

# Direct Talk on What It Takes to Succeed

By Joe Bingham

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A lot of the time, especially in my humor writing, I am extremely sarcastic about Internet marketing. I make fun of the hype, the advertising, and some of the marketing strategies used. At times, my readers may wonder if I believe there is even a point to the whole thing.

In all seriousness, however, there IS money to be made over the Internet, and it can be done legitimately.

I've been online working to create wealth from home for close to a year now. I am making money. My business is profitable.

I am not so stupid or arrogant to claim that I know everything, or how to do everything. I'm sure there is more for me to learn, and there will never be an end to that learning.

However, I can tell you that I KNOW now what it takes to succeed. This is not a knowledge gained from reading other's advice, although that helped lead me to it, this is a knowledge gained from practical application and experience.

If there is any one message I could have reach out to everyone involved or even thinking about being involved in online business it would be the following:

"Making money on the Internet takes time, effort, WORK, a unique, valuable product or a unique presentation of valuable products, commitment, and persistence. However, the Potential Rewards are GREATER than anywhere else, especially in regards to what one person can do on his or her own with an incredibly small financial investment."

There it is. Wonder no longer about the 'Secrets' of making money on the Internet. That's the BASICS that you must first understand. Do NOT buy any more general marketing information from anyone. All they will tell you is that same thing.

From here on out, focus on the specific information you need and avoid the generalizing products. That one paragraph above IS your basic information as to what it takes to succeed.

Look at it again. Memorize it. Hang it up on the wall with my picture and throw darts at me if you want, but read it every time you remove the darts from my forehead.

I know it sounds simple, maybe even too simple, but that's half of the point. People looking for instant wealth still skip right over those simple basic concepts.

After you've read it for a while, break it down into two parts. One part is what I've touched on earlier in this 'Direct Talk' series, the product. It must have a unique value in some way.

The other part to that statement is YOU. Time, effort, work, commitment and persistence are all qualities of the business man or woman, NOT the business. The business only portrays what the business owner lives.

You CAN create a successful Internet business. You CAN make money from home. You CAN be independent and create your own personal wealth. However, it will not happen to you. You have to MAKE it happen for yourself.

My business will be around because I WILL be there to make it work. You've got to do the same for yourself.

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