasonable options amount to working for somebody else. Or for yourself.

Bob McElwain Want to build a winning site? Improve one you already have? Fix one that's busted? Get ANSWERS. Subscribe to "STAT News" now! <mailto:join-stat@lyris.dundee.net> Web marketing and consulting since 1993 Site: Phone: 209-742-6349

3 Powerful Words

By Michael Nicholas

3 Powerful Words by Michael Nicholas

I should have listened to an internet veteran back in 2000.

Learn from my mistake...

Allan Gardyne, of AssociatePrograms.com told me 3 powerful words that I overlooked as just too broad and simplistic...

And it's important that you hear this too so you won't waste time or make the same mistake I did...

His very words to me in a personal email were...

"Just Get Started"

I remember he went on to say that was the most important thing...

Now I bet that went right through you transparent with about zero impact – just like it hit me too, right?...

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But don't let those 3 powerful words disguised as too simplistic fool you...

It took me almost 4 years later to catch-on and wise up. You see, I sat on the sidelines of online marketing far too long...

To me all this marketing stuff seemed like a giant catch 22...

I thought I needed to know a lot more than I knew at the time before I could actually get started... I felt I didn't have enough knowledge, so how could I get it all going???

Freeze – Stop – Do Not Pass Go – & Do Not Collect any Commissions!

As it turns out, I was wrong in hindsight... Because marketing is momentum. It's something you build-on as you go... the snowball effect.

Let me stress that again... "marketing is momentum".

Remember that... And while you DO need to keep expanding your knowledge in different areas – you can start implementing the things you learn as you go.

And you will be surprised because along the way you can start earning commissions while building your marketing momentum. This is something I was late to realize...

Again– learn from my mistake...

Just as an intern becomes a doctor or as we date before the marriage, it should be the same in marketing...

We must practice doing what we want to become... It's an evolution of a process in the making...

Ah... the magic bullet?

Not really... but the closest you will find to it...

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So don't just sit on the sidelines... Get out there and do the 'Nike'... Let me explain more...

The typical 'pondering ditch' many seem to fall into... (or should I say 'fail' into)... is that they don't understand that a major part of the success formula is to "just get started".

Heck... I didn't even believe this online marketing thing was real until I saw real commissions congratulate me in my own email box... (and this is something that once it happens you're hooked :>D

However, I once entertained the thought that making a living online was reserved for gurus only ...

Hogwash!

But I had to prove that to myself... And you will too unless you take my word for it which you should simply because it's true.

Your own beliefs can be what's holding you back. But don't let anything stop you because when you are frozen going nowhere, remember there are others making commissions every day, week and every month...

So why can't it be YOU?

The fact is there are people just like you – people you will never get to hear about... but they are out there doing it right now as you are reading this.

Yes, many of them are making their living online quietly...

Now imagine if I had listened to Allan back in 2000?

So what's holding you back?

Well what I have found the hard way is you don't have to wait to get started... You don't even have to write your own ebook or create a membership site or any of that if that's not your thing... You can do affiliate marketing.

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But to start profiting online you have to follow these 3 very powerful words of advice...

"Just Get Started" (or like Nike says it, "Just Do It!")

As soon you make your first sale you'll be amazed how your commissions will begin to add up... And you'll find ways to build it from there. No pipe dreams here... this is real.

There are many possibilities so just listen to those 3 powerful words. And if you implement them... you'll finally discover a formula to start your own online marketing business now... not years down the road...

So please don't waste time... "just get started" and learn from my mistake...

Go for it now... it's YOUR success... but don't make it wait any longer than it has to.

By Michael Nicholas
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Michael Nicholas is the author of, Order Button Triggers. His ground breaking ebook focuses on how to get prospects to click the order button to buy. Featuring over 30 years of Internet marketing experience combined, Michael brought in top marketers to tell how they do it.
<http://www.orderbuttontriggers.com/special-report.htm>

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