

Boring Is Better



By Welly Mulia

Boring Is Better

A lot of beginner and intermediate marketers make the HUGE mistake of trying to create NEW business ideas or concepts to work from because they think that by creating NEW things, they will attain ADDITIONAL revenue. It's like "multiple streams of income", so they say.

(my Internet business school tip though, as you'll see below, is the TOTAL OPPOSITE...)

For instance, it's very common to see people jumping from one business opportunity to another, or hopping from one niche to another, *BEFORE* they actually achieve any kind of decent results in their current business or current niche.

The reasons why people do this are three-fold.

First, like mentioned above, they "think" that by entering multiple businesses and niches, they are going to have multiple streams of income.

Second, they CONCLUDE that the niche or business they are currently in is not profitable since they've "tried everything" for 2 WEEKS and they haven't seen any results yet. They BLAME and find EXCUSES that the problems lie in the business or niche, rather than admitting they themselves are the REAL problems.

Third, they are bombarded with emails and social media messages about the "killer" power of the new info product that's just been released by some guru. The overly-hyped sales letter motivates and inspires them to believe that by getting this info product, they will **ALL OF A SUDDEN** discover the "secret magic button", and all their problems will be solved and they will start making money instantly.

The above reasons are why A LOT of people fail to earn any money online.

As entrepreneurs, we like experimenting with new ideas and concepts. Doing the same thing over and over again every day is just plain BORING, and we don't like that at all. We want to get out there and discover NEW ideas to implement. We don't want to go through the same old, boring cycle. We want NEW concepts to work from. This is our entrepreneurial spirit and it's hard to change and suppress it.

However, if you take a look around at most of the successful people – since we're all in the Internet business field, let's just talk about that for now – most, if not all, are very FOCUSED on what they're doing.

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They do NOT create NEW concepts or ideas to work from. They monitor and tweak EXISTING things that they currently have.

When you create new concepts or ideas to work from, you do NOT have LIVE, REAL data. You start from SCRATCH (a complete standing start). You might have a little direct response marketing skills or copywriting skills or any other business skills, but you still do NOT have live, real data regarding how your new concept or idea is going to perform.

In other words, you are literally BLIND when you start something new.

When you track and tweak EXISTING things or metrics, you have LIVE, REAL data of how you are currently performing.

How many visitors are there per day?

Where do these visitors come from? (so that you can better focus your time and effort on those traffic generation methods that work the best)

What is the squeeze page conversion?

What is the sales conversion?

What is the stick rate of the continuity program? Why are people leaving?

These are questions that can be answered when you monitor and tweak your EXISTING business so that your business **INCREMENTALLY improves on a CONSISTENT basis**.

(YES! You should not expect your business to become successful overnight...)

Can you start to see why tweaking and improving an EXISTING business that you currently have is MUCH MORE POWERFUL than creating a NEW business from scratch?

The SAD thing is: even after people know about this very important principle, they still try to create NEW things instead of improving EXISTING metrics. It's really weird. They know that action A will produce BETTER results than action B, yet they still CHOOSE to do action B.

And there's a good reason for that which I've mentioned above.

The reason is that tweaking existing metrics in their current business is plain BORING, and creating new things to work from is EXCITING. Entrepreneurs like exciting, new things and hate boring routines!

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So how do you solve this problem?

To solve this problem, you must FOCUS on your END GOAL and let it suppress your entrepreneurial spirit!

Think about the wonderful and cool things that are going to happen to you when you have a successful business. Imagine in your head the financial freedom you'll enjoy, or the thoughts of not having to answer to your boss anymore, or about the red Ferrari you've been dreaming of driving, or that posh house that you've always wanted to live in, or maybe the feelings of envy and respect from your close friends and family members...

FOCUS on your END GOAL and always let it motivates and inspires you so that you do what you **NEED** to do instead of what you **WANT** to do.

Be BORING! This Internet business school tip has saved me from falling deeper into the rat race and helped me quit my day job.

(by the way, if you're interested in learning more how you too can replace your job with an internet business, check out the link below...)

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