

Coping with Other's Negativity

By Craig Lilienthal

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I feel that coping with negativity is one of the most difficult aspects of going into business online yourself. It's hard enough to remain in a positive frame of mind after sifting through all of the hyped-up and time consuming offers received via e-mail everyday. Most of us can handle our own skepticism generated by entities of the aforementioned nature by rationalizing and realizing that we are too smart or savvy to fall for such unrealistic proposals. It is when we are faced with other people's (e.g., neighbor, family member, etc.) negativity that most of us tend to "throw in the towel."

To answer the question: "What should I do if my neighbors or friends rag on me because they don't believe in what I'm doing?" is fairly simple.

The answer is very simple, like I said, so are you ready? Just don't tell them your business! I told you the answer was simple. I started out Internet marketing as a hobby, and it took quite some time before I told anyone what I was doing in my spare time. To this day, I don't believe my wife truly understands how I make money marketing on the Net!

I didn't tell anybody at first because I knew that if I did, I would have been required to answer questions that I didn't know the answer to. There are a lot of people out there who are not successful as a result of fear. They are afraid to try things that they do not understand. To them, a person who deviates from the norm or "thinks outside the box" is wasting their time. For example, a previous "boss" of mine did not understand the value of e-mail and discouraged me from using e-mail as a form of communication with potential clients. "If you can't speak to the DMs (Decision Makers) in person, you're wasting your time." he would say. In some instances he was correct, but how did he explain the \$60k deals I signed without ever speaking to a soul? He didn't, because I never told him. Additionally, I no longer work for him.

I'm not saying that you should be sneaking behind anyone's back doing what you think is right. I'm not saying that you should do anything behind your boss's back. I'm not suggesting that you quit your job! The point that I'm trying to make is this: If you want to be successful at something, then you must surround yourself with people who are successful in the same area. Do what they do, but add your personal touch. In the case of my previous job, I was surrounded by successful people who displayed absolutely zero creativity. I felt limited and ended up quitting as a result.

With all of the hype and possibly misleading information draped all over the Internet, finding people who are sincere and successful can be quite a challenge. However, they are out there. If you have time, patience, a critical eye, a few bucks and are persistent, you should be able to find them. Discussion groups, newsletters, e-mail groups, forums, and search engines are all places/tools that

you can use to find people with the positive attitude and "know how" to get you pointed in the right direction, no matter what it is you want to do.

To summarize: The best way to cope with other people's negativity is to "keep a low profile" and surround yourself with successful people who have a positive attitude.

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