

How To Get Your Online Education -- Part One

By Joe Bingham

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NetPlay Newsletters <http://www.netplaynewsletters.com>

STARTING ON YOUR EDUCATION

We all need to learn and keep on learning, and we are all at varying stages of learning. Today starts a new series focusing on where, how, and from whom we should get our online education.

It's not just a matter of reading, and no you can't just lay your head against your monitor and 'absorb' things while you sleep. That DOES work with college text books, but since we are talking about learning from online resources, it's ruled out.

There are skills involved in learning, and one of MAJOR importance is Discernment.

WHO SHOULD YOU LEARN FROM?

It never pays to believe everything you hear or read. It does pay to choose your sources carefully, and keep a discerning mind at all times. Your main sources of learning should be Experience and Expertise.

No matter what, when you are first starting out learning about any topic of interest, you need to rely on the experience and expertise of others. Those that have already done or learned what it is you are seeking are the ones best qualified to enlighten you.

Sure, learning from experts is obvious, but what's not so obvious is how to decipher who truly is an expert. It's not always easy. Take Internet marketing for example, everyone in every program is claiming to have 'the secrets' to whatever you need. Many times it's just a sales tactic, but some do have relevant knowledge to offer you.

QUALIFYING EXPERTS

The best way to determine who is an expert is through their works.

Do they write articles for ezines or have other written information for review? Do they run a web site or business that appears successful? Do their works exhibit knowledge or are they merely regurgitating others' information? What experience do they have?

I'm not saying you need to conduct an extensive interview and background check on people before you listen to them, but you do need to be careful. Do NOT qualify anyone as an expert until they've earned it.

ASK QUESTIONS

Considering that much of the business on the Internet is about information, there's always plenty to be found. Often too, people with knowledge are willing to share it. Even those selling an informational product will usually give help to those who contact them because it gives them a chance to exhibit their knowledge and make contact with a potential customer.

Showing you the knowledge they have gives them credibility in your mind plus gives them the chance to contact you. In the world of selling information, credibility and contact are keys to making sales.

Ask questions and stay in contact with those who have proven themselves as knowledgeable. Surrounding yourself with others who know more than you is the best way to learn. You are then picking up on their Experience and Expertise until you can develop some of your own.

There are thousands of ezines, and thousands of web sites. You can be choosy about which ones get your attention.

In the next article we'll talk more about methods of learning, and start to develop more of the skills needed to advance your online education.

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