

In regard to making money on the Internet, everyone is always looking for the quick fix. They want to sign up for a program, place an advertisement and make hundreds or thousands of dollars instantly. While this may be possible depending on your circumstances, the most direct and guaranteed path to success on the Internet is to stick with the fundamentals.

I was reminded of this lesson by a friend of mine who is an athletic coach for kids in the city where I live. This guy is actually so passionate about kids and athletics that he coaches 4 different sports: basketball, soccer, baseball and football. Of course, he has a kid of his own on each team. But what's remarkable about this guy is the results he gets with his teams. He was recruited to coach the 8th grade football team where his children go to school. After 27 years of losing seasons in a row, the first year my friend became the head coach the team won the district championship and repeated their championship run the following year. This past weekend he coached 12 different games and won all 12 of them. As you can tell, this guy is extremely dedicated. But the funny thing is that he and the kids he coaches are not totally hung up on winning. If they lose a game, they feel equally good about themselves as they would if they had won.

What matters most to them is how well they played and lived up to their potential as a team. The real question is how my friend's teams continually perform on such a high level and beat nearly anyone they play even though they are often smaller and younger than their competitors. I asked this question to my friend the other day and he told me that it's all in the fundamentals. In his practices, all he works on with his kids is keeping a positive mindset and practicing the fundamentals. He told me that his teams never scrimmage or strategize about upcoming games during practice. They simply work hard on all the fundamentals of whatever particular sport they are playing and do so more than any other team they play. This constant practice and improvement of the fundamentals is what allows his teams to progress faster than his competitors. While most other teams get caught up with how to win, out-strategize, be stronger than and intimidate their opponents, my friend's team are just so good at the basics that they blow everyone out of the water when game day arrives. This got me thinking about my own Internet business and why I've been able to succeed on such a high level while most others who have tried to do what I do have failed. The answer is not really surprising. Most people who try to build a successful Internet home business are looking for the quick fix. They want it to work IMMEDIATELY and so they usually fall prey to business opportunities that promise to help them get rich overnight and advertising scams that promise to deliver thousands of hungry prospects to their website in the next 24 hours. Of course, these opportunistic schemes are really just geared to steal people's hard earned money. You see, when someone is desperate and looking for an INSTANT solution, they will often be taken advantage of and their chances for success with an Internet home business are slim to none. However, while there are thousands of business opportunities on the Internet and millions of different ways to advertise and promote your website, I personally practice the fundamentals in my Internet home business. I do this by sticking with the business opportunities I've joined for the long haul and promoting my website

consistently with simple, affordable and easily maintained Internet marketing techniques. In fact, one of the techniques that works best for me is writing articles like this one and getting them published on other people's websites using article syndication tools and software such as the those provided by the good folks at Content Propulsion Lab: <http://www.ContentPropulsionLab.net> By writing articles and getting them published on other websites online using powerful tools like those mentioned above, I'm able to get my name and website address in front of thousands of people without paying a dime in advertising. Of course, the key to this strategy is that I write and distribute articles consistently in this way. It's one of those "fundamentals" that doesn't cost anything but a little time and effort. Fact is, it's this price of time and effort that most people are unwilling to pay. They'll gladly part with hundreds or even thousands of dollars, but ask them to do a little hard work and they say "No way." It's this understanding that can separate you from the pack. If you are willing to practice the fundamentals of your business faithfully and consistently, you will be destined to succeed on a high level. But if you can't and you're only looking for the quick fix, you have already lost the game before you even set foot on the field. Even pros like me practice the fundamentals every day. In fact, especially pros like me practice the fundamentals. The moment I stop practicing the fundamentals is the moment I stop being a pro. Think about this carefully and then renew YOUR commitment to the fundamentals of your Internet home business today. Do this and you will soar past your competition.