

Do What You Love

By LaTease Rikard

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Do what you love and the money will follow. Somebody famous wrote that somewhere. I don't know who but, when I first read it, I did a mental double take. The concept was so profound, so utterly soul stirring, that I wanted to adopt it as my own. It was as if nothing else I wanted to do in life mattered if I didn't love doing it. I am not just saying this to capitalize on a familiar saying, but let me reiterate, nothing else mattered if I didn't LOVE doing it. You see, when you LOVE doing something, it becomes effortless. You will do it without thinking, and you have fun when you do it. Now the task is finding what you like. It's not always as easy as it sounds.

My passion is writing. I use that term passion literally. Writing a thought, an idea, a fictional story is as normal and effortless to me as breathing. Each day I write something new. An idea will spark an outline, which may spark a

character, then the scenery and background develop, and before you know it, I have a mental image of a person in my mind. That picture in my mind becomes so vivid to me that it is as if this person actually lives. When it comes to choosing an affiliate program, you must be this passionate about it. If not, then you will become part of the 95% who will fail at internet marketing this year.

When you are passionate about your affiliate program, you will choose your marketing weapons with great care and before thought. It will be like my character development for fictional stories. You will begin to feel close about

your program, you will know your program. Its weaknesses, and strengths. This is where informed marketing takes place. The more you know about the program you are promoting, the better you are. And the more you promote it, the more you will begin to see what safelists are garnering the most response. Which

sites are giving you good reciprocal hits from your exchange programs. Again, I have to use my writing as an analogy. As my characters jump off the pages when you read about them, so will the good promotional ideas come for your advertising vehicles.

Many of us post to safelist after safelist, after safelist. Sometimes we see the fruits of our labor, oftentimes not. We do it consistently because we may have read it in an ebook, heard it from a fellow internet marketer, etc. At

some point in our online business promotion, that is what we were told to do. So, following the advice of those we trust and believe in, we walk the same road as they do. But, how often do we try to break the mold? Think outside the box?

You have to fashion a program around your ideology, not someone like Gary Shawkey and the like. Gary Shawkey got to where he is not because he followed someone else's plan, but because he developed his own. He set goals, financial and elevating ones. Goals that dictated where his

path was going. I am not knocking safelists in any way. I own one. However, choose a safelist for promotional value. Stick with that safelist if it is responsive to your marketing efforts.

Put your great pretender glasses on for a moment. Step outside of your internet world, and look at your marketing efforts with the eyes of an unknown. A person who knows absolutely nothing about online marketing. What would that person say? Be honest, are you spending 5-6 hours a day and not getting results? Are you ready to quit? Have you invested hundreds, maybe thousands of dollars and not gotten any further today than six months ago? Well, my friend if you answered yes to any of these questions, maybe its time to rethink your marketing efforts.

There are tools available to you, free of charge that can put your affiliate program, any affiliate program on overdrive. The key is, are you willing to spend an hour a day learning them. Stop right now what you are doing, and learn how to generate leads and recruit those leads. You want results, then you must need those results. Don't be a member of an affiliate program because you heard there were millions to be made on the internet. The internet is like anything else in life. If you work hard at it, become educated about it, then your efforts will manifest themselves tenfold, maybe even 100 fold. It all depends on you. Are you willing to invest five hours less today than yesterday that will turn into profits tomorrow?

If you are, there is a system for you that is free and can turn any affiliate program into a cash cow. The hardest part about it, is following instructions and asking questions when you are unsure of the tasks you must perform. If you

are serious about generating leads that turn into recruiting dollars, mail to: Imrpub@msn.com. I will send to you the information needed for your free Lead Generating/Recruiting System. It is free, you don't need ot pay me for

anything. Just follow the steps, and reap the benefits. Now, I am not going to promise you that millions will be made, but you will be better off tomorrow than you are today.

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