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**The 3 P's Of Internet Marketing!**

**By Al Martinovic**

**The 3 P's Of Internet Marketing! by Al Martinovic**

As an internet marketer and guitar player I have come to realize the similarities between the two.

Face it, to become good at either it takes dedication. You can learn all you want about how to play guitar or how to market on the internet but if you do not sit down and actually do and apply what you have learned you won't be getting results.

You may have heard of the 3 P's:  
Practice, Patience, Perseverance.

To become a good guitar player it requires the 3 P's. To become a good internet marketer it will also require the 3 P's.

As a matter of fact I think it really applies to anything in life that you want to get good at.

It took me 2 or 3 years of the 3 P's before I became a pretty good guitar player and you should expect the same time frame with your internet business. It can be more or less depending on how much work you put into it.

There is no quick way to become a good guitar player and there is no quick way to make money on the internet. It will require the 3 P's.

The old saying "you get out of it what you put into it" is true. If you are not willing to put in the work to become successful at something than quite frankly, you will never become successful at it. This applies to anything in life.

Anything that I have ever become good at was because of the 3 P's.

There are no shortcuts in life. You have to be prepared to roll up your sleeves and wrestle in the mud a little bit so to speak.

## The 3 P's Of Internet Marketing!

Think about it. How do successful athletes, musicians, internet marketers etc. become good at there profession? They are no different than you or me. They are only different in that they applied the 3 P's. They've worked hard to get where they are at and are now reaping the rewards.

Learn as much as you can about internet marketing but most importantly, apply what you learned and always remember the 3 P's. Over time your hard work will pay off.

You can do or be anything you want in life. But it won't be handed to you. You need the 3 P's to get there. Practice, Patience, Perseverance!

### **Today's Definition of Marketing. Has it Changed?**

**By Bobette Kyle**

With the continued proliferation of the Internet, the meaning of the word "marketing" also proliferates. There seem to be as many definitions of marketing as there are marketers.

Many see marketing as a series of tactics or gimmicks. Some push pyramid programs [multi-level marketing (MLM) or network marketing] as the way to successful marketing.

Others may say the Web has made traditional marketing obsolete. I say the Internet has expanded our capabilities, created new ways of doing business, and radically changed business dynamics. It has not, however, changed the foundation of marketing.

Basic, traditional marketing is as relevant as ever. The Four P's – product, price, place (distribution), and promotion – whether you tack on added P's and C's or not, are still very much alive. Strategic thinking, segmenting, and targeting can still earn you a competitive advantage.

Marketing still means determining what our customers need and want, planning how we are going to meet those needs and wants, and then implementing our plan.

We still have products, services, and ideas to sell at some price. We still deliver to our customers via some means of distribution. We still promote and we still advertise. Those are the basics. Those basics still exist and always will.

What *\*has\** changed is the business environment. Companies compete with more efficient technologies. Customers have better access to their cost options and they communicate to each other in a not even conceivable in the pre-Internet age.

In some industries, the Internet has lowered the cost of entry so that entrepreneurs – many times from a home office – have entered the competition. The changes in competitive environment are numerous. What have also changed are marketing strategies and the marketing programs we have available to implement those strategies.

These have changed, but basic marketing has not. Superior marketing is and always has been

## The 3 P's Of Internet Marketing!

analysis, then action. It is strategy development, then logical and thought-out tactical implementation. It is the way to customer satisfaction and increasing profit. It is the process of:

- 1) Analyzing your customers and the business environment in order to
- 2) identify key opportunities to better and more profitably meet customer needs,
- 3) figuring out how to act on those opportunities, and then
- 4) implementing your plan.

The process doesn't have to be cumbersome. Five-year plans and novel-length documents are not required. The logic of the action is what's important.

By applying the basic marketing process both online and offline, your chances of success skyrocket.

Bobette Kyle draws upon 10+ years of Marketing/Executive experience, Marketing MBA, and online marketing research in her writing.

Bobette offers a range of marketing plan tools to fit your business and budget. Find out more at

or visit the Web Site Marketing Plan Network,

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Today's Definition of Marketing. Has it Changed?

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The New 5 P's!

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