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The Next Generation Of Entrepreneurs

By Brian L. Pruitt

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According to a recent survey, it indicates nearly 70% of American teenagers wanted to learn how to start their own business. However studies have shown that an alarming number of high school seniors only achieve an average score of 40% on basic economic literacy tests!

Results like these should give educators and parents alike the heads up that their children, our future leaders and entrepreneurs of the world, are not getting the skills required to become successful.

That means we as parents and educators must take control of the education our children are receiving and supplement with books, tapes, games, and likeminded conferences. This responsibility must also be realized by our children and they must take the initiative to strive for those additional skills that they will indeed require in their quest for success.

There are endless resources on the world wide web that are good, well-rounded, and educational for our children. Yes, I agree the web has, in some ways, become twisted. However with some due diligence on our part, as parents, and close supervision we can still provide safe tools for our children on the web. There are many sites that can provide infinite resources of inspirational material for our children.

Here are some, just to name a few:

www.gatewaytocreatingwealth.com www.entreunuity.com

www.thinkquest.org www.youngbiz.com www.sba.gov/sbdc

Our children have more resources then ever before to assist them in learning and developing their individual skills. The key is support. It is vitally important that we encourage and support our children's dreams. Yes, they may change their mind on their focus but each and every time they reach and stretch their minds towards an endeavor, they learn and grow. This is vital experience that no teacher, book or even us parents can give them. This is first hand experience that can be of so much

importance in building a foundation on which to build a successful and prosperous future.

Looking back, years ago, when I first began to learn to fly an airplane it was evident that it was the support I received that allowed me to reach that dream from within. Although my dreams, visions, and goals have now changed direction, it was a learning process that will be with me forever. My first solo, the completion of my private pilots license, my first flying job, then the achievement of flying the fastest corporate jet in the world. Yes, all these feats along the way have been learning processes that will allow me to take my achievements and experiences within aviation and apply it to my various business endeavors. So, I encourage each and everyone who reads this article to be a leader and mentor to those around you. Whether it be a child, teenager or adult, each and every one of us has the ability to reach out and touch a life that is around us. Be a mentor, a teacher, and a friend. Keep Reaching, Keep Dreaming!

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Achieve Independence Through Web Lead Generation

By Trevor Marshall

Before setting up anything, it is important that you understand the high relevance of lead generation to your business' success. It is highly important for you to be able to find ways for lead generation because without lead generation, your business will really suffer. Leads potentially lead to shoppers, and shoppers potentially lead to sales and profits. Thus, with no leads, you can have no shoppers, and so forth.

1. Business Breeds Business

A poor quality of lead generation will end up costing you a lot of wasted time and money. The initial impression people have about your business is very important. And if people hear that many of their friends are shopping somewhere, they are likely to try shopping there also. Take command of your company's lead generation – never leave the sales of your business as well as its growth, efficiency, and image, to fate.

2. Growth Is More Important Than Profits

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You always need to supervise your company's lead generation so that you won't be left in the dark when it comes to your company's growth (or lack of it). If you are now interested in taking command of your company's lead generation, here are some simple tricks of the trade.

3. Use The Internet

Since hundreds of millions of people are logged on to the internet every single day, whether they are looking for something specific or just browsing around, it is highly important that you are able to bypass all the lead brokers as well as the other competition on the internet and just directly connect to your desired customers straight to a company's web site. You **MUST** have a website. In this day and age, your customers not only expect it, they demand it.

4. Lead Generation

Choose a lead generation that you can efficiently control and which is highly dependable. Make sure that your lead generation system is cost effective and specifically targeted to internet lead generation. Start getting off the lead generation habit of merely doing internet sales leads. It is advisable for your company to be able to develop a type of lead generation program where you will be able to cut out the middleman. You will not only be able to increase your company's lead generation but it can also improve the quality of your company's internet lead generation wherein you will be able to cut your costs per lead.

It is important to note that being able to create an effective internet sales lead generation system or program comprises of being highly sensitive of what you prospective clients want such as the right keywords or phrases that prospective clients usually use in the internet search engines. It is to the client's advantage that he or she will be able to choose the right keyword or key phrase (the ones that are most likely to be used by their prospective clients) because the whole point of lead generation is to basically be able to gain as much exposure over the net as possible as well as being able to provide all

relevant information to their prospective clients.

For more great lead generation related articles and resources check out



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