

# How To Shorten Your Learning Curve

By Lena Sanchez

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Lena Sanchez  
webmaster@envirodocs.com

Environmental Health Doctors <http://www.envirodocs.com>

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I wish there had been someone who I had run across in 1997 that would have told me the things I am about to write to you and could have shortened my learning curve!!!

Are you a person who will learn from others mistakes? I sure hope so. I have an ex-daughter-in-law who's favorite saying is, "I will have to make my own mistakes and then I will learn." And she does a lot of unnecessary learning and wasting time and money because of her attitude... Being the people watcher that I am, I have found that to be a sad idea, but it is also the majority of people in this world. If you are reading this I presume you are not one of the majority! I have always tried very hard to learn from other peoples mistakes so I don't waste time and or money!

Norman Vincent Peale always said, "The greatest risk in life is to risk NOTHING... The person who risks nothing, does nothing, has nothing, is nothing, and becomes nothing..." I am equally sure the risks meant were not to disregard learning from others and certainly not refusing to learn from other peoples mistakes. That would no longer be considered a risk but a foolish mistake!

But I am here to confess that sometimes that isn't possible when it is a New World and new business medium... The Internet is really a new realm and a lot of people are making the same mistakes I made, some doozies. But I am here to hopefully prevent you from making those same mistakes and to shorten your learning curve on the Internet! Yes I believe you must "risk much to gain much" but not give it away when you don't have to.

I spent a lot of money just to learn about the Internet and doing business on it... No, it was not an intentional spending of money but a waste of over \$10,000 before I finally came across the real tools, true information and multi-millionaire mentor needed to succeed online. Now that is an expensive learning curve and one you should strive to prevent from happening!

My learning curve was expensive and one I don't take lightly and one that I can use to help you avoid the pitfalls that I endured for two long years of trying to become a successful Internet Entrepreneur.

When my son and daughter-in-law introduced me to the Internet to keep me from going nuts due to my health restricted down time; I found a marvelous and enlightening world. I could travel without

leaving my home, learn without sitting in a classroom, enjoy music, art, theatre, basically the world had become my oyster, so to speak. I was having FUN!

After I was able to get around and sit for a time, I was invited to an Internet business seminar and thought it would be another great lesson... Well, greater than even I thought! I was fleeced out of \$5300 - I call it fleeced because they told me I could put my health products and my book online and with their help make a fortune in less than a year. Such a lot of BULL. Yes, this very large company that travels all over the U.S. giving Internet business seminars selling websites on their Mall, took my money and proceeded to set up these really unprofessional looking websites. And when I complained, got no satisfaction and in some instances no one even answered my emails or phone calls and if they did answer I was shuffled off to someone else who would take days to get back to me... And when someone would try to place an order - heaven forbid - the autoresponder wouldn't work half the time. Orders went to "Internet Sahara Sand Dunes of Nowhere," who knows where but only after an irate customer would email me would I even know they had placed an order... Their shopping cart was the pits!

Their "helping me succeed on the Internet was," an offer of training for another \$1200 or a page of free classifieds and free ads to submit to and 10 search engine URL's to submit my sites to. The \$1200 class was a sham and farce to sell more advertising and would have ended up costing several thousands of dollars to complete... Lots of help don't you think? Do you get the picture here? You can advertise until you are blue in the face to free classifieds and newsgroups and maybe, in five or six years, have your name recognized well enough that business will dribble in. I had the hottest selling products around at that time and a book that attracted everyone's attention with the title but a lot of good that was!

I have learned that it's not at all unusual on the Internet with companies who profess to help you succeed online. I really struggled, became exasperated all the while trying to get this particular company to correct their messes and endured it for a year and got a few problems solved but not all of them... That company is now in litigation from a class action suite. I'm not one of them, as I don't want to waste more time in litigation!

