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Who is Your Guru?

By Jeff Mulligan

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The other day I was talking to a guy at the health club I joined. (Never had time when I was working for someone else.)

We started talking about our personal trainers. If you aren't familiar with the term, these are fitness experts who are educated to design work-out routines based on an individual's strengths, needs, and goals.

Anyway, Rick said something that truck me right between the eyes. "I got so confused reading all the books and fitness magazines. Everyone has a different opinion of what works the best. I finally figured if I was going to work out, I might as well pick one expert, listen to them and follow their program."

Later, as I was driving my sore body home, I thought about how appropriate Rick's comment was to Marketing.

Everyone's an expert. (Even people who have yet to sell their first eBook.) And there are a million programs, books, secrets, techniques and tactics that will work for you.

The problem is, you can easily fall into what my favorite business school professor called, "Analysis Paralysis".

That's where a lot of people are stuck.

They keep reading, and it gets in the way of actually doing something.

***** I was guilty *****

Who is Your Guru?

I was guilty of this, too. I must have bought several hundred dollars worth of books and courses before I found what worked for me.

Fortunately, the expert I decided to follow was, in hindsight, an excellent choice. And by following his advice and listening to his ideas, I have built up a couple of successful income streams.

My point isn't that my "guru" is the right one for everyone.

The point is to pick one or maybe a couple of people you really respect, and model them. Of course, make sure they are actually successful in their own businesses first.

But when you find someone you respect and whose style you like, listen to their advice and follow what they recommend in their writings.

***** Save Your Brain *****

Following this strategy can save lots of brain cells that you would otherwise spend switching strategies and tactics. It avoids confusion and gives you a good point of reference from which to work.

You don't have to keep reading and searching for the latest eBooks. Assume your guru knows the latest tactics and will advise you of how well they work.

I'm not saying you never look at another eBook or eZine again, it's just that you have one primary star you follow, it's that much easier to find your way.

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.

Who is Your Guru?

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!

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!

Who is Your Guru?

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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Is There A Guru In The House?

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Key Secrets to Setting Up Your Own Automatic \$ Making Machine!

Smoothies for Athletes

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