

# The Importance of Finding a Mentor

By Holly Cotter

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What is a mentor?

A mentor is someone who will work personally with you to help you build a successful business.

Why would YOU want a mentor?

Although it is possible to achieve success on your own, you can save yourself a lot of time and money by finding someone who...

- Has a personal track record for success.
- Is willing to share their success secrets with you.

You see, there are so many options available when choosing a business opportunity that it is very difficult to know WHAT opportunities are good ones and which ones are simply scams or just plain old flops.

Likewise, there are many marketing strategies to choose from. It's very difficult to know which ones work and which ones are just a waste of money.

When I first started my business, I could not find anyone successful who was willing to work personally with me and share their insider knowledge.

So, I relied upon books to teach me the "in's and out's" of marketing.

This is one way to get great mentoring. Simply start reading books authored by persons who have been successful. In doing so, you'll learn some of their secrets, and be

able to start to duplicate their actions (and their success).

But, the absolute BEST way to be mentored is by working directly with a real, live human being.

Unfortunately, the people who are successful are usually either too busy with their work (or too busy enjoying the fruits of their labor) to have the time to work one-on-one with very many people...especially people they don't know.

So, for most of us, the best way to find a living, breathing mentor is to...

\*\*\* Join A Membership Website! \*\*\*

There are several membership sites that offer quality training and support.

You want to find one that is run by someone who has TRULY achieved success. The site should also include the following features:

- The ability to chat online with the mentor.
- A message board so you can get questions answered quickly.
- Easy-to-follow written training material.
- Access to a variety of business-building resources.

I have personally belonged to several membership sites over the years, but only a few of them were worth their salt. Don't be afraid to be picky -- you want to find the best mentor you can.

No matter who you are, finding a mentor will...

- Save you money.
- Save you time.
- Help you build your income much faster.

As they say..."You can be in business FOR yourself, but you never have to be in business BY yourself!"

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Holly Cotter is a successful author, entrepreneur and business coach. She specializes in teaching others how to easily and affordably build multiple streams of income on the internet. Let the creator of Ultimate Mentor help YOU build a profitable home business. Request your FREE \*Ultimate Success Package\* today!

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