

# The Law Of Specialized Knowledge

By John Colanzi

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If you're familiar with the works of Napoleon Hill, you know that one of his seventeen Laws Of Success is the Law of Specialized Knowledge.

It sounds impressive, but how can you use it in your business?

You can use it to specialize in what types of products or services you'll promote. That's a start, but I've found another way that you can use it and save yourself:

time

money

aggravation.

When I first started building my business, I was under the mistaken impression that more was better.

After wasting a lot of time and getting myself aggravated, I realized that only a few methods of promotion actually produced results worth the time spent.

If you broke online marketing methods down, you'd find there are only a handful that will produce any significant results.

Once I realized that:

My profits went up

I wasted less time

I had a lot less headaches

Now I've come to realize that I could further narrow my efforts down to one method of promotion. I could see the results every time I used it.

After all these years of floundering I realize that I can make a living online, doing nothing more than writing articles such as this one.

Does that mean writing articles is the only method that will work for you?

No. You have to find what works for you.

Once you've found it specialize and watch your profits soar.

Maybe you're good at achieving high rankings in the search engines. Maybe your best results come from placing solo ads in ezines.

The exact method doesn't matter. Once you've found what works for you, put on your blinders and concentrate on improving your implementation.

Become a marketing specialist. Study everything you can on how to get the most mileage from your specialized knowledge.

Become the best at YOUR promotional method and watch your profits soar and your business grow.

Put the LAW OF SPECIALIZED KNOWLEDGE on your side and you'll find reaching your goals a lot easier.

Wishing You Success,

John Colanzi

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