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**Start Online Businesses With Clear Objectives-Mixed Bag of Motives Can Produce Mixed Bag of Results
Consultant Warns-**

This important announcement explains the effectiveness of starting an online business with a clear plan and the right support structure. Hear how one marketer explains what this actually means and how to find one that will put more profits in your pocket from the start.

/24-7PressRelease/ - SAN ANTONIO, TX, May 05, 2008 - There are a variety of reasons why people start online businesses. Some do it because they imagine there will be a higher degree of freedom in their lifestyle, some because they are fascinated with spending their workday with their own computers; others believe there is a pot of gold buried in cyberspace. Others, however, do it because they think there is a simple, sure fast track to success.

"Everything is possible in doing business online," Bert McClure, a business consultant and online marketer, says. "Many hundreds of people have made millions while most have come to pitiful ends. A lot is based on why they begin in the first place."

If people start an online business thinking it is easy or simple, they are probably in trouble. "In fact, it may be something like that," says McClure, "but only if they have the right mentor, the right tools, the right approach from the very beginning. Years ago, in the heyday of the first Internet Marketing Gurus, some people would spend thousands of dollars- only to find themselves five years later making a few hundred a month and wondering why. In many cases, it was because they were such intense believers in the possibilities, they couldn't even admit failure when it was staring them in the face."

McClure cautions beginners who start online businesses to scout out the possibilities first. "For one thing, don't believe everything you hear. In most businesses, there is a very large rate of failure anyway. So you need to take every precaution to start the right business for you- and try and assure yourself you have training in the business and its marketing protocol that you need. Certain types of Internet Marketing closely resemble a cult- especially those involved with certain Internet Marketing Gurus and certain multi-levels. Sometimes the problem is not with the businesses themselves, but the naivet of the new business owner. To start online businesses, people should be prepared to cover a wide range of ground before they begin. Look for an organization or person who can afford the time and energy to teach you all the ABC's of what you are doing. Don't give up everything and take off into cyberspace without knowing something about the territory. Then, perhaps, find an expert online marketer, who has helped a wide range of people to be successful and who you feel compatible with."

For more information on starting an online business the right way, visit Bert McClure at <http://p4.Thehomebusinessexecutive.net> or contact his office at 210-857-7271

Bert McClure, LLC, also known as "The Home Business Executive" is a home business mentoring and opportunity program. We focus on assisting brand new and veteran internet marketers build a rock solid business from home. For further information, please contact us at (210)857.7271.