

Spend Your Efforts Building Your Own Stuff

By Teresa King

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17 Top Secrets to Set Your Site on Fire <http://www.17secrets.com>

Lately, I have come into contact with people who have built their business on working for others.

It might be web building, writing sales copy, graphic work or any other various things that a person can do, and have a net company retain them on a monthly fee to have them do work at the company's whim, of course.

Scenario: A person gets hired on a retainer to make a website look good. The company makes more money, but now that the site looks good, they drop the person on the retainer who was working for them.

You see, generally, a person on retainer works a bit less expensively to keep the worries of bills down. The web worker, the writer, the graphic maker, are willing to make less money knowing they have steady income.

Result: A thanks, see you later attitude is the gratitude that they get. It's sad; it's like getting fired after you do a fantastic job for someone. They don't need you anymore. You've been discarded like a used paper towel.

This happened to me on the web, a couple of times when I first started. I managed a teen column to help teens, the company grew, no longer needed me, and phased me out. Hey, I wasn't even getting paid, but I was getting hits to my site for my efforts.

"Fool me once.. shame on them." But no, I had to go and do it again. I did a lot of help on a forum once, again, not paid, but put in a lot of effort to keep that forum going. The forum shut down even though it was doing well, the owner decided to spend time with his grand children.

"Fool me twice: Shame on me."

I have two current net friends who recently got hit with no income when they expected it. One was retained to write monthly sales copy and the other was retained to do monthly web work for a company. Two different companies, in fact, these two friends don't know each other. They both lost an income source that they had expected and were depending on that money.

I'm not saying to not put your heart and soul into a business that is owned by someone else, as many times it works out great.

However, the bottom line is work for yourself.

It's wonderful to do work for people, and get some steady income in, but, you must spend time building your own business. Don't put all your eggs in one basket in any company, and treat the money you get as money to save against a "rainy day." Or, use it to advertise your own business.

Remember, your goal is to make money working for yourself; never lose that vision!

Teresa King
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Teresa is the author of several books. Her newest one "17 Top Secrets to Set Your Site on Fire," is created to make you money. <http://17secrets.com>

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