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Table Of Contents

Intro

Chapter 1:

Do You Really Know What Internet Marketing Is

Chapter 2:

Marketing Cars to Blind People

Chapter 3:

No Idea Where to Find Leads

Chapter 4:

Running Out of Money

Chapter 5:

The Credibility Factor

Chapter 6:

Don't Get Hung Up On Motivation

Chapter 7:

The Importance of Duplication

Chapter 8:

You Must Grow

Chapter 9:

Procrastinating

Chapter 10 :

How To Avoid The Pitfalls

Intro

Internet marketing could be the solution to your most untamed dreams, or it can be a huge headache if you don't know how to handle your business properly.

The bulk of marketers in this competitive field just don't have a clear understanding what to do as well as what to avoid.

In this e-book we will address what to avoid for your internet marketing success.

Chapter 1:

Do You Really Know What Internet Marketing Is

Synopsis

If you don't understand internet marketing, how can you do it effectively?

Your Success Depends On You Really Understanding Internet Marketing

Do you recognize what the oddest thing about most internet marketers seems to be?

They say they are internet marketers yet they know little to nothing about what internet marketing is really all about or how to stay away from the pitfalls!

If you have a look at the shape internet marketing has gotten in to you will see that it's deteriorated into a pitiful mess in