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"The Newbie's Mind Set To Making It Online"

By Karl Augustine

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Since approximately 90% of all online businesses fail, what type of mind set does the newbie need to "make it"?

It depends on what the level the newbie is and what the newbie wants from the online business...one thing is certain, no matter the level or goal of the newbie, their mind set can either make or break them.

Before the newbie learns about FTP uploads, file saving, HTML editors, niche finding, advertising, list building, search engines, affiliate marketing, joint ventures, etc., he/she should take the time to get the right mind set before doing much else.

Why? Because starting and operating a successful online business from scratch is a journey that never ends unless the netrepreneur wants it to.

Newbies of all levels must remember that the online journey is exciting and arduous at the same time. The newbie's excitement level can spawn long productive learning/work sessions or result in lost time and money...both come with the territory.

Newbies who are computer literate, web literate, don't believe in overnight successes, and have a tremendous drive to make it work for the long haul still have challenges along the way.

One of the most interesting but amazing challenges is denying frustration. Frustration can be a result of a great many things...one of the most frequent reasons newbies get frustrated is they don't believe running an online business isn't easy. Believing there won't be lots of work involved or that a newbie can do what the experts do can make the newbie throw their hands in the air when they get partially along their journey.

Like frustration, the challenge of not knowing who to believe or where to turn can make the newbie feel unsure of him/herself. The seemingly endless products and services and tales of greatness can make the newbie seem lost with no clear direction of what to do next.

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There are many challenges for the newbie and the mind set needed to make it online is one unlike any other.

The newbie's mind set should be built around these concepts:

- * Understand that this will take time, no matter what type of success stories they read online
- * Believe in themselves and start the journey with the assumption that they will see it through to the end
- * Understand that this is the only business that someone can make deep profits even if they have no education and have little money
- * Define a clear path from "idea to sale" and realize that flexibility in that path will be key
- * Always look at mistakes positively...mistakes must be viewed as learning experiences or tools in their toolbox of success
- * Understand that they must be "results driven" enough to utilize other successful people's examples and experiences
- * Never give up
- * Remember why they started their business in the first place when things get tough
- * Reflect on how they have personally grown as they get further along
- * Crave and dissect lots of information
- * Be sensible and realize that things are not what they seem
- * Be prudent with all expenditures
- * Realize that there will be many times when they have to make a hard decision and that those times demand a well thought out cost benefit analysis of each possibility
- * Give to get
- * Be humble and work smart
- * Realize we're all in this together, there are people who will help
- * But most of all, the newbie's mindset must be optimistic and perseverant. Without optimism and perseverance, the tough times seems tougher and the journey seems longer.

Newbie's should focus on the end result as well as the path to that end result.

Author, "9 Deadly Mistakes To Avoid When Starting An Online Business" Publisher, "Starting Smart!" e-zine

TREAT NEWBIES WITH THE RESPECT THEY DESERVE

By Joe Robson

TREAT NEWBIES WITH THE RESPECT THEY DESERVE by Joe Robson

One of the biggest untapped markets on the Web is the PC and Internet Newbie market.

Yet most businesses people either ignore them, look down their noses at them, or 'suffer' their stupid questions and even stupider attempts to understand technology.

What a HUGE mistake!

Think back to when you got your first computer....

What were your experiences for the first few weeks or even months?...

FRUSTRATION! Screaming Fits? Tantrums?

Of course not. You're an adult. You didn't do childish things like that, did you?

Know something? I'm an experienced Internet Marketer and I STILL do. Why doesn't a Help file help? Why don't Tutorials teach? Why are manuals filled with gibberish? And millions of new PC owners are suffering the same thoughts at this very moment. Yet sadly ...

----- "No-one Seems To Gives a Damn"

When Newbies seek help, all they meet is Techie-Speak. When they refer to help Files they are left floundering. And if they read a PC for Idiots book they FEEL like an idiot!

Newbie's are simply inexperience people. Not Idiots, not Dummies, not Retards!

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The day you get married, you become a Newbie Spouse. Not a Dummy. Your first day behind the wheel of a car makes you a Newbie driver. Not an Idiot. Hey, we're ALL Newbies at sometime, so why don't the experienced guys treat Newbies with respect, instead of patronizing them and trying to impress them with their recently acquired Jargon and Technical prowess?

A pat on the head is NOT the way to gain a Newbie's respect, OR HER BUSINESS!

And her first experiences on the Internet are not much better. Browsers, HTML, Search Engines, Java, Go-To, "Trust me and buy this", Credit card fraud ..."Who me -Download? Whoa there, where did it go?"

"Will someone please HELP ME?"

A revolutionary new Website called The Newbie Club at <http://www.newbieclub.com/home/newbieschool> is changing all that. It offers bundles of Newbie-Speak Tutorials that contain not a byte of Jargon. And the first 2 in a series of innovative Newbie books are presented in a way that is totally unique on the Web. And there's even more to come.

I'm not surprised that response has been so amazing. And not just from the Newbies themselves. Affiliates are signing up at a remarkable rate. Why?

Because for the first time ever on the Internet, someone has found a way to speak to Newbies at their own level. Someone who understands their real problems and treats them with respect! Someone who has finally discovered that today's Newbie is tomorrow's 'Oldbie'. And from a business point of view ...a loyal customer!

So never assume that your visitor has a good understanding of technicalities. Even a 'simple' process like downloading your free ebook can be a frustrating and intimidating prospect for many people. Don't ignore them by thinking they're stupid. They're not ...

They Just Haven't Done It Before!

To illustrate this point, The Newbie Club's flagship

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product, 'Windows For Newbies' has been used by Computer Societies, Colleges, experienced PC users, and 'lonesome' Newbies alike. Even their Bank Manager bought 20 COPIES to teach his Bank staff the basics. Are Bank Tellers Stupid?

So why not look at your Website again. This time from a Newbie's perspective. Or better still, have a Newbie go through it. You will be surprised at the reaction you will get. And some of it could be pretty painful!

But if you're prepared to ACT on the feedback, you'll find that by making your site more 'Newbie-Friendly' your sales

could substantially improve.

So stop ignoring this vast untapped market ...

THINK NEWBIE!

And watch your sales improve.

Joe Robson is co-author of 'Make Your Words SELL' with KenEvoy. Joe and Tom Glander own The Newbie Club which is bulging with unique NET and PC Newbie tutorials and eBooks. **CLICK ON OVER** to <http://www.newbieclub.com/home/newbieschooland> look at their very professional Affiliate Program. It's BIG! Joe's Copywriting site is at <http://www.adcopywriting.com>



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