

# Optimism - The Importance of Adopting the Right Attitude

By Irena Whitfield

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Once you decide and start your business on the Net, you should take up and stick to several principles vital for your success. One of the most important is optimism - the optimistic attitude.

If we start with a classic comparison of opinions between an optimist and a pessimist, the difference will be clear: Both of them watch a bottle filled up to the half with their favourite wine. The pessimist says: the bottle is half empty and the optimist says: the bottle is half full.

I think this little example clearly shows the difference in the attitudes, and exactly the attitude determines your chances for success in anything you do. All around, you can hear what you should do. However, even if you do everything the right way technically, your chances to succeed are very low if your attitude is wrong.

I subscribe to tens of ezines like anyone on the Net to see what's going on around. The ezines differ in contents, quality and the subscribers' base. Many of them are rubbish. One, for instance, is a discussion digest having over 20,000 subscribers. I wondered why because the quality is really poor. I noticed that really quality ezines have mostly around 5,000 subscribers.

I started to realise that each time I finish reading it, I feel really depressed and then, I got it. The failures flock there sharing their horrendous experiences on the Net. And if I myself didn't make money on the Net, I would never believe that it is possible after reading one of the issues.

And this was precisely the reason why I decided to write these several words on optimism. I am alarmed by the huge number of people failing on the Net unnecessarily, just because they formed the wrong attitude. And it is only the matter of choices.

Never flock with the failures, always go with the winners. Avoid black-and-white statements. Your thoughts, attitudes form your acts and the results. You must believe in what you do, in what you want. You must believe that you can succeed and you will. All the forces of the Universe will join to help you to get what you want if you believe it.

It seems helping if you can hear that someone else has the same bad experience as you do, and you're not the only one but it really only seems to be helping, in fact it doesn't help at all. On the contrary, it builds your negative attitude.

Do a different thing: listen to the successful people, read what all is possible to achieve - let this influence you. This forms your optimistic attitude. You need to grow and feed your enthusiasm, your

strength and belief.

One of the most common items - search engines. Do not listen to people saying that it is not important to rank well, that it will not bring you visitors, that it is not worth the effort. It's the people who are not able to rank well on the search engines.

Of course, it is important, of course, it will bring you visitors, of course, it is possible and pretty well worth the effort, not for one keyword though. Anything you do well will help you to get you where you want to get.

See to it that every day, every minute you think positive, you read something positive, you will never ever let yourself get influenced by anything negative. You must read everything to be informed but it's up to you what you choose to follow, what will form your attitude. Always be an optimist. If you're not, become one.

Optimists, enthusiasts are the winners. Always go with the winners if you want to win. And I firmly believe you want to win.

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