

# Work and Preparation Equal Success and Confidence

By Raymond Johnston Jr

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You have decided to start your own business on the internet. The first question is what do I do? What kind of service do I offer or what product do I sell.

What field are you knowledgeable in? What do you have to offer others? Am I qualified to help others?

Most everyone has the knowledge and ability to help others. The problem is that most do not have the confidence to share that knowledge. We question ourselves and the abilities that we possess.

Years ago when I was in the United States military, I learned some valuable lessons about people. The majority of people are content to follow. There is nothing wrong with this and the world needs followers as well as leaders.

The world also needs leaders and the confidence that goes with that role. To be a successful leader, you must have the confidence in your own abilities. And to be successful in the marketing world, you must be a leader.

You must have the confidence that you can help others and have the ability to convey that confidence to them. You must possess the knowledge to allow you to portray this confidence to your clients as well.

If you cannot convey this confidence to your potential customers, you will have a very difficult time being successful in any type business. People come to you for help, you must project a sense of confidence or you have little chance of attaining that success.

A few years back when I was in the advertising business, a client told me one day that I seemed so confident that the ad campaign I had just written would be a rousing success. He asked me how I could be so confident when we had yet to even test the campaign?

My answer to him applies to almost any task or any field. I told him that I was confident because I had spent many hours studying the market that we were targeting. I had also spent many hours looking at other ads, both successful and unsuccessful. I had then spent a lot of time putting together the campaign and when I finished, I went back and spent even more time ensuring that everything was just right.

The key here was preparation. I was totally prepared and felt like I had exhausted every possible means to ensure that the ad campaign was the best that it could possibly be. How could I not be confident.

It reminds me of school. When I spent the time studying, I always felt confident when test day arrived. The times that I did not spend the time studying, the confidence was just not there, no matter how hard I tried to convince myself.

Back in those days, confidence seemed to come because you were driving the fanciest car on campus and everyone looked up to you. Or you were the captain of the football team or the head cheerleader. At that point in life, most looked up to you for the wrong reasons. Well, I am here to tell you that those things mean nothing in the today's world.

You have the ability to start your own business and turn it into a successful venture. What does it take? You are going to have to have the confidence to pass along to others. How do you acquire this confidence? Well, it does not come because you are good looking, popular or inherited a million dollars. It comes from work and preparation.

Do you have the ability to make it happen? Of course you do. The question is, are you willing to put forth the time and effort that it takes. Success and Confidence take work and preparation.

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Raymond Johnston Jr is the editor and publisher of Money For Hire Ezine. You can subscribe on his website at <http://www.moneyforhire.com>  
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