

Plan for Success

By Jill Black

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Everyone is looking for information! Information is the number one product to sell on the net...

How many times have you heard this?

Merely writing a book or gathering together a number of affiliate products to sell from your site then declaring you are in business does not always equate to "following the yellow brick road" to fame and fortune as many would have you believe.

The internet is for the true entrepreneurs and not for people wishing to make money fast (although this can happen), but for the majority, it is for people who are willing to keep trying until they make it work for them.

The people who dream and wish for "easy street" on the net are the ones falling by the wayside declaring the internet does not work, along with those who have invested everything into earning a living from the net with disregarded for how long it may actually take to get established especially if they started in business with very little capital.

Developing and running a web based business requires dedication, determination and a commitment to making it work. Like any offline business there is no easy road and your business will only be as good as the time and effort you put into it for achieving the same outstanding success that others have already achieved.

It is a well known that in offline business many new startup ventures fail within the first two to five years, on the net if you "put all your eggs in the internet basket" without thought or planning you may also fail to achieve your goals.

To be a success you need to plan for success. Business planning takes on a new dimension with the international scope that the average home business can now achieve. There are many people offering solutions to solve problems as to why your business may be failing to live up to your expectations.

Unfortunately, there are no magic formulas for instant success no matter how much people may try to convince you otherwise.

While it is a good idea to learn from others who have gone before you to avoid the pitfalls they have encountered it is wise to use good judgement about any information that may influence you or your decisions. I apply the following formula to everything I read asking myself the following questions:

1. Is the writer a recognized authority on the subject covered?
2. Did the writer have a motive in writing the book other than imparting accurate information? what is the motive?
3. Does the writer have a profit interest in the subject covered?
4. Are there easily accesible sources to check and verify the writers statements?
5. Do the writers statements harmonise with my own common sense and experience?

The habit of believing something on the basis of little or no evidence is a major human fault to be avoided especially with the over abundance of information that is so readily available.

Success is always an internal thing and external trappings are symbols of what has first taken place at an internal level. If you really want your business, either offline or online, to be a success you will always find a way to make it work. With motivation and a big enough reason you become unstoppable.

Goals are what you want, outcomes are what you create.

Setting outcomes is the key to taking your insights and resources, forming a plan of action and setting out to achieve what you truly want.

Some common areas that prevent people from succeeding are:

1. Inability to manage their finances well.
2. Making bad choices for themselves.
3. Being incapable of taking personal responsibility for their life or their actions (or inactions).
4. They do not know how to set outcomes for creating what they want.
5. They are lazy and would rather procrastinate than take the necessary action to ensure success.

Unless you act, outcomes remain nothing more than dreams. It is like the person who say's "I am a writer" but never actually writes or completes any writing projects they have undertaken. There are also people you simply love the idea of an interenet business but are not prepared to follow through with all that will be required for them to turn ideas into financial profits.

There is a saying "the past does not equal the future" Determine what it is you truly want and where you are going then you will be truly unstoppable with the biggest success stories yet to happen in the such young internet business environment.

To learn more about running a home based business visit "Net Writing and ePublishing Success" the resource center for writers and e-publishers offering ebooks, articles, courses and more for working online from home.

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