

Top 9 Tips for Abandoning the Chaos of the Internet Marketer
By Alice Seba

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I'm so glad you decided to download this quick guide to becoming increase your profits in your online business without sacrificing your life as a flesh-and-blood human being. I'm just sharing a few things that have worked for me over the past few years and I hope they'll help you too.

Everybody is different and you might think my ideas are crazy. Maybe they are, but until you start making changes in your life... nothing in your life will change. Perhaps, through your journey to become a more balanced and organized online entrepreneur you'll discover new things that help you that are completely different from what I share in this little guide.

I've read a lot of time management and organization information and the truth is – much of it just doesn't fit my personality. That's not a slight on any time management expert.. it just means the ideas didn't work for me or (and this is more likely), the techniques weren't explained to me in a way I could understand them.

I'm a hard-working and easily distracted (the Internet has a lot of flashy, shiny things!) mom with a business. However, over the years I've learned a few things that helped me work through this to build a very profitable online business AND be a great mom to my 2 little guys as well...plus, have a life of my own outside of being a mom and entrepreneur. If this sounds like you and a place you want to be, I invite you to continue reading.

But before we continue, please forgive me if there are any typos or grammatical errors in this document. Dr. Mami asked me to put this together for you and I wanted to get it to you quickly, in time for the blogathon. If the errors bother you, please read Tip #1 immediately. You might just need it. J

Without further ado, here is what has worked for me and here my *Top 10 Tips for Abandoning the Chaos of the Internet Business Owner*:

- 1. Embrace the Fact That You Are Not Perfect & You Never Will Be.** This means NOTHING you do in life has to be perfect. Everything from your website to your latest newsletter to tonight's dinner.

I'm not sure about you, but my first lesson in my lack of perfection came when I had my first child. Life got turned upside down (in a great way) and my house was no longer spotless, I forgot appointments and I was constantly misplacing things. At first, it made very unsettled. For a person who used to be so neat, so punctual and so disgustingly organized, it was weird lose control like this.

Instead of letting it get me down and trying to "fix" my problem (i.e. trying being that "perfect" person again), I decided to embrace my more relaxed lifestyle and didn't dwell on the little things. Sometimes, I look around my house and can't believe that I didn't notice that a few cupboards are actual open (Does that drive you crazy? I used to ballistic over stuff like that!), my son has spilled his juice on

the floor and all the toy boxes have been tipped over (because they boys NEED all their toys at once).

I know not all people can “let go” like this. I have this friend I talk to on the phone almost every day. It never fails that at some point in the conversation my friend says, “My house is so messy,” or “I can’t believe how much I need to clean this house.”

And interestingly enough, when I go to her house it always seems REALLY clean to me. I think her standards are too high and she is STRESSED out about it ALL the time.

But there’s the kicker. My friend told me a few weeks ago that she was given the number of a housekeeper who is excellent and works for a very good price. So, every time my friend says, “My son had sand in his pants and there is sand everywhere. I haven’t had time to clean it up,” I ask her – “Did you call that housekeeper yet?”

And you know what she says, “No.”

Which leads me to tip #2.

- 2. Don’t Be Afraid to Ask for Help.** This goes hand-in-hand with surrendering to your imperfection, but it goes way beyond that. A smart business person will have lots of help and as he becomes more profitable, he will hire more and more help. It makes us more effective business people and most importantly – it makes us better people all around. If we aren’t stressed out and we have people helping us with the “little details” – we can be more focused on things that really matter the most.

There are so many areas we can get help in our business.. and I encourage you to start with just one. Eliminate some of the stuff you hate doing and as you become more profitable, take steps to eliminate more. If you’re a control freak (I used to be one when I was a neat freak – but I’m nearly cured now), STOP IT RIGHT NOW. The only thing you need to have control of is your happiness and the profitability of your business. The rest is just not that important.

