

What is with all these Gurus?

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What is with all these Gurus?

By Jim Hoffman

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I am sure you have noticed that there seems to be a unlimited amount of experts and Gurus online all telling you the best ways to run your business, get sales, market your website and just about any other subject known.

While many of these individuals may not be giving you all the great information they promised before you bought their product or service. Many others can give you a wealth of information that would otherwise be hard to find or hard to explain without their help.

How do you make the correct choice?

The Negative

After being online for many years, I have to confess that finding the experts that are truly experts is difficult and has cost me many hours and a lot of cash.

Many of the programs and ebooks I have purchased have been nothing more than rehashed information that I had seen over and over.

But with all negatives there are

The Positives

Now I am going to go and contradict myself and say that even though the ones that I bought that had a lot of the same information. I did get something out of them.

Keep in mind that the person writing this ebook may not be all that much of an expert, but they certainly have some knowledge in the field they are

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representing, or the offer they have wouldn't be so compelling to me to buy it.

So, even though I may see a lot of the same information, I did get one or two techniques or ideas that I was able to use to my advantage and make my site better, my offers better or even saved myself some money in the long run.

The trick to getting the most out of products you may get that don't measure up to what you expected is to read them carefully and then re-read them again.

There is sure to be something within the product that you can use that you didn't know. Which the bottom line is, if it shows you something that you didn't know it is worth what you paid. Especially if you are able to use that new

information (however small) to your advantage.

Now for quick comment on finding the gurus that do measure up. After going through all this trial and error, I have found experts in areas I work in that have pretty much always given me great info and unique products and techniques that have been worth every penny. Take Jim Edwards for instance. I have used one of his products "Turn Words Into Traffic". It details how to write articles and how that can get you more traffic to your site.

I have followed what he advises and now if you search in Google for "articles by Jim Hoffman" you will see that my articles come up along with my website address. Now of course no one is out there searching for me in particular :) but the links it gives me helps my search engine ranking and people that post my articles have my link on their site. Which also sends me traffic.

You can find out more at <http://inetgoodies.com/words.html>

Now that he has gained my trust in his expertise, I trust him when he offers me products or programs from others experts. I even attended a seminar he offered and came away with a bunch of fantastic tips I could formulate to my business and my offers.

The key is pretty much finding the expert you can trust and stick with them and what they offer.

In the meantime, if you do get that product or service that is less than optimal, look at the positives and find those one or two nuggets of information that you can use. This way it won't feel like that much of a disappointment and you can profit in the end from the experience.

Remember, that operating your own small business is all about taking risks and learning from them so that some day you can be a big business.

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Is There A Guru In The House?

By Joe Myna

The Internet has given us many marvelous advantages in international marketing, from the speed and convenience of email to the ease and economy of product downloading.

Yet these wonders pale by comparison when you realize the sheer volume of Gurus that inhabit the Web.

As a young boy growing up in Ohio I was impressed by the rarity of those mystics who with one utterance, could place in a nutshell all worldly knowledge.

On the other hand, there had always existed plenty of "experts."

In olden days folks were forced to rely on the now outdated, 'expert' for knowledge and virtuosity.

When it comes to Internet marketing there are no experts, only Gurus.

You remember what an 'expert' is, don't you!

Well, as a distinguished Chinese gentleman named Charlie Chan, once said, "An expert is a person who provides quick answers that are sometimes correct."

While, as Charlie says, an 'expert' may only from time to time, correctly assume a fact, a Guru never ever suffers from this fallacy.

A Guru just knows all!

You see, the only quality the 'expert' lacks is perfection, otherwise he would be a Guru!

There is one other distinguishing characteristic you'll notice when sorting out a Guru from an 'expert'. An 'expert' is either, self designated or quickly proclaims the title, while a Guru leaves that function to his associates.

As a lad I was just naive enough to believe that the world only offered us one or two true Gurus.

Naturally, I had heard of the mysterious Dalai Lama with his universal wisdom, and maybe about a couple of odd characters hanging out in Tibet, but that was it.

I truly believed that these few individuals summed up the entire Guru population. Then I discovered the Internet.

What a revelation!

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When it comes to Internet marketing, the supply of Gurus gives the impression of being endless.

Every day I read of several new Gurus who have recently startled the Internet community by unearthing the 'real' secrets of marketing success.

Thankfully, these Gurus are graciously releasing their deep dark secrets of Internet prowess, even though it may be for a limited time only, and at a compensation said to be ridiculously low for a Guru of their obvious stature.

The Internet is amazing, even Gurus mark down their wisdom!

For awhile, I feared that once these 'secrets' were released our favorite Guru would quickly pack up and take their meditation elsewhere.

But not to worry, as new hidden secrets of Internet marketing are needed, more and more Gurus appear to permeate the Web thus eliminating any major concern of a shortage.

I often ponder, can this abundance of Gurus last, is there a University somewhere that grinds them out, a sort of Guru U!

Perhaps, we ought to just count blessings and gleam as much as we can from these modern day wonders of the cosmos.

After all, shouldn't we be content that there are helpful Gurus everywhere on the Internet, with or without a toga.

They seem to be everywhere these days. In fact, while shaving this morning, I could swear I spotted a Guru in my own bathroom mirror!

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Download now at

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