

What is Keeping You From Success?

By Teresa King

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When I was a child of six my mom put a stop to something that I wanted to do. I stamped my little foot and said, "That's not fair!"

Mom answered caustically, "Who ever told you that life was fair?"

I slammed back at her, "Well, it's suppose to be fair!

"Maybe it should be, but it is not! So take your little temper somewhere else, as I am too busy for this nonsense."

Mom did not send me to my room, she just went about her business. And, I pondered with my six-year-old mind about what was fair and what was not fair. Well, I am 49 now, and that episode has not stopped me from trying to be as fair as I can be and yet how did that affect my ability to become successful?

I believe in many ways it did slow me down in the beginning of my net marketing because:

I didn't put up pop ups when they were popular. I didn't think it was fair for my visitors to have to be annoyed by them.

I didn't get email from people but just gave them free stuff for visiting my site. I didn't think it was fair to advertise the word F*REE and then ask for an email. (That was not a fair advertisement in my mind)

I didn't put people on my list when they bought things from me, as I didn't think that was fair either, I gave them a choice. Many did not choose to sign up for updates or more news.

I didn't like cultivating other people's customers, because I did not think that was fair play.

THEN: I opened my eyes, and put my own feelings into prospective and came up with the following:

If a pop up was valuable in what it was used for; was it fair that my customers may have missed something really good?

Was it fair for people to take my F*ree gift and not allow me to contact them?

If I don't put prior customers on a list where I can reach them to offer them a discount on a next product or tell them what would be helpful to them, was it fair that I gave them a choice when I know that their being on my list would definitely benefit them.

If a person lands on my site, no matter how they get there, and I am willing to take time to help them, is it now fair that I cultivate them into my customer?

If I set up a system that will help my customers get customers and I end up with the email through that system, is that fair?

So what is fair in marketing?

Fair is how you perceive what is fair. What I learned is that we can sit around for hours and hours and struggle with how you perceive things, but in the long run, doing what those have PROVEN works, is the formula to success.

For me the stop was the word "fair" and how I perceived it.

For you:

It could be procrastination, unwillingness to follow, not putting your goals in perspective, negativity, fear of failure, not feeling worthy, not believing that you deserve success and countless other things that can stop you from your dreams.

Start looking at what is slowing you down and take a second look to see if you can redefine your views on whatever it is that is holding you back so you can unleash the power within yourself to move forward toward your goals.

Do the best you can. When you learn more than the other marketers as you go along and apply what you learn, then be happy that you have earned the "unfair advantage."

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