

Why Your Internet Business May Be Failing

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I'm going to make an assumption here: you are reading this because something is not going right in your internet business.

In fact, because you responded to an offer of a report called "Why Your Internet Business May Be Failing," I'm also assuming your internet business may be failing - or you wouldn't be reading this.

Now, at first glance, that seems - simple, common sense - and possibly you feel like, why is this a big deal?

And I highlight it for one of several reasons; I'll share the first simply as an example of one reason YOUR internet business may be failing: lack of explicit targeting in your marketing.

For example, what is your business premise?

Meaning, what exactly do YOU help people do?

Finish this sentence: I help people _____

Now, once you have that sentence, EVERYTHING in your business must point to that ONE PREMISE.

Does it?

Does every article you write, every piece of web content you create, every report, every mp3, every video, every squeeze page, every sales page, every coaching program, everything in your business point to that one thing?

Does your landing page tell clients what you help them with?

Does it offer a giveaway that begins to teach what you help people with?

Does your giveaway help people with what you help people with?

Does your coaching program help people specifically with what you help people with?

If the answer to any of these questions is “yes,” then that may be why your internet business is failing.

But maybe you have all of that right.

So what are other reasons why your internet business might be failing?

Could it be lack of focus?

You know, you don’t know exactly what to do and how to do it in your business, so you spend most of your time wandering through your internet time?

Do you sit down to work online for 4 hours, and you open your email to check and see if someone needs something from you, and 2 hours later you are still reading emails and watching videos?

Are distracted, can’t focus, and constantly getting involved in reading, listening, and watching things that don’t further your purpose?

If so, that may be why your internet business is failing.

Imagine that you had any kind of business besides an internet business, and you spent 1/2 your time reading emails or wondering what to do. Imagine you are a florist, and you have an employee that you hire to make floral arrangements for 40 hours a week. If she spent the first 4 hours of each day reading emails, what would you do? Fire her? Would your business succeed if you spent your day doing things OTHER than making floral arrangements and selling them?

Imagine you are a psychologist, and you bill by the hour.

What would happen if you came to work each day and got lost in email, or wondered what to do each day? You wouldn’t have clients, you wouldn’t have a business.

It’s the same online.

If you don’t limit the outside distractions in your business, you will never make it.

That may be one reason you are failing online.

Are you trying out a different business model each month?

One month you want to be an affiliate marketer. You buy a big training program for it, you give it everything you have for 3 or 4 weeks, then you realize you aren't making the money the guru promised who sold it to you.

So you look for something else to get involved in.

You join an MLM. You go to the meetings, you go to lunch with your sponsor, you see his big checks, you think, I can do this.

You talk to a few of your friends, invite them to some meetings, 2 people show, no one joins. You quit.

Yeah, yeah, I know, it's more complicated than that. You tried harder than that. And it wasn't your fault it didn't work out. The compensation plan wasn't right. But the bottom line is you started and . . . didn't finish.

By the way, if what I am sharing is too harsh for you, please just close this now, go back to email I sent it to you in, scroll to the bottom and unsubscribe.

You and I aren't a good fit to work together.

You see, I help my clients get results online.

But it's not easy.

I know most guys out there are telling you how easy it is.

But for some reason, all that ease isn't resulting in clients, in dollars coming in the door.

That's because it's NOT EASY.

And I'm trying to go overboard to show you that.

And I'm digging deep on these reasons why you might be failing online.

Because until you solve the problems that are forcing you to fail, you will continue to fail.

I don't care how many books you read, how many training programs you buy, or how many coaches you hire.

Until you solve the problems that are forcing you to fail, you will continue to fail.

Let's go back to business models.

Next you decide you want to sell information products.

So you learn how to create products so you can sell them.

You create an outline, start recording, and decide you don't like the sound of your voice.

So you look for another business model.

Month after month, you keep trying thing after thing.

This system, that system.

You know how it is, right, you've seen it happen to other people, right?

So what's the real problem here?

You see, the sinister thing here is that it is easy to think, well unless I try these things out I will never know what works. Or what I like. Or whatever.

So there is this fallacy floating around out there that keeps telling you that you have to try something new each month until you finally hit on something.

But that doesn't work.

Because if you are "trying" something, it NEVER works.

You see, ANY business model usually takes 3-6 months just to put a real foundation in place. And then 6-12 months to morph into a real business for you.

Yes, I know the mlm guy told you they pay every 2 weeks. On what? the one person you signed up the first month?

I know, the affiliate guy told you you get paid every day. But if you don't have a prospect stream to buy the affiliate products, you don't sell anything so you don't get paid.

Or if you create your own information business, your clients can't buy what you haven't created. And it takes time.

If you need to make money THIS MONTH, get a job. Working for someone else that already has an operating business, and he will pay you for your work.

But if you want to build a real business, it takes time.

And you have to commit.

You can't keep trying.

It's kind of like dating.

Imagine dating a different person each month trying out different people until you "find" someone who works for you.

Unless you are very lucky or blessed, that probably didn't work for you.

You probably had to work hard to build a real relationship with the person you spend the rest of your life with.

You don't just "find them"

It's the same way online.

You don't just "find" the simple solution that changes your life.

You have to build it.

You have learn how it works.

And then you have to stick to it until it works.

That takes time.

And commitment.

Even when it doesn't work out right away.

I think one big problem is that folks are trying to figure out what they LIKE at the SAME TIME as they are trying to make it work.

Meaning that each month you try something different, hoping it will work in that time.

But it never does.

Instead, you should choose a business model you like, then determine that NO MATTER WHAT you will make it work. NO MATTER WHAT.

Kind of like dating.

Instead of trying out different people a month at a time, never finding someone who works for you, instead, meet different people for one date at a time, and then CHOOSE the ONE PERSON you want to make it work with.

That's not a guarantee it will work.

But it sure beats chance!

You gotta take chance out of your internet business.

Now you may know that I value my faith in Christ. He is all the power and strength I need for everything, all the time.

And when I dig into something with His power, I'm not going to give up when it doesn't work in 30 days.

So my advice is this:

Instead of rushing into a business model, then finding you don't like it (because it doesn't work, because you didn't give it enough time and dedicated effort), instead take time upfront to find a business model you like.

Do the liking first.

Then once you decide you like a model - a model you can live with for years - THEN decide to go ALL OUT and do EVERYTHING to MAKE it succeed for you.

By the way, sometimes folks tell me, I've been trying this one model for 2 years, and it still isn't working for me.

Then I ask them, ok, have you been 100% dedicated to this one model?

They might say yes.

So I ask them how much time they spend on email each day. Maybe they tell me an hour. I ask them if that time in email is building their business. And they say no.

Then I ask them if they have tried anything else during the last 2 years.

And they might tell me about 7 different programs they have bought to learn other kinds of business models.

And together we realize that they haven't been 100% dedicated to their chosen business model for 2 years. They aren't even dedicated for a day! Because they are prioritizing their email box over their business model!

Now here's the thing . . . there may be other things that are holding you back in your internet business.

And one of the things I've found is that when you have a truly solid model, one model you really believe in, one that works, one that isn't fly by night, or sneaky, or hypey - but a real model - it makes it much easier to overcome everything else.



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