Ian Jackson reports that...

"The main reasons why people *fail* to create successful online businesses"

Ian Jackson is an online marketer, content creator and writer.

You can find out more about why he is by clicking here.

There are varying stats but above all else there is one thing that is reasonably standard and acknowledged: more new businesses fail than succeed.

Yes, percentages vary but that the upshot of it.

Have you tried and failed? Good. So what, get over it, move on. You're in good company.

It's only a big deal if you make it into one. When the going gets tough the tough get going.

Tesla didn't perfect the light bulb until his 100th attempt, and history is scattered with similar such stories all over the place.

The usual reason are, in no particular order:

Commitment.
It's really easy to talk around in circles with everyone and their dog about how you're going to do this, do that, do the other. "I'm

just waiting for the right time". I have news for you my friend – it's always the right time, and always the wrong time. Just do it.

Your Plan.
I'm not so sure about his one but it's a common problem anyway so worth a mention, just so that you are aware of it. Apparently failing to plan is planning to fail.

Now, I've known and read of successful entrepreneurs who've never planned anything in their careers and are worth tens of millions of Dollars. I think it largely depends on the individual and how they work.

Some are naturally well organized, some not so, so one groups will find it helps enormously to plan, while for other, planning interferes with just getting on with things. Which type are you? I like to have an outline of some kind, just to *map*, rather than plan.

Do something!
Take action! Even if it's wrong. Doesn't matter, you can rectify as you go along but get the wheels turning.

You WILL HAVE TO LEARN AS YOU BUILD YOUR BUSINESS; it is a natural (and vital) process that we ALL go through.

Don't keep getting sucked into browsing and surfing. When you're researching or posting/publishing, keep to your agenda. It's the easiest thing in the World to go "*Off Piste*" and become distracted because it is Human nature.

Challenge yourself. I find it useful and inspiring to read some good books off line about improving concentration, focusing one's mind and so on (each to their own but I recommend Abraham Hicks books).

A word of caution about posting comments, particularly on Social Media, forums, blogs and so on… ***resist the temptation to get involved in arguments***… keep focused on providing helpful and useful information and/or answers to people questions.

Work to position yourself as the go-to guy or girl

Making the mistake of assuming you know who your target audience is, and what it wants, then creating a website and all that jazz just because you've decided on a niche.

Rubbish. You have no idea who your market is or what it wants.

THAT is something you have to learn and discover though the hard work of relationship building, which means giving them as much good info as you possibly can, bringing them into your business (i.e. building a list – you know about, or have heard of, that), and asking them what they want – to pout it crudely.

In practice it's a lot more diplomatic and empathetic than that but that's the bare bones of it.

Perhaps you have no idea of copy writing or web copy. If you think you do and you go in all flash and salesy, you'll sink. Being amazing but not being able to sell/market yourself properly will get you nowhere quickly.

If you're shy, that's going to be a problem my friend. Internet marketing is all about exposure and being noticed and in position where you're going to get noticed. It is about networking and building relationships. So shyness is something 00you're either going to

have to overcome, or you need to do something else for a living.

Solo.
Trying to do it all by yourself. You can't, it's as simple as that. You HAVE to let go, and where you lack skill, you should at least be aware of the procedure and workings of what each component of your business, so that when you do outsource, you can supply thorough instructions and recognize when you get good (or poor) jobs back.

Coding for WordPress plugins in a really good example of this.

Comparisons.
Comparing yourself with other people. It's easy to compare ourselves with other people, especially when we start out, and it can become a down heartening distraction, but don't allow it to be – remember Tesla!

Think about what YOU can offer and what YOU can build a brand around in terms of what YOU can give, what you can learn

AND WHAT YOU CAN BRING TO THE TABLE 🙂

We are all unique, it's just sometimes we need to spend a while thinking about what and where our uniqueness is, we all have a talent and it's a matter of discovering it.

There are plenty of resources online that can help, the best are the entrepreneurial and positive attitude ones. Elsewhere I note the "Abraham Hicks" videos and books.

I belong to a few groups – just get Googling with some pertinent keywords, and remember, *you can email me for direction too* 😊

Talk soon

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