

Are You A Freebie Finder?



By Welly Mulia

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If you are a freebie finder, that's because you want to save money. That is very understandable, especially during these times of economic downturn.

Do you, however, think that you can run a REAL business (offline or online) without incurring any costs whatsoever? In other words, do you think that there's such a thing as running a business for free?

The answer is NO!

In our IM world, we've often heard of the term "freebie seeker" or "freebie finder" and that we shouldn't target them as our potential customers because these people are not going to spend money to buy from us.

Nevertheless, from their own (the freebie finders') perspective, it's sometimes tough to judge whether what they do (seek freebies all the time without wanting to pay for anything) is right or wrong.

Most, if not all, freebie finders have not made a single penny from the internet and thus they have every reason to be as thrifty as they can.

Yet from the perspective of product owners, they are deemed as stingy because they want everything for free. If only these freebie finders change their attitude and regard buying products (info products as well as tools and software) as something that is going to help them in achieving online business success. From the minds of product owners, these freebie finders are going to attain success faster.

So what's a freebie finder to do?

Continue to seek for freebies only as they've always done?

Or start treating their online business SERIOUSLY and understand that to run a real SUCCESSFUL business, there are costs involved (OPTIONAL costs mentioned above and INEVITABLE costs like domain registration, hosting, and autoresponder fees)?

If you're strapped for cash yet you want to run a serious internet business, one good way to come up for a solution for your situation is to rethink and reorganize your priorities.

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Rethink & Reorganize Priorities

We all have our priorities.

For example, which one is more important to you: your online business future or hanging out with friends in a cafe? If you view your future as more important than having fun with your friends in a cafe (which you will no doubt spend money there), then you should sacrifice short-term pleasure and replace it with long-term income.

Another example:

If you have money to buy the latest gadget (iPhone, iPad, etc.) that you don't really need (other than the fact that they look cool and trendy), why don't you invest your money instead on your business (which is likely to pay itself back multiple times in the future)?

Most people buy the latest gadgets because they claim these gadgets will help them work more efficiently and effectively. But is it really the case?

Most of the time, I don't think so. I bet that 9 out of 10 times the REAL HIDDEN purpose of buying them is to look cool and trendy, especially in front of their friends and peers.

Your decision rests FULLY in your hands. Don't let others decide it for you. For me, I'd gladly sacrifice instant gratification for long-term wealth. What about you?

You are what you are today because of the things you did yesterday.

In other words, what you decide and do today determines what you are tomorrow. So don't go around blaming other people when you see other people moving forward and you are the only being left behind. After all, you made the decision to fool around instead of working hard on your business didn't you?

Please note that there is nothing wrong with being a freebie finder. I'm a freebie finder myself from time to time. Just keep in mind that if you want to build a REAL SUCCESSFUL internet business, business costs are inevitable.

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