Here are some things you can consider asking help with:

- Answering email and doing customer service.
- Research and information gathering.
- Writing content for your website.
- Cleaning your house.
- Bookkeeping.
- Meal planning and preparation.
- Packing and shipping your products.

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- Grocery shopping.
- Building incoming links to your website.
- Managing and recruiting your affiliates.

You'll notice that I inter-mixed business and non-business tasks here. That's because when you work at home, everything is all mixed in together. Vacuuming for 20 minutes could prevent you from getting 4 new customers for the week. Personally, I'd rather get the customers than vacuum (CK!).

Focus on making your business profitable (going to the local Safeway doesn't make you profitable and neither does answering email from someone who doesn't know how to download your ebook).. and having more time for the other things that are important in your life – YOU & YOUR FAMILY.

- 3. Yes, It's True You're Not Perfect, But Do Spend Time Making Things Better.** So, I gotta backtrack just a little bit. It's okay not to be perfect in business (or any aspect of your life).. but when it comes to business you should spend a LOT of time making things better. Stop jumping from project to project and leaving previous projects as mediocre attempts. There's a lot to be said for multiple streams of income, but there are things you can do to make more money from your existing projects.

Here's a few things you can do to make things better (and you'll get a lot more from Dr. Mani's Blogathon):

- As you continue in your online business, you will be educating yourself and learning more about marketing. As you learn new techniques and become a smarter marketer, go back and test these new things on your websites.
- Analyze your website traffic patterns to take advantage of your highest traffic pages. You'd be surprised at how many times I'll find a page with ridiculous amounts of traffic and I'm not making any money or generating any leads from those pages. I look for these gems and test new ideas and products to recommend. You can too.

- 4. Duplicate the Work of Others (& no, I don't mean violate anyone's copyrights).** There's a lot of successful people online who already know what it takes to make a business profitable. Study people who reach your target market people and duplicate what they do in your business. I don't mean copy their websites, but there's a few things you can do to learn from your competitors:

- Study their websites and marketing.
- Sign up for and read their newsletters.
- Buy their products to see what their products are like.
- Buy their products to see how they follow-up with their customers.

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- Sign up for the affiliate program to see how they train their affiliates.
- Promote their products to see what kind of products your target market might be interested in.

It will save you a lot of time making your own mistakes and trying to invent your own ways of making money online. Find something that already works and make it work for you... and then make it even better!

5. Reward Yourself for Good Work. My favorite Internet marketing teacher, John Reese, says this over and over again. You know why he says that? Simply because it works. I see two reasons why it has worked for me and I'm sure it will work the same way for you.

- **Working towards a reward is a great motivator.** When I start a new project or am going to improve an existing project, I imagine a dollar figure that I expect to get out of it. I then earmark the money for certain things.. and one of those things will be something nice for myself. It doesn't matter if it's something as simple as going out for dinner, something practical like paying off a credit card (which eliminates your stress!) or buying that new car you've been dying to have... set a specific plan to earn the money to make it happen.
- **Positive Reinforcement works on our kids and it works on us.** We know that when we reward our children for a job well done, they tend to repeat that good behavior. Well, if you reward yourself for a job well done, you're going to continue to do a better and better job so you can enjoy in some practical or even guilty pleasure.

By doing this, you start cutting your learning curves.. you'll find yourself more focused on your business and the chaos that is your life becomes more manageable.

6. Take Time Out Just for You. Rewards are good, but TIME OUT is invaluable to you. Make sure you have time to go out with your friends, your partner or just have some great alone time.

I always make it a point to have a few opportunities to socialize each week. It revives me and makes me more focused when I come back to being mom or a business person. It's also nice to interact with real live adults once in a while!

A couple weeks ago, I had lunch with a fellow entrepreneur and she said to me, "Alice, I'm so glad you made me come out for lunch. I have been working so hard on this product launch for weeks that I just don't know what I'm doing anymore or what I should do next."

The lunch helped her relax and refocus when she got back to “work”. All work and no play, not only makes you a dull person... but it makes you a stressed out and ineffective one too..J

If you don't have any social plans for this coming week... drop what you're doing and call up a friend and plan at least one outing .Okay?!

