

30 HABITS ***OF SUCCESSFUL*** ***ONLINE MARKETERS***



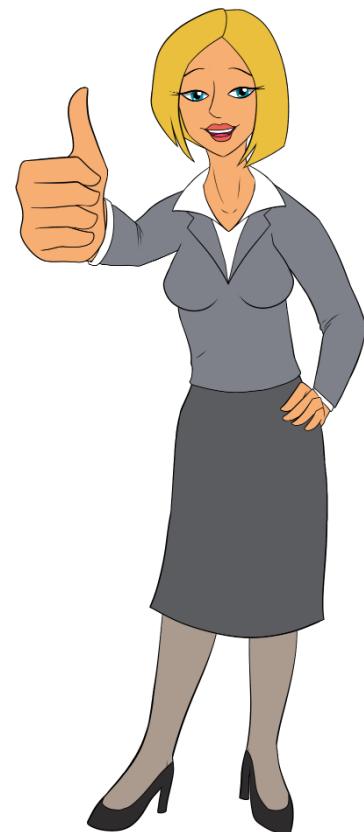
Thousands have found incredible success running an online business. Online marketers are a unique bunch as it takes certain skills to run this type of business, but more importantly it is the outlook, attitude and actual every day behaviors of the marketer that can make or break his or her success.

SUCCESS DOES NOT OCCUR BY ACCIDENT!

Habits are one of the most powerful influences in a person's life. Habits are sometimes called 'second nature'. They are actions, which we do almost automatically. Habits can also make a dramatic difference in the life of an online marketer. They can become second nature and this can influence a marketers results. Of course, there are good habits and bad habits, so it is essential that online marketers work to develop good habits, which will result in their utmost success.

What are the best 10 habits of successful online marketers? Read on to find out.

1. **Create a plan.** An ancient philosopher said: "When a man doesn't know what harbor his is making for, no wind is the right wind." Any successful online marketer needs to be organized, know his budget, know the next goal and what the next job is. Planning is the one of the most important habits to be successful in online marketing.
2. **Take action.** Successful marketers learn and then put that learning to action.
3. **Don't fall for hype.** Successful marketers are realistic; they don't fall for the over hyped pipe dreams of overnight riches. They work hard to set realistic goals using genuine and effective marketing methods.
4. **Not afraid to work and self-motivated.** Success online comes from learning, work and action, and successful marketers are not afraid of that work. They are self-motivated, and self-starters who are dedicated to the work and learning process needed to succeed.



5. **Take risks.** Risk taking is an essential aspect of online marketing, it takes faith, dedication, and guts to delve in and risk failure in order to find success.
6. **Staying organized.** Another essential skill when working for yourself and from home is to be highly organized, which includes setting goals and outlining the necessary tasks to achieve them.
7. **Discipline.** Discipline is essential when working for yourself and running a home business. Successful marketers do not let at home distractions, such as the phone, family, television or any others divert their focus from putting in the work and hours needed to succeed online.
8. **Commitment and dedication.** Commitment manifests itself in not only sticking with and being dedicated to the business plan, but in knowing and believing that nothing will get in the way of success. While the route may change along the way, the commitment and dedication towards that end goal of success always remain the anchors.
9. **Passionate about the business.** Successful marketers are very passionate about their business, making it a priority in their life and something they simply love to do.
10. **Belief in oneself.** Successful marketers believe in themselves and their ability to succeed as much as the business.
11. **Don't take failure personally.** A thick skin is required in this business. There will be failures, but smart marketers take those as lessons and stepping-stones to success, they don't dwell in them and let those failures defeat them. Push forward at all costs!
12. **Think outside the box.** Successful marketers believe there are NO boundaries. They are innovative in their thinking when planning and executing their business goals.
13. **Outsource.** Successful marketers outsource appropriate tasks, while focusing their time on managing more important parts of their business.



14. Research and understand their target audience. Blind marketing is foolish, smart marketers dig deep into who their target audience and mold their offers accordingly.

15. Don't put all their eggs in one basket. Smart marketers diversify their interests with different income streams.

16. Know how to connect and collaborate. Successful marketers collaborate and network with other marketers, they know the deep value of such relationships, and they use them to their full advantage.

