

# Internet Money Making Strategies

By Edward Thorpe

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\*Who Sez TV Sucks?\*

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Not me baby. I love TV. I learn so much.

For example, recently I watched an African Survival episode. Killer! Reality TV.

OK, made for TV reality. In case you didn't see the show, I'll describe it for you.

Recently CBS took a group of American adventurers to Africa. CBS is filming this group of 16 who are supposedly working together to survive in the African bush.

To make it interesting for the viewers the 16 were divided into two teams. Each team is camped in different, but adjoining areas. The teams only interact during staged contests.

Contests winners are given perks to make their stay (33 days, if I recall) more comfortable. One week the winning team got fire. Another week they got fresh water.

The contests are really lame. What's interesting is watching the individuals become / or not become, part of their respective team.

Last night, it looked like the team being filmed was suffering from acute sibling rivalry. Younger members against the older members.

In fact, these youngsters deliberately didn't share the work ethics of their elders. They slept in, dogged the chores. Generally acted like spoiled American kids.

They purposely acted clannish to get the older group's goat. Wanted to tick them off. Get a emotional reaction.

Hey, it worked.

The older crowd, a dentist, retired teacher, telephone employee, etc, got a little cranky. Perhaps lost their objectivity. Started making noises like conditions were unfair. Acted like the kids were taking advantage of them.

Just what the kids wanted.

Many times people become emotionally attached to outcome. Emotional attachment leads to exposing your greedy, selfish side. Worse yet, it clouds your better judgement.

I see small biz owners get emotionally attached to outcome. Not good. Everything you do in life, business included, is a test.

That's so important I want to repeat it. Everything you do is a test. Don't get emotionally attached.

If your business actions produce the results you're after, great. Keep taking the same steps.

If your actions don't produce the results you want, great. Change your tactics. Fine tune and try again. Keep testing till you get one method that works for you.

Continue to run that successful set of tactics. But keep testing other methods. Get something else going for you. Repeat. Then repeat. Keep repeating until you're rich.

Then sell the business and go write a book about why you're so damn smart. I'll sell it for you.

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edward thorpe, The Laziest Dude on the internet, publishes The Home Grown Biz Advocate. Smart, funny and candid selling & marketing how to. Get yours at - <http://www.growahomebusiness.com/newsletter/default.cfm>  
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