

# How To Cope With Information Overload

By Allan Wilson

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This another common frustration for those who are just starting out.

Information overload!

There is absolutely a stack of information and varying opinions on all manner of subjects. Especially Internet marketing.

So how do you digest it all?

The same way you eat an elephant? One bite at a time... think about it.

The simplest thing to do is to find out as much as possible about the situation you are in NOW.

Don't go getting ahead of yourself.

You can only take things one step at time. Do you know that when we were all toddlers we had to learn to walk? (Wow... what a revelation right!)

Well... did you just suddenly get up and walk? Or did you start off by first pulling yourself up on various items of furniture.

Oops - a bit wobbly at first but then after a few attempts you discover this is easy. You even then start walking around the house while holding onto furniture.

It still took you a while to work up the courage to let go of the supports and walk on your own.

And even then you probably had a few falls. Perhaps a few bruises BUT eventually you could walk.

And now look at you. Aren't you one of the world's elite walkers! Hey - you do it without even thinking about it and I bet you could walk fast, slow, fancy and even show off if you want to.

But you know what? I don't care how fancy you are. How good you are at walking.

You STILL can only do it by taking ONE STEP AT A TIME.

What happens if the elite walkers try to get ahead of themselves? If you by-pass a step you fall over!

So what's all this got to with Information overload?

Simple. Your Internet Business is a series of steps. So divide the steps up and concentrate on finding out as much information you can about the step you are at now! And when you feel you have mastered that step move onto to the next.

Here is an example:

Step 1. You need something to sell

So if you don't already have something you want as much information as you can devour about this subject. You want to know about reprint rights, affiliate programs, product creation and maybe even MLM opportunities.

You want to know what suits you, what you will be comfortable selling, what your expertise is, blah, blah, blah.

If this is the step you are at ONLY research this information. DON'T get ahead of yourself learning about the next steps. EAT THIS MOUTHFUL FIRST.

Then when you have digested that mouthful move onto the next.

Step 2. You will need a website

So off you go learning about how to make a web page, where to host your site, how to choose a domain name and so on.

Step after step... You will want to accept credit cards, get traffic, automate your business, whatever!

You will always require information about something. How do you handle it? Divide it up into steps and take what you need right now!

What if there are conflicting opinions about how to do something?

Take the advice that you feel comfortable with. The advice that you feel you can implement.

You know when my wife and I first had our twins we were bombarded with all sorts of conflicting advice from everyone. I see so many new parents confused by everyone sticking their noses in with an opinion.

The best advice is to listen to it all and only do what suits you and your situation.

Hey! We're eating an elephant here - but you can spit out the bones!

You are in control - remember what you are reading and learning is only advice.

It's your Internet business. You're the boss, so starting thinking like one and only apply what suits you and your situation.

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Allan specializes in providing ebook packages, reprint and master reprint rights packages. His website businesses are located at:

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