

# It's A Good Thing Internet Marketers Don't Swallow Swords

By Joe Bingham

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I'm afraid Internet Marketers are an extremely unfocused group of individuals. I know I can be anyway, and from what I've heard from others, it seems I'm not alone.

I don't think there's any one of us marketing online that didn't get suckered in, at least to some degree, by the promise of big money on only a few hours of work per week.

Well let me tell you something if you're just starting out and that's what you still believe. Those of us that have been around a while have all washed that hog and are sick and tired of hearing it squeal!

There are no 'quick profits' until you've spent hours upon hours building a system that can provide them for you. Unfortunately, that's where many of us get lost.

We don't spend enough time 'building the system'. Oh sure, we build all the time, but not always in the same direction as we did yesterday or the day before. In fact, most marketers I know have several systems they are working on all at the same time.

It sounds good. I mean, heck, the idea of 'multiple streams of income' is a sound one, but let's get real here. What if other people with other jobs took the same approach many of us do with our Internet marketing businesses?

FARMER:

"Are you kidding? I'm not going to spend all summer out there in the heat watering my crops. Remember old Ted up the road? He spent all summer out there watering and come harvest he only ended up with 50% of what he expected anyway.

"Of course, he only planted corn on every other row, but what's that got to do with anything?"

[Ever get all excited, put money into a program, then lose your momentum and never really promote it?]

## ARCHITECT

"Here's you're building, Mr. Finney! And we came in at only 50% of the estimated expenditures, too!"

"Wow, how did you manage that?"

"Well, you'll see as we move down the alley to the back of your building that... it isn't there!"

"What?!"

"Oh, it will be fine, Mr. Finney, you'll see. Just make sure your customers use the front entrance at all times, ok? I mean we used some sturdy cardboard to close in the back of the building, but you don't really want to have anybody knocking on it or anything, if you know what I mean.

"You might want to get some sort of windbreak set up on that side as soon as possible, too."

[Honestly, how many of us have started in a program, built a small downline, and then left it for the next best thing to come along?]

## DOCTOR

"Ok, I've breeched the pericardium and I'm ready to start the bypass.

"Ahem, uh, does anybody know how the rest of this surgery goes? I dropped out of medical school right about this point because I didn't want to have to spend any more money until I made some.

"I thought I'd just, you know, get a few patients, bring in a little income, and then finish. Heh, heh. I didn't know one of them was going to end up needing open heart surgery."

[Have you really learned ALL you need to know about marketing? Do you learn from the right sources, and put continual effort into expanding your education? Or is something you haven't learned yet keeping you from progressing?]

## POLITICIAN

"Campaign? What campaign? I registered as a candidate, what more do I have to do? Can't I just vote myself in?"

[Are you continually promoting, making new contacts, and building business relationships?]

## CONTRACTOR

"Ok boys, we need to build a bridge over that river there. The city didn't bother making any blueprints for this project, though. They said to me, 'You've all seen a bridge before, just go put one up'. So, let's get to it!"

[Do you have a business plan that you work from? Or are you just trying to build what you've seen done before?]

## SWORD SWALLOWER

"Here he goes ladies and gentlemen. Zando the Great is attempting to swallow 7 razor sharp swords all at the same time.

"He's got them up, he's opening his throat and inserting them in. One wrong move means a trip to the hospital for this magnificent performer. He's got the seven swords half way down now and...

"Oh no, what's he doing?! He's smiling and waving at that pretty girl in the front row! OUCH!!! Oh, that's going to be a nasty cut! Oh, how horrid! What a spectacle! What a tragedy! What a... huh? Oh, so that's what lungs look like?"

[Are you focused when you get online? Do you set and accomplish goals in a timely manner?]

Now, of course, these examples are on the edge of ridiculous. Ok, so they're over the edge. The point is just as with any business, it takes focus and persistence to succeed.

I know I'm guilty of some of these failings. Yes indeed, I'm a one lunged sword swallower myself, and I'm not much of a contractor either.

The Internet is, to put it simply, WAY BIG!!! There's no way you can read, see, do, or get involved in everything. Set your focus and keep it somewhat narrow. Not to the point of tunnel vision, of course, but maintain a constant direction.

It really is the faster way to get to where you want to go, and you'll be able to breathe easier when you get there, too!

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Written by Joe Bingham of the NetPlay Marketer  
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