

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Why Insight and Flexibility is More Important than Perseverance in Marketing

By Vishal P. Rao

Why Insight and Flexibility is More Important than Perseverance in Marketing

by: **Vishal P. Rao**

Marketing successfully requires not only insight into how a product or service can be successfully marketed but also flexibility into the marketing of a product or service.

This is one of the marketing principles that doesn't seem to be taught successfully. Too many times, the "marketing gurus" will promote a type of marketing that has worked for them to the exclusion of all other types of marketing.

Now the type of marketing they promote may very well have worked well for them, but it is folly to believe that one marketing method and one marketing method only will work for every product or service everywhere. This just is not the reality as marketing methods can be as unique as the products and services that are marketed.

Innovation, creativity and flexibility are needed in any type of marketing efforts. Trying several types of marketing is usually the best method of eliminating marketing methods that fail, and determining which marketing methods are successful.

Online business or any type of business for that matter demands perseverance and determination. Perseverance and determination are also promoted heavily by the marketing gurus. However, perseverance and determination does NOT mean sticking with a marketing method that is incorrect for the product or service or NOT producing any results. It does not mean continuing self-defeating marketing methods over and over at a loss each and every month.

To prove a point about the misconceptions sometimes promoted by the marketing gurus and the misconceptions others may have about perseverance in general, I've used two actual case studies below:

Why Insight and Flexibility is More Important than Perseverance in Marketing

A. Case Study #1 is a young male who started an online business many years ago promoting marketing resources and marketing strategies. He had many fine offerings that were of great value, as he spent much time and energy researching and developing resources. He read many manuals from marketing gurus, who stressed a lot on list building and e-mail marketing.

This young man, following the marketing guru's advice, spent much time and energy for years, e-mailing others relentlessly, swapping ads for further exposure, writing articles in other newsletters and e-zines, and trying every "trick" of e-mail marketing to no avail. He also persisted in this strategy as he had taken to heart the principle of "never quitting" quite literally, which the gurus had promoted so heartily to him.

He lost quite a great deal of time and money until he noticed that his Web site had been ranking quite well in the Search Engines (after all, he had great content). Most of the few sales he had been making were coming directly from his Web site, despite the fact that he did not believe in (and dreaded) Search Engine marketing! He rethought the whole process and his approach, and began focussing on

marketing his resources strictly from his Web site, applying his perseverance and determination to that, with incredible success ever since!

B. Case Study #2 is a middle aged female who approached the marketing somewhat differently, as she had read a manual from a different marketing guru. She was promoting a customized service, rather than a product, and the guru, whose advice she followed, firmly believed in Search Engine marketing, and Search Engine marketing alone. She spent literally tons of money, and tons of time, getting her Web site to the top of the Search Engines.

Like Case Study #1, she felt that if she only gave it enough time, and persevered, sales would be made. As time went on, she discovered that most of her sales were being made through her e-mail marketing. Her articles, ad swapping, and other e-mail marketing efforts (she published routinely her own newsletters and e-zines), were leading to more clients than those which were attained off her Web site. In her case, e-mail marketing was the "key" to success, but she also was following the mandates of the wrong marketing guru.

The above two studies highlight the folly of blindly following the mandates of any marketing guru. While many do have good solid advice to give, the business owner must possess enough flexibility to test many methods. Creativity and an open mind help immensely when determining marketing methods.

Perseverance and dedication are important, of course. But they must be applied correctly, along with flexibility and innovation, for success to occur in a business. All avenues should be pursued with perseverance and dedication and then choices of marketing methods made based upon the results. After all, results are what make a marketing method successful! Without results, any marketing method is a dismal failure.

Vishal P. Rao is the editor of

– A website

dedicated to opportunities, ideas and resources for starting a home based business. He is also the owner of the

– an online community of folks who work at home.

The 3 P's Of Internet Marketing!

By Al Martinovic

The 3 P's Of Internet Marketing! by Al Martinovic

As an internet marketer and guitar player I have come to realize the similarities between the two.

Face it, to become good at either it takes dedication. You can learn all you want about how to play guitar or how to market on the internet but if you do not sit down and actually do and apply what you have learned you won't be getting results.

You may have heard of the 3 P's:
Practice, Patience, Perseverance.

To become a good guitar player it requires the 3 P's. To become a good internet marketer it will also require the 3 P's.

As a matter of fact I think it really applies to anything in life that you want to get good at.

It took me 2 or 3 years of the 3 P's before I became a pretty good guitar player and you should expect the same time frame with your internet business. It can be more or less depending on how much work you put into it.

There is no quick way to become a good guitar player and there is no quick way to make money on the internet. It will require the 3 P's.

The old saying "you get out of it what you put into it" is true. If you are not willing to put in the work to become successful at something than quite frankly, you will never become successful at it. This applies to anything in life.

Anything that I have ever become good at was because of the 3 P's.

There are no shortcuts in life. You have to be prepared to roll up your sleeves and wrestle in the mud a little bit so to speak.

Think about it. How do successful athletes, musicians, internet marketers etc. become good at there profession? They are no different than you or me. They are only different in that they applied the 3 P's. They've worked hard to get where they are at and are now reaping the rewards.

Why Insight and Flexibility is More Important than Perseverance in Marketing

Learn as much as you can about internet marketing but most importantly, apply what you learned and always remember the 3 P's. Over time your hard work will pay off.

You can do or be anything you want in life. But it won't be handed to you. You need the 3 P's to get there. Practice, Patience, Perseverance!

Related Content:

Read more Content at

Related Products:

: A genuine resource center for Quality Ebooks and Softwares



This Free E-Book has been brought to you by Natural-Aging.com.

**[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**

Why Insight and Flexibility is More Important than Perseverance in Marketing

