

Work is the key

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By Leon van der Walt

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"Cursed is the ground because of you; through painful toil you will eat of it all the days of your life. It will produce thorns and thistles for you, and you will eat the plants of the field. By the sweat of your brow you will eat your food until you return to the ground, since from it you were taken; for dust you are and to dust you will return." – Genesis 3:17–19

And this is just our curse for life. Work is not meant to be fun. Work is not meant to be enjoyed. Just look at ants, those busybodies. We are supposed to work like them. There has to be an easier way.

I have inside me this paradox. I want to become successful, but not with too much work. My struggle is with laziness and with not following through with the things I have started. Sub-consciously I have had the mentality: "Nobody really likes work. Why would I be different?" I want to take the easy road to success. I have even set goals to achieve what I perceive as success, only to come short of one ingredient – action. I want to be like Robert Frost and say that I took the path less travelled, yet the path of least resistance, of laziness, is much easier. I have come to realise for things to change I must change.

But where does one begin? I went back to the books I have read and the people whom I respect. I studied the likes of Tiger Woods and Bill Gates. Of all the successful people I have studied, to the last one, they are hard workers. We often dream of living a life like Tiger Woods must surely lead. But Tiger's work on golf started when he was just three years old. Would you want to work for seventeen years at one thing until you make a success of it and continue to work on it day in and day out? Bill Gates would often work throughout the night and his co-workers would go home and when they would come back the next day, he would still be there. Eighteen-hour days, seven days per week. Do you want to work that hard?

Work, the noun, means the "expenditure of energy, striving, application of effort to some purpose" (Oxford dictionary) or "the exertion of strength; effort directed to an end" (President New English Dictionary). Often we want the purpose or end, but are not willing to expend the energy. They say a journey of a thousand miles begins with a single step, but what they often neglect to say is that you

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have about two million steps to go. Yes, success is hard work and if you are not a hard worker, success will remain but a distant dream.

So what are we, who tend to inertia, to do? It is simple really: just take the next step, and the next, and the next, and the next... For every step of your journey, you will come up with excuses or reasons not to go on. Use your mind to steamroller these objections. What do I mean by this? Let me use an example. Until recently I had a problem getting up in the morning when my alarm would go off. Often I would snooze it until there is no more snooze left on the alarm (an hour later). What I started to do is, the evening before, I would imagine what I would feel like when the alarm goes off. How I would grumble while still feeling very sleepy. I would imagine how I would go to the bathroom even thinking that I would want to sleep some more. I would then pre-programme my mind to react to these objections and steamroller them. I would switch of the alarms instead of snoozing it ("Its too much

effort to set

the alarm again just to get some more sleep"), I would switch on the radio ("I cannot sleep with all that noise and its too much effort to switch off as its in a different room") and I would start the bath tap running ("I would not want to waste the water already run"). After a bath or shower I would be awake and not thinking of sleep anymore. And in the end I would even imagine being proud of myself for overcoming my own objections and getting up early. In the same way we should do this with all the other things that require work or effort – imagine your objections, imagine yourself steamrolling your objections and most important of all imagine you are successful at it.

What if you would fail? What if you would fall? Just get up and take the next step. Never cease your journey because you have fallen. Remember how far you have come – all the steps you have taken. If you want to be successful, work is the key. Yes, even repetitive work. And after you have toiled, you will come to realise "The pen might be mightier than the sword, but the plough is mightier than all."

Leon van der Walt is an aspiring netpreneur in the fields of inspiration and financial freedom. Leon has a masters degree in quantitative risk management and when not working on the Net is a bank employee. He strives to continually improve himself and is focussing on increasing financial literacy. He is the web master at www.financial-inspiration.com and can be contacted at leon@financial-inspiration.com.

Appropriate Key Words Choice

By Veselin Andreev Andreev

What do the key words represent?

Key words – these are the words that the users enter in a given search engine to find services or products you offer. It is extremely important to know what key words they will use. Selecting the appropriate for your activity key words is the first thing you have to do because all other strategies are built on their right choice.

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How to select the appropriate for you key words?

Key words that will work best for you means to describe exactly what you offer and meanwhile to be well used by users. If your website is ranked number one in the search engines results, after using key words that nobody uses, your work will be useless.

- Don't count just on you when selecting the appropriate for your business key words. The users might have a completely different view about what to insert in the search engines to find you.

Wonderful implement for defining the appropriate key words is a specialized database called Wordtracker. First make a list with appropriate key words that you think are similar to your products or services. You could make such a list by asking your clients how they would search your services or products in Internet or you could view your competitors' websites about what key words they had used, but don't copy their information. Just look if they had used some key words that could be useful for you. Then use the Wordtracker database, which will show you every key word's popularity, and how competitive it is (i.e. is it used a lot by users and how many websites are optimized for it). As more they are, as harder your website will reach the top in the search engines ranking.

- The best choice will be if the selected word isn't so competitive and has a very good popularity.

Besides Wordtracker gives you some additional possibilities for choosing key words, that weren't mentioned before but are in reality very appropriate. Be sure that you alternate, combine the words, selected up to the moment. Much more appropriate words could appear, too.

- To understand the way Wordtracker functions, use its free version, although its paid version offers much more functions.

Never count on orphaned key words!

Two or more words combination is a much better variant than an orphaned word. The orphaned word is more common, while the phrase much more specifies the search purpose. Let's suppose that you are a manufacturer of solid wood furnishings and take these two examples of key words.

"furnishings"

"solid wood furnishings"

The first word is orphaned, so it is very common. When a user searches some information by it, search engine will sort all the sites where the word is contained, without anything precise. There are maybe lots of sites. Besides people using this word during their search are not from your target audience. They are not among the users that could buy your products, they are not interested in your products and services.

By using the next phrase the user is aware of what exactly he is looking for and defines, limits the search to some definite kind of furnishings (solid wood furnishings in that case) and the relevant search

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engine sorts better, more precise results. The possibility your products to be bought in that case is bigger than in the previous one, maybe because the user needs these furnishings as he/she searches that way.

· That's why always add to a key word, corresponding to business like yours, some additional, specific only for your business words to define and to specify the process.

Veselin Andreev is one of the Svilaves founders – website design and promotion services, the quality and effect of which are aiming at the successful development of their clients business. Read the exact details of their services on the address:

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