

The Business College for the Digital

By Jeff Neil

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Internet Marketing. The Business College for the Digital
You.

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Every day hundreds of would be internet entrepreneurs quit. They claim they have been lied to and cheated, and the sad part is they probably have. It seems that some time ago someone started this terrible rumor that with just a web site and a few links you can become an instant overnight success on the internet, and be able to quit your job almost immediately.

You didn't see it on CNN but from your own personal experiences you know that making a living on the net takes more than a week. Don't let anyone try to tell you otherwise. Because of all the variables involved no one can predict with any honesty how long it will take you personally to achieve the success you want. But it will take a while.

So should you just give up? No. At least I hope you don't.

Not everyone is cut out to be their own boss and working at home. That's actually a good thing. Can you imagine life without the guy at the gas station or that friendly lady at the grocery store checkout? Life isn't that automated yet.

But that's them. You want to be your own boss. You're just not satisfied with your current "net" income.

Then go to college. Internet Marketing College. A college education takes time, money and work. An internet marketing education is no different.

Every year college students pay hundreds of dollars just for their books. We shouldn't consider ourselves any different. While you can get free marketing information, which is great for all of us, that's usually not enough.

Don't be afraid to spend some money on information. There is some great information to be had. If there is a way to do it, there is a good ebook or membership site to tell you how.

In most cases buying the information you need is not a rip off or a waste of your money. It's an investment for your future. If you were to ask a college student what he or she pays for books, you might see that we have it pretty darn good.

It is possible to learn enough to make it online by just reading and learning. That's pretty close to what happens with a typical "home study" degree. but to shorten the learning curve get help.

Raise your hand and ask questions. Don't be nervous. Don't be shy. Ask. Instructors are available.

Get involved with some forums or message boards. Find a mentor or caring upline in MLM.

You'll find experienced people that will help you. Those Internet marketing experts will help you. They may charge \$19.95 a month for expert assistance, but compare that to college tuition.

College students have ongoing expenses like boarding and school supplies. Here in cyber land we have expenses too. But they are a must. Web hosting and internet connection. Email management, advertising. We have to pay for this training in some shape or form and take the time to make

it happen.

Before you throw up your arms and think no way, it's too hard, it takes too long, or it's too much like college, consider this. Way too often a two year college graduate can't find a good job. Even four year graduates have this problem. There's too many reasons to list but the problem is not going away.

We have the advantage. While many schools are struggling to catch up with technology we are in the right place at the right time. The internet is still a baby. But not so new that we have to pave the way. Many great marketers have learned the ropes already and are standing by to teach. For a price? Yes, probably so. But the price will save you thousands.

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