

# "Drilling For Oil or Digging For Internet Riches"

By Don Aronson

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"Drilling For Oil and Digging for Internet Riches"

aka: "Following The Rainbow"

Dr. Don Aronson "The Texas Maverick"

For those of you that don't know me, I've had a very "varied" life. From Market Research, the Air Force, practicing dentistry for 36 years, and now in Internet marketing!

Oh, yes, I forgot to mention the "oil patch"!

That's where our story begins....

Operators in the oil patch have a very true and useful expression...."Follow the rainbow". What that boils

down to is that in drilling an oil well, a large pit next to the rig is dug, and that's where the water that comes out the "hole" goes to. The sludge drops to the bottom and the water which "less dirty" is sent back down to the drill bit to keep it clean and cool, as well as to carry the debris back to the pit.

It's in that pit that inexperienced operators get fooled!

Hydrocarbons (such as oil) float on top of the water. This layer can come from any number of sources, including the grease on the pipe joints as well as oil down in the hole. This thin layer creates a "rainbow" on top of the water which is misinterpreted as OIL in the hole! Seeing this, the inexperienced operator gets excited and "follows the rainbow", dumping dollar after dollar into trying to complete

the well, when in reality, it may never happen.

I've seen some beautiful rainbows in the pits of "dry holes"!

Now, here's where you come into the picture...

You're trying to get an Internet business started. You spend endless hours searching the web for that "ideal" program which is going to take you by the hand and lead you to that pot of gold they all tell you about.

Just about the time you've decided on which "guru" you're going to "buy into", you start receiving emails from more programs and "guru's" than you ever knew existed.

Each one sounds better than the last. So, off you go in another direction.

Before you know it, your email box is overloaded with offers, promises, etc. etc. etc. .

Each "rainbow" they send you sounds just like "This is the one I've been looking for!"

So you think...until the next one comes in!

Because you're new at this game, just like the inexperienced oil operator, you really don't know who's "for real" and who's the "scam artist".

Just in case you didn't know, there are sites on the net that list just about every "guru" and program around, and they report on each one of them.

You can check those sites and immediately eliminate the bad opportunities you've been offered from the good ones.

I've spent three years researching just what I've just told you, and I've settled on just a couple of people I have full trust and confidence in; that if I read what they have to say, I can be confident they won't lead me wrong, and they'll be there to help even after they've collected their money.

Those are the true "Pro's" of Internet Marketing!

A TV program once became very well known for their line, "This is your mission, if you choose to accept it".

That's my challenge to you, just as I made to myself....

"Before you jump into Internet marketing, research it, research it, and research it again"

Once you've done that, you will know what to do, whom you will trust for the knowledge they have, and how you will approach your new business."

Then I can say to you: "This is your mission, if you choose to accept it".

Boil it down to one area....focus on that area and don't let the other "opportunities" become rainbows that you will follow.

"Focus On Your Success" is my byline, and I want it to be yours.

W. Clement Stone once said, "What the mind of man can conceive and believe, it can achieve"

Conceive of what you want to accomplish...

Believe you can do it...

And you can achieve it!

Good Luck...and...Keep Focused !

\* This article is the Preface to my forthcoming ebook: "Focus on Your Success"

\* Don Aronson is editor of the free weekly newsletter, "Cybizops Senior Gold" Subscribe by sending an email to: [FreeNewsletter@cybizops.com](mailto:FreeNewsletter@cybizops.com) Write "Subscribe" in the Subject Line. His website is: <http://www.cybizops.com>

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