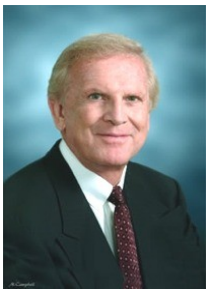
INTERNETWORK MARKETING | PERSONAL GROWTH | PROFESSIONAL DEVELOMENT | TECHNOLOGY

Make certain you have a presence on the World Wide Web now!

Here are some guidelines, regardless of whether or not you already have your own domain site on the web

by **Denis Waitley**

625 words| 3 pages



The reason it's important for you to have your own web presence now is that thousands of new web sites are being developed and registered every day nationally and internationally. Unless you make arrangements now to protect your own name and/or company name, globally, as an Internet site, your name may already be trademarked and registered by someone else.

Here are some guidelines, regardless of whether or not you already have your own domain site on the web:

Your web presence is not static, nor should it be treated as a structure. It should be a constantly changing infomercial and résumé of your services.

Do not spend a great deal of money and time creating an incredibly artistic website. The object of a website is to develop a database of qualified prospects. In order to have an effective website, you must provide a great deal of important, relevant, value-packed, free information to your visitors, with enough variety and substance to make them return to your website often, and certainly to provide them an instant incentive to leave their names and addresses, so that you can follow up.

For example, the National Board of Realtors in the U. S. offers geography specific information regarding schools, shopping, medical facilities and other important data of interest to prospective buyers or renters of real property. No matter where in the United States someone may be considering relocating, this home page will give answers at no charge.

And by providing your name and other particulars, the site will download other specific information to you. The services are constantly upgraded and added to, to invite more than one visit to the site.

Think of your home page as an advertisement that needs to be changed and freshened weekly to be competitive in today's consumer-driven marketplace.

Contrary to what you may have heard, I know hundreds of individuals who already are making $20,000 to $100,000 per month via electronic sales on the Internet. Michael Dell, founder of Dell Computer Company, and currently the richest person in the world under the age of 40, sells over 30 million US dollars per day worth of computer equipment directly on the Internet, with no sales staff and no retail outlets.

Action Idea: If you do not have your own name registered as your domain, do it this week. If you do not have your own web site, do something this week to initiate this process. If you have your own website, do something to make it more valuable to visitors this week. What kind of free content can you add to your website that will increase new visitors who leave their e-mail addresses.

Denis Waitley is one of America's most respected and beloved authors, keynote lecturers and productivity consultants on high performance human achievement. He has inspired, informed, challenged and entertained

audiences for over 25 years from the boardrooms of multi-national corporations to the control rooms of NASA's space program. Denis has been voted business speaker of the year by the Sales and Marketing Executives' Association and by Toastmasters' International and inducted into the International Speakers' Hall of Fame.

With over 10 million audio programs sold in 14 languages, Denis Waitley's CD album, *The Psychology of Winning*, is still the all-time best selling program on self-mastery. To order this Best-Seller or his newest release, *The Platinum Collection* and to subscribe to the free Denis Waitley Weekly E-zine visit his website here: DenisWaitley.com