

3 Crucial Elements You Need To Know on How to Avoid Going Broke

Online.

By Patrick Ravi

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<http://www.global-ibiz.com/webtreasures.htm>

Yes! Dot.com mania is dead! and buried! While this might be so, it is crucial to know that, building your own presence successfully online is still within your reach.

While the naysayers are still crying out loud why it can't be done. the FACT...remains that ordinary people like you and I are still MAKING IT HAPPEN everyday.

But why it so that, when you take an average of 100 people who get into the bandwagon to succeed online.... 95 will fail and quit...4-5 will make a reasonable living online.. and 2 will get stinking rich.

Even if these figures are not very encouraging, you must understand there are some valid reasons why this is so.

A vital point for you to note is that there are some great similarities when you do a comparison on doing business Online and Offline. One thing for sure, it goes without saying " Nothing happens by chance." The fallacy that by just placing a Web site on the WWW and hoping for it to generate mega success online is still very much a fable. Some call it hype!

This is probably one of the main reason why many budding online entrepreneurs soon or later go broke online. The truth remains that anyone who wants to get the desired

results to succeed online must include three important elements and they are:

1. Education
2. Time
3. Money

Before you even dare to venture on your own, to make a presence online, ask yourself:

Are you willing to educate yourself on the different aspects of Internet Marketing? Let us now list down some of the key elements that every online marketer must know to become a successful netpreneur.

The very obvious would be, knowing how to operated your computer effectively. This may sound very basic and yet this is what destroys a lot of people. You must always be prepared for the unavoidable and the unexpected.

Just to give you an account of our own experience: In our own quest to succeed online we had to overcome insurmountable challenges. But the most frustrating was when we had to lose 2 years of work, in two hard disk in just matter of minutes. Hey, it does make your wonder whether to continue or to quit. But when you know how to manage and protect your computer effectively, it in turn helps you to save time, money and not forgetting frustration.

So what are some of the other vital knowledge to acquire for one to keep ahead of their competition?

The List:

Web designing and some knowledge of HTML, understand how the Internet works, how to engage in effective e-mail marketing, Ezine Publishing, how to develop an opt-in mailing list, search engine optimization, E-book creations and viral marketing, promotions and advertising online, joint venture, testimonial marketing, How to write effective Net copies and how to develop a business plan.

The next question that you need to ask yourself would be: How much time am I willing to devote towards my business online?

While we often associated an online business with automation. You will discover that for a lot of people what this means is, just uploading a web site and using an auto responder to hand out a few messages. As you can see from the list above, it is much more than that.

The last question that you need to ask yourself is: What is my financial commitment? While the Internet

offers free resources, free software, free Web sites and others .The question you should ask yourself is, should I use them? The answer is Yes and No.

Yes, if you are using them for a hobby or as a non-business Web site. No, if you want to make a professional presence online. With an exception of a few free resources, you will soon find, that you will not get the respect and credibility you need when you use many of these freebies.

When you look at free resources, you will soon realize that, there is nothing really Free online.

There is always a small and at times a large price to pay. Take free web sites for example, many are used as tools by the owners to leverage their time and effort. The banners or text links that appear quite permanently are actually used to promote the freebie giver's product or services. You may in the long run, end up losing traffic that you worked hard for.

In closing, it is vital to remember that one should treat one`s online business as a real business. The key words to remember are: keep promoting and testing. And not forgetting the simple but "profound truth" that "Hard Work Still Pays".

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