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The Key to Perseverance

There has been a lot of buzz in the online marketing sphere about doggedness. People are trying to figure out how to get in touch with their motivation so that they can move forward even when things are tough. There are so many obstacles to surmount when you are going out into the IM sphere and it can be very difficult to stick to the work and take steps toward your goals. So how do you accomplish it? How do you persevere and forge on?

Tap into your inner stubbornness. For the most part, being determined is seen as something that you have to work on or set right. When you work in Internet Marketing and want to keep up your persistence, though, stubbornness can be your strongest asset. Decide that you're going to be succeed and then just refuse to quit on your goal. This is going to make it more painless to forge on. It will make it easier to push through roadblocks. You can decide to simply not resign. If you can determine that you are just not going to, say, eat broccoli, you can decide to keep going after success.

Find a way to get into your inner competitive spirit. This, obviously, will only work for you if you are a competitive individual. If you are competitive, one of the best ways to persevere and keep going when things are difficult is to pick an individual who has managed to do the things you wish to accomplish and vow to do those things better than that individual has done them. Make your success a competition and then do everything in your power to be better than your role model. For those who are competitive, this is a terrific way to persevere.

Count your blessings. One of the most difficult things to do when you want to find Internet marketing success is to continue to move forward when things get rough. It is easy to see all of the negative things as excuses to surrender. When you start to feel down or like nothing is going the way you want, look around for things that are working. You might not be making several hundred dollars each day but maybe you have lots of good contacts that you have fun talking with. The economy might be denting your sales but perhaps your conversion rate is high which means that your sales copy is working. All of these little things add up and help you persevere and actually achieve your goals.

Don't worry about the big things that you are not able to control. Worry about what you can control. You can control minor things. This will help give you a feeling of accomplishment that will keep you going when you desperately wish you could throw in the towel.

These might seem like odd ways to forge on. But the truth is that the world of Internet marketing demands a little bit of stubbornness, competition, etc. They definitely require a positive mindset. Don't worry; you'll get the hang of it!