

Leading by example by Margaret Cowles

Leading by example. On the surface it seems like a simple concept. Just do the right thing and others will follow. Unfortunately, we don't always know what the right thing is or even if we do, doing it is not so easy.

Applying this concept to Internet marketing only makes things that much more difficult. If you don't already know this, Internet marketing is a jungle filled with more dangers and pitfalls than an Indiana Jones movie. If you've spent any amount of time trying to earn a living online you know just how true this is with all the misinformation and outright lies that are out there. And then finally, when you've achieved some measure of success, you are confronted with many issues regarding integrity and honesty.

For example. Let's say for arguments sake that you are selling a product that you later find out is defective. You are making quite a few sales of this product and it is providing you with a nice income. What do you do? Do you turn a blind eye and continue selling it? Why not go the other route and in the long run become even more successful in the process? Make the public aware of the problems with this product. Write articles about it. Submit them to E-zines. Tell everyone you know about the problems you have found. If you don't think this is going to give you a name that stands for integrity you are missing the large picture here. Those who sacrifice their integrity for a quick buck will ultimately crash and burn in the end. Many successful marketers have gone out of business because of this problem.

It is so easy in this world to be a follower. It doesn't require much thought and if anyone asks you why you're doing such and such a thing you can simply answer, "Well, everyone else is doing it." The question I like to ask when someone says that to me is, "If everyone jumped off the side of a mountain would you follow them?" I have to admit that I did enjoy the one answer a guy gave me to this question. He said, "I would if I was wearing a parachute and carrying first aid supplies I could sell 3 for a dollar." Of course how many of those people who jumped would still be alive?

The point is, it is so easy to be a sheep, to do what the others do. It is safe, it is in most cases the most profitable, even while only in the short run, and it takes the least amount of courage. But I say, dare to be different from the sheep.

Lead by example!

Let everything that you do in your business (and your life) be a shining example to all. Do this by being a MOUNTAIN of integrity and never compromising your integrity to make a sale, sponsor a rep, or otherwise "promote" yourself and your business.

It all begins in You.

Do more. Be better. Prove the power of your Powerful potential!

Margaret Cowles is an entrepreneur and a veteran Home Based Business Owner and has trained and coached representatives both inside and outside of her sales organization. One of her primary goals is to help others succeed. She can be reached through her web site at <http://www.LifestylingByDesign.com>

