

You're Going The Wrong Way !

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By Peter Twist

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'94% of Websites Are Failing'

That's a recent statistic that has been in the news, so how do you define failure?

I would say that the site is either; not earning any money, is eating up money, or has no visitors.

So how can that be?

A business plan has been done, extensive market research has been undertaken and there's an ongoing marketing campaign...

or perhaps not? The trouble is that the internet has made people wear blinkers, you would have thought that the 'Dot Bomb' disasters would have made people sit up and realise that it ain't that easy. But no.

Many think that you just come up with your great product or idea, spend a couple of weeks (or months) learning the web site software then designing the killer website that everyone will love.

These days, there are enough people who think that leaving their full-time job and setting up their own businesses is the way to a better life and exciting future, or so the banks want us to believe.

Very quickly, would-be entrepreneurs realise that it usually takes time, commitment, sacrifice and many failures before the business begins to work.

Although it is much cheaper to set up a business on the internet, you still need to carry out research and put time and effort into advertising, if you don't have much money, then that translates into time, but even then, what's the point in spending six months only to find that it doesn't work?

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So, if 94% of websites are failing, who are the other 6%? Well you have the massive search engines and corporate sites, but then you have small and medium-sized internet marketers who are making a good living.

It's like a highway where 94% are going the wrong way, hurtling towards disappointment and possible financial ruin.

Be like the smaller percentage and look at your internet business the same way you would look at an offline

business. Do your homework and research and don't just fall in love with your idea.

I have worked for myself in the offline world for over 15 years as well as being online for over 8 years, it can be very rewarding, but take off your blinkers.

What Do You Get From Telling People They're Wrong?

By William Montgomery

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I have done it, and still do it unconsciously. It can be something as subtle as simple look in your eyes or a facial gesture. It can be more obvious as an eloquent string of harsh words or even the tone of the words you speak. Nevertheless, telling them they're wrong, is the wrong foot forward. Nobody appreciates an attack on their intelligence, on their rational judgment, and especially their pride. You're looking for a positive outcome, and most likely going to receive a negative response. Why not just challenge them to a duel and decide it there?

Whenever you begin by turning it into an opposition of "smarter vs. dumber" you automatically begin a battle between you and the listener before you even start.
>From this point on it is most difficult to make any impressions or change their minds in a positive manner.

If you are going to prove your point, do it very subtly. So subtly that they hardly realize it's happening.

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When I am positive about something and want to get it across, I often use a statement such as, "Well, I'm sure I'm right, but who knows, I've been wrong before. I could be again". I am stressing two important facts in this statement. One, being that I am almost 100% certain that I am right, and two, that there is a slight possibility that I am wrong. This means that I am leaving room for doubt, but stressing the fact that I am sure. You will always come out on top by admitting that there is room for error. This will inspire your opponent to be as open-minded as you seem to be. It will make him/her think twice about admitting that they may be wrong in part or whole.

Nothing good can come of telling a person straight out, that he or she is wrong. You will only succeed in stripping that person of self-dignity and making yourself an unwelcome part of any discussion.

Final thought:

Don't argue with your clients. Don't argue with your Husband or Wife. Don't argue with an Adversary! Please don't get them all riled up by telling them they're "wrong"! Use patience, tact, and a little diplomacy!

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