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Make Money Online: When Is It Time To Give Up On Your Program Or Product?

To make money online takes a lot of skill and effort when you first start out. Even then there are questions about what to do in your business.

One question that we all face as an Internet marketer is when we should give up on a specific product or program we are promoting. This can be a tough question to answer depending on specific circumstances surrounding it.

Let's take a closer look at what I mean by that.

1. Are people spending money in your market? If transactions are taking place every day on the Internet in the market your product is in then you have to analyze why you are not getting some of that action.

Creating a market for a product online is extremely difficult to do. Taking a piece of the pie from an existing market is something anyone can do if they approach it correctly.

2. Do you really believe in it? I have always felt that affiliate marketers and network marketers are more likely to succeed if they believe in the product they are purchasing.

For example, if you are selling a product as an affiliate marketer a good way to do that is to write a review about it. The only truly legitimate way you can do that is to purchase the product and then write about what you learn.

In [network marketing](#) many people purchase products strictly because they want to support their business. However when they drop out they no longer continue to purchase the product. A good rule of thumb here is would you continue to purchase the product even if you were not a distributor for it?

3. Are you losing money on it? I know if I'm involved in a specific program I expect for that program to pay for itself in 90 days or less.

This means that I would join an affiliate program and promote that product at least to the extent that it's covering its monthly cost. I do this for programs such as website hosting, auto responders, article submissions programs, and so on.

If you're losing money, and you see no real way to recoup that, then there really is no reason to continue to stay with that product or program unless it is something you need for your business anyway.

4. Do you have Internet marketing skills? Giving up on a product or program is irrelevant if you don't know how to market online.

The problem is not in the product or the program itself, but rather in your ability to promote it online. Until you learn at least a couple of traffic generation skills there is no sense in giving up on the product you are promoting.

How will you know if you are going to [make money online](#) if you have no traffic coming to your website!

5. Do you have a solid online work ethic? Only you can really analyze this question. Sitting in front of your computer and hanging out on Facebook is not necessarily a solid work ethic.

Surfing the Internet and wasting your valuable time is not going to help you be successful. If you are really working hard promoting your product, and not getting into results, then you need to analyze what the real reason for that is.

These are several things to keep in mind pertaining to when it is time to give up on the product you are promoting or a program you are in.

Jeff Schuman invites you to visit his [small business Internet marketing](#) if you need help with advertising and promoting your small business.

You can also find this article published on [Make Money Online: When Is It Time To Give Up On Your Program Or Product?](#), and on the tag pages [affiliate](#), [marketing](#), [network](#), [product](#), [program](#).