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You Can't Succeed In the Internet Marketing Roost If You Aren't Good at Communicating

Internet marketing can be overwhelming, especially when you are a beginner and only getting started to learn about the field. As you browse through information in articles and forums, you'll find all sorts of lists featuring "how you too can be the next big thing!" Those lists probably all negate each other. One list will state "patience" is the ingredient to becoming the next "it person". Another is going to tell you that you need to have lots of business savvy. You'll also see a few that will say that you should be really creative if you want to succeed. And, of course, there are going to be oodles of sales pages claiming they have the software program or course to teach you how to be the next big thing.

The truth is that all of these things are important to your success (well, possibly not all of those software packages, but the other stuff). Business smarts, creativity and patience are all extremely essential to your success in IM. None of these things will matter much, all the same, if you are unable to communicate well with people.

There is more to effective communication than publishing an amazing sales page. A good copywriter can take care of that component of your project. Good communication is more than having a beautiful web site with a long FAQ area. A seasoned web site designer and writer can make those happen. Being a good communicator calls for learning to handle interpersonal communication as well as your copy and website. How do you get that?

1. Reply to every e-mail you get in 24 hours or less. We aren't joking with you. You don't have to write a lengthy response for every email. All you have to do is let the sender know that you have read the email and will be responding to it fully shortly. When you do this, try including a snippet of the original e-mail. This helps the person you email tell your mail apart from the autoresponders that other IMers employ.

2. Answer calls. Being a call screener is lame. When your phone is ringing, answer it by the third ring. Do this even if you really don't wish to talk to the person making the call. You'll be happy to learn that there is one exemption to this particular rule. There's no need for you to be attached to the telephone day in and day out. Instead of this, schedule clear "business" hours that you will be available during for phone calls. These business hours should be displayed in a conspicuous area on your site and mentioned in your voice mail message also. And, naturally, return your phone calls.

3. Check in with people to be certain that your messages and emails have truly been delivered. This will tell the person that you truly care about keeping in contact with them. It will help your clients and customers trust you more if you genuinely take the time to ask if they have any questions about your messages so that they can ask you to clear up anything they need clarified.