3 Ways to be Successful in Business Even if You Work When Everyone Sleeps

Focus On One Niche First

In business, there are so many opportunities.

What niche do you want your business in?

When first starting out, many of my mentors and I recommend that you pick just one niche to start with.

Some people think, the more opportunities you are in the more money you can make.

This is not always the case, picking one niche and sticking with it, until you are making a full-time income will allow you learn everything there is to learn about your niche.



After which you can apply these skills to other niches if you wish, and thus make more money.

If you do not learn the skills, it will be difficult to master your niche.

Many people just don’t understand what’s involved and the work needed to build a business full-time.

Being in multiple niches when you are first starting out means your website and your marketing will suffer because you will be spreading yourself too thin between them.

This may lead you to wondering why your business is not a success. And it is because you have given enough attention to any one niche.

If you put all your focus, and all your energy into one niche. Get that niche into profit and then build on that profit.

Once that niche is earning a full-time income.

You can look into other niches if you want to, because at this point you will have the skills to build a profitable business.

However, you do not have to be in multiple niches.

It is possible to create a full-time income with one niche.

Focus on one niche when starting a new business.

Focus On One Core Marketing Strategy

What's the latest greatest marketing strategy?

Well, you're asking the wrong person.

Just like picking a niche, there are many different marketing strategies you could use.

Social Media, Video, PPC, Media Buys, Ezine Advertising, and so on.
Guess what? Almost all of them work.

You just have to pick the one that works for you.

You don't have to do all of them. All you need is 1.

You'll have far better success if you become 90% good at one thing then 10% good a 10 things.

My 2 main marketing strategies are written content and Twitter.

That's what I focus on.



I did not have success in my business when I was trying every idea under the sun.

Only when I started to focus my attention on one strategy did I have the success I was looking for.

You need to find a marketing strategy that you can dive into and focus on.

Become the expert in that one core area of your marketing.

Of course you can try more than one marketing strategy.

But before you spend too much time on another strategy – master your core strategy first,
and then once you have that in place and can do it with your eyes closed.

By all means if you want to learn another marketing strategy go ahead.

But even with that said if your core marketing strategy is giving you the results you want,
then in my opinion what's the point of learning a different method.

If it's working keep using it, it's just going to get better for you anyway.

So master one marketing strategy.

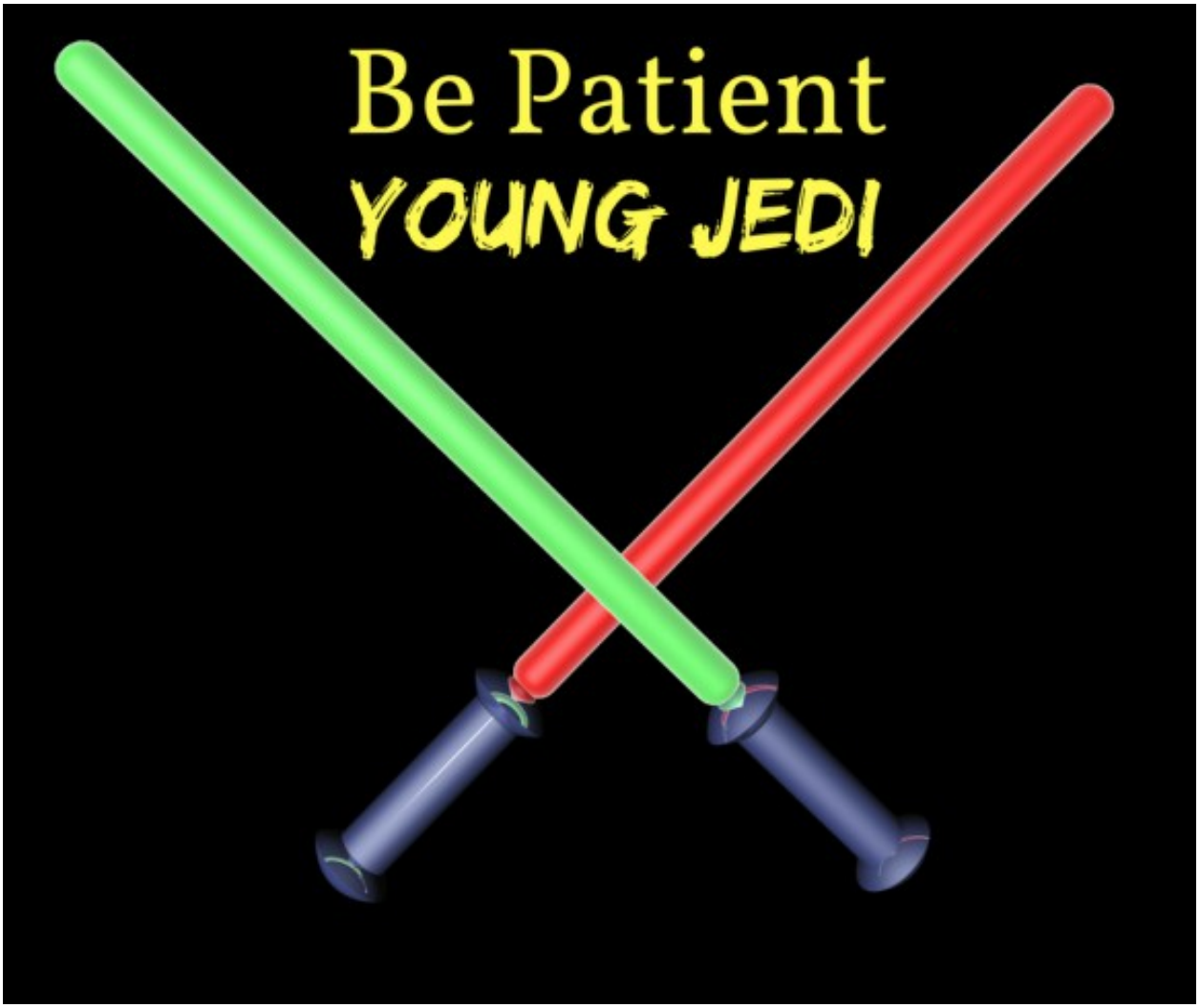
Be Patient Young Jedi

Despite all the chatter and sales pitches from the self proclaimed so-called gurus.
Building a online business takes time. It's not going to happen over night. Things take time to develop.

It takes time to learn the steps of building your business, it takes time to generate traffic.

It takes time to build the trust of your audience so they will buy from you and it takes time to build up your income to a full time level.

Everything takes time. In fact some of the things you do today may not show results for weeks and in some cases months. That's just the way it is.



Many people wants things to happen right away.

I find lots of people expect to be making money in less than 30 days. Well sorry to burst your bubble for the majority of people that’s not going to happen.

You can reasonably expect to be making money within 12 months with the right training and of course a consistent effort of doing the right income producing activities.

How much will you make? I can’t answer that and anyone that can is just guessing.

It will depend on you, because it is your business.

It some cases it can happen sooner, but I'm not here to give you false expectations.

Don't get impatient – keep taking at least one positive step towards your business goals each day and you will reach them.

In fact you'll be light years ahead of most people knowing it's going to take time to build your business.

This is going to give you the edge. Give yourself 6 months to a year to build your business.

When you think about it a year is not that long to be in complete control of your financial future.

Compare that to where you'll be in a year financially with your current job.

I think we can agree it's a year well spent.

So be patient young jedi.

For more great tips on being successful in your business. Find Out More Here

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