

Tested Business Principles – Do They Count on the Web?

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Tested Business Principles – Do They Count on the Web?

By Francisco Aloy

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Every day our mail inboxes are full of new offers, buzzwords, ideas and the latest software utilities. With all the confusing array of offers, it's easy to get sidetracked by the constant fear of not catching the "next wave."

There is always new technology on the horizon. RSS feeds, XML, SmartPages and the never ending stream of things all the marketers say you can't live without; it's enough to scare the daylights out of you! Nobody wants to be overtaken by technology they know nothing about!

Of course, one of the greatest – and most effective – tools Internet marketers use is the fear of being left behind. Experienced Internet Marketers will plant the not-so-subtle seed of fear to get you to reach for the wallet

All those things conspire to create an atmosphere of uncertainty in most individuals, with good cause! Just reading my email make's me feel so hopelessly inadequate! Like the rest of the Internet got away from me while I was fooling around with "basic concepts."

With the constant assault of thinly veiled fear and intimidation reaching your inbox, how in the world should you map a course of action? I mean, it seems like the web changes overnight, while you sleep!

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All the above fears – manipulated by skillful operators – resulted in one of the greatest predatory feeding frenzies that led to the DotCom bust of 2000.

Many Venture Capitalist and a slew of others lost gazillions of dollars.

They invested in a technology they didn't understand and believed the Internet represented a new business model. The liars, thieves and scoundrels took full advantage and soaked anybody with capital that simply wanted a piece of Internet action! Ouch!

The sad thing is that very same mentality survived alive and well and is into Internet Marketing! Yes, the same predatory politics of fear and intimidation are at work here with us, today!

If seasoned, well groomed investors lost their shirts, it should come as a warning to others: Yes, Long Time Tested Business Principles Apply To Any Business, Web or brick and mortar!

That said, let us consider what are the basic needs of a viable business, other than the obvious need for capitalization:

(1) It must have a place of business, a home. If a Web business, this means your Hosting service.

(2) It must have products and services to sell. All businesses have something to trade.

(3) It must promote itself to let possible customers and partners know it's open for business and taking orders. It can place ads on the radio, television, billboards, pamphlets, mailings and so on.

As can be seen, the basic business needs haven't changed at all! All the other requirements of business flow from the reliable execution of the 3 above. The only remaining items are: focus and determination.

You must start anew every day and provide focus and determination to your growing Internet business. The above is something easier said than done because

every second of the day we find ourselves distracted by one of the many new offers and gimmicks.

Just remember to finish one project at a time and don't allow yourself to get sidetracked. Sure, you'll still get all those emails telling you how the Net is leaving you behind and so on. Ignore them!

The other remaining area of concern arises in the translation of the above principles into their Internet equivalent. If this is one of your concerns, don't feel alone! Many big corporations are having just as hard a time grappling with the issues of digital marketing, promotion, delivery and pricing!

I invite you to breathe deeply and read this article

whenever you feel overwhelmed by the latest "flavor of the month" Internet business offer. I hope it helps you find your common sense grounding.

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by Francisco Aloy

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Agreement reminder, not part of the article:
Please include my working hyperlink in the resource box. Remove paragraph before posting.

The Lies We Live By

By Olabisi(DJ)

How many times have you lied to get your way ?

Many cameras today focus automatically on things both far and near.

You are inclined to be like that. See, almost everything that you view "in focus" that is important, desirable and with some thinking is within your reach.

What are principles ?

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A principle is defined as a general or fundamental truth: a comprehensive and fundamental law, doctrine, or "assumption" on which others are based or from which others are derived.

Do you think and act on the basics of principles ?

Having a firm grasp of basic principles can help you to understand and apply more specific directives, Furthermore if you do not thoroughly comprehend basic principles.

You might not be able to make sound decisions, as humans we tend to shy away from the effort required to reason on principles. We may prefer the convenience of a "Lie" when we are faced with a decision or a problem.

The anxieties of today's busy life might be distracting you from thinking and acting on the basics of principles.

How many times have you lied to yourself ?

Where does your security lie ?

Where are you going ?

I know sometimes you get so consumed by the daily grind of life that you forget to look at the larger picture.

When you put your lies aside, appraise your present situation and see what you can "Honestly" expect from the future.

You will see that you have been spinning your wheels on a very long insecure detour in an imperfect world of which you have a limited life span.

I want you to consider these ancient words of wisdom since so you do not second guess the value of principles.

"You become what you think"

Be Good.
Olabisi(DJ)

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A secret I have been keeping has increased my discipline. To find out more

Olabisi(DJ) Gbayisomore is the owner of

The Lies We Live By

True Web Searching Tools For Business "Turf"!

Five Short Quick Tips on Web Page Titles

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