

# Running With the Big Dogs

By D. Monday

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Ladies and Gentlemen, Mark Joyner has left the building!

That's right. After many pronouncements, and many many emails from affiliates selling his "going away" package, one of the most successful and influential Internet Marketing gurus has officially retired. Or has he?

The retirement of Mark Joyner from the world of Internet Marketing, where he made millions in a few short years, has been the subject of much debate online. There are those who take Mark at his word and believe he's gone for good. And, there are many who believe this is just the end of the first act. They think Mark will be back online with something new and maybe even revolutionary to promote. Still, others think the whole thing is a big scam to drain every last dollar out of those eager and gullible enough to part with it.

What is the truth?

Who knows?

Why should you or I even care? Mark came to the Internet. He saw. He conquered. Good for him. Now what does that have to do with your success online? Not much. Many people follow these Internet gurus hoping to find the key to their own online success. True, some have actually made good money by regurgitating the teachings of people like Mark. They rode his bandwagon to their own success. But ever ask yourself why someone like Mark is getting out of the Marketing to Marketer's biz?

Maybe because it's getting harder and harder for even gurus to make a decent profit from the over crowded field of marketing players. Seems like every newbie and their mother wants to start up a web site to promote Internet marketing information. Are you one of them?

Millions of people saw gurus like Mark making big bucks and thought they could imitate them and do the same. Well, you can't. Know why? Because, you're not Mark Joyner. Or you're not (fill in the name of your favorite marketing guru here). No matter what they tell you or what you might believe, you can't duplicate their success. Sorry to burst your bubble.

The field is so crowded with marketing guru wannabes that hardly anybody is making money. The few who are, make themselves part of the guru circle of special friends. That's why you see the same people promoting each other and giving testimonials every time you read a sales letter for the latest marketing ebook or seminar. If you can become a part of the inner circle, you have a chance. But do you have the cash and resources it takes to do this? How many people can realistically be a part of that lucrative inner circle?

It's time for a reality check, people. Many of us have lost money trying to run with the big dogs. I say it's time for a change.

It's okay to read the material of the big dogs to learn the basics of Internet marketing, but then, it's time to go out on your own. Use that knowledge to come up with your own UNIQUE idea to promote online. Internet marketing is a means to an end for most of us, not the way to wealth.

If you don't believe me, ask all those other folks who have tried and given up. If you're getting discouraged, don't throw in the towel just yet. Try being yourself. That's right. Let your hair down. Time to put your dog to bed. Remake that loser marketing site into something you really enjoy pursuing. Maybe you won't make millions like Mark, but I guarantee you'll have a lot more fun online.

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