

Failures vs. Successful Internet marketer.

By Radhika Venkata

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Every minute there will be more people logging on to web to start online business.

There are several advantages of starting online business.

But the THREE MOST IMPORTANT reasons are:

*Very economic I say. This is my first point to highlight about web presence. You can start business from \$0 to your capacity depending on your budget.

*Easy to reach whole world of potential customers.

*Another excellent criteria is your customer can buy from you 24/7 and all year.

But it is not that easy to establish on the net and brand yourself from the crowd. It costs months and waste of money before you get reasonable results on the web.

ONE FACT you have to remember is:***You are facing world wide competition***

But still then if you follow and stick on to certain principles, you will be the BEST on the net.

Internet business is not that hard. Provided you know these...

***1. If you want to do something do it today...this minute. Am I sound like your parents or teacher?

You want to write an article and submit? Do it today. Want to update your keywords on your web pages? Do it now...

Some times few things you need to do repeatedly. Like sending promotional emails to your subscribers, updating your website on regular basis etc.

Promote your products every day and every minute.

Allot your available time to spread out evenly to do your business errands.

For example, if you are using Pay Per Click engines to drive traffic to your site, you have to monitor your bids and the bid gap between you and your next ranker.(the one before you and the one next to you)Sometimes, this saves you lot of money by adjusting your bid amount.

***2.Use trial and error method as an alternative to 'follow the expert method'.

If somebody is there to guide you, well...you will be fine.Otherwise you have to discover your own methods.

Always Research and develop.On the net what is there today will be old by tomorrow.If you have established your methods, you can adjust them to new trends.No need to panic at that time and look up for others what they are doing.

***3.Test your methods.

Yes.You should know your ROI(Return On Investment). If not you can not use the same method over and over again.

If you are sending an ad to some ezine subscribers using \$200, you should get back your money that you spent on that ad campaign.

Some times you will lose money.This depends on your target audience, your selected method of advertising etc.

You need some software to follow up your ad campaign click thrus and results.
<http://www.scripts4webmasters.com/clicktracking/index.shtml>

It is a free script that tracks your ad campaigns.

***4.Wake up in the morning and always say these words to you-"advertise, advertise, advertise, advertise..."

My sincere advice is-'spend little of your available time on advertising EVERYDAY.'

Free or paid... it doesn't matter. Let the people get to know about your product.

==Use your submission software on regular basis.

==Participate in some joint ventures.

==Write ezine articles and submit to ezines or content websites.

==If you have budget to use, try pay per click engines.

==Advertise in ezines.

==Ask for ad swaps.

***5. Follow up your prospects.

You should have your own mailing lists.

Don't discourage yourself by thinking that who will want to join in a beginner's mailing list.

Everybody who has mailing lists are subscribers of many ezines. I myself is an ezine junkie to subscribe every good ezine that I come across.

You need a mailing list software to keep a form on your site and send emails to your subscribers.

<http://www.scripts4webmasters.com/autoresponder.shtml>

<http://www.autoresponseplus.com/>

***6. Automate your business.

Main advantage of this is, you can concentrate on most important aspect of your business: ADVERTISING.

Once you automate your business by automatic sign ups, autoresponders, automatic downloads etc, you are left with plenty of time to spend on advertising.

You can get most of these freely on the net. Or if you want spend, you can do that way too by buying autoresponder software, download managers to install on your server.

***7. FOUR 'P's of success:

==Patience.

==Persistence.

==Positive attitude.

==Polite

These are so easy to say. But if you are well equipped with these four, success will knock your door.

Sometime in the early days of online business, everybody would have faced few problems. They might have lost lot of money in experimenting. Because I did:-)

But those are not the reasons to quit.

Radhika Venkata

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