

Internet Marketing: The Perfect Profession

By Kent Smith

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We all have a desire to never have to answer to a boss again, work our own hours and do the things that we like to do when we want to do it. Internet marketing is about as close as it gets to the perfect solution to this desire.

At least in my humble opinion....this is the PERFECT profession! Where else to do have the opportunity to have international partnerships, marketing joint ventures and brainstorming of people across the globe and never leave your dining room or home office?

It doesn't get any better than that!

My 16 month old little girl can sit in my lap or I can go read her a book when she needs it, not when the boss says I can take time off to spend with my family.

Now with all of that said.....

1. You DO still have to answer to the boss! It just happens to be yourself, however! So if you can't get along with him (her) then I can't help you.

2. You DO still have to work! There is always something that must be done. It is just like any other business. There is ad copy to write, the web site to update, email to send to partners and clients, searching for and implementing new promotional ideas and the list goes on. There is no secretary to handle this for you now.

3. You DO have to put in the effort to get the outcome you desire. You must have the drive to make yourself do the things that will make you money. Optimize your site keywords to the content that you are providing. I assume you are providing valuable content to your visitors? If not, you should work to do that first and foremost in your

efforts. You must build trust with your visitors before you can ever sell anything to them.

4. You DO have to persevere. Getting traffic and building a customer is not an immediate thing and will take time.

5. You DO have the time to do this and enjoy the life you would like to lead! Find a mentor and do as the masters do in this business. You do not have to reinvent the wheel here. Many people have done this and continue to do it daily and live a very lavish life at the same time.

6. You DO have to invest a little money. Nothing in life is FREE. However on the internet you can get a lot of publicity and traffic for free. At least it is free of dollars...you must spend "mucho" time to get it.

I will help direct you to many of those resources that I refer to above, at <http://web-biz-today.com> be sure to take advantage of them. Most of the information is absolutely FREE you just have to take the time to absorb it and apply it!

That's my 2 cents worth for this week! Have a great one!

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