

Creating Profit Trails That Lead Back To You

By Dan B. Cauthron

Creating Profit Trails That Lead Back To You

Dan B. Cauthron
Dan@DanBCauthron.com

Dan B. Cauthron.com <http://www.DanBCauthron.com>

A wise person once said, "There are many trails to the summit of any mountain." I've also heard it said that "all roads lead to Las Vegas" and that there is "more than one way to skin a cat."

While I've never skinned a cat (I love animals) and haven't been to Las Vegas (don't want to go) I have hiked many different trails to reach the summit of my favorite Oklahoma mountain. Each trail I took landed me on the same spot, at the top of my mountain, where I could enjoy a breathtaking vista and see a hundred miles or so into the lush and verdant landscape of neighboring Arkansas.

So, how in the world does all that relate to your own business success?

Simple - you need to create profit trails that lead back to you - and you need to create as many different profit trails as it will take to get you where you want to be.

But unlike the mountain, where any single trail will eventually land you at the top - chances are that no single profit trail will ever deliver what you want in terms of income and lasting business success.

A Case In Point From The Dirt World

Recently I visited a small privately owned pharmacy to get a refill on a medication. While waiting I made note of the numerous profit trails the owner had working for him, all of which lead back to one spot - his cash register.

Besides the usual pills, ointments and elixirs, he also offered unique gift items and a classy wrapping service, greeting cards, healthy candies and snacks, gourmet kitchen items, stuff for horse lovers, a full magazine rack and

best selling novels, and more.

Now, if that pharmacist relied only on a single profit trail derived from selling pills, chances are he wouldn't be in business much longer.

Business Is Still Business - Even On The Internet

It seems to me that many people are completely missing this point. Rather than view their Internet efforts in terms of a real and lasting business, I think many people equate Internet success with winning a Lotto. They unknowingly doom their own chances by jumping from one opportunity to another, hoping for a single huge payoff from a single profit trail.

I'm sorry, dear reader. It probably won't happen that way, no more than a small pharmacy can make good only by rolling pills.

Don't Put All Your Eggs In One Basket

That seemingly silly old wisdom hits a home run in this context. When you have multiple profit trails leading back to you, your income will not only increase, it will stabilize. You won't suffer when one trail is suddenly blocked by a landslide.

You might not know that the women and men who are presently at the top of the Internet marketing ladder have been working for years to develop their own multiples of profit trails. Not many, if any of those successful people derives her or his total income from a single source. That, if anything, is the big secret that very few are talking about.

Finding Your Own Profit Trails

There is one aspect of the Internet market that is new and vastly different from anything that has ever been presented in the history of open market commerce. Opportunities for the small budget entrepreneur are literally boundless, and the potential for business growth is no longer limited by the sky. It reaches into outer space!

Opportunities for you to create multiple profit trails are literally wide open - limited only by your own degrees of desire, motivation, and ingenuity. And every action you take in developing your business should create another profit trail that leads straight back to you.

Now, rather than bore you with a bunch of theory, let me show you the real profit trails I have leading back to me as of this writing:

= Direct sales of products I have developed.

= Direct sales of resale rights products I've bought.

= Promotion of other people's products for affiliate commissions - meaning dozens of excellent "mini-trails" and an unlimited potential to create more.

= Monthly residual income from referrals I've made to various programs, webhosting services, etc. - again, the potential to create more "mini-trails" is limited only by my own degrees of desire, motivation, and ingenuity.

= Sales of my own skills as a service for fee - ie. adcopy writing, webmastering, etc.

Like the pharmacist, I'm not depending on any single profit trail to provide my total income. And I have more trails in the works.

If you're not already doing so, I suggest you get busy right away, and create as many profit trails as it takes to get you to the top of your own mountain. You're sure to enjoy the view.

Dan B. Cauthron - the 'anti-guru' - has been involved in direct marketing for more than 30 years. Join his NEWS Letter list for weekly original articles and insights plus a 7-Volume complimentary eMarketing Library. Visit here: <http://www.DanBCauthron.com> or email this autoresponder for the latest issue: <mailto:subscribe@DanBCauthron.com>

© Copyright 2003 - Dan B. Cauthron
All Rights Reserved Worldwide

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

[Submit your article for reprint.](#)