

# Creativity is a Lost Art

By Jerry Robertson

Creativity is a Lost Art

Jerry Robertson  
robertsonelrob@aol.com

Starting A New Business <http://www.elrob.com>

Are you tired of the same old programs? Does anyone have anything new and exciting? I receive tons of emails every day full of the same old "Get Rich Quick" programs. Fresh and creative ideas are needed.

Any business idea needs to be profitable. Many of the so-called "Internet Gurus" ideas are similar in many ways in spite of their hype. The market is full of opportunity for people willing to be creative. How many products can you think of that were unusual and very successful. The Pet Rock, Cabbage Patch Dolls and the Florida Snowman come quickly to mind.

Here are a few ideas or examples. Many gurus have a mentoring program. You could do a mentoring program that is different. Yours could be much more detailed with more 1 on 1 help. You could combine emails along with personal phone calls. This could be very beneficial to both parties, if you have your own product to sell. The affiliate should be successful with your help making money for both of you. You could offer some kind of rebate when your affiliate sales reached a certain level.

Another example would be to have an e-book made up of creative ezine articles submitted by your readers. This is very possible especially for people just starting, but have lots of great ideas. The writers would profit from having their name and website information available to many people. The website owner would have a free e-book to give away, all the writers would be promoting it and it would be more likely to be on other websites as a giveaway. The website owner with a link to his site in the e-book would love all the extra traffic.

This is just the tip of the iceberg. I am sure you can think of many more really creative ideas. Internet Marketing is loaded with programs, but there is plenty of room for individuals with creative approaches to a 6 figured income. Sometimes we need to think "outside the box". This way we will be remembered among the many websites. Go ahead and be creative. You may be surprised with the results.

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)