

Published based on [Can Internet Marketing Be a Long Term Enterprise?](#)

# **Can Internet Marketing Be a Long Term Enterprise?**

Here's the facts: a lot of people would like to get into Internet Marketing because they think it is an easy way to earn some fast money. Their goal is to set up an easy web page, slap up some marketing and affiliate links and then sit back while the cash rolls in. There are some people who try this and manage to earn a great living online. What happens, then again, if your goal is more than some basic or (terrible as the term may be) quick cash? Can you really employ Internet Marketing to build a long term and sustainable career?

The simple reply to this concern is that yes, it really is possible to get Internet Marketing to work for you and to build a long term and regular income as well as a career for yourself. You just need to do it correctly. The methods and programs you use to build something to earn fast money are not all that different than the methods and systems you will use to build long term profits. So what on earth do you do if you wish to develop a sustainable career on the internet?

It is vital that the very first thing you do, in order to earn long term money online, is accept the fact that you are going to have to do real work. You will have to do actual and real work on a daily basis and you will have days when you feel fantastic about what you do and days when you wish you could find something else to take on. This makes it pretty much like every other job that is out there. If you're hoping to build long term millions by doing a large amount of work now and nothing later, then you are going to be in for a rude surprise in a few months. So get ready to truly sit down and do genuine work.

There are generally some ventures that lend themselves a lot better to a long term career than others will. Affiliate marketing, to work with just one example, is fantastic for those who want to earn short term or supplemental income. Can you actually build a full time salary doing this? You may if you choose only the best products and then work like crazy to advertise them. It is a better strategy, however, to create your own products and sites and then promote them. This gives you complete control over the things you do and also how you do them. This helps make you greatly predisposed to stick to your project in the long term. If you intend to provide a service on the web this works much the same way. Writers, as an example, need to develop websites for themselves and create portfolios that they can point to as examples of their work.

Finally, the most crucial thing that you need to realize if you want to create a long term and sustainable income online is that you need to really be ready to dedicate yourself to the task. You might have fun and feel rewarded by your efforts but first you have to tell yourself "yes, I really want to do this." Half hearted initiatives are not likely to help you at all.