

...:The Top three reasons people Fail online!::...

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By Dennis Cheesman

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Most people come online with the thoughts of getting rich quick...And then fall flat on their faces! They get the get rich quick virus, it's quite contagious and extremely deadly to your self esteem and your business!

You need to get rid of that virus by implementing, knowledge, hard work and the right mindset, learn from other people's mistakes and understand why they have failed online, so that you can avoid making the same mistakes, when you do make a mistake, shake it off and get on with your life, take that mistake and turn it into knowledge.

Here are the top three reasons why most people fail online:

1) Don't have the money to start, or don't want to spend it!.

You have to think that starting a online business is the same as starting an offline business, when you start an offline business, there are certain things that you have to be willing to pay for if you want your business to succeed.

And the same thing goes for your online business, and if you're not willing to spend the money on these things then your business will go nowhere!

A list of what you need is:

A great web-host (this is the lifeline of your business)

A good follow up system (autoresponders)

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Knowledge (if you have to buy into a membership or course to learn what it takes to build your business then do it)

You have to spend some money on advertising..(eZine advertising, Pay-Per-Click or whatever)

(Just make sure you do your reasearch on what your fixing to join or purchase!)

### 2) They give up before it get's going!

This happens all the time, people come on line with the hopes of getting rich, they join one scheme after another thinking this one is going to make me rich, as soon as they receive another email scheme, they jump on it..

This keeps going for awhile, untill they get so frustrated that they just give up and say it's impossible to make money online! One of the reasons is that most people lack persistence and the ability to hang in there when the going gets tough. If you lack persistence, you will have a tough time making it online! ("If you do make it")

Here is a list of ways to help give your business a boost!  
Do joint ventures with other marketers to grow your business.

Join forums, offer your help to people, get joint venture partners(just don't spam the boards)

Follow the steps of someone who is already successful online!

Don't be afraid to make a mistake online, we've all made mistakes, and will continue to, just make sure you learn from them..

Start an affiliate program!

Make sure you collect the names of your visitors and follow up with them..

### 3) Lack of knowledge –

Knowledge is power, if you want to make it online you have to learn all you can! And put what you know into action, use your knowledge, don't just let it set up there and collect brain dust,

anyone can learn if they really want to, you just have to have the will, and the strive!

You will always be learning, there is always someone out there that can teach you something or ignite and ol' flame that you let burn down.. all I can say is..learn, learn, learn!

If you stay persistent, learn all you can, and stay focused, you can do anything and become anything..Want to be a guru? then do what the gurus did...Work for it, give it all you got and learn all you can and NEVER EVER give up!!

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Dennis Cheesman is the editor and founder of The Internet Marketing Circle. Subscribe to his newsletter for more tips,

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## **Learn To Embrace Failure**

**By Lisa Saylor**

Failure is a must to succeed in business and in life. So often we are told we can not fail, it's a bad thing. From the time we start to school, till we go to the here after, fail, that 4 letter word is a bad thing. It is almost like a curse. My question is how do we learn and continue to grow if we don't fail? How do we succeed in business if we don't fail?

I started my first Home Based Business 2 years ago. I invested over \$6000 just for the web site and the 10 mentoring sessions. That was on top of the \$250 initial fees for set and a merchant account, that doesn't include all the little fees (no one expects). What I received for this was an online store, web site, 2000 free useless hits, link exchanges (that I had to pay for and didn't need to) and oh yes the useless mentoring sessions (that didn't teach me anything). I worked hard on this site for 6 months (which doesn't seem like a long time), except they told me I would be able to make back all my invested money in the first 3 months. I made nothing, and eventually lost over at least a \$7000.00 before I decided to shut it down. To top it all off the company I went through gave me a hard time about shutting down the site and my merchant account. I had failed miserably. You would have thought that I would have been angry and upset, and initially I was. I received the "I told you so" looks, the rhetoric 9 out of 10 businesses fail etc. when I told people my business had failed.

But what no one realized is that I had learned so much. Not only did I learn what not to do, I also learned, that regardless of my business "failing," that I loved the ownership of it and that no matter how

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many times the business didn't pan out that I would continue to learn, grow, and to build businesses.

So since then I have looked over other online businesses, done background research, and have started another; that I am happy to say seems to be doing well. By failing, all that did was whet my appetite to do it again. 9 out of 10 businesses fail, but it is the 1 time that it doesn't fail that I am after. So, when you look at your failures, look at them as a way to succeed, that has given you a wealth of knowledge and that knowledge is what you need to succeed in life and in business.

Copyright 2004 Written by Lisa Saylor Author. Lisa has a business site about online business opportunities and articles at

and has a online store and

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