

Thousands Enter Internet Wilderness Daily

By Ante Miljak

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ante@clickandgrowrich.biz

Click & Grow Rich <http://www.clickandgrowrich.biz>

Ever wondered what it feels like to walk alone through the African bush in the midday sun? If you remember the first time you surfed the Internet, you will have a good idea.

Not long after you begin you are totally disoriented, take the wrong turns and are not sure where to go, or how to get back. The oppressive heat drenches your body with sweat and, attracted by the moisture, flies buzz around your head driving you nuts as do the pop-ups that fly up your screen.

A rustle in the undergrowth accentuates your awareness of a lurking danger, not unlike the fear of being ripped off by some shady character hiding in the anonymity of the Internet.

The eternal fear of the unknown blurs your sanity, impairing your decision-making ability. Uncertain whether your next step should be forward or back you suddenly realize that you desperately need guidance. You look up and pray for direction, hoping that the line to the Man upstairs is still open, despite your irregular communication.

The tens of thousands of people joining the Internet every day, and millions that are already there, experience the same sense of helplessness and desperation. Many of them are aware of, or have been stung by, one of the numerous Internet scams. Most have been disillusioned by hyped money-making schemes.

A profound sense of cynicism concerning Internet business becomes evident as one reads newsletters and community boards. The only way to overcome this obstacle is to build credibility. This takes time and effort, but it is the key to long-term success in Internet business.

How can you achieve this?

- Eliminate hype. It has become counterproductive. This decision is contrary to the present practice, but if you want to succeed it is a decision you have to make. Persevere and the chaff will be separated from the wheat.
- Provide substance. You have to be convinced that the product you are selling is of value? If not, sell something else.
- Supply outstanding service at a fair price. Don't work for nothing. Thousands of websites have closed down because they made this mistake. If you are giving away freebies make sure they are useful and practical.

· Offer visitors a viable and affordable product or business model that they can operate with ease. Automate everything that you can and provide tested and proven resources that work.

The numbers of newcomers are impressive. It is conceivable that the number of people that join the Internet in the next few years will outnumber the people presently on the net.

If you build your credibility by providing them with the products that will enhance their success, your story will be told around flickering computer screens. Just like the great legends told around fires in the African bush.

Ante Miljak
ante@clickandgrowrich.biz

Author of Click & Grow Rich, the business that integrates products, traffic-generation programs and marketing strategy.

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