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# **Foreword**

You do realize, of course, that the odds for success are not in your favor. Every day thousands and thousands of internet business enterprises are launched. Of those internet businesses that will be launched today, 90% (ninety percent) will not be around in 120 days. That is right! You have no better than a 10% chance of actually making a success out of your internet business unless you can change them. Those are not very good odds. If it were a horse race, winning would be considered a long shot. That is the down side but anytime there is a downside there is always an upside. The upside in this case is that even though you have only a 10% chance at succeeding, you can greatly increase your odds by simply following the guidelines that have already been offered.



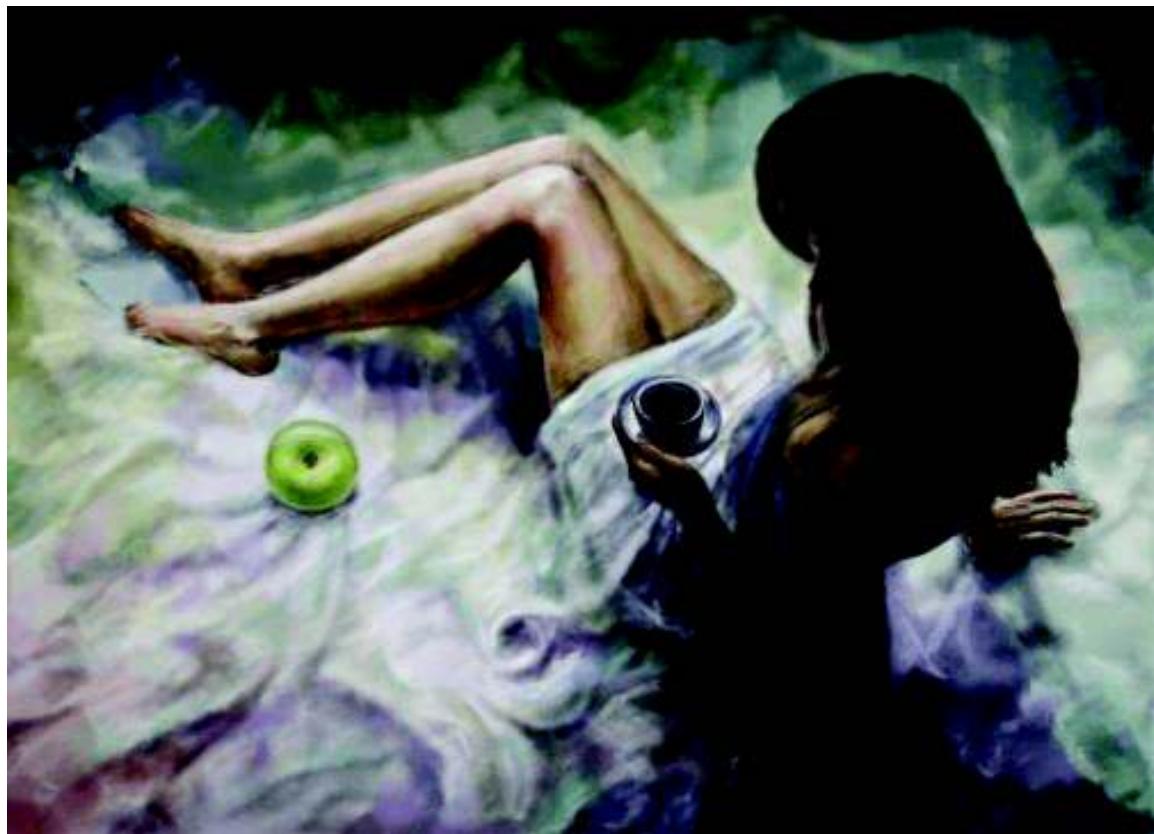
***Eliminating Internet Marketing Poison  
Destroy The Roots Of Failure Mindsets In Your Internet  
Marketing Business***

# **Chapter 1:**

***Why Internet Businesses Fail***

# Synopsis

*Day-after-day in real life, millions and millions of individuals drag themselves from the warm, warm beds, take a shower, grab a cup of coffee, and head out to their jobs all the while thinking that there has got to be an easier way to make a living. Among those millions of individuals I would guess you know someone who has quit the 'get-up-and-go-to-work' grind and is making a extremely good living by working on their PCs from the comfort of their own homes.*



## **Business Failure**

Working from home sounds like an ideal solution to them. Many of these dissatisfied individual will quit their careers and dive head-first into internet marketing without any training, without any knowledge of what they're getting into, no education, and no promise of success. Failure is their only choice and they do not even suspect. There is a reason why most people fail. I will help you avoid these mistakes.

Naturally, success is possible. There's several individuals that do succeed in this line of work. The thing is success does not happen by chance. And success is not just a crap shoot. Success happens because of a few extremely crucial factors.

Success happens because individuals have the right ideas about internet marketing and how it works. They don't expect to get rich quick or be able to make a killing over night. It's unusual but for some reason the same individuals who would not dream of starting a real world business, think they can make a go of an internet business even though they have no business background.

Individuals will go into an internet business with the idea that they no longer have to get up and go to work. They think they can simply work when they feel like it and still make a Great living. They simply don't anticipate having to work hard or work long hours. There are three reasons people fail at internet business that stick out.

### **1. Wrong Perceptions about the Internet**

For some unknown reason most individuals think that running a successful internet business is as simple as getting a internet site built

and hanging out an ‘open for business’ sign. They could not be more wrong.

Running a successful internet business of any kind calls for self-discipline. Individuals will jump into an internet business and think that they can party all night, sleep until noon and then make a living in three or four hours sitting in front of a computer. They for some reason think that the world is just going to line up on their internet site and fork over money. It is not going to happen.

Internet businesses don't run on auto-pilot. It's true that well established internet marketing gurus don't have to put in long, boring hours on their businesses but it's a privilege that that has been earned by coming in and putting in a lot of long and demanding hours.

It did not happen overnight for them and it will not happen over night for anyone. Most individuals are entirely unprepared for the time investment that must be made so an internet business can become successful.

## 2. No Business Background

All businesses have two things in common. They are a business and they must be run like businesses! The individuals who are in charge of a business need to understand acceptable practices of business.

They need to understand simple and basic ideas like acceptable overhead expenses in reference to projected revenue. Internet entrepreneurs need to understand profit and loss and what makes up each. A business degree is not necessary but its absolutely vital to have some business background and understanding. The proof is in the numbers. Not all of internet businesses succeed, and they do not