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**Why Internet Marketing Resembles Frogs**

**By Joe Bingham**

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If there is one thing I love about Internet marketing, it's the challenge. No, I don't mean the challenge of making money, although that's fun, too.

I'm talking about little challenges we all throw up to each other. I mean, let's face it. Any Internet marketer that's worth his or her salt and pepper will always, eventually, find a way to invite everyone they meet up with to look into their particular opportunity. That's a good thing, usually, because that's our business, spreading the word.

However, what happens when one Internet marketer meets up with another?

Ha, ha! The challenge!

**CHALLENGES**

Round One : Who can spit it out faster!

Being respectful of others and yet still finding the opportunity to ask others to look at your business is always challenging. I mean, you can't just scan quickly through what others say to you and then come back with, "Yeah, that's nice. Now, look at this amazing opportunity!"

That's just plain rude and not going to get you anywhere.

No, a good networker looks for opportunities to inform others of what they are doing and what they believe in about their business

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based on what the other person says. Still, it's a challenge to turn conversations to where you are talking more about your opportunity than the other persons, and let's face it, that's what we are all trying to do.

Round Two: Mine is better!

At times, the conversation turns more heated. That's not necessarily bad, it just happens. In those conversations, however, it inevitably comes down to a "See, mine is better!" type of contest. We all start throwing benefits and potential incomes at each other like poison darts, trying to score a concession.

I'm not sure this gains anyone any ground, but nevertheless at times it takes place.

Round Three: How mine will benefit yours!

A smart networker, however, will not compare straight across and start an argument. Instead, it's better to describe how your particular opportunity or service will be beneficial to what the person you are talking to is already involved with. In that way, you CAN talk about the other person's business, just keep relating how yours is complimentary to it and can help improve their results.

### RESOLUTIONS

Now, there are a few different resolutions to these little clashes between networkers.

Resolution One: Auto responder war.

At times people end up with each other's auto responders doing all the battling for them. One auto responder sends to another which gets an auto response back which creates another auto response, and so on. Normally, this accomplishes nothing. However, there may be the odd chance that as each person's message registers on the other person's auto responder, there might at some point be human eyes that actually see one of the sent messages. This, of course, depends on how the auto responders in question work.

It's not likely, however, and just so you know, subscribing to an ezine with your auto responder address most definitely does NOT work! Sneaky little tricks like that create so much anger in the recipient, you could be giving away money and no one would care.

### Resolution Two: Trading Links

If politeness reigns over the exchange, but neither are interested in what the other has to offer, eventually someone may offer the idea of trading links or swapping ads if both happen to be ezine publishers. This resolution may potentially do both parties some good and is an example of how being polite even if you are completely uninterested in the other person can turn out to your benefit.

### Resolution Three: I'll join yours if you join mine!

Hey, if both of you have something worthwhile, this is a possible solution. If you seem to be on the same level as far as commitment, knowledge, and experience, this often is the result. However, if one more experienced marketer who has become involved in a legitimate business meets up with a newbie still pushing 'get rich quick' this is not

likely to happen. In those cases, however, resolution four usually takes place.

### Resolution Four: And we have a winner!

It's true, sometimes experience, skill, and knowledge pay off. The marketer who's been around awhile often will take a stand on what they are already doing and exhibit their belief in their business. Many times, that shines through so powerfully, especially to those who have not yet found such strong belief in their business, that the other person wants to feel that conviction as well. The more convincing marketer then gains a new recruit.

Ah yes, Internet marketing is such a joy. Everyone is looking for more people to sign up with them, but yet a large percentage of others you run into are doing the exact same thing. Consequently, it becomes a bit of a battle.

Actually, it kind of reminds me of a picture I saw in high school biology once. It showed how all the male frogs, who hadn't gotten enough yet, got together in one big clump after no more of the female frogs cared for further mating.

But never mind, I don't want to go there.

