

What Makes You a Success?

By Kent Smith

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What makes a success? Is it fame, fortune, free time, fancy cars, big houses, fancy vacations, love and companionship, or something else?

In marketing, you must consider these things not only through your perspective but from your target customer as well.

You must help your customer, prospect or client fulfill their wants, needs and desires that equate to success if you ever expect to attain your success.

Look at the definition taken from the Encarta World English Dictionary.

suc-cess (plural suc-cess-es) noun

1. achievement of desired aim: the achievement of something planned or attempted 2. attainment of fame, wealth, or power: impressive achievement, especially the attainment of fame, wealth, or power 3. something that turns out well: something that turns out as planned or intended 4. somebody who has significant achievements: somebody who has a record of achievement, especially in gaining wealth, fame, or power

[Mid-16th century. From Latin *successus*, from *success-*, the past participle stem of *succedere* (The original English sense was "result, outcome.")]

Many of us, especially men, tie success to the amount of money we make, the size of our net worth and the "toys" we have in relation to others.

Women on the other hand do not necessarily equate success with money. But they see success in the strength and quality of their relationships whether it is friends, lovers, kids or family.

This is important because if you are marketing to men and want to achieve the success you want you MUST help them achieve the success they are looking for. Same goes for your female customers. The thing is you generally cannot achieve both at the same time!

My personal view of success is not much different than most. I am successful if I provide for my family both financially and emotionally. That is why I love Internet marketing so much! It gives me the freedom to do both of these well.

One last key point to consider is that in most cases, especially in a consumer situation, the woman is the holder of the money!

So who are you targeting in your marketing campaign? Is it a success? Are you helping others? If you are, it WILL pay off in the end. Stay the course to your success.

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