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**When Marketing Frustration Threatens to Overwhelm You**

**By Dean F. Mapa**

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One of the more common posts you'll find in Internet marketing forums is an expression of frustration in that marketing efforts are not producing any results.

I was there once and I completely empathize! But I persevered and, while I'm not a millionaire, having an online business does have its rewards.

Frustration doesn't have to dictate upon you and declare it's the end of the road. Look at it as a call for a hiatus or a break from your work. It's that time in your labors when you merely have to take a breather and give renewed thought to your business.

Here are a few helpful brain food:

1. What is your motivation? Is it merely to earn money? Ultimately that's every marketer's goal. However, there are many ways to meet that goal. You can take small steps or various turns. Perhaps you can first build a web site that shares what you already know and then go on from there.

My first site on a free web host was a inspirational site. It was put up not to make money but to inspire. Eventually, it brought in some earnings from affiliate links placed here and there. But my motivation was to inspire. Earning money was the bonus.

2. Reset your goals. Don't as yet go for the big ones. Accomplish the small ones first by doing small tasks each day. When you get

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the hang of accomplishing the small tasks, you'll naturally progress to achieving the larger goals. Try earning first small amounts then graduate to the bigger ones.

3. Assess your strengths. Some years back when frustration was about to compel me to throw my computer into the trash can, I wrote an article to myself (my outlet when frustrated, depressed or such is writing) and entitled it, "The Essence of Success."

I took a chance and submitted it to the defunct Internet Day, which had thousands of subscribers then. To my surprise they e-mailed me the next day to inform me they were publishing it and

it came out on the next issue. That article garnered for me more than 200 subscribers when it was published.

Writing is my strength and I use it often in my marketing efforts. You can read that article, "The Essence of Success," through this link:

<http://powermarketingtools.com/articles/essence.html>

Many publishers still request to print it.

4. Assess what you're selling. It just may not be you. The affiliate programs that are not making money for me, I learn in hindsight, are programs I don't feel strongly about. This means you have to buy the program you want to sell and be passionate about it.

If you're selling a service or your own product, assess it. Is it something people need or want? Are you mentioning its benefits? Look at it inside and out. Perhaps you need to re-package it.

5. Learn some more. Study the sites of successful marketers, their copy, their products, their methods. Visit the forums and ask questions.

There are also marketers out there who aren't well-known gurus but they sure know their stuff and are just ever willing to spill the beans. In truth, it's from these unknown marketers that I've learned the best marketing strategies.

So there! Frustration is just an emotion. You can conquer it. For all you know, it could be a sign that success is just around the corner.

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## **Marketing Refinement is Always a Step Towards Success**

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A diamond is never a diamond until it's refined. When first mined it's an ugly piece of rock. When patient, skilled effort is put to work on it, removing the dross and shaping it, the diamond's value is revealed.

It's so much like an online business. The time and effort we put into it determines its value whether by us or its visitors. Thus, we must always place a high premium on refining our business.

In a previous blog, I wrote about taking a breather when marketing frustration seeps in (look for the title, "When Marketing Frustration Threatens to Overwhelm You," at my site). Let me add this as a sixth point: Take time to refine your business.

There are three areas you can refine:

#### 1. Your organization.

I'm not talking about your downline or your staff, if you have any, but how you organize yourself. Frustration is built by going around in circles.

You must have an organized work time, whether you put in 2 or 10 hours in it. This means having a plan of action and an outcome of that action. For example, if your first hour is answering e-mail, you must know how that activity can help in your business. If a certain activity has nothing to do with your business, reorganize. It's always good practice to expend fresh energy on your business, especially the important aspects of it.

#### 2. Your marketing strategies.

It would be pointless to continue on a strategy with little or no results. Or, for that matter, use a system that is fruitless. The Internet is full of marketing systems and programs that promise results. No doubt a good number of them work. Some are just full of it, if you get my drift. Yet many take some time and effort before you see any fruit.

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The point is, you need to test different strategies and, if possible, find one that is compatible to what you can do or enjoy doing. Working on something that you have an aversion to can only

lead to stress and frustration if it turns out to be fruitless. Thus, a refinement of strategies can only bring you a step closer to success.

### 3. Your resources.

Determine what you have. Do you have more time, less money; or do you have more money but less time? Perhaps you have an equal dose of both. Learn how to use both to your advantage. Contrary to what marketing trends want to dictate, there are still inexpensive and free resources one can use to effectively market. Go to my site and take a look what these are.

In contrast, there are expensive systems out there that give you nothing but hype. Worse, they're outright scams. You can try to find out what these are by going to Alexa.com and typing in a site you're doubting or you can visit the marketing forums, where you can get a ton of excellent information.

In conclusion, online marketing has to be valuable to you if you wish to succeed in this business. It will return to you what you make of it. If you treat it as cheap dirt, that's what you'll reap. If you treat it as a business worth maintaining and refining, you'll soon enough discover the gem that it is.

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See how I've climbed to page 2 of Google for keyword, "Marketing Blog," all in 2 weeks:<http://snurl.com/spgenerator>



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