

Guide For First Time Marketers

By Karen Kosel

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You have searched the internet to find the right business for you.

You have signed up, and possibly ordered a business kit. What do you do now? Hopefully you took time to research the company that impressed you.

There is a big majority of internet business that fail every year. Possibly the number one reason for failure is the lack of BELIEF. Belief in yourself, the product, the company, or this industry all together. The second cause of failure is the lack of willingness to do what it takes to succeed. A business is not built overnight. You need to have PATIENCE, BELIEF in yourself and your product, and a true VISION for the future.

What should you do first? Get yourself a 3 ring binder, or maybe some colored folders. Some people prefer to print information off so they can read it anywhere instead of the computer. Remember that anything you purchase for your business, save your receipts for tax deductions. Don't let any little thing go unnoticed. It all adds up.

You might label your folders for TRAINING, or PROSPECTS, or BUSINESS INFORMATION, etc. What ever your business calls for.

If you are serious about having your own business I would suggest getting a separate e-mail account for your business. Possibly your server offers a 2nd e-mail address, or you can get them on many different websites such as Yahoo, USA.net, MSN.com and many more. You want to separate your business e-mail from your pleasure.

Get yourself a daily planner, or make yourself on off your computer. Use it. Treat this like a real business and set definite hours you want to work. Try to get organized in your day. Because if you are a stay at home mom, you still have the kids to take care of, meals, and laundry. The beauty is you can SET your own time you want to work. Whether you have 1 hr a day or more. This is a COMMITMENT. This is going to take work and some time. Don't get discouraged and give up too quick.

Next thing to do is get a spiral notebook and start a journal. First right down your goals. Its easier to keep focused if you can read your goals in writing. Next, write down some short term goals. You don't need to look at the whole picture. If all you think of is "I haven't made 5,000 this month", you will quit.

Possibly your first goal will be to get organized. Next, learn everything you can about your business. If it helps, print the most important information off for future use. SUCCESS doesn't happen immediately. Work with your enroller as much as possible. Get to know some of the other team members if possible. Hopefully they have a training program available. USE IT! They know what they are doing.

One word of warning. There is so much information out there. Your head will feel like it is swimming in a sea of information. You can easily get overwhelmed. My best advice is to take what YOU need, and leave the rest. Follow your team's advice and training.

Take your business ONE STEP AT A TIME, ONE DAY AT A TIME. Single daily actions are the most important. Keep a positive attitude. If you start to get discouraged call your upline and get some help. YOU DON'T HAVE TO DO IT ALONE.

Believe in the company you choose, and the product they sell,
Believe in your upline and the training they give, but mostly
Believe in YOURSELF!

Karen Kosel, operates a Home Based Internet Business. Her Main goal is to help train others to reach success through her dynamic online marketing team: <http://www.athomeworking4me.com>

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