

eBiz Gold Mine From a Marketing Point of View

By Laurette Trudeau

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Make A Million- Market to 100 Million <http://money-and-marketing-today.com/pr/ebizgold.htm>

From a marketing perspective finding eBiz Gold can be a daunting task. Most marketers will follow some kind of marketing hierarchy starting with the search engines then ezines, ebooks, ad submission services, pay-per-click advertising, FFA's, free classified's - you name it, it's all been tried. For those who simply want to create a profitable Internet venture it really is a lot of effort. But we do it because we are all in some way looking for that big Internet buck.

We are also very fortunate. We have technology to help us work that our ancestors didn't even dream about. Our computers can take over and automate those otherwise tedious tasks that us emotionally-controlled humans complain about. A machine never complains. It never eats. It never sleeps. It never takes a break. It never asks for a raise (heck, it doesn't even earn a wage to begin with). It's faster and more mathematically capable than a human being - and it sticks to the job at hand. It's pretty much the perfect employee, and with the right programs installed, it can handle just about everything that's needed in order to market and run a successful home-based online venture.

Using all that technology is great, but if you want that e-Biz Gold Mine you need more than technology. You need to take an idea and made it into a simple home-business operation that works - and one that will continue to work, day in, day out, just like clockwork. You need to build a marketing system around it that any person with average intelligence and understanding can put into place. And once again, one that works.

What you need is a system for success - an entire method to follow, not just a bunch of strategies that will change with the wind, or follow a temporary trend.

Consider this.. Technology is evolving at an ultra-rapid rate. Millions of new people are going online every month. With this kind of exponential growth in terms of both numbers and technology, it's inevitable that change will occur. We're living in a virtual world were data (i.e. life) can transform in an instant. We're not held back by any kind of physical barriers. And because of this, there's absolutely no use in studying specific strategies - because just as you're beginning to grasp their concepts, poof, the Internet will evolve and change once more!

Instead, you need a system that is based on fundamental marketing concepts that have been used by marketing gurus for over a hundred years - only modeled exclusively for the Internet. The result of direct marketing principles coupled with the latest Internet technology brings together a business model that works faster, automatically, efficiently and more cost effective than any other. The result is an exclusive success model that will work indefinitely.

You don't need to achieve top search engine placements, or waste your time submitting to worthless classified ad sites, or spending every last penny you have on rehashed marketing 'success guides' that are 2-3 years out of date.

Fill a customer need with a product or service, brand both the product and yourself successfully, and set out to create a marketing campaign (using your own common sense) that you know will work from day one.

I make it my job to fully understand the medium I am working with. I make it my job to understand what people want - and I create a sale based on that requirement. I have been online for six years and to this day, I still don't see Internet success as just a collection of practical strategies for achieving something. I see success as an integrated system of achievement, consisting of the right mind set, strategies and environmental variables to make success come alive.

You too can discover how the Internet can be used as a home-based model for success. You don't need a specific marketing formulae. My guess is that your whole Internet marketing life has consisted of nothing but strategy after strategy. You've been a victim of specifics, and throughout your whole time online, you've never actually been shown how to fit these proverbial pieces together to build the whole puzzle.

A system for success is an entire method to follow, not just a bunch of strategies that will change with the wind, or follow a temporary trend. Your success model should not be one where you are constantly required to update your website on a daily basis. Your model should not require a masters degree in business nor technical understanding. It should not require you to spend 12 hour days on the Internet searching for that one magic tool that'll generate a decent cash flow.

Do consult with professionals if you have to, but try and find gurus that are already earning the big bucks to help guide you along the way. No one else will do. You've taken the first step in discovering how to really make a decent income online by subscribing to this ezine and reading this article.

Congratulations! This initiative already sets you apart. Approach the business of the proverbial eBiz Gold Mine with an open mind and the desire to succeed, and there's no telling what positive benefit this could have on your life in the immediate future.

The Internet is a great gift to entrepreneurs. Use it wisely and it will reward you greatly.

Laurette Trudeau and Lee Benson

----- About the Authors-----

Laurette is a successful webmaster and the author of many articles on web marketing while Lee has personally earned over \$200,000 from the sale of his very popular ebook eZine Tactics.

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