

# "Little Things Determine Your Internet Success"

By Lateef Olajide

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In Internet Marketing it's the little things that make the big difference in making or missing the success just as the "litle" things make the big difference in all areas of life.

Call a girl a kitten and she'll love you. Call her a car and you've got a problem! Tell your wife she looks like the first day of spring and you score all kind of points. Tell her she looks like the last day of a long hard winter and you're in big trouble!

There's a big difference in results when you have those "little" things working for you. Things like.....

- the design of your web site-whether it's customers oriented or not or just me too page.
- Your sales copy-did it communicate with individual visitors or trying to reach eveybody at a time? Have one person in mind next time you write you sales copy.
- Number of banners you host on your main site or homepage. Wao this makes your site point of diversion of attention. Imagine number of clients you are losing to this other sites.
- .whether you know who your clients are or not. Did you ever collect their email address. if not you are missing a lot.
- .Whether you are organised and practice good human relations with follow-up reminders.
- .thank-you notes and countless other "little" thins that will mean missing or meeting your success.

The list is endless, but in the final analysis, more often than not, one or more of the little thing communicate to your prospect's than you do believe in what you are doing, that you are interested in serving him and not only on collecting his money or email address, That you do feel that you're offering the best product or service at the best price which will do the most for him and his needs.

When all of these things and many countless others are going for you, the question is not "will you succeed" but rather "when and how big will that success be?".

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