

# Developing Tunnel Vision

By Arlene Windell

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This is not an article simply about goals, about which much has already been written. What I'd like to share with you is how to go about achieving those goals once you have established them.

You need to learn to focus on your objectives, I like to call it developing tunnel vision. If you've been online for any length of time you know that the distractions are never ending. You've hopefully learned by now to manage your email accounts, by using specific accounts for receiving responses to your advertising, setting up your filters to direct spam to the trash folder, and above all how to hit the select all and delete keys without reading everything.

Doesn't matter whether you're a full time online marketer or just trying to work it into your schedule while maintaining a full time job and some semblance of family life. You need to be able to establish the guidelines you are going to work within, for yourself and for your family members. If you are going to progress you must block out your time and create a realistic schedule to work from.

Once you have done that focus the time you have dedicated to your business on doing only those things that will help you to move ahead.

If you're a relative newcomer that should include time spent reading and learning more about how successful network marketing is done. Do your homework! There are many free resources available to you, in the form of e-books, ezines and newsletters. Resist the urge to sign up for every program that comes to your inbox. If it looks interesting it will still be around a month from now, or six months from now. Bookmark it and come back

to it when you feel you're better qualified to make a decision on the relative merits of the offer.

Unless you have a large staff at your disposal you can not effectively be involved in numerous programs and expect to do any of them justice. Focus on the one that best suits you. Successful marketers will tell you to narrow your focus.

Many new systems are being developed to automate your business, but they all take a substantial amount of time to set up. Depending on your level of computer know how, you may find that you are spending all your time just learning the systems with little time left over to promote your business.

You must be willing to invest this time. Your objective when you came into network marketing was to make money. Don't stress if the dollars haven't started rolling in as yet. Keep your head down and learn what is required of you. Tap into your upline and the system. Learn from someone who is already arrived at the place you want to be. Listen, REALLY LISTEN, to what they tell you.

Be willing to invest the additional time and money to be on the conference calls. The information provided, if you're involved in a good program, is the best available. If the program you have selected does not provide good training but is just a rah, rah session, get out fast and look somewhere else.

Finally, do not let anyone or anything get in your way. You have defined your objective. That is where your focus should be.

Give value, be reliable, demonstrate your willingness to go the extra mile and you will start seeing the results that are your objective.

Don't try to tell me that light at the end of the tunnel is a freight train. I know it is not. It is my objective, gleaming bright and full of promise.

Remember that success is not a destination, it's a journey.

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Arlene Windell publishes BEAT THE ODDS EZINE weekly. The ezine is dedicated to those online marketers who want to beat the odds of failing online. Content is a combination of inspiration, perspiration and desperation. View and subscribe online at: [">http://www.webventurist.com](http://www.webventurist.com)  
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