

You Can't Direct The Wind But You Can Adjust The Sails

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By Dan Hamilton

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Dear Friend,

Today I would like to provide you with a new perspective and new insights to help you define effective marketing strategies and tactics that will insure the growth of your online business.

First of all, let's take a look at the meaning of the word "metamorphosis" and how it can possibly be of interest to marketing.

Metamorphosis: Noun (plural metamorphoses – say metuh´mawfuhseez) ... "the change of form, structure, or substance, as transformation; the structural or functional modification of a plant organ or structure during its development."

Applied to marketing, this does clearly suggest a process by which we can possibly transform ourselves and adapt to an ever-changing and complex environment or marketplace with the clear intent to become and remain successful.

It's all about our personal growth and our ability to react to the multiple challenges of life in general and the modern world in particular.

In a way, I am tempted to say it's all about the metamorphosis of marketing tadpoles into leaping frogs!

Identifying and aligning all the pieces of this complex puzzle takes time, quite a bit of thinking and determination. It also requires that we constantly reconsider our approach and refine our strategies. Transforming ourselves has been a necessity since the dawn of humanity and it is not any different in the modern world: if we want to stay in business, we have to evolve.

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Let's keep in mind that it is us who have to adapt to the environment or the marketplace and not the other way around.

This is a hard fact, it cannot be argued upon: no one can expect to win at any game without first knowing the rules and principles.

Life is a serious game where it is possible to have a lot of fun. It has strict rules though. First we need to study the rules then comes the fun. Likewise, marketing is a serious game where it is possible to have a lot of fun. Again, first we need to study and master the rules.

It takes time to fully master all the different rules and principles of life – the Great Pyramids of Giza were not built in a day after all.

It is a visible sign reminding us all of the astounding results that can be accomplished with vision, determination and persistence.

This is exactly the same behavior we want to apply in our marketing if we are to get results of the same magnitude.

What we have to do is study the founding principles of success and get better at applying them effectively in the real world: on the marketing battlefield.

It's a fact: we need to get better at mastering marketing strategies that lead to higher levels of success.

Regardless of our personal level of success, the #1 critical success factor to accomplish this is determined by our ability to identify and process the very information that will give us the leverage we lack to reach the next step and enable greater success.

The most efficient and fastest way to increase our success is through the adoption of behavioral patterns that will create more and more success for us. It pretty much works like a snowball effect: the first step is to get it started to the best of our knowledge and abilities.

It can always be improved in the course of time. That decision is ours to make. No one else can make it for us.

In my monthly newsletter, I discuss how it all works: how states of mind and behavioral patterns are intimately connected and how one does influence the other greatly, be it in a positive or in a negative way.

To receive my monthly newsletter, simply send a blank email to:

All the best,

Dan Hamilton

Certified Guerrilla Marketer

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Dan Hamilton

Certified Guerrilla Marketer

Proudly affiliated with Jay Conrad Levinson's Guerrilla Marketing Association
Independent Internet marketer since 1999

Skatesailing - The Ice Age

By Jakob Jelling

As with any extreme sport, some people enjoy the warmth of surfing and others prefer the cold weather and would rather skate instead of surf. With this, another popular extreme sport has been created Skatesailing. Skatesailors like to take to the ice and zip around the lake on their two skates. The cost of this sport is relatively low and very seasonal.

Most people who enjoy skatesailing do so with the simple pair of skates and a sail that is held and steered by skater. As the wind velocity increases the skater moves into the wind and picks up speed across the ice. The skater can reach speeds up to 40 mph and above. The downside to this sport is that you are landing on a hard surface should you fall. Extreme skaters love this sport; they live for the challenge to tame high winds.

As with most skating sports they take place on a lake. Most of the time, lakes can create great wind gusts that can help increase the speed of the skater. It can be dangerous to be skatesailing on thin ice, so you should always practice caution and heed signs about ice conditions. Since the skater needs a basic pair of skates they can also purchase their sail. A setup can cost up to \$500 depending on which type of sail they have purchased. Some sails are held like a boom while other sails drape across the shoulder bladed.

If you are new to the sport you may want to exercise with caution, there are some schools that will teach you the art of skatesailing. You will need a good pair of ice skates as well as the sail. Pay close attention to the instructor, they will teach you the art of turning, navigating, speeding up and slowing down. Once you have mastered the basics you can then begin to speed up and learn other tricks that can increase your speed. You can also learn how to skatesail on skis, although there needs to be more wind to push you and the skies.

Although skatesailing has become popular, it is a seasonal sport. Most people who enjoy skating will take to it with passion.

Jakob Jelling is the founder of

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kitesurfing equipment, kiteboarding lessons, places to surf and much more!

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