

# Internet 101: 143 Million Reasons Why You Should Try Your Hardest to Succeed on the Internet!

By Dave Turner

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Depending on whom you talk to, it's estimated that anywhere from 95 percent to 97 percent of online businesses aren't making any money.

As staggering as those statistics appear, I have to admit, I'm really not surprised.

Why? Because I understand the psychology of human nature. And most people are inherently lazy.

Oh sure, most people say they want to be successful, but the "proof is in the pudding!" And when it comes right down to it, the above statistics prove most people aren't willing to put in the time and effort necessary to be a success.

What about you? Is your online business making money? Are you putting in the necessary time and effort required to be successful? Or are you of the belief that, "if you build it, they will come?"

Unfortunately, it's just not that easy. Certainly, the Internet has an overwhelming abundance of free resources at your disposal. And to be sure, you can go an awfully long way with free resources.

However, if you truly want to take yourself and your business to the next level, you have to spend money educating yourself.

When was the last time you spent money on a good business or marketing book?

Personally, over the last few months alone, I've spent over \$300 on various business and marketing books. I consider the money I spent a well-placed investment in myself.

And the results speak for themselves, because my website is among the tiny percentage of online businesses that is making money.

I wish I could put into words how good it feels to be able to play on my computer all day, every day. No boss--no hassles--no office politics!

I'm sure you'd like to experience that same kind of feeling. But perhaps you're the type of person who needs motivation. Well, I've got 143 million reasons why you should try your hardest to succeed on the Internet.

According to the United States Department of Commerce, as of September 2001, 143 million Americans, or about 54 percent of the population, were using the Internet, and new users were adopting the technology at a rate of more than two million per month!

Do you realize what that means? Over half of the U.S. population is on the Internet. And those statistics don't even take into account the rest of the world! Can you see the potential--the opportunity that's in front of you?

Now I don't know about you, but those kinds of numbers sure gets me excited!

Til next time...

Dave Turner is a writer and entrepreneur with over twenty years of home business and marketing experience. Questions? Comments? Email Dave at <mailto:dave@freebizadvice.com>

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