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In the cyber space out there, you might have heard about the internet guru, the one who make a million dollars from internet and so. Do you really think you need to be there – the internet marketing expert who knows everything on the internet – before you can make a fortune online?

That is so not true! In the other way around, trying to become a guru will lead you to failure. Someone said “the internet guru is the one who can tell people how to make money but cannot make it for himself.

I knew a lot of people who spent 2 or 3 months trying to write their own ebooks or online courses, finally end up with a few thousand visitors because they just did not know to marketing their products.

Have you ever notice that 2/3 of successful network marketers or home business entrepreneurs had a relatively low or standard education background – can you name any internet millionaire who graduated from college, studied e-commerce or marketing? Not easy to find one, right?

The first thing you should avoid is perfectionism, nobody can make something perfect. I, myself, was the one who fall in this trap, got stuck for 2 months trying to collect free ebooks and reports as much as possible to make sure that I will not miss anything I need to learn.

After 2 months, I had realized that it's impossible (at least for me) to learn everything just for start my own online business. I was exhausted and distracted. I started thinking I could not make it. Fortunately, I stopped wasting my time and begun to implement my project immediately - I did not care what else to learn.

You should study and implement your project at the same time. Don't waste your time to study everything, just scan for what you are interested in and then start working on it – you will know what you need to learn on the way.

The second trap is complexity, almost everyone believe that the more complicate, the more sophisticated concept will give the better output, really? Don't fall for that, you don't need to do thing complicated.

I know it is important to differentiate yourself from competitors, but it doesn't mean you have to put

this and that, to make it look fabulous. People tend to look for simplicity, all of us are lazy, of course!

Simple does not mean easy! I never say you should join the get-rich-quick scheme that promised you to make an easy money!

Many people started their own online business by thinking about joint venture, search engine ranking, website and product image, affiliate program and how to pay the commission, how to handle refunds and complaints.

It's not wrong to think about them, but keep in mind that, those factors cannot make you rich. So don't spend most of your time on secondary factors, it does not play an important role in the beginning.

One thing you need to remember, it is the truth for any business, "You make money when you make sale!" Everybody sell something and they get money in return. So, your next question should be "Then, how to make sale?".

Some people spent 50% to 70% of their budget to build a good looking, dynamic, flash website. That is the disaster if you invest like that! You might think that a fancy, beautiful website will create a good, first impression. You are right, but first impression is not the first priority to market your product!

The first thing is "Who gonna see it?" Of course, now you can realize that advertising is the key to your success! How can people purchase your products when they don't know you're existed?

That's it! That's so simple when you want to make money. Advertise it to people, check the feedbacks and after that you'll know what you need to improve!

Don't fall in these trap – the guru trap – because you don't need to be a guru to get rich online, just make sales!

Don't wait until everything is perfect, it won't! So, you are better get start on what you plan to do. You will learn from your experiences anyway.

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