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The Wild Wild Web

By Steve Kelley

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It's tough to succeed on the Internet. Starting your own online business from scratch, with no computer or marketing experience, turned out to be a little more time consuming than I ever would have thought.

The best advice I've received so far (and the one I would pass on) is persevere. Don't give up on your dream.

While the time and effort invested now may seem huge, the rewards can make it all worth while. We all know the majority of jobs keep us Just Over Broke, whereas running your own business has the potential to solve most of your monetary problems.

But be forewarned: Running a business is not for everybody, whether it be online or off. Everyday, people are trying to start a business on the web and the biggest reason most fail is they are not getting enough traffic.

Everything I've learned about marketing online leads back to how much traffic you get. What you have to sell is not nearly as important as the amount of traffic you draw to your website.

Of all the ways to generate traffic, writing articles is one of the best. Certainly one of the cheapest. There is no better way to establish credibility in a world full of scams than writing articles that people enjoy reading. When you read enough of what someone writes you develop a feel for their personality. It takes the place of talking in the offline world.

I had to write this article ... and didn't know how. Ever been in a situation like that?

After listening to others and giving it some thought I came to this conclusion: the only way you learn how is to sit down and do it.

Writing is learned, not gifted. While some excel more than others, anybody can learn the basics if they apply themselves. Just remember - you are unique and so is what you write

Target your audience. Who are you writing to? What are you trying to say? Those are the two most important questions you can ask.

I wanted to write this for the many who may find themselves in the position of having to write and not having any confidence in their ability.

Always keep in mind that the first draft is going to look nothing like the final product.

While most of us don't speak well enough to be a super salesman or a dynamic public speaker, anybody in business knows, we have to speak well enough to converse with our customers.

I've found this to be true writing articles for the internet. I don't have to write award winning novels or "Killer" sales copy; but I do have to write well enough it's readable for the average person, well enough to connect with my potential customers.

The biggest problem people have with writing is they lack the confidence. But confidence only comes from doing.

Not being able to write for your customer online is no different than not being able to converse with your customer offline.

I never meant this to be a *how to* article but rather a source of encouragement for those who suffer from the "Blank Page Blues". We sit and stare at that blank white page and don't know where to start.

The best way to overcome this is to just start writing. You can always revise what you've written and you will only get better as time goes on. When you start at the bottom the only place to go is up. Just remember writing can only be learned by doing.

Steve Kelley is the owner – operator of EverChange.Net Helping Ordinary people make EXTRAORDINARY money WORKING FROM HOME on the Internet! Get FREE info by email. Send your request to: <mailto:everchange@getresponse.com> or visit <http://EverChange.Net>

Admiring Wild Flowers

By Jonathon Hardcastle

Walking with my family close to nature during late Sunday times has been a practice that I definitely enjoyed while I was a kid. Especially, if these long walks took place during spring time, I became extremely excited since I was able to admire all those wild flowers that attracted my attention and collect as many as I wanted for my bedroom's vase. As during the past few years I've read about, and have seen more interest in wildflowers, I figured it was about time to jump in and add my two cents.

Planting wild flowers in your backyard is not as an easy process as you might imagine. Just because the flowers you select to plant belong to the "wild" type that does not mean that they are able to survive without any attention or be sprayed with harmful pesticides.

First of all, the one interested in exploring the wild flowers business has to understand what kind of neighborhood wildflowers would be appropriate for the specific situation he or she lives in. It is true that wild flowers tend to prefer wide open spaces with at least 8 hours of sunshine each day. It is also true, they are sun worshipers. They also like the soil to be rich in nutrients and well drained. What wild flowers do not like is the hard packed soil and also being watered for long periods of time. If you garden tends to be frequently wet, wildflowers might not be the best choice for your outdoor surroundings.

But, wildflowers can be used for weed control and with a great deal of success. It is better though if you have to give wildflowers a start or the weeds will keep the area free from your original goal of a beautiful wildflower garden. Since both love the sun, weeds and wildflowers try both to reach the surface of the ground so as to gain as much sunlight as possible. Neither will grow well without adequate sunlight. Using this information to your advantage and you can end up with a beautiful bed of wildflowers that requires little maintenance.

The Wild Flower Preservation Society, whose headquarters are in Washington, D.C., makes the following recommendation to wild flower fans, "Do not pick or dig up wild flowers in quantity unless they are abundant or weedy. Wild flowers that are not abundant should be picked or dug up very sparingly." If the years I used to pick up wild flowers have long passed, perhaps it is time to grow some of my own in my back yard and share them with the people I care about. If you belong to the same group, there is always a good possibility we will meet in one of those flower markets, someday down the road.

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