

Internet Marketing Is Like A Roller Coaster Ride

By Jo McNamara

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Word Count: 577 which includes Resource Box and Permission Line

Word-Wrapped to 60 Characters per Line

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Personally I don't like roller coasters. I'm afraid while riding on one, I'll discover I have an undiagnosed heart condition. I was brought up Southern and nice Southern ladies DO NOT have heart attacks in public. The only exception might be if you're wearing nice underwear ("Don't forget to put on nice underwear in case you're in an accident").

Yet here I am on the roller coaster ride of my life. It's called Internet Marketing.

At the beginning of a roller coaster ride you always have that steep climb to the top. It's the same when you are just getting started in online marketing. The initial learning curve is your steep climb. It's l-o-n-g; it's slow. Some people would like to skip that first part. They just want to get to the top as quickly as they can. They squirm in their seats, eyes fixed at the peak; completely ignoring the breathless scenery all around them. Too few savor the slow ascent; drinking in everything around them.

Then the ride reaches the pinnacle. Wow! You look down and you can't even see the tracks. Just a sheer drop. With sweaty hands, you grab on to the side rails, anticipating the ride down. Your heart feels bigger; it starts beating faster.

The top of the ride is like your very first sale. You did it! The slow climb was worth it. It took a while...now you're at the top. It's exhilarating! Your heart feels bigger; it starts beating faster.

Then the roller coaster makes its rapid descent. You feel pressure against your chest.

The descent in Net marketing is when you go days, even months without another sale. What am I doing wrong? How come I'm not making any sales? You are depressed and feel let down. There's this pressure against your chest.

Again the l-o-n-g, slow climb up another hill. You study more; you learn more. You apply what you have absorbed. And once again you reach the top. Only this time the ride down is not so steep and it doesn't last as long.

At some point, the roller coaster ride is over. As nervous and scared as you were when you initially got in your seat, you can't wait to get back on and ride it again.

That's what Internet marketing is. A series of slow climbs to reach the top; exhilarating moments; depressing descents. Peaks and valleys. Successes and failures. Times when sales are flowing and times when you are dumbfounded because there are no sales.

The people who don't make it on the Net are the ones who don't rush to get back on the roller coaster when the ride is over. They rush off looking for another short-lived thrill. The winners are the ones who enjoy the peaks and valleys and can't wait to get back on again...and again...and again. For them, the ride is never over.

"Hold on; hold fast; hold out. Patience is genius."

George de Buffon

Jo McNamara lives in Orlando, FL, with 8 cats and 1 husband.

Jo is a proud member of the Internet Marketing Success Arsenal because: "The success I have earned today is because of the Success Arsenal. The success I achieve tomorrow will be because of the Success Arsenal." <http://www.what-works-online.net> Or [>mailto:what_works_online@sendfree.com](mailto:what_works_online@sendfree.com)

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