

Published based on [Inability To Advertise Successfully Will Certainly Cripple Your Internet Business](#)

Inability To Advertise Successfully Will Certainly Cripple Your Internet Business

How many blogs receive dismal traffic because all the owner does is write posts?

I think that if you dare to be an entrepreneur, you have to learn marketing or have somebody inside your business who's skilled at marketing. While you can outsource a lot of different business tasks, I don't think the core marketing of the business needs to be one of them. [metacafe:4758544/;link:A Very Transparent And Trust Worthy Company!!!];http://www.metacafe.com/watch/4758544/]

I never had any formal marketing education, but when I started my internet business, I discovered I needed to learn marketing. In addition to reading marketing books and learning from others, I bought audio recordings of several marketing seminars. It took me a full 18 months to get through them (it was about 100 audio tapes total), but by the time I was done, I had a strong understanding of marketing and plenty of ideas for promoting my business.

Marketing doesn't mean buying advertising, which is arguably the most expensive and least effective form of marketing. I haven't spent a dime marketing this site, but I have done a lot of marketing work for it. Marketing is really just getting the word out.

Don't keep your site a secret - let as many people know about it as possible. Post comments liberally on other blogs, write articles and allow other sites to use them, swap links with bloggers in the same field, make search-engine friendly pages, and so on. If the content you produce is valuable, then you're providing even more value by sharing it.

I think the most important realization I had about marketing was this - if you have a product or service you truly believe in, then you're actually doing people a disservice by not telling them about it. Think about that. By NOT marketing, you're depriving people of value.

If you aren't eager to tell people about your site, perhaps it means you're not offering something you believe in strongly enough. This simple idea contributed to my decision to start this personal development site. I have no qualms about promoting this site because I believe in its value. I don't feel embarrassed or apologetic when I tell people about it. If you're providing real value, then your marketing is doing people a favor as opposed to asking for a favor. I wrote more about this philosophy in the article [Marketing From My Conscience](#).

I think a failure to do marketing for an online business is a form of self-sabotage. If you learn about a fantastic new web site, do you tell other people about it? Of course. Is your web site worth telling people about? If you don't believe it is, you're likely to avoid marketing it. Somehow you'll just never seem to get around to doing any significant marketing work.

If you want to build a sustainable internet business, focus the majority of your energies on providing value as well as on communicating that value. When you get those 2 things right (and it's going to take longer than 6 months to create a real dent), you'll be more driven to do everything else right.

Stop would you like to learn how to [make money from home](#) with a proven system that really works. Soon you could be earning \$1100 wkly!!! This article, [Inability To Advertise Successfully Will Certainly Cripple Your Internet Business](#) is available for free reprint.

You can also find this article published on [Inability To Advertise Successfully Will Certainly Cripple Your Internet Business](#), and on the tag pages [Advertising](#), [affiliate marketing](#), [home based business](#), [internet marketing](#).