

## 10 Major and Common Reasons Why People Struggle or Fail in Online Business

(And what to do to overcome these hurdles)

### 1. They don't have enough time

Many people who start an online business or start a blog have very busy lives already and they want to add another activity in their already cramped schedules. This is a big mistake.

To succeed at anything you need to give it lot of time and energy, at least in the initial stages before the business gets off the ground. There are so many things to learn, things you need to try out and analyze and then improve upon your mistakes until you master the various essential activities required for success in your chosen business. Unless you become a master of the essential areas or activities of your business, you are unlikely to get long term success.

If your current situation is such that you don't have enough time to give to online business then you may find it difficult to make significant leaps forward. What you can do in such a situation is to try and find some time - dedicate at least 1 hour daily or a few hours weekly to the business. Make sure this time is quality time spent on useful activities and not on wasteful things. Mere browsing or checking forums or emails does not count. If you can dedicate at least a few hours weekly for productive work then you can hope for success in online business. Productive time can also include the time spent in learning an activity.

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### 2. They waste lot of time

Wasting time is one of the most terrible crimes committed by almost 90% or more people who start an online business. And then these newbies come and complain that they are not getting the results they want!

Just think for a moment what most beginner internet marketers do when they are online and they have just started a blog or website. For example, I used to browse forums a lot - read and reply, check emails

a lot, check website traffic stats a lot even though the traffic was almost non-existent and I used to buy one WSO after another. Do you think any of these is a fruitful activity?

Sure you can learn things by browsing forums and also by buying WSO products but there should be a time limit for that. Maybe it is better if we allot 30% of our available time for learning and then use the remaining 70% time for actually doing something that can take our business forward. Remember that when you are doing something you are also learning at the same time. So if you only have 3 hours daily to spend on your internet business, use one hour for learning by reading ebooks, forums or watching videos and take some action during the remaining 2 hours.

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3. They don't give enough time to do tasks in proper manner

It takes time and dedicated, focused effort in order to do something proficiently. Sure, you can do something just for the sake of doing it and try to finish it off as soon as possible. But the quality of such hastily produced work will likely be absolutely mediocre.

Outstanding work can get you outstanding results. And it takes time and serious, focused effort to produce outstanding work. That should be your main focus - try to make your work remarkable.

Everything you do, no matter how small, if you try to make it outstanding, you may start seeing good results in terms of online success much earlier than you might have imagined. Every single piece of article you write, every video you produce, every ebook that you write - if you try your best to make it high value then you might find success coming to kiss your feet sooner than you had expected.

If you are the person who doesn't care much about the quality of work as long as you are able to finish it off quickly and get it off your back, you have to change your attitude. You have to first work on this attitude if you want to get better results in your IM business (or any business for that matter). It is critical that you resolve this issue first before you make any further plans or take further steps in your actual business.

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4. They have bills to pay and other expenses and they don't have proper income source, so there is pressure on them

Can you do any work properly if you have immense outside pressures? If you are attempting to build an online business and you do not have any current income source to sustain your family and adequately cover monthly expenses till your business takes off, then you will find it increasingly hard to focus on your business.

Your urgency to make immediate money will lead you to make decisions which are not good for long-term business success. Earning immediate money and overnight cash will become your primary focus.

On the other hand, if you have some sort of income which is sufficient to cover your month-to-month expenses then you can focus lot more clearly and easily on building your business upon solid foundations for lasting success. You are more likely to make sound decisions keeping long-term effects in mind. You will be able to dedicate more time to learn and implement strategies which have proven beneficial to others before you. You will have much more fun in the process of establishing your business.

So if you are in a job, don't leave it until you see decent amount of money coming in through the online business. If you are not in a job, it might be useful to get one first and then think of building an online business by investing a few hours daily or weekly for this. Do not be in a hurry. It is important to begin well and take the right steps and decisions which are in the best interests of your business. You can do so if you have a clear mind which is not feeling the pressures of arranging immediate cash for paying your rent in a few days time.

It is better to wait for a few weeks or months, if you have to, so that you can have some earning coming in to manage your expenses. Then you will be free to build your business by bits and pieces, slowly but surely, like a mason builds a wall brick by brick. You will be able to focus on each small aspect of your business and build it to perfection - and take delight in that. The journey is likely to be much more fun, enjoyable and stress-free!

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5. They don't learn things or don't implement what they learned.

This includes not learning from other people who are successful in the business or niche they want to enter. Suppose someone is struggling with building a list. Such a person can learn by reading, watching and listening to the marketers who are expert at list building.

If you have been guilty of not investing the time to learn the important aspects of your business, then start doing so now.

