

### 3 Tips For Success In Internet Marketing

When you are starting your internet marketing business it is vital to take into consideration 3 'golden rules', as your success could depend on it.

#### 1. Use Attraction Marketing

We all want to be the HUNTED not the HUNTER. We really have a very different way in attracting prospects these days. Gone are the times of the 'hard sell', we have all realised that this is a sure fire way to make your potential customer run in the opposite direction, at a very fast speed, and it really doesn't work. It is important to understand personal attraction, you must position yourself as a leader or authority figure, and your prospects will be desperate to partner with you or buy from you.

#### 2. Whatever You Do - Don't Just Sell Your Business

People buy from those they LIKE and TRUST, so it is therefore extremely important that you build a relationship with your prospects, telling them all about you and who you really are. Blogging and video's are a great way for people to connect with you and almost get to the stage where they feel they know you personally. Over time it is important to provide them with value, I offer a FREE training course, visit my site at <http://kat-holgate.com> to sign up. You need to share your knowledge and expertise, offer free reports, eBooks, tips and ideas. This will build your relationship, so that when they are ready to purchase what you are promoting, they will trust you and buy from you.

#### 3. Find a Good Mentor

A good mentor can make a big difference to your experience, and it is important that you find someone who you can relate to and feel that they are going to give you all the help that you might need. They will have taken the same steps as you at some point and have discovered the pitfalls, shortcuts and have valuable knowledge that will make your path a lot easier, faster and more enjoyable. At the beginning you will require a higher level of support, your mentor should have step by step processes in place to help you learn at your own speed, as we all have different skill sets and learn quite differently. By breaking it down into bite size chunks it is far easier for you to set goals, follow through and start seeing results. Your mentor should be there to encourage and motivate you and give you all the information and tools that you require, but you must realise that it is your drive and ambition that will give you the success you deserve.

#### About the Author

Want to find out more about Kat's [internet business](#), then visit Kat Holgate's site on how to choose the best mentor for your [home business](#) and learn how to be successful.

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