

HAVE A VISION IN THE NEW INFORMATION (AND TECHNOLOGICAL) AGE

By Craig Lock

HAVE A VISION IN THE NEW INFORMATION (AND TECHNOLOGICAL) AGE

Craig Lock
clock@xtra.co.nz

Creative Writing Course <http://www.nzenterprise.com/writer/creative.html>

HAVE A VISION IN THE NEW INFORMATION (AND TECHNOLOGICAL) AGE
...AND FOR YOUR LIFE

by Craig Lock

Just sharing a few thoughts on the future of the new "information revolution", which is taking the world by storm. As we all know, the Internet revolution is evolving at a dizzying pace (in spite of the well publicised lack of results of many high-profile "dot.coms" who have demised into "dot-bombs"!).

What we see today can be history next year or even next week. Five years from now the Internet will be quite different from that which most of us can imagine. The vision of a "nerdish" future with a dash of Gordon Gecko Wall Street greed and a touch of youthful creative imagination and energy is one that excites us in "sleepy, far-off" New Zealand. It's a vision my partners and I, as budding entrepreneurs, cherish and have fully embraced - one whereby the small guys in geographically isolated communities like us, can take on the world and the major players on a relatively level playing field, except (in most cases) for miniscule advertising budgets.

I believe e-commerce (with it's instant communications) is the new frontier of doing business world-wide and is the way of the future (especially for geographically isolated communities, like us here in far-off New Zealand near the bottom of the world). Eagle Productions was started as a "one man business" with NO CAPITAL and just one or two "very clever" friends, who helped "total non-techno

me" me with technical expertise in this most economically deprived region of "little old New Zealand". This has now "developed" to a few people working (and having heaps of fun) in "Sleepy Hollow", together with a number of American associates. My advice is develop "strategic alliances" with people, who skills you do not have ... so that you ALL benefit from each others unique skills and expertise (process of synergy at work: $1 + 1 = 3$.)

So I truly believe, anyone with the desire and persistence can be successful in cyberspace. because it is a long hard journey to success. I believe an idea, a big helping of enthusiasm, together with a great deal of time and effort in implementing it, belief, faith in yourself and persistence (not necessarily in that order) is the key to internet marketing success.

The "technological revolution", electronic commerce and the information age could be just the recipe the world needs for a level playing field of socially responsible capitalism - one in which smaller countries and "the little people" with imagination + vision can take on the corporations and the giant countries, like the US and Japan.

Living in a small isolated " city" of 30,000 people near the bottom of the world made us realise some years ago the tremendous benefits of distributing useful information around the world at minimal cost via the www. (Gisborne's geographic isolation and "survival mentality" certainly breeds entrepreneurial creativity and effort!) .

I believe e-commerce (with it's instant communications) is the new frontier of doing business world-wide and is the way of the future (especially for geographically isolated communities, like us). Eagle Productions was started as a "one man business" with NO CAPITAL and just one or two "very clever" friends, who helped "total non-techno me" with technical expertise in this most economically deprived region of "little old New Zealand". This has now "developed" to a few people working (and having heaps of fun) in "Sleepy Hollow", together with a number of American associates.

We have developed a number of strategic business alliances recently.

I believe an idea, a big helping of enthusiasm, together with a great deal of time and effort in implementing it, belief, faith in yourself and persistence (not necessarily in that order) is the key to internet marketing success. Together with developing strategic alliances with other businesses - it doesn't matter where in the world they may be located , thanks to modern technology.

I don't have any "techno skills", but we work in a "synergetic relationship " (big words to impress you, but which simply means "1+ 1 = 3 - the whole is greater than the sum of the individual parts").

We are working together towards a common vision, whereby we help each other.

I believe it is essential to have a vision of the future to achieve success in business (as in life itself) ..because putting the vision into words keeps you on track and through total focus breeds an absolute commitment to achieving the goal, the "impossible dream.

We have an ultimate vision (or dream) of Gisborne on the East Coast of the North Island of scenic and tranquil New Zealand being a "renowned and recognised" centre of electronic, as well as conventional publishing, a world-renowned centre in providing quality courses in distance education and adult online teaching. Perhaps one day even a centre of excellence

in developing technology in the South Pacific. (Thanks to my "technogeek" associates , Bill Rosoman in Gisborne and Erich Licht of Rapture Web design in Ohio, USA (<http://www.rapturewebservices.com>) for all their hard work, help, drive, talent and vision, as I don't understand much of modern technology - "a total non-techno"). Couldn't even turn on a computer four years ago (now it's ust women??? LOL)

I believe an idea, a big helping of enthusiasm, together with a great deal of time and effort in implementing it, belief, faith in yourself and persistence (not necessarily in that order) is the key to marketing success and seeing a vision turn into reality.

That is our ultimate vision and something we at Eagle Productions in association with Bill Rosoman of Nugrow Technologies here in Poverty Bay (oops er sorry, Eastland) and Erich Licht of Rapture Web Design in Ohio, USA are daily striving towards with all our energies and creative endeavours.

And then.dreams and "fairy tales" do sometimes come true.

The successful cyber entrepreneur of today could well be the equivalent of the Rockefellers, Vanderbilts, Kennedy's, Paul Getty's and Henry Ford's of yesteryear, especially in the new ENTREPRENEURIAL (nice big word) AGE, which

I believe, is even more important (and a more appropriate term) than the information age.

What you do today could repay you a hundred-fold tomorrow and there is just one rule: As the Nike ad says, "Just go for it with all you've got and just do it."

Craig Lock

Craig Lock

" Whatever the mind can conceive, can be achieved."

- Johann Wolfgang Von Goethe

"Whatever the mind of man can first conceive, then BELIEVE ,can be achieved... and anything at all is possible."

As Jesus Christ said 2000 years ago,
"Total faith can even move a mountain".

"If you have knowledge, let others light their candle at it"
Margaret Fuller

"Without a vision, the people perish"
- the Bible (the Great book)

"We can all use the internet to reach out to the "global community" and build a better world in this new "Information Revolution" that is upon us. Let's use it wisely, respect our diversity and unique cultures; but celebrate a new world in union. One where, like your founding forefathers in America, you can first celebrate the Independence Day of the strong burning creative spirit that is within you. If set alight, it is one that will burn brightly and make your personal VISION of the future a REALITY."

Could that perhaps be your "unique destiny"?

Craig Lock

My various books are available from:

<http://www.nzenterprise.com/writer/books.html>

I have a few copies left of my first novel THE END OF THE LINE - set in "the beloved country".

A passionate and heart-breaking tale of South Africa, a true story of the bad old days, but with the hope of the new.

They are available at the SPECIAL June price of \$9.97 (US), including P&P see:
<http://www.novelty-gift.com/> or
e-mail: clock@xtra.co.nz

Best Wishes from the First City to see the Sun in "Godzone"
("little" New Zealand)

Craig Lock

Creative Writing Course

<http://www.nzenterprise.com/writer/creative.html>

Check out my various books* at:

<http://www.nzenterprise.com/writer/books.html>

and

<http://www.novelty-gift.com/>

* Fiction and non-fiction, novels on South Africa, travel, humour, inspiration, self help and money books (money management and steps to financial success).

Proceeds go to needy and underprivileged children - MINE!

"Life is about finding, then following the dream...
and one's dream/vision comes to reality through believing in yourself,
making the commitment and then creating it."

- Craig Lock

<http://www.craiglock.com>

and

<http://www.elkpublications.com/godzone.htm>

[Get-Articles.com](http://www.get-articles.com) : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)