17. Track ROI. Tracking and analyzing return on investment is key when running an online business; successful marketers track their ROI and build on those elements that bring the highest returns.

18. Establish benchmarks. Benchmarks allow you to chart your progress and make sure that your efforts have results. Benchmarks can be conversion goals, an amount of page visits or engagements on social media. Benchmarks help to see that is working and what is not.

19. Keep learning. When it comes to habits, it's very easy to be stuck in a rut. In time, what were once good habits could actually become bad habits. So follow the smart marketers who are open to learning new strategies and business models to drive their business forward.

20. Take breaks. Online marketers can be so caught up on the amount of work that they forget to take breaks. This is like the man cutting wood who would not stop to sharpen his saw. He couldn't understand why his work was getting more difficult. Learn how to take a break and switch off. Remember that time and personal resources are limited. So take care of them. Taking breaks will make you more productive and you will get more done.

21. Keep their ego in check. Successful marketers understand that arrogance can affect creativity, collaboration, and productivity. They ask for help as needed. They don't



view themselves as gurus. They don't need the world to know they are "the best." Instead, they place more importance on the quality and results of their business efforts.

- 22. Learn from others.** Smart marketers are always on the lookout for other success stories so they can get better results in their business goals. They keep an eye on their competition, and are humble enough to recognize when that competition is doing better than they are.

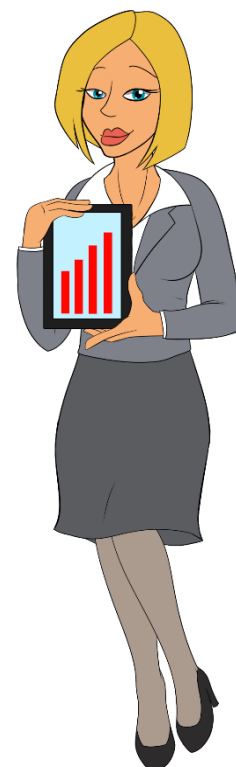
- 23. Do email marketing.** Successful marketers use email marketing to drive their business and customer base, hence the famous saying, "the money is in the list." Smart marketers know that email marketing still offers the highest ROI of any other online business model.

- 24. Keep a notebook handy.** Smart marketers always have a way to jot notes. We come across new ideas everyday and we need to remember these. The more that you can have this habit, then the easier it will be to come up with new ideas. You may find out that not all of your ideas can be used, but they will give you inspiration. Get into the habit to use anything that can be kept handy to take short notes.

- 25. Delegate.** Smart marketers don't get into the habit of trying to do everything themselves. Delegation is a great skill for online marketers. So, get into the habit of looking for small jobs that can be delegated – either to others in the company or outsourcing to online freelancers.

- 26. Keep your head in the cloud.** Get into the habit of using cloud based software and storage. There are many cloud solutions for online marketers. It can save a tremendous amount of time by keeping everything in one location.

- 27. Post content to social media.** Smart marketers have a schedule to post on social media. Find out when is the best



time to post on each social media platform. You don't have to do this every day, or even every week, just make sure that you have a schedule for posting.

28. Continue tweaking and analyzing. Successful marketers stay on top of results and keep looking for even the smallest possibility to improve all aspects of their business.

29. Research trends. Smart marketers understand that the world of online business is always changing; it is in fact dynamic and never static. They take the time to learn about and stay on top of the latest trends, such as Google updates, new social media venues and other changes so to align their business with such for the greatest opportunists for success. Keep up to date with the latest trends in the world of online marketing. For example, marketers who don't have their finger on the pulse of what Google is doing can lose out on business and customers when things change. After one Google update some online businesses saw their sites drop off the Google radar. Read blogs regularly, search twitter for related tweets, take marketing courses and subscribe to flagship marketing newsletters.

30. Never give up. Successful online marketers don't give up, they believe in the business and themselves, so when one avenue fails, they change lanes and shift gears, but they never give up because they view that as the ultimate failure.

Make sure that your habits are a force for good in your online marketing efforts. It won't be possible to implement everything mentioned here at once, but if you start with one or two, and build from there, you will start seeing success in your online marketing.