### **Warning! Look Up; Big Problem Straight Ahead**

By Richard Vegas

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So, you've got a problem? Well guess what? That's good. Now don't you throw anything at me. I'm sure you've heard of Murphy's Law. You know, "If anything can go wrong, it will". Well, I want to give you some Vegas-ology! "Man who stay under big tree, may find bird of paradise taking a big P\*\*." :>)

I know, I hear you saying, don't wax melancholy on me. Well, you may say, I want to be the bird of paradise; I'm tired of being the one that gets the big P. Ah...but into every life a little sunshine must fall. I heard someone said yeah, very little. Listen, you can be the bird of paradise; you just have to learn to grow wings.

I'm flying this Coop!

Well then, how do I do that wise guy? I'm glad you asked. Do this. Repeat after me 400 times, "If a bullfrog had wings he wouldn't bump his little rear end when he landed." And, If man look up when under big tree, read, he will step out of the way of the big P.

The most important thing you can do when in the heat of battle, is not turn the heat up any more. Duh...But, you would be surprised how many times you do. That reminds me of something I've always thought was so funny. Consider this for yourself.

Remember the movie the 10 Commandments? There was a scene where Moses was telling Pharaoh, Let my people go. Pharaoh had suffered through the Nile river being turned into blood, then all the fish died, then flies and gnats covered the land and yet .

Fine as Frogs Hair!

Here is what I always laughed myself silly over: it was the part about the frogs. The Nile was teeming with frogs, there were frogs in the Palace, there were frogs in the kitchen, there was frogs in the oven, there was frogs in the kneading troughs, and, there was frogs in Pharaoh's bed.

Remember, through all of this Pharaoh stayed under the tree. Now get this: Even the magicians did the same things and brought up MORE frogs with their secret arts; as if they needed some more frogs. You know like they didn't really have enough. Ok, then Pharaoh tells Moses, I will let your people go.

And, Moses says, ok, when? And here is the answer that I consider the epitome of standing under the bird of paradise when he's already giving you a nice shower. Pharaoh says, tomorrow. Come back tomorrow. He's saying like, Hey Moses, you know; just give me one more night with these frogs.

Every time I think about that story I wonder; why did Pharaoh shoot himself in the foot? Every time I've done something that ended up with a stench on it, I realize, I just had to have one more night with my frogs. So, I stood under the bird of paradise too long and he showered me with all the little presents I was willing to take

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Case in point.

Showers from the bird of paradise are a part of life. And, I guess we'll just have to accept that. But, what we don't have to accept is to let that bird dump on us till we have frogs coming out of our ears. And, one of the easiest things we can do is.....look up and then move.

Sounds simple, but remember Pharaoh. He looked up and when he did, he saw frogs in his bed, he saw frogs in his kitchen, in his pajama's, hmmm.... I just had a thought, I wonder what he found in his pants when he put them on in the morning? hehehe... I think we all have a little bit of a Pharaoh in us.

What did I just eat?

So, what do we do? Well, we look up alright and we see the bird of paradise, in all his shinning glory, raining down snow balls on us, at least that's what he tells us it is, and we stand there just like Bozo the clown lapping it up with a big grin on our face and saying hmmm... good.

And then in the morning Bozo , sees the mess all over our face and realizes the bird, lied to us and it really wasn't snow balls at all, but something much more tasty, yuk, and we vow never to let that happen to us again. And, all along, we just stayed there till the frogs found their way into our pajamas.

Don't Rub Where there's already a rash!

I don't care what kind of circumstances you face. It really doesn't matter. You can make them worse by staying where you're at. Sometimes just a small change can make dramatic improvements. Our problem is: when the bird is making his shower upon us, we don't always see the "little" changes making any change at all.

And, sometimes we can't even see the little changes, because we're so caught up in the , we don't see the and can't even recognize we should do something so simple as, move.

Make this New Year a resolution to do the little things, when in the heat of battle. What are they? Most of the time they are so small and insignificant that you will believe they will not have any impact on your situation. You might not be able to stop the bird of paradise from flying over your head and dumping on you, but you don't have to stand there and let him tell you its snow balls.

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Richard Vegas is a popular recording artist and internet marketing professional. He invites you to subscribe to his FREE weekly ezine "Wing-Tips" The Success System That Never Fails, at:

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customers.



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