

# Marketing Burnout!

By Vern Anderson

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Marketing News Newsletter <http://www.marketingnewsnewsletter.com>

Do you find yourself working on line promoting your web site offer so many hours that you find your self staring at the computer screen but not really seeing it.

If so you are experiencing Marketing burnout.

Being retired and only working part time I find myself putting in long hours on the computer in the hopes of making more sales.

I am placing free ads in all the newsletters I am subscribed to and there are many. I also purchase ads as my budget allows.

I am always tweaking my web sites in the hopes I can convert more visitors into customers. If I don't watch myself I am on this contraption from 7AM until 10Pm.

When I do this for a few days I start noticing that I am just wasting a lot of those hours as my mind goes blank and I am not really accomplishing anything.

When I realise what I am doing, I shut this thing down and go watch a movie on TV or go for a ride in the car, go to the local resturant and have a cup of coffee.

Just anything to get my mind on something else. I have made myself a time schedule that goes like this.

7AM Fire up my computer. Start placing ads. Check my email for subscribers and sales.

10AM Shut this contraption off!

1PM Fire up again and do a little more.

4PM Shut this thing down again and let my eyes rest!

6PM I fire it up again and check to see that everything is still working, web sites, email messages etc.

7PM Shut down for the nite!

Now if I would always do this I know it would be a lot easier on me and my wife both. I am afraid I am not a good teacher as I get real busy and forget to follow my own schedule.

Everyone involved in Internet Marketing should be doing this everyday. It will give you more energy to get things done in the time you are online.

I know this helps, because when I do what I am supposed to, I come back with new energy and new ideas.

Try it and you will see the same thing. Marketing Burnout is something no one needs.

God go with you.

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