

Are You An Internet Marketing Failure?

By Tom Busch

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Tom Busch's Internet Marketing Resources <http://tombusch.com>

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It is not at all uncommon for people to dive into internet marketing with an abundance of expectation, and end up with very little in the way of results.

The very nature of ecommerce allows people who have no money, inadequate knowledge, and very little if any business experience to stake their claim. Is it any wonder that most of these people never even see positive cash flow?

If I were one of these people (and I have been), I wouldn't let these "handicaps" hold me back (and I didn't).

So if you haven't exactly found the sweet spot yet, I urge you not to look upon yourself as a failure. In fact, if you haven't given up yet, you are a lot more successful than most.

You see, we've been led to believe, by people trying to sell us courses, ebooks, memberships, etc., that it's easy, that we don't need any money, special knowledge, or experience in order to quickly realize not only profits, but BIG profits. And in a way these people are actually right. But it's because of what their sales pitch doesn't tell us, that we still end up broke, frustrated, and confused.

So what do we need to know that we are not being told?

1)It takes work.

Consistent and disciplined effort is what gets results. Don't do something one time and expect riches to come knocking at your door.

2)Free isn't really free.

There are a variety of ways to promote your web site, ezine, products, etc. that don't cost money. However, they require strategy, cleverness and consistent effort, in order to be effective. The increasingly popular, "free and easy" advertising schemes are not designed to benefit you, and they won't.

3) Persistence is the main ingredient.

You learn internet marketing like you learn anything else, by doing it. All you have to do is keep trying until you get the hang of it. This doesn't mean you keep beating a dead horse. Don't be afraid to change direction when you know something isn't a good fit.

4) You have to do your homework.

Let's face it, those in the know aren't just going to hand over all of their techniques, tricks, and secrets. And when they do finally let the cat out of the bag, the news spreads like wildfire. And when everybody starts doing the same thing it quickly loses its potency. The good news is that there are clues everywhere as to what really works, and if you are ready to play detective, you will gradually figure out exactly what it is that you need to do. Be willing to do your research, eventually it will payoff in a big way.

In closing, I would like to offer you just three words of advice. Follow them and you are practically guaranteed success. DON'T GIVE UP!

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Tom Busch publishes The Power Player newsletter
and has an internet marketing resource site with
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