I was not sitting there pouting while this was all going on though. No, I do not do that! I continued to spend a lot of money on ezine advertising, software to submit my sites to thousands of classified, search engines, newsgroups, etc., which crashed my system over and over and created enough junk email offers to sink a battle ship... Oh yes, at first I looked at each offer and checked them out looking for answers to the dilemma of "how do I make this business work?"

Then there were the associate programs selling their books, spiders, etc. to further enhance my wealth! Unless you know how to draw traffic to your site you can forget any kind of associate programs... I think I belonged to about 12 and made a whole \$150 in three years! Not because I didn't try every trick that I learned either!

Over the next year another \$5,000 to \$6,000 went on those "How to Make Money on the Internet" books from all the gurus I found, associate programs, advertising, etc. I think I have every "How to Make Money on the Internet," program, book and information out there written by any so-called gurus. You name it I betcha I have read or tried it...

I finally came to one conclusion; the Internet is a magnificent tool but a difficult business medium! When I got almost to the point of saying "uncle." I started watching a certain company that kept popping up and reading everything I could find on the CEO. Then they started bombarding me with information and offers that buried me in reading and drove me nuts.

So being the skeptic I had become by this time, I wanted to know for sure this company called

WorldProfit, Inc. was legit and really did the things the literature said they would. So I went to a WorldProfit Conference in Manhattan Beach California (it was so affordable I figured I could at least have a nice weekend vacation) and met with the CEO, the programmer extraordinaire and the President who also heads up a very large design crew. These three showed me that business on the Internet can be profitable and I could have the tools that work together without crashing my computer...

That Weekend of hands on training and I am happy to say when I switched to WorldProfit, Inc. my world became much brighter. Yes, I still work hard at it - not the 12 to 16 hour days as before - but the rewards are so much greater. Not only financially but emotionally to have someone I can turn to day by day to show me what I'm doing wrong and what I'm doing right was worth a mint.

I now have the joy of working the Internet with a professionally designed website and the traffic I could not find before. The tools that work and does not crash my system, a shopping cart that actually gets the orders right, a list server that delivers this newsletter and any other announcements or specials I want my customers/clients to have. Also a customer service team that answers my emails in a timely fashion, of course I've only had a need for three. You would think that is enough, right? Well WorldProfit feeds me traffic, yes I earn it but you can also purchase guaranteed traffic. First week my website was up I surpassed the whole previous year of traffic ... You can too!

Dr. Lant even gives you the Marketing and Sales literature that has made WorldProfit a Multi-million dollar business by utilizing them. Oh yes, Dr. Lant is a slave driver when he sees someone that wants to genuinely succeed at business and he sees the potential in him/her.

George has designed the Software plugins that handle customers and prospects automatically without crashing. A Listserver that distributes my newsletter with the click of my mouse. And my website is on a server that has seen no downtime for the last two years that I have been working as a WorldProfit dealer. If that weren't enough I can send free postcards to my prospects to show my appreciation of them and put reminders in my free reminder service to keep me organized.

Then there is the FREE Lotto where my site visitors have a chance to win \$25,000 a week and not a penny comes out of my pocket and gives me traffic... try it at <http://www.worldprofit.com/lotto.cfm?bid-396> who knows you may be the next lucky winner!

I could go on and on telling you about how great WorldProfit has made my world but why don't you experience it for yourself. Tour my Model Show Home at <http://www.envirodocs.com/UHBP.htm> Check it out then <mailto:webmaster@envirodocs.com?subject=ReadyForMyOwnBusiness> with your name and phone number and best time to reach you or call me at 928-636-9425 for a faster road to wealth, health and happiness. We will see what we can do to put you into this happy realm of Internet Business World!

\*\*\* Lena Sanchez a retired Medical office nurse/administrator/consultant brief bio at [http://www.envirodocs.com/lenas\\_bio.htm](http://www.envirodocs.com/lenas_bio.htm) Lena also does consulting in online business and alternative health matters helping to build success in business along with healthy minds & bodies <http://www.envirodocs.com>

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