

What Does Success Look Like?

By Rick Mills

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While we are well into the 21st century too many are still thinking about their business as they did in the 1990's.

The face of business has changed and the Internet is a BIG part of that change. Today, anyone with a connection to the Internet and the ability to choose an opportunity wisely can succeed online.

Can you see the vision?

The common thinking about doing business online says "if you have a website people will flock to your site and make you rich". Right?

Not exactly.

The key to success online is to choose the RIGHT opportunity for you. If you don't, you could be overlooking thousands of unearned dollars and never experience the true joy a successful work-from-home business provides.

In an Internet crowded with opportunity, what does a world-class opportunity look like?

Whether one offers products, services, or a mix of the two, all world-class 21st Century opportunities have these five qualities in common.

1. World-Class Opportunities Offer Products That People Want To Buy.

Notice, I did not say need.

The fact is; people buy what they WANT. If you can make them want your product, you will succeed.

When you offer what people want, your customers will return to buy from you repeatedly. That creates a foundation you can build on.

2. World-Class Opportunities Offer Products That Reach A Wide Audience.

To succeed in the end your products must have broad appeal.

Take the 'baby boomers' as an example. This group is large, in their peak earning years, and very willing to spend. Offer what they want and the world is your oyster.

So, what do they want? Let's think that through.

This group is aging and will continue to age. They know that and don't like it. While the emphasis on youth and anti-aging was once radical, the boomers have now made it mainstream. We see commercials on television for cosmetic surgery! Such a thing was unthinkable only 10 years ago.

Health is another passion of the boomers. They want healthy homes, healthy workplaces and a healthy lifestyle.

If you choose products that speak to the 'baby boomers' and their insatiable appetite for youth and health, you've picked a winner.

Another example is people who work at home. The watchword for this group is convenience. Convenience sells and will continue to sell because this group wants to work on their time schedule and from their own home. They want convenience.

3. World-Class Opportunities Are Easy To Enter And Maintain.

All too often people enter a business and then can't maintain their active status.

Since your goal is long-term success, be careful to choose an opportunity that makes it easy to keep on succeeding. Avoid those which draw you in and then fail to support you or make it almost impossible to continue long enough to have a chance to succeed.

4. The Real 21st Century Internet Business Offers You Upward Opportunity, But Doesn't Push.

If your goals are to throw all of your energy into your Internet business, learn everything there is to know about the product or service you offer and do more volume than anyone else on the world wide web, they will support you in that endeavor.

Hopefully, you will even have the chance to teach others your business and share in their earnings as well.

If that is NOT your goal, however, a true world-class business won't make you feel like an orphan or pressure you to do more than you want.

5. Support Is The Last Quality Of True 21st Century Success.

No one wants to be convinced to begin, commit their money and their time, and then find that they have no one to go to for advice except themselves.

Having someone to call on, whether by phone or email, who has 'been there' and can offer guidance can mean the difference between failure and success.

There is an incredible amount of true opportunity on the Internet today. As you search for your perfect business, be sure to hold your standards high and never compromise when it comes to the

quality of the companies with which you associate yourself.

After all, you are loaning them your reputation, and it will be your reputation on the line.

Finding these five qualities in an Internet opportunity is the first step toward achieving 21st Century success!

Rick Mills is a small business consultant dedicated to assisting others in discovering proven home business systems. His sites exist for the sole purpose of sharing just how simple it can be to have a successful Internet business.

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