

# Internet Marketing in the Future

By Raymond Johnston Jr

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What is in store for the internet marketer of tomorrow? Will the increasing popularity of the internet benefit or hinder your efforts? How do I as a marketer take advantage of this popularity explosion? These are a few of the questions being asked by today's marketers.

With the numbers online ever increasing, the pool of prospective clients continues to grow. This is a trend that will give dedicated marketers the opportunity to build their business. Of course this situation already exists for those who have the knowledge to take advantage of it.

In my line of work as an advertiser, I see the ups and downs of many trying to build an online business. There are many who are ready to call it quits in a short few months. This is a business that requires a dedication just like any other business. One of the first things that is necessary is an advertising budget. So many starting out, expect to work a few hours a week and spend no money, yet they expect success. These people are destined for failure and do a lot of jumping from program to program. The program is not the failure, the methods are.

To be a successful marketer, one must be willing to put some time and money into their business. You are starting your own business. It does not matter if you are starting a landscaping business or an internet marketing business, to be successful you must be willing to invest your time and advertise. You can start out slow and work with a small advertising budget but if you don't advertise, no one will know you exist.

If you choose to start out with a small budget, that is fine, just don't expect your business to grow at a full-time pace. Too many people want to make a full-time income with part-time effort. With the influx of new people to the net, the opportunity exists to build a nice online business. Just be realistic with the results that you expect. You are not going to become an instant success on the internet without putting in your time and without advertising. The sheer number of people on the net cannot make you a success, only you can make that happen.

One of the toughest decisions to make is which program should I work or which program should I join? There are many good programs and products available. Too many people think a good program or product will pull them along and when it doesn't, you will see them jump ship. The problem is that the next program will offer no more success unless you make it happen. Jumping from one program to another is a sure sign of disaster.

If you want to be a serious network marketer, check out the programs or products available and choose one that you think offers something that people will want. Make a decision to join a program

or two and commit to them and remember that building an income does not happen overnight.

Advertising is one of the largest contributing factors to success or the lack of. Working hard and posting to free classifieds, ezines, etc. can help bring a certain degree of success. But the fact is that the successful internet marketer has an advertising budget and is willing to use it.

One of the first things to look at is your ad copy. Are you using one of the ads provided by the company or program that you are working? This is a mistake. People have seen these ads over and over. Get rid of them and write some fres new ads or get an advertising firm to write you some copy. It is not that expensive and used properly, it will pay for itself many times over. Allot yourself an advertising budget each month and use it wisely.

There shines a bright future for internet marketers who are willing to treat it like the business that it is. If you are willing to put forth the time and you advertise wisely, there is no reason that you can't be a success in the years to come. Don't expect it to happen overnight and be willing to take the necessary steps to make it a reality.

This article may be used by anyone as long as this paragraph is included. This article is written by Raymond Johnston Jr who is an advertising executive. Ray can be contacted at <http://www.moneyforhire.com> or at [doug@6fi.zzn.com](mailto:doug@6fi.zzn.com)

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