

When Opportunity Knocks..Are You at Home?

By Rozey Gean

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Each and every day we live, we are faced with opportunities. More often than not, opportunities come in a subtle form and we miss out on them because we do not even realize they are present. We are spending our time waiting on the "big" opportunity to bang on the door with a presence that rocks the house. In doing so, we sometimes miss out on opportunities that may come in the form of a gentle tap.

In order to know if we are being presented with an opportunity, we must know what the term "opportunity" really means. Webster defines opportunity as "a situation or condition favorable for attainment of a goal; a good position, a chance, a prospect for advancement." Webster did not say anything about anyone beating down your door.

The old adage that opportunity "knocks only once" is simply not true in business today. Opportunity knocks on many occasions, but we often just do not hear it. While many entrepreneurs are sitting at home waiting for opportunities that may never develop; others of us are learning that we must create opportunities for ourselves.

There are numerous ways we can create situations that are favorable to attaining our goals while positioning ourselves for advancement in our individual business endeavors. By creating opportunities for ourselves, we can assure that we do not miss them. As an entrepreneur, I would think of opportunities as a means to create favorable end results such as: consistently increasing sales and profit, partnering or affiliating with influential entrepreneurs, becoming a recognized leader and expert in my field, building a larger client base, and being in demand for my products and services.

The truth is that I can create opportunities for myself that will allow me to achieve these favorable end results . . . and so can you! By consistently seeking opportunities and not waiting for them to find you, you, too, can achieve similar goals in your business much quicker than you could ever imagine. Below are a few examples of creating your own opportunities:

(1) Always be on the look out for individuals with whom you can affiliate and partner with in short-term and long-term projects.

(a) Partner with Rick Beneteau and his newest affiliate program, The Ezine Marketing Machine which pays out a hefty commission through a 2-Tier payment structure. The book sells for \$29.95 and Rick pays you \$10 on the first tier and \$5 on the second. Not a bad deal considering you only need to sell 3 copies and your own personal copy is bought and paid for. It doesn't get much easier folks! Visit <http://www.ezinemoney.net/sgx/d.cgi?1034> and reap the benefits this great program can provide to you.

(2) Make sure your web site is kept up to date with information about your products and services.

(3) Volunteer in community service and special projects that will get your name out there.

(4) Never slack up on passing out your brochures, business cards, and other marketing materials.

(a) When was the last time you left your business literature inside the library, on a table top at a restaurant, in a movie theatre seat, or in a public restroom? What do all these places have in common? A sit-down area of course! No better time to read when you're waiting for the movie to start, the food to be served or (well, I don't need to spell the last one out, do I?)

(5) Ask friends and satisfied clients to refer you to their friends, relatives, co-workers, etc.

(6) Interject your professional opinions and experiences into conversations every chance you get.

(a) The keyword here is to interject -- not force. Creating conversations or participating in those already started is an opportunity waiting to happen. Where are some places you could possibly start a conversation? Let's see ...standing in line at the grocery store, waiting to pump your gas, at a buffet waiting to fill your plate, or at the bank waiting to use the ATM machine etc... If there are people present, there is potential conversation waiting to happen. Seize the opportunity!

(7) Serve as a mentor for entrepreneurs just starting out. Create opportunities for them to develop and grow under your leadership and expertise.

(8) Listen carefully to what other people tell you. By listening, you may discover opportunity that you just happen upon.

I am sure there are dozens of examples I could share. The point is that opportunity is always knocking . . . you just have to listen carefully for it, as it may appear when you least expect it and in a form you would never expect.

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