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Why "Look Before You Leap" Is A Key Web Internet Marketing Strategy

The old adage, "look before you leap" definitely applies to web Internet marketing. "Look before you leap" could even be a key Internet marketing strategy that could save the thousands of failing marketers hundreds or even thousands of dollars.

Literally thousands of people dive into web Internet marketing without knowing what they are getting into. They do not do their due diligence and end up getting sucked in and sold on empty promises. Due diligence is the same as saying, "look before you leap".

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