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The Indisputable Power Of Focus

By Damon Zahariades

Have you ever felt overwhelmed by all the projects you have on your plate?

I'm sure you have. We ALL have.

But, if you want to seriously grow your business, you need to learn to focus your efforts.

A lot of folks don't. And usually, they never GET anywhere because they're spreading themselves too thin.

That's a one-way ticket to frustration and confusion.

There are a lot of ways to make moneee online. You can write an ebook (or better yet... outsource the darn thing). You can promote affiliate programs with content sites. You can build Adsense sites. You can create a membership site (or three). You can build sequences for your lists. You can flip Adwords traffic.

But, you can't expect to nail them all at the same time successfully.

You have to focus. Forget building your empire by next month. Move slowly and methodically. Pick your project and get it done. Then, move onto the next project.

Let's do this quickly. There are 3 key benefits to putting your blinders on and focusing. Here they are...

1. You'll achieve results faster

Try to do six or seven projects at once and you're begging for failure. Nothing will get finished. All of your projects will tread water.

Focus on one project at a time. Do it step by step. Finish it. Launch it! Make some casholah and tweak your process to make more.

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You want to see results FAST.

2. You can kill your confusion.

If you're not focused on a deliberate process, you'll get confused. Look, I'm not saying you're an idiot. I'm saying you're human. We're ALL like that. Give us too many projects with too many steps and we're gonna stall like a worn-out engine on a cold Arkansas morning.

We all want to believe that we're capable of managing ten projects at a time. But, I've never met anyone who can do it well (and I've been around for awhile).

Get your head clear. One project at a time. Finish it. Move to the next project.

3. You can grow your business consistently.

Let's face it. If you're running a chop shop operation with a dozen projects going at once, you're gonna leave some green on the table. You won't take your time to squeeze every last penny of cashflow out of each project.

You won't test things. You won't tweak things. You'll build and launch so fast, you'll lose the details.

And details is where the moolah is, baby.

Slow down and focus on one project. Take some time to do it right. Take some time to coddle it to make sure it grows as big as possible.

Remember, you don't want a bunch of "flash in the pan" moneymakers. You're building a business. And each well-executed project adds to your business's long-term cashflow.

Last Thoughts

There are folks making a killing with AdSense sites. And there are other folks crushing it with info-product sites. Still others are raking it in with membership sites.

There's no end to the opportunities for you to make moneee.

But, you can't do everything. So, you need to choose a direction. Choose ONE project and focus on getting it done.

I'm telling you... when you look back after 12 months of slow, methodical improvement in your business, you'll be blown away by your progress.

Article by Damon G. Zahariades. To get immediate access to your free Special Report, "The 5 Critical Elements To Creating A 6-Figure Income Online" go right now to

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Website Conversion Secrets Revealed

By Ewen Chia

<http://tinyurl.com/2cf84>

), you discovered the importance of generating positive responses from all your visitors.

The crux of this strategy resides in the concept known as website conversion, and how it can make you tons more profits with much lesser work.

In essence, you can squeeze more value from the same traffic, simply by converting a higher percentage of visitors into paying customers...

.and the best way to do this is by increasing your conversion rate!

Now there're really only two major factors affecting website conversion, they are 1. Website Mechanics, and 2. Power Copy.

Let's look at each briefly:

1. Website Mechanics

This refers to the 'mechanical' aspects of your website.

For example, how fast it loads. Internet surfers are an impatient lot, and studies have found that if your site have not loaded within 8 seconds, you've lost them.

Another area of concern is how well you present your site to the visitor, does the design relate to the product? Consistency is an indisputable law of persuasion and you should harness it's full potential on your site.

2. Power Copy

Entire encyclopedias have been written about copywriting and there's only one reason why – it's that important.

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Web copywriting is not just an art. It's a science, a paint-by-numbers formula that you can apply for massive profits online.

Copywriting, contrary to what many think, is more than words alone. It encompasses many factors that result in one simple objective – getting your visitors to take action!

It's your entire offer and presentation COMBINED with the power of words, which makes the sale.

While increasing conversion rate can turn any money-losing site into a money-spitting one without more work or traffic...the real question is:

Are you doing it – or are you continuing to make these same mistakes over and over again?

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Ewen Chia is an expert information publisher and marketer with a fiery passion for creating unique quality content fellow internet marketers can benefit from. Visit his websites today:

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