

The "A to Z" RULES OF ONLINE SUCCESS

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- A**lways ask *Who, What, When, Where, Why, How* and *How much?*
- B**uild a business others want to buy.
- C**reate EQUITY vs income.
- D**evelop a great management team (= a large business vs. small business).
- E**xit strategy in place?
- F**orecast best, expected and worst case scenarios. Be able to survive the worst case scenario!
- G**et a job...or Create a job™? Only one of these gives you the freedom you want in life!
- H**ire your weaknesses and hire the person with the right attitude!
- I**nformation is king. The more you know, the easier it is to create competitive advantage.
- J**ustify business decisions with a financial cost/benefit analysis.
- K**now what you don't know™
- L**earn More, Earn More™
- M**ailing lists create equity. Build them. Protect them...DO NOT overuse them!
- N**etworking is the key to growth, online and offline.
- O**utsource! Do it as much as you can—for as long as you can.
- P**artner with the best. Make less per sale and sell 10 times as much!
- Q**uestion. Formulate clear and concise questions so you get the answers you need.
- R**esearch is the real key to success in business—and in life.
- S**ocial media = FREE marketing. Develop it. Interact with it. Use it strategically.
- T**each. Prospects become buyers when they can answer, "*What's in it for me?*"
- U**nderstand your market and be able to explain your competitive advantage.
- V**ideo is the key to teaching on the internet. Become an expert in front of the camera!
- W**in/win is the ONLY way to play the game.
- X**tra efforts = eXtraordinary profits. People notice the difference!
- Y**ou are one person. Automate as much as you can and always hire the best you can afford.
- Z**ap'em if they aren't working out. Hire slow, fire fast!

Marc Ostrofsky is a Serial Entrepreneur, Venture Capitalist, Professional Speaker, Author and Consultant. His online firms generate \$75 Million+ annually on sites like Blinds.com, CuffLinks.com, eTickets.com and SummerCamps.com & GetRichClick.com