

STOP With The 'Stupid' Scare Tactics!

By Dr.Mani - <http://www.HowToCrossTheRoad.com>

I'm sick of it - because it harms the folks who are most hopeful about working online.

The Silly SCARE Tactics, I mean.

You know the ones I'm talking about:

"Listen up, Internet marketing is getting too competitive these days"

"It isn't easy any longer - and you need deep pockets to survive"

"Things are getting more and more specialized and sophisticated - you can't compete"

"You need to be ahead of the pack - or get crushed in the stampede"

"It's getting too costly to acquire a new customer"

"You need to be multi-dimensional in your marketing"

"You can't manage if you're only 'online' - you MUST get off the Web"

"We're entering the era of consolidation. Get big, or get crushed"

... and on and on and on, ad nauseum.

And it's taking a toll - on the WRONG person.

* The frustrated 9-to-5'er looking for a break from the tedium.

* The job seeker fast losing hope after endless interviews, looking for something to do.

* The bored housewife (or house-husband) looking to supplement the family income in spare time.

* The recently (or soon to be) retired seeking to relieve the tedium of 'retirement'.

* The disabled or handicapped person who is out of the workforce, and searching for a way to replace that paycheck.

None of these folks are dreaming, drooling and dying for MILLIONS.

They don't want to be behind the next 6- or 7-figure launch.

Most want the extra \$500 or \$1,000 or \$5,000 a month - without too much hassle.

They want to carve out their small NICHE
- not build the next mega-EMPIRE.

And these serious, thoughtful, hard-working folks, with modest expectations and hearts full of hope, are getting the wrong message...

Because of the HYPE

From 10 years working online, I can tell you this -

It Was NEVER Less 'Competitive'
- And It Has NEVER Been Easier To Be Successful

Forget all those dreams about the 'good old days' - they weren't so good at all.

Think it's getting harder to build big lists? Remember, at least conversion is better now - because folks are more comfortable buying online.

Cursing your bad luck about the new anti-spam laws? Remember, there are 1,000 times MORE people to reach via email today.

Blaming the competition for making your life tougher? Yes, there are 5 or 10 times more 'competitors' - going after 100 times more BUYERS!

My point?

Don't let the 'negativity' get to you - this is a GREAT time to be alive, be in business, and 'get' the Net.

Do you need to be professional, courteous, considerate of your buyers, treat your business seriously, invest in your education, run a streamlined operation? But, of course!

Do you NEED those \$700+ a month memberships, that \$5,000 boot camp, that \$25,000 mentoring program, those droves of outsourced staff in 12 different countries? Most likely NOT.

I'll share some numbers from my own TINY operation that'll prove my point.

In the last 12 months, my business attracted a total of around 600 new buyers. Together, they made around 1,300 transactions with me. My average retention rate of clients is over 65%. Many have multiple transactions each year. A significant number have been clients for over 5 years. My mailing lists have around 6,000 prospects at any given time.

I have 2 outsourcing helpers. No employees. A very tiny advertising budget. And an 'education' budget that's around 20% of my income.

Not very impressive, right?

WRONG!

These numbers translate into a lifestyle and achievement level that I could not have imagined before - and more important, a level of satisfaction and deep joy from helping other small business owners... than I could have with a multi-million dollar, multi-thousand client, multi-hundred employee organization.

Don't lose hope.

Don't give up on your dreams.

Don't get disheartened by the hyped up 'competitiveness' of the Web.

A lot of it - far too much of it - exists ONLY in YOUR head.

Decide upon your goals. Chalk out a winning plan. Take sustained, focused, positive action.

And sit back and laugh at the nay-sayers... at least, that's what I do

All success

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Dr.Mani is also the author of:

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Download a FREE ebook that will shift your paradigm!

<http://www.HowToCrossTheRoad.com>