- 7. Make Shorter To-Do Lists.** It took me forever to realize this. I've read lots of ideas on how to create more effective to-do lists, but nothing has been more effective for me than just making the business to-do list shorter and making the personal list longer (and I'm not talking about errands and stuff like that– I mean FUN stuff).

As entrepreneurs, we have the toughest boss we'll probably ever have in our lives – OURSELVES . We expect too much and when we don't deliver, we are completely unreasonable about it. In fact, if the authorities were alerted to the labor law violations we committed unto ourselves, we'd be in a heap of trouble!

Just like accepting the fact that you're not perfect– I think it's important to expect less of ourselves (and in the end, we keep getting more). Okay, I'm not talking about being lazy and not working our businesses, but if you're like me... you are driven to succeed and you may have a tendency to try to fit more work in to a day than you should.

Here's a few things you must know and always remember them :

- There are only 24 hours a day. There will never be more.
- You can't work the entire 24 hours.

I used to make these stupid to-do lists where I piled on a week's worth of work in a day. Then when I didn't get everything done, I'd be all annoyed at myself and have this negative energy that did me no good.

You can make a shorter to do list by being more reasonable with viewing how much time you have to complete a task or project. I challenge you to cut out at least 50% of the business items you have on your to do list and see what it does to your overall productivity. Whether you outsource some of that 50% or just expect less from yourself, I really don't care. I'm willing to bet (again if you're anything like me), that you are sabotaging your productivity and causing yourself to make less money by working so damed hard.

- 8. Invest in Your Education (a.k.a. “Buy your way into success”).** You may have heard me say this before, but it bears repeating. You can dramatically cut your learning curves by continuing to smartly invest in your education. I see many

people shun the idea of spending good money on educational products when they think they can find the information somewhere else for free.

But you know what? Finding the free information is a drain on your time and by “buying your way to success” (as Alex Mandossian calls it).. you cut your learning curves dramatically and you’ll cut out a lot of time that you actually spend working on your business.

So, the next time you look at a \$50 ebook that you think can help you, but you don’t figure you should never spend that much on an ebook, think again. If you buy that ebook and it makes you an extra \$100 or even \$10,000 over time... you will have made a wise investment. It doesn’t matter that you paid \$50 for it. And then when you make your money back and more, you can afford to invest more into your education. It’s an amazing process that can propel your business to profitability... instead of wandering the net aimlessly looking for those free nuggets of information. Because we know what happens when we wander the net aimlessly... we get really, really lost. It’s a major time waster and that is why you also have to implement tip #10.

9. **Visit Forums Less & Cut Out Some of Your Networking Groups.** Don’t get me wrong, connecting with others, sharing resources and developing relationships is CRUCIAL to your business. But forums and networking groups are time-suckers and the return on your time investment is usually not worth it. You can spend your time better working on your business, learning new marketing techniques or enjoying time doing fun stuff outside the house.

And let me say one thing you may already know, but in case you don’t know it—Message boards and networking groups aren’t sales tools. They are relationship-building and learning tools and are most effectively used that way. Trying to sell a few people on a message board is time consuming and the Internet provides you with far more highly-effective ways to sell your products. Approach message boards with only the goal to help others and it will come back to you manifold.

About a year and a half ago, I cut out a bunch of my networking groups and I haven’t looked back. I immediately increased my profitability and redefined my focus. Of course, I still participate in a few key groups because I learn so much and have developed some incredibly important relationships there. I encourage you to take a moment to see which groups you can shave from your daily networking schedule.

So, What’s Next?

What you want to do from here is up to you. You don’t have to try all 9 tips at once... but do start with one and then add more as you feel comfortable and see the positive effects. You will start to see your focus change and things seem just a little less hectic.

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I wish you all the happiness and fulfillment in the world.

Take care,



Alice Seba

Your Partner in Online Success

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