

Return To The Basics For Web Success

By Joshua Rose

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I was watching Barry Bonds, of baseball's San Francisco Giants, when he hit a home run recently. At age 38, he is the most feared and respected hitter in the game. For those that don't know, last year he broke the single season homerun record and this year his batting average led the majors.

When he steps to the plate, boy oh boy, he sure has the pitcher's full attention. I think they'd really prefer root canal to that smooth, swift and powerful swing of his.

There's just no denying that when it comes to hitting, he has surely reached the mountain top and has joined an elite group of baseball's all-time best.

Maybe, if I copied him, I could become a major leaguer. And maybe, if he told me all his secret techniques, I could even join the elite as well.

Well, it may be fun to daydream. But you and I both know, quite realistically, that this just isn't very likely. Secrets or not, expert advice or not, reaching a goal like this takes years of training, experience, skill development, a certain inner fire and motivation and a number of other crucial factors.

The same holds true on the internet. There's some great advice available. But how come it works so well for those giving the advice, and usually not so well for those taking it?

Well, it's due to the same reason that I won't be hitting a 96 mile-per-hour fastball for a 450 foot homerun anytime soon, despite all of Barry's gracious help. I just haven't developed the necessary skills to properly execute the advice. I don't have the eye, the bat speed or the power,

yet.

So, What Is One To Do?

The answer is to backtrack - to return to the basics.

Guru tactics or not, without a like amount of first hand experience, without 'name brand' recognition and without friends and colleagues to leverage your efforts, the going can be understandably rocky at first.

Instead, recognize the skills that have led to their success. Focus on these, make them your foundation ... and THEN build your house.

* Settle for nothing less than developing exceptional communication skills. The written word still rules the web. Quick tip: Learn to write like you talk, not like you write.

* Build and NUTURE your list. Sure, almost everyone knows how important it is to build a list ... and it's hard enough. But the truth is building the list is the easier part. The real challenge is in keeping your list interested and responsive. Again, content and communication skills are vital here.

* Help others. This builds your reputation, as well as cultivates a network of resources, both informational and sales building. Somewhere down the road your friends may be excellent Joint Venture partners and/or Affiliates.

* Remember that the great majority of surfers are looking for information, not products. Many ezine ads and websites are 'tuned out' for the same reasons we change the TV channel during commercials. So, provide information, and then promote that information.

* Inject your personality. Not pleasing everybody is better than not pleasing anybody when people just can't get a feel for you.

* Get your name out there. Write articles, post at forums, submit 'subscriber introductions' or 'subscriber feedback' where accepted. Brand, brand, brand for trust and credibility.

* Be unique. Stand out from the pack. Ads, ezines and websites can quickly blur into the mass of 'sameness'. Great copy and website design is wasted if the message is "same old, same old".

*Spend quality time with your Affiliates. Encourage and teach those who are making the extra effort.

Follow these basics and learn these skills. Sure, your favorite Guru can put up a new site, start promoting and quickly get a good response. But only because he or she has already built a solid foundation.

So, don't be tempted to jump ahead before you can even see those 96 mile-per-hour fastballs. Progress through the basics and you just may find yourself hitting them out of the park.

Joshua Rose is the Editor of The Internet Profit Wizards Newsletter, where he writes about the three most important skills needed to attain internet success. To subscribe, visit: <http://www.internetprofitwizards.com> , or visit to "catch-up" on past articles.

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