This category also includes people who do not take action. Some of these people may be very fond of learning. They may read tons of blog content, download reports, watch videos and keep learning new strategies but their major problem is lack of consistent action. They do not implement what they have learned. As such they may not get the results they want. Even if they take action it would be very little and not consistent. Taking action once in a while is unlikely to produce any substantial results.

Why they don't take action is something which needs to be analyzed and dissected in order to arrive at the root of the problem. Some people might not take action due to procrastination. For others, it may be some fear holding them back and preventing them from taking action. Still others may be suffering from lack of confidence. They may feel unworthy of achieving success. They might believe that no matter what they do they are not going to get good results. This lack of confidence and negative self-image might be the main reason for their non-action.

If you are suffering from this predicament then you have to think carefully about the reasons why you are not taking action. If you can find out the reason then it would become easier to eradicate the problem. Is your non-action due to lack of knowledge? Then the remedy is to gain the knowledge which you feel you are lacking. If the reason for non-action is due to negative self-image and feelings of unworthiness then you probably have to work on developing your self-esteem and overcoming the unworthiness feelings. There are probably dozens of self-help programs and techniques which might prove useful in such a case.

On the other hand if your lack of action is due to procrastination, then you have a big monster to deal with. Procrastination is not an easy problem to get rid of as is evident from so many articles, books and programs that are out there which address this problem. The reason there are so many books or self-help programs on procrastination is because it is a very common problem which many people struggle with. Procrastination is a problem in which you keep delaying something thinking that you would do it

some other time. So, you are actually fooling yourself by thinking that you are going to do a thing tomorrow or later this week. Even after several days or weeks have passed the procrastinator will find that he has still not done the thing but he still keeps fooling himself and it goes on and on.

Addressing procrastination problem is not an easy task. It may take a whole book of its own. So I will not attempt to address this problem here. I would just like to say that different people procrastinate for different reasons. Finding out the reason can prove to be highly beneficial for finally putting an end to this terrible problem. There might be some reason why you are feeling procrastination when you think of doing something. It may be a message and a clue to some deeper underlying issue that needs to be resolved. So think of it as an opportunity to work and resolve your deeper issues so that things will then start flowing smoothly.

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#### 6. They are easily bored

This is a very common trait among unsuccessful people. If you want to succeed in business and in life, then do whatever you can to get rid of this problem. Getting bored easily can prevent you from learning a task properly, it can prevent you from taking consistent, persistent action till you get results. The longer you can focus on a task without getting bored, the more thoroughly you can learn and master it. Once you start excelling at something you can find success coming to you easily.

If you are the type of person that gets bored easily, my suggestion is to start focusing on excelling at whatever you are doing. Do not focus on what results you are getting or how profitable an activity is proving. That will come later. Instead just keep focusing on improving at whatever you are doing. Try to excel and master things - mainly the essential tasks in your business.

When you set goals, do not set goals which are based on external results. Instead set goals about improving yourself and your mastery of something. For example - do not set a goal that you will earn \$1000 this month. Rather set a goal that you will write more articles and better quality content or improve by 50% at some aspect of internet marketing which you are fond of.

By consistently setting such goals and achieving them you may find yourself becoming better and better at something. Very soon you might start seeing the external results which you wanted all along, without even having to focus much on them!

Also when you focus on excelling and improving yourself, you can bid goodbye to boredom! Boredom usually happens to people who are obsessed with external results and outcomes. People who are primarily internally focused will hardly experience boredom.

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7. They are usually under-achievers (so they lack self-discipline, time management skills and they usually have lot of bad habits common with most under-achievers)

There are people who are successful executives or working professionals and they start an online business in order to supplement their income or because they want the freedom to be their own boss. However before starting the online venture they were successful to an extent in their chosen field or job. Such people might have higher chances of success in online marketing as well. It is because these people have experienced success over a prolonged period of time. These people are likely to have self-discipline, habit of taking action and the habit of managing their time and resources properly.

However the percentage of such people is very less.

The vast majority of people are those who have not been successful in their previous jobs. They are either unemployed or employed in low paying, unsatisfactory jobs. These people might not have the habit of working hard, consistently taking action and they may also lack self-discipline or time management skills. Is it hard to imagine that such a person is very likely to struggle in his online endeavors unless he improves himself and develops some essential qualities like patience, perseverance, time management, prioritization, planning, action taking, discipline etc?

Furthermore, these latter category of people might also have other issues related to self-belief (or lack of it), feelings of low self-worth. They might not believe they can achieve success or have a happy life. All these negative beliefs, low self-esteem and other negative conditioning and habits might also have a big impact on their financial achievements. In fact, negative beliefs and conditioning can have a greater impact than their negative habits.

So if you belong to this category of people, your first step would be to work on personal issues and try to raise your feelings of self-worth, confidence and overcome negative beliefs. Once you are able to improve in these areas, you might notice your business taking giant leaps forward all of a sudden!

Reading about the success stories of others can also be helpful in getting you inspired and also make you aware of what is possible. However make sure to read the full story of a successful blogger or internet marketer, including the struggles he went through and what he did to cope with the failures. You can find many interviews on Youtube and also find various podcasts featuring interviews of successful marketers. Go through these interviews in detail so that you will realize that almost all of them had to undergo various struggles before finally making it big.

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8. They want results quickly.

These can't wait and are impatient or hasty. As such they cannot take sustained action consistently for long periods of time. This, in other words, also means they lack persistence. If they don't get results from some activity within a few days then they are likely to quit doing that thing and start looking for other methods. Then they will complain that they have tried so many things but none of them worked.

On the other hand if you look at successful businessmen, bloggers, writers or anyone who has seen success in any field, you will find they had to overcome many obstacles and face many failures. Ask any successful blogger and he will tell you how many months of frustration he faced and still continued producing top notch content on regular basis before he could see the first trickle of dollars coming in.

If you are suffering from this problem then you have to develop patience. It is required in any business endeavor. Without patience it may be difficult to succeed in any business or undertaking.

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9. They usually try to do too many things at the same time. Take on too much than they can handle.

Information overload also comes under this category. Trying to learn too many things at once. Not taking time to let a piece of information sink in before rushing on to learn another thing.

Why do you think information overload happens? It is because we are trying to learn too much in too short a time before we have really understood and mastered what we learned previously.

If I decide that I want to learn all I can learn about internet marketing and then I go on to read 100 blog posts in a day along with reading many forum threads on various topics ranging from SEO to Adwords to list building, don't you think I am going to end the day with a massive headache? Also the mind would be totally confused, isn't it?

If on the other hand, I select one aspect of internet marketing at a time - let us say list building and try to learn things on how to build a list, free methods as well as paid methods of getting traffic to your offer. Furthermore, if I just do not keep reading but take some action and try the methods I have read for a while before reading further on the topic, don't you think in this case I am more likely to get better results?

Let us consider another example - a person starts learning about solo ads. Then the next WSO catches their eye. It is talking about how great Facebook ads are and how people are getting awesome results. This person starts thinking - "hmm, I tried solo ads a couple of times but I am still learning the ropes. I think I will give FB ads a try". This kind of jumping from one method to another is highly unlikely to yield results.

Let us consider another scenario. A person starts learning about solo ads. He invests some money and buys solo ads from reputed sellers in order to build a list for himself. His first couple of ads do not get him satisfactory results. He is not disappointed though. He knows it will take time till he starts seeing some good results. So he keeps learning and experimenting. He experiments with different offers and funnels to see which convert better. He also experiments with different sellers. Slowly but surely this person is building a list of email subscribers and he is ready to move on to the next stage... Which person would you like to be - the one with information overload or the one who progresses slowly but surely, taking time to master a thing before moving on to further things?

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10. They do not want to invest any money in their business



While it is possible to start an online business with little to no capital, you might need to invest some amount of money as you go along. You have to get comfortable with the idea of investing small amounts of money which you can comfortably spare in order to grow your business.

Just like a plant needs watering daily in order to flourish, your business (whether online or offline) might need cash injections in order to thrive and grow. There are many essential expenses which are important for your business. You have to find ways to arrange cash for such expenses which cannot be ignored.

If you are tight on cash, you might think of doing a part-time job or some other activity to generate cash which you can then invest for the long-term growth of your IM business. Or you might cut down on your expenses somewhere, like reduce the amount of times you go out to eat or not buy new clothes for a few months in order to have some spare cash for investing in your business. You might control your urge to buy the new smartphone and keep using your current one. The bottom line is that anyone serious enough of building a sustainable, long-term business will think of ways to invest money in his business. He will be willing to make sacrifices wherever he can in order to save some cash which can be utilized in the growth of his business.

If you find yourself unwilling or hesitant to invest money in your business even when you know that the investment is essential, then you have to ask yourself this question - 'Am I serious about this business?'. Reply honestly. If you are not really serious then probe further to ask why you are not serious, is there something else that you would like to do? Get the truth out from inside yourself. Open out your heart.

When you feel that you have finally become determined at making this online business a success you may find that you no longer are hesitant as before to invest money into the business. As you can see, it all boils down to how serious and determined you are about it.

Conclusion:

Hope you picked up some gold nuggets from this short report. It was all about making you serious about your online business. If you are serious then you can tackle and overcome most of these problems one by one, and build something that you can be happy about!