

Benefits of a Good Coach and Mentor

A person heading into business for the first time, whether online or offline, will often find the waters murky and difficult to navigate. It's easy to follow the wrong path and hit a rocky outcrop, before ever reaching the shore and achieving any sort of measurable success.

One thing that sets successful marketers apart from those who are unsuccessful is that the successes began their online marketing careers with an experienced mentor. While there's something to be said for independence, in the world of online marketing being independent often just leads to failing alone! When a person has an excellent coach and mentor who's available to teach and guide them, they are already a leap ahead of those who don't.

Many people start bricks and mortar businesses after having worked for someone else, and through this employee/employer relationship, they've learned something of what it takes to run a business (even so, enormous numbers of bricks and mortar businesses fail within the first five years). A lot of people who decide to become Internet marketers do so with absolutely no Internet marketing background. They may have clicked on a few ads on "making money online" but that's about it. It's really no wonder they don't succeed when they actually make an attempt to sell online.

For this reason, an online mentor is in many ways just as crucial as having a mentor in any other type of business. A good mentor can really help teach you the ropes and guide you on the best ways of approaching your business, as well as what works and what doesn't work. There's a huge amount of misinformation on the Internet, and while there's also some solid information available, too many people actually get information overload because they read too much information online and want to try everything at once! A great coach and mentor can help steer you in the right direction without boggling your mind with the various systems available online.

Perhaps you had some great ideas for starting an Internet business, so you jumped online to find out more. If you're like a lot of people, you possibly spent hundreds of dollars (or more!) on programs with hyped up sales pages which made you feel that you, too, could start making \$1000 (or more!) a day within just weeks of purchasing such and such a program. Then, of course, you bought the program only to find that it didn't work the way explained, or that it was out of date (the world of Internet marketing moves fast, there was a time just a few years ago when people could manipulate the search engines to make thousands of dollars using what are known as "black hat SEO" techniques; however, after the search engines became aware of the

manipulation they became smarter).

If you find a good coach or mentor right from the start, they'll happily let you know what works and what doesn't (as most of them have gone through the ups and downs themselves and understand better than anyone how easy it is to fall into one of these Internet marketing traps). You'll also learn what program or programs you should bother investing in, and which you should steer well clear of. Never underestimate the benefit of a great coach or mentor in your Internet marketing, because ultimately you'll not only save a great deal of money, odds are that you'll start making a lot more too.

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