

Why that 95% doesn't succeed online

By Amalia Sotiriadou

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I am so tired of hearing about how 95% of the people that start out in Internet Marketing DON'T succeed online. And I am even MORE tired of the glib explanations given, even by so-called great Internet "gurus"... for example:

- * 95% of the people don't succeed in anything, anywhere
- * 95% of the people are lazy
- * 95% of the people don't care

Amazing, isn't it? All in one stroke your "guru" has made you feel inadequate, a probable failure, stupid, lazy, and shallow just because you were not able to earn 1 million dollars this year by selling your "masterpiece" to the 95% schmucks out there that bought it, hoping beyond hope that they would actually LEARN something from it, only to find out that it was a long ad to your other useless (and expensive) program!

Well, folks, I've got news for you. 95% of the world's population is NOT useless, inadequate, stupid OR lazy! They are regular people like you and me, going about their lives in the best way they can and trying hard to better themselves. When they look at Internet Marketing for the first time, it is with a hope in their hearts that they could actually achieve something.

So what's wrong? Why is there such a high failure rate on the net? It's just a bit of business, isn't it?

Oddly enough, one of the reasons people fail is the fault of the programs that are trying to recruit these same people. The incredible hype that is used in order to draw people to a program is the first ingredient to certain failure. According to many ads I've seen, anyone who signs up for the fad program of the day will become rich overnight, they will be doing no work, investing no money, and their PayPal account will burst with payments from strangers!

Come on people! Networking is WORK and if you really want to succeed you will have to work HARD at it! Of course, let's not tell that to the prospects, or they will be scared off!

Sorry for the ranting, it's my pet peeve!

Now, let's get back to the practical reasons for that 95% failure rate.

1. The Internet is a very new medium. Large numbers of people log on for the first time every day. They have very little knowledge of how to work their computer, let alone how to figure out the

technical intricacies of promoting online.

2. A whole new language has to be learned that includes words like URL, CGI, PERL script, JAVA, FLASH, start exchange programs, pay-per-click engines, and so on. I don't think the person who asked me a few months back "what is a URL" was stupid! Heck, I had to ask too the first time I heard it!

3. On the Net, it's the blind leading the blind. People that hardly know what they are doing themselves are trying to recruit other people that have no idea what they are doing.

4. The Internet used to be a FREE medium for the most part. People EXPECT to get things for free, even if the object of information they desire has taken its creator countless hours to put it together. With things getting tighter, site hosting prices rising, advertising needing to be paid for and so on, there is a price tag on many things now – a fact which turns off many people.

Despite all of the above, Internet Marketing IS a wonderful opportunity, which, if exploited correctly, can be very rewarding. With a little coaching, a large number of willing people could rise to the top in no time. Internet Marketing is NOT just for geeks with a little knowledge of business, or businessmen who can afford to hire geeks! It should be for everyone!

I believe in that 95%. I respect their dreams, hopes and aspirations. They deserve "a piece of the pie". There is no reason to be the one preyed upon just because you lack a little knowledge. This is the Information Age! Get informed! Find out the truth!

Yes, if you want to succeed online, you WILL have to work. You WILL have to spend many hours learning new things and ways. You WILL have to invest a certain amount of money in your new business. You WILL have to teach others everything you know. Sounds like too much? Not for you? Then SAVE YOUR MONEY AND TIME AND GET OUT OF THE BUSINESS!

Of course, if you do, you will miss out on the incredible rewards Networking can bring you – such as having a HUGE prospect base, the opportunity to market to the entire world, to make business and personal relationships that would never have been possible otherwise, and yes, to make a lot of money!

Do it RIGHT, and you WILL SUCCEED!

© Amalia Sotiriadou. Amalia has been training people for two decades in a corporate and a personal environment. Her relationship with computers began in 1974 when they still used punched cards for data entry and has grown to a passion ever since. She has been involved in Internet Marketing for three years and is determined to train people to be successful in this field.

At her new site, <http://talentgrid.com/business>, "TGeBiz - Your MAP to SUCCESS", she is planning to do just that in an almost revolutionary way, with group and individual mentoring programs.

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