

How To Reach Your Goals

By John Colanzi

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A Lesson From "Boris The Spider"
by John Colanzi

Are you ready to take your business to the next level, or looking for excuses to cash in your chips.

Why do I ask?

Because I've been there.

I could make excuses for not taking action, all sounding good. None true.

But before you quit and decide success on the net is for someone else, ask yourself one question.

Is the lowly spider any better than I am?

If you're ready to quit after any slight set back, he is.

In the words of Loren Eisely, "We live in a world where even a spider refuses to lie down and die, if a rope can still be spun to a star."

Have you hitched your wagon to a star?

Do you have a goal that's bigger than you are?

If you don't, why not?

Don't tell me you don't know what to do. There's more free marketing information on the net than the law should allow.

I have a free marketing library at:

<http://johncolanzi.com/freeware.html>

Guess what, I bet 90 % of the marketers that know about it haven't even taken the time to read more than one or two of the books at most.

I try to read them all. The net is the best education in world and instead of feeding their head, most marketers are looking for tricks, short cuts and every off the wall method you can think of.

Do me a favor, after you've read this article, sit down with a pen and paper, or at your word processor and start listing your goals for your business.

Don't worry about how you'll get there, just find a star you can hitch your wagon to.

Once you've got a goal that gets your blood boiling, decide what you need to know to reach your goal.

Take a lesson from Boris. Let the books be your rope. Start spinning your web to the stars.

It's been said that knowledge is power, bull. Knowledge is only potential power. Applying what you learn is power.

Grab your rope, spin your web to the stars and every time you reach a new goal, thank that pesky little spider Boris. He won't stop as long as there is life in his tiny body.

Is he any better than you?

I don't think so.

Wishing You Success,
John

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