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Building Online Businesses No Child's Game - New Entrepreneurs Need to Look Before They Leap, Business Consultant Warns-

This important announcement explains the best way to stay out of "the online business graveyard" and is essential to a new or veteran online marketer. Hear how one marketer explains what this actually means and how to avoid dangerous pitfalls while putting more profits in your pocket.

/24-7PressRelease/ - SAN ANTONIO, TX, May 08, 2008 - If one were to stumble on an elephant graveyard, one would find massive skeletons, tusks and rotting carcasses of recently deceased pachyderms. But no matter how massive a graveyard one could conceive, it is probably nothing compared to the online business graveyard, where the remnants of unused shopping carts, seldom accessed URL's, unread press releases and articles about short-lived home based businesses are scattered futilely over the vast expanse of cyberspace. Building online businesses can be fun but it can also lead to a quickly forgotten lifetime of business, often lasting only a few months.

"All this futile playing with Internet Marketing will never really work," says Bert McClure, online marketing and business consultant. "For myself, I was lucky to find a marketing program that actually taught you the basic elements of Internet Marketing- how to create a proper logo, write a press release, create custom graphics, analyze pay-per-click opportunities to promote my website, distribute articles, post blogs, etc. My mentor showed me how to use the standard online marketing techniques but also techniques used in the New Media, the most contemporary kind of online marketing and promotion. This saved me from the online business graveyard."

One of McClure's key recommendations is to talk to people with online marketing experience who have actually succeeded. Sometimes these people are not the flashy ones the Internet Gurus talk about. They might have a solid clothing business, an ebook success in maintaining and caring for a species of bird the general public never heard of or a maintaining a newsletter for a publicly obscure rock group that is skyrocketing with a select twenty thousand fan base. "You can meet these people in forums, go to even the weakest type of Internet Marketing Convention or come across them in a Supermarket. The Internet has leveled the playing field and sometimes those who sing more quietly are making the best music online. My advice is to look around, talk to people, read ebooks, take ecourses- but very carefully- until one finds someone who truly knows about building online businesses. When you find that person, take them as a mentor."

A home based business can give you a lot of freedom but not if it is robbing you of all your residual, hard-earned money. Therefore, it must be grown in good soil with solid advice from people experienced in building online businesses.

To get more information on avoiding the "online graveyard" and clearing a path to success, visit Bert McClure at <http://p16.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.