



HOW CAN YOUR ONLINE BUSINESS SUCCEED IF YOU DON'T INVEST?

I hear it all the time, "How can I start an online business with no money?" People everywhere are looking to start an online or home based business yet they want to do it without spending a cent. So, I ask them, "How can a farmer expect to harvest a crop if he doesn't buy the seed?"

You can talk about starting a business and making all kinds of money all you want, but until you realize that you have to invest in your business, it's not a business, it's just a hobby. That does not necessarily mean you have to take out a second loan on your home, but you do have to invest.

Put yourself in the farmer's boots for a moment. You want to plant a cash crop and you know you can, so how do you go about getting started? First, you decide what crop you will plant. You do your homework to determine which crop will produce you the most return based on all the conditions. Once you make this decision, you have to take the next step. You have to take action.

Before you get the seed, you must till the ground and prepare it for planting. This preparation is critical if you want a successful crop. Once the ground is ready to accept the seed, you go the seed store and "buy" your seed. This is your investment.

So can you just throw the seed on the ground and expect great results? No. You must then cultivate it in order to get the results you expect. You work the soil to keep it loose, you water and fertilize. Then and only then will the seed start growing, until it produces the crop you dreamed it would.

Once your crop matures, you then can harvest its many fruits. You can see the results of your labor and your investment pays off.

Your business, whether online or offline, is much like planting a crop. You decide which business is best for you by reading and studying everything you can on the subject. Once you make that decision, you have to prepare. Get your website ready, everything must be in place. Then you plant or go live with your site. You have to promote and invest your time and money into the business. You keep at it, learning more as you go and one day you walk out to see your crop, and it is time to harvest.

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