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## Dare to Be Different Online

In order to raise above the noise and get through the clutter, you have to give your clients and prospects what they want (mainstream) while having the courage to be different ("edgestream").

There are plenty of people offering their "secrets" to help you make more money online. The only problem is that as you trawl around the web searching out these secrets you soon discover they aren't secrets after all.

What you will learn is good, old-fashioned business common sense. These "secrets" will teach that some kind of a promotion is necessary to attract people to your web site. Once attracted, you need to entice people further with more offerings in exchange for their contact information (email address). As the saying goes, the money is in the list. You cannot run any kind of business online, or offline unless you have a list of potential customers.

So, the "secrets" that you are searching for online have been there ever since business began. Find something people want, entice them to connect with you, get their details and sell, sell, sell to them over a period of time to convert them from interested parties to confirmed customers. (Good old common sense, right!)

But the one secret that is often missing from much of the information online has been around offline for centuries as well - be different. Don't try to be the same as your competitors. Stand out from the crowd. **Dare to Do something different that gets you remembered!**

For example, take the cab driver who gets the name and address of every passenger. Each Christmas they get a card from him. And guess what, people remember him and recommend him. He gets most of his fares from referral business, rather than having to wait around. Have you ever met a cab driver who sends all his passengers cards at Christmas?

Yet online, everyone seems to be the same. New online businesses follow the "rules" set by the experts and gurus. The result is that almost all web sites trying to sell something are starting to look the same. They all do the same thing - have a great

offer and a box to fill in your details. Many of them even use the same templates. If you follow the "rules" that are part of the "secrets" you will end up following the pack and you won't be noticed. If you truly want to make it online, you have to be different.

So stand out from the crowd by being different - not just visually, but in the way you approach your readers. Do whacky things perhaps. You will be noticed and remembered - and online that's nine tenths of the battle. **In short Be Daring!**

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Francine is a Growth and Profit Strategies Expert. She combines her 20+ experience as an award winning sales and marketing executive working for industry leaders like: Oracle Corporation, KPMG Consulting and Sun Microsystems, with her life long learning in personal and business development, to assist women entrepreneurs and service professionals grow their business through value-based sales and marketing strategies. Francine is also the founder of The International Community of Daring Women. The Daring is for women entrepreneurs and professionals who desire to live more daring, passionate and prosperous lives.

For more articles from Francine or to get a copy of your Free Daring Success Kit, visit The Daring, the PREMIER Member-to-Member Community where enterprising women together to grow their business, enhance their life and fulfill their dreams. Members gain real world entrepreneurial education and advices from successful daring entrepreneurs and have access to business and life resources to increase their sales, visibility and expand their business reach. [www.thedaring.com](http://www.thedaring.com)

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