



# Recession - Make Sure You Are Not Just Surviving But Thriving

Funky Welly Boots, February 12, 2008

URL: <http://www.pr9.net/business/assoc/7289february.html>

*We all need to get our survival plan in place and prepare our finances. Many could be helped by learning the importance of internet marketing to really make money online.*

PR9.NET February 12, 2008 - Durham, UK - With everybody talking about the possibility of a recession we all need to batten down the hatches and get our survival guide in place so that we don't just survive but positively thrive in this economic downturn. I would strongly urge everyone to find ways to earn extra income and pay off any debt they may have or this could be a rough ride for us all. For the former, you would do well to download the free report that is currently available at <http://www.realmoneyfreedom.com> An extremely well written e-book that opens up the possibilities for us all to really make money online. The writer of this book, Latif, from the UK describes the importance of internet marketing the correct way, and provides a solid foundation for anyone to make money online with the internet marketing training techniques revealed within 'Google Snatch.' So, what are the signs of a recession looming?

When the journey into recession begins one of the first things you will see is a rise in bank and interest rates, though at this stage, recession can still be a little way off. However, it is certainly a big indicator of such a crisis. Next, you will see some of the larger organizations beginning to react by changing where they spend their money, which generally means a cut back in their IT spending and also a shift in their advertising to cheaper alternatives. Keep your eyes on these organizations as once the weakening economy begins to take hold these organizations will begin laying people off in huge numbers.

Now, at first glance this can all read as a very gloomy outlook, but look a bit deeper and you may start to see a gap for individuals and small businesses, and realise the importance of internet marketing. In his book, 'Google Snatch', Latif talks about individuals and small businesses alike spending hundreds, if not thousands, on an advertising medium called PPC (pay per click) In general, the everyday individual is pushed out of this market because of the bigger internet marketing giants, having the capital to outbid them. However, Latif carefully shows in detail how everyone and anyone can compete with these giants with the right internet marketing training, and the dedication to apply it. More importantly, especially in these financially scarce times, he shows how it need not cost the website owner a dime out of their advertising budget. Opening up huge possibilities to us all to create some extra income and really make money online. Now we all have the potential to thrive during a recession.

###

## About Funky Welly Boots

Sara McCann is a small online business owner who specializes in cutting edge marketing techniques.

**Website:** <http://www.realmoneyfreedom.com>

**E-Mail:** [support@realmoneyfreedom.com](mailto:support@realmoneyfreedom.com)