

Have a Vision in the New Information (and Technological) Age...and for YOUR LIFE (Part Two)

By Craig Lock

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Craig Lock's Books <http://www.nzenterprise.com/writer/books.html>

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

The present "technological revolution", electronic commerce and the information age could be just the recipe the world needs for a level playing field of socially responsible (or "compassionate" capitalism... and not "Gordon Gecko type greed") - a "new order" 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 (valuable and most importantly, helpful) information (hopefully!) around the world at minimal cost via the www. (New Zealand's and specifically, Gisborne's geographic isolation and "survival mentality" certainly breeds entrepreneurial creativity, IMAGINATION 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, and "homebiz people", 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 computer 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 overseas associates. (We have developed a number of strategic business alliances recently).

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We believe an idea, a big helping of enthusiasm, together with a great deal of time and effort in implementing it, 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. Amazing... but no doubt there are still many more life-changing inventions still to be invented!

Enjoy the incredible journey of the human IMAGINATION down the "river of life".

Good luck

Craig Lock

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P.S: As the ancient Chinese proverb said:

"It's a privilege to live in exciting times (like life in South Africa).

END OF PART TWO

Craig's books are available at:

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

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