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Are you treating your Internet business as a hobby? I know I was for a long time. Then someone gave me a good, healthy slap in the face (not literally, of course). You may be treating your Net business as hobby and not even know it. I thought I was doing everything right. Ask yourself the following three questions. If you answer "No" to any of them, you may need to rethink your web strategy.

HAVE YOU STARTED AN OPT-IN LIST YET?- You probably noticed that every "Expert" says this. Why? Because it works! The list is gold. My only regret is not starting one sooner. I seriously needed to be screamed at to start one. So I started one, still not fully understanding why I needed one. But then I started seeing a significant increase in my income. Don't be a "Doubting Thomas". Start a list and you'll thank me later. Think of it this way: You only have one shot at your website to get a visitor to buy your product, then they're gone forever. Not very good odds. But if they join your opt-in list, you have multiple chances at selling to them. **START THAT LIST..... NOW!**

HAVE YOU PAID YOUR TUITION? Doctors go to Med School. Lawyers go to Law school. Have you gone to Internet marketing school? You have to invest in your future. Believe me, I've paid my tuition to get an education in this field! Yet, some people are "appalled" that they have to pay for an ebook or a course. If you went down to the local community college, would you expect to receive a free education? Maybe if you had a scholarship, but there are none for Internet marketing. You have an incredible opportunity at your fingertips. Take it

seriously. Learn how to do it. Fortunately, tuition for Internet marketing is minimal. You just have to find the RIGHT course. A good course for beginners is the Instant Internet Cashflow System over at <http://www.marketlikeapro.com/cashflow.html> . I call it "Internet Marketing 1101".

DO YOU HAVE A WEBSITE?- This may seem obvious, but some people don't have one. Sites that affiliate programs give you don't count, either. Just like you must invest in an education, you must invest in proper tools, such as your own DOT COM. And that all it is. An investment. You'll get it back tenfold.

Sometimes people e-mail me and say they have no startup money. I used to be a real softie. Then one of my associates pointed out that "there are sacrifices that one must make to obtain a goal. Maybe it means cutting the cable, or selling the house." At first this statement shocked me. But it was true. That's what separates a hobby from a business. Commitment. I'm not saying go out and sell your house. That's an extreme. Just be willing to make sacrifices. I'm not just talking money, either. It will take a lot more time and effort than it will money.

The Internet really is the next "gold rush". And people are staking their claim. Don't get left out. We all need hobbies, but the Internet isn't a hobby for me. It's a business. What is it for you?

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