

A Lesson In Entrepreneurship From J. Paul Getty

By John Colanzi

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What comes to mind when you hear the name J. Paul Getty?

I'm sure if you're like most of us you think of big oil money. You've probably also heard various stories and anecdotes about the man and his life.

If you thought about it a little farther, you'd probably visualize a no nonsense, nose to the grind stone business man.

Well you'd be right, but there would be more to the picture than meets the eye.

J. Paul did what he did because he loved what he was doing. In his book "The Millionaires Secret Of Getting Rich," he wrote that he considered wealth a by product of his efforts.

He loved the game. He didn't consider what he did as work.

Do you love what you are doing?

I do. I wake up every morning and check my email. Whether it's a new subscriber notice, a sale, a publisher using one of my articles or feedback from one of my readers, I get a rush.

I wake up every morning and can't wait to get started. I never felt that way about any job. I never felt that way about any offline business. But the internet has my juices flowing.

I look forward to placing my ads. I look forward to writing a new article. I feel blessed that I make money doing this.

I get paid to have fun.

Are you having fun?

Don't think of you marketing as something you have to do. Think of it as a game that you love playing.

Once you fall in love with what you're doing you'll want to:

Learn To Write Better Ads

Learn To Write Articles

Learn To Drive Traffic To Your Site

Every time you try something new and it works, your blood will start flowing and your adrenaline will kick into high gear.

Your profits will be an added bonus.

Have some fun and get in the game.

Wishing You Success,
John

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