

Have a Vision in the New Information (and Technological) Age...and for your Life (Updated)

By Craig Lock

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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!) .

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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, Stephan Van Lingen in South Africa, my former country (<http://www.bridgeniche.com>) 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!

We 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), Stephan and Erich 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."

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

- Johann Wolfgang Von Goethe

... and ANYTHING is possible."

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

"Without a vision, the people perish"
- the Bible

"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; yet 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 each one of us. If set alight, it is a flame that will burn brightly and perhaps even make YOUR personal VISION of the future a REALITY."

Could that perhaps be your "unique destiny" and your legacy for future generations on this planet?

Craig Lock

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