



The Breakthrough Factory Tackles The "Dirty Jobs" For Internet Entrepreneurs

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On the outskirts of Huntsville, Alabama, home of NASA's rocket program, a former engineer has developed a unique approach to online marketing training for small businesses and internet entrepreneurs. It directly targets the structural weaknesses that lead to the low success rate endemic in the industry.

"The problem isn't the quality of the training material available," says Mike Broadwell, chief engineer and designer at the Breakthrough Factory. "There are terrific programs out there. What's lacking is ongoing guidance in implementing the tactics and strategies in a way that fits the unique needs of each individual and their business. You just can't get that in a DIY self study program."

The internet is a fast paced, dynamic environment, where conditions are constantly changing. Trying to put all the pieces together while still running your primary business or practice is a daunting task. That's why the Breakthrough Factory is set up to handle the "dirty work" of taking people through the process, not just selling the information.

"Starting an online business is a lot like going into space," says Mr. Broadwell. "It's uncharted territory and

there are a lot of places where a single mis-step can have disastrous consequences, especially in this social media age. You can't just get all excited and strap on a rocket. There are plenty of ways to get way off course. A well thought out, strategic approach is mission critical."

While colonizing other planets is still a subject for science fiction, building up a strong online presence is not. It's essential to survival for almost every business, especially the solopreneur or small practitioner. It's crucial to have someone on your side to help navigate the vast expanse of the world of web marketing.

There are four key areas the internet entrepreneur must get right in order to create a successful online business. Visit the Breakthrough Factory to see them and discover how to handle them in the most efficient and cost-effective way possible.

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Breakthrough Factory

The Breakthrough Factory is a collaborative marketing training program that directly addresses the flaws in typical marketing training.

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