

Walk Before You Run ... Model online SUCCESS.

By Kenneth Doyle

Walk Before You Run ... Model online SUCCESS.

Kenneth Doyle
webpro@dingoblue.net.au

Feed Your Hungry Mind <http://www.feedyourhungrymind.com>

It's interesting... the stats for the failure of ONLINE businesses roughly equate to the stats for the failure of OFFline businesses.

What does this information tell us?

Basically people who go into business and fail do so for a number of reasons.

OFFline it goes like this ...

1. Under capitalization
2. No business model/ plan or proven strategies
3. No experience in the industry entered into
4. Changes in the economic, market environment or Government policies/ bad luck.

Now, THREE of these four elements are completely within the business person's control, so why do so many people fail?

Let's examine these 'elements' a little closer...

UNDER CAPITALISATION: People don't prepare for entry into the market they're going into BEFORE they do so. Simply put, they don't have enough cash to sustain themselves until their business turns a profit.

NO BUSINESS MODEL: Success has a formula, a path. Smart people don't re-invent the wheel, they just change it a bit. However, when there is no model, no plan and mediocre strategies failure is certain.

NO EXPERIENCE: At the world's most successful hamburger

chain you have to train before you either buy a franchise OR get a part time job flipping hamburgers. There is a success system that people are trained in.

CHANGES OUTSIDE YOUR CONTROL: Apart from changing your attitude nothing can be done here. This is fate.

How does this information relate to the operation of ONline businesses?

Well, let's apply these "failure" points to an ONline business to see if they relate.

UNDER CAPITALISATION: Fortunately, with a computer and time you have the BARE necessities to start your business.

However, ONline... this capitalization may also be viewed as KNOWLEDGE capital. Yes, you need some \$ capital to start up and run your ONline business, but relative to an OFFline start-up the funds required here are miniscule.

However, your KNOWLEDGE base is not.

NO BUSINESS MODEL: If you want to buy a Macca's franchise it'll cost you \$100,000 plus (depending on the location and turn over) AND then you have to do the training before Macca's management decide if you're even "suitable."

ONline you have two choices.

1) Flounder about by yourself and learn by your mistakes (which can be very expensive and demoralizing) OR

2) Find a Mentor and follow in their footsteps. Follow their SUCCESS model.

NO EXPERIENCE: Again, find a SUCCESS model. Follow it.

CHANGES OUTSIDE YOUR CONTROL: This same principal applies to an ONline business.

DON'T BECOME A FAILURE STATISTIC.

To run a profitable business you need these three things.

1) a product or service that people WANT

2) a market group you can access who need your product or service... AND who are willing to pay you for it

and

3) the capital to maintain your business operation until it can turn a profit.

In an ONline business context this capital involves both cash AND knowledge.

WHATEVER you're doing there is always a body of knowledge about how to do it successfully.. and there's a success process that's been worked out by someone who's walked ahead of you.

If you want financial success online get the knowledge, study the process, and use a Mentor who's walked ahead of you. Model success.

Lee Benson is such a person. He's just launched a site "The Internet Secret" where he explains - step by step - how he does it.

<http://hyperTracker.com/go/WEBpro1/LBIS/artms/>

Kenneth Doyle - e*Analyst

If you haven't worked this out, you soon will ... there's a lot of NONsense zapping around in cyber-space.

"Find out what works, what doesn't... and what's worth your money." Subscribe to the e*Analyst ezine -

<mailto:editor@webpro.par32.com?subject=subscribe>

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)