

Why You Should Only Follow One "Guru" At A Time!

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**Why You Should Only Follow One "Guru" At A Time!**

**By Michael Green**

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If you are out there trying to make money via Internet Marketing then you are not by any means alone.

There are now tens-of-thousands of folks working part-time, trying to generate enough income to leave their 9-5 and live off their online income for good.

But sadly, for most of these people, the reality is that they will probably scrape by month-by-month, earning the odd commission check, but never really breaking thru' to the "Online Big Time"!

Now as someone who has been fortunate enough to translate that ultimate dream of making enough money 'while I sleep', to give up my day job (if I chose to), I've been troubled about why others work just as hard as me (or harder) online – but never seem to make it to the holy grail of internet profits.

So eventually I conducted a piece of research using the responses from people who have taken my internet marketing mini-course.

And the results were most revealing...

**TOO MANY EXPERTS – TOO LITTLE TIME!**

Something that I had long suspected and have even experienced for myself, turns out to be absolutely true.

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There is a lot of excellent help and advice available out there for online marketers.

In fact you don't need to look very far and you'll soon be stumbling across internet marketing experts that'll tell you much about important subjects like:

- > product creation
- > autoresponders
- > opt-in lists
  
- > follow-up marketing
- > choosing the right pricing
- > running affiliate programs
- > and so on...and so forth...

BUT, confusingly each and every one of these "experts" sets themselves up to be an authoritative "guru".

And now suddenly (for the average Joe trying to make a good living online) the marketplace in advice is overcrowded and *\*very\** confusing.

Sure, a lot of the available information seems to be very good, but where should you start and who should you believe?

Worse still...one expert seems to be contradicting the next and everyone is SHOUTING so loud that you just don't know what to do for the best (or first).

And the result of all this?

**COMPLETE PARALYSIS!**

Your online work lacks direction. One minute you're following guru "A", next you're dipping into guru "B's" advice, but then an email pops through from guru "S" and what they have to say looks simply irresistible. Suddenly you are being pulled in so many directions that you just can't think where to start!

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### ONE "GURU" AT A TIME PLEASE!

So what should you be doing to build your own successful online business?

For me (and for those who I have tutored), the answer has been to select one 'all round expert' to follow. Find a marketing "guru" who you feel comfortable with. Someone who you've read a little about and believe can educate you in the rights and wrongs of online product creation and marketing.

Most importantly, take a look at the writing style of the "guru" you are thinking of learning from. And ask yourself?

> Is this a writing style that I can understand?

> Does this "guru" have a natural ability to put a lot of

information across to me in a clear and readable fashion?

And most importantly of all...

> Has this so called "guru" really done this for themselves?

Or to put it another way – do they know what they're talking about?

### NOW FOCUS ON THIS ONE PERSON UNTIL YOU'VE ACHIEVED ONLINE SUCCESS

Having answered the above questions and chosen your expert –  
\*follow them\* until you have become successful yourself.

If you've chosen wisely, then having purchased some of your gurus information, they won't mind when you come back to ask the occasional direct question.

For example, I frequently receive emails like:

"Michael, I read what you said about XYZ, but could you point me in the right direction to achieve this other important challenge?"

Follow a knowledgeable expert and they won't mind sharing a little extra information with you.

But, best of all if you concentrate on one person's advice at a

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time, you are far more likely to make a success of your own online business – if only because you won't waste loads of your time trying out a little bit from everyone, and being pulled in so many directions that you end up achieving nothing.

To your online marketing success!

Michael Green

Developer of the "Create & Sell Products Online" toolkit.

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### ABOUT THE AUTHOR:

Michael Green has developed a toolkit to allow you to develop your own money-making online business. His latest toolkit shows you exactly how to follow in his footsteps. Create your own business at --> <http://www.CreateAndSellPRODUCTSonline.com>

### What is a Guru?

**By Robert J Farey**

A guru is a teacher.

On the internet a guru is someone who has a lot of experience and has made the grade, ie. He/She has set up a business that is financially successful and is willing to share the experience with anyone who is interested.

Are you a guru?

If not please read on.

The majority of internet gurus are only too happy to teach. Becoming a guru in the true sense of the word.

Pick a guru.

There are at least a dozen who not only publish a newsletter with articles showing some of the tricks-of-the-trade but have also published ebooks showing in detail the best way to start and run a business.

Learn from the experts. There are hundreds of people out there who purport to be experts in ecommerce. Most of them have just read a few books and composed their own book comprised of second hand information.

You may ask "What's wrong with that?' it's the same information written in a different style."

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There is just one problem. Each of the real gurus has made a success of his/her on-line business in his/her own way. If you follow the instructions of one particular guru, there is a good reason to believe that you will become successful as well.

On the other hand, an instruction book comprised of a mixture of different techniques can cause confusion and fail completely in its purpose.

I am not a guru.

You may well ask "In that case, why are you writing this article?"

A good question. I have been on the internet for a little over five years. Three years ago I decided to start my own business selling information products on-line.

I read a lot of books on the subject. I tried this way and that. Every author seemed to have his/her own method of doing things. Each one believed that their way was the best way to attain success. The point

was that each method worked for that individual.

I became confused. I spent a lot of time and money going one way, only to be sidetracked into a different direction by another well-meaning expert using an entirely different method.

I was about to give up the whole idea and save what money that I had left when a phrase in one book caught my attention. It went like this: `There are as many right ways of setting up a business on-line as there are wrong ways.

You can mix up lots of different wrong ways and still get it wrong.

On the other hand, if you mix up a number of different right ways of doing it, you are liable to have discovered yet another way of getting it wrong.

I am sure you can see the point that I am trying to make. There are a number of right ways. Make your choice. Each guru has a way of starting and running a business. Pick just one guru and study his/her system. Don't be sidetracked. Study your chosen system Your guru made it work. You can make it work for you.

Who are these gurus? I could give you a list. It would be subjective in as much that they may not be the ones that another person would choose. The one that I chose may not suit your temperament. It is up to you to make your own choice. There are at least a dozen who are making a six or even a seven figure income who started from scratch with little money but a lot of determination. They made it, so can you.

Don't ever give up. You can do whatever you believe you can do. Until you try, you have no idea of your potential. Go on. Give it a go.

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Bob.....

Robert J Farey

Bob has been on line for over five years. He loves affiliate programs because all of the technical stuff is done by the owners of the programs. Leaving him free to concentrate on the promotion side of the business. If this article has set you thinking. Please take a look at:

What is a Guru?

Who is Your Guru?

How Information Overload And Internet Gurus Can Sabotage Your Online Success

Is There A Guru In The House?

Marketing "Gurus": Do You Need One?

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

Stretch Assistant Software

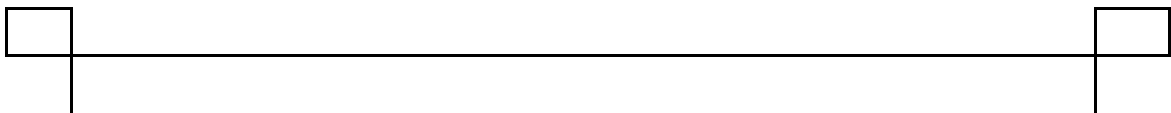
Smoothies for Athletes

Affiliate Marketing PLR Kit

Self Improvement PLR Kit



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