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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

The ONE Thing YOU Should Focus On Right Now

By LynnTerry

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Let me just start out by saying that I cant tell you what that "one thing" is. It is for you to choose, and for you to do.

There's a lot of talk out there among the 'experts' – about how to get rich, how to become successful, how to do this or how to do that. It's very easy to get distracted, and even easier to become overwhelmed. "Information Overload", they call it.

The truth is, there are A LOT of viable business ideas out there. There are MANY ways to become successful – or wealthy. There is TONS of potential in online marketing. And there's still PLENTY of room for you to step in and claim your fortune.

The question is: What are you going to do?

You could:

- write a book or an ebook
- promote affiliate programs via PPC
- sell products on eBay
- create & optimize content-rich sites in niche markets
- build an empire of mini-sites
- become a public speaker
- be a web designer, copywriter or VA

That list could go on and on... and on. What I see all too often is that many people try to do 'the whole list'. Or at least several at once. And that can be okay if your focus is one and the same in all things that you are doing. Or it can be disastrous. A recipe for failure.

Maybe you can relate to this scenario: You set out to do something, and it takes longer to earn the amount you had hoped for... and then you see another option. You try it out, it does pretty well, so you

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put some time and energy into it. Something happens – rules change, markets fluctuate, algorithms change – and you're moved two steps back. You're introduced with something new, more stable, and you focus on that instead.

This is a familiar story. If you haven't experienced it yourself – you've certainly heard about someone who has. And they'll tell you that the business idea they started out with originally was a failure, or that there was 'no m0ney in it' or 'too much competition'.

You've probably heard that you shouldn't have all of your eggs in one basket. That you should create 10 micro–niche websites that earn \$1,000/month instead of one larger website that will earn you \$10,000/month. In less than one hour of surfing the 'net, you might be told to do this, do that, promote x and build z. All of it sounds good. All of it could work. Try to do all of it at once and you're going to be

in trouble.

The key is to have a FOCUS.

Choose one thing and do it WELL. For example, if you have a content–rich website, you can also offer an ebook on the same topic. You can capitalize on affiliate sales, or Adsense click–through's. You can build a highly targeted Opt–in mailing list. You can incorporate an 'upsell' and backend sales into your shopping cart. You can set up your own affiliate program.

Basically, you want to build on the foundation you already have – and make it stronger, make it bigger... make it more profitable! Sure you can implement all of these new methods and strategies that you learn. But don't set out to do something completely NEW when you have already invested the time and energy into a project you haven't yet completed. Instead, focus on making it the BEST.

Once it is running smooth on its own, and completely automated, you may want to build another – or focus on something entirely different. But if you're trying to build on 10 things at once, or find yourself working in entirely too many directions... it's time to take stock, go back to the foundation, and decide how you can best finish building on that original idea of yours.

And that's it. That's the ONE thing that YOU should be focusing on right now.

Writing With A Bird's Eye View

By Pat Marcello

You're wondering about that title, aren't you? That's what writing good headlines is all about. You need to make people wonder where you're going with the idea. Uh–oh...

I'm losing my focus!

Ha! I just showed you what I want to discuss.

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Focus is keeping your eye on the ball. It's not writing about the optimal condition of golfing fairways when you're writing about an optimal swing. The fairway has nothing to do with the swing—the aim, the position of the ball, yes, but NOT the swing. Right?

Why I said you need a bird's eye view in my title is actually counter to what that really means. Rather than writing about everything you might see from a high vantage point, you need to narrow your little birdy eyes so that you see only what's in front of you—your topic. You must FOCUS.

Let me give you an example of narrowing to a suitable focus:

When you're writing about a popular band for teenagers, what can you write about?

Here are some aspects:

The music The band members Fans The musical genre and where the band's music applies
Anecdotal information about the band Their music videos And on and on.

OK. Let's take the first example. Say you're writing about Evanescence. You can write about the way that Amy Lee sings, how Ben Moody plays, their anthem, "Bring Me to Life," or anything directly pertaining to their music.

When you start writing about where they come from, biographies of band members, direction of their music videos, or anything that ISN'T strictly about their music, you've lost your focus.

Stick to one topic. Maintain focus. No tangents. Keep your mind glued to the subject and write only about one thing. Everything else you may be tempted to drag in can be new articles. How cool is that?

Pat Marcello's focus is writing and you can check out her new book [_7 Secrets to Writing Killer Articles_ at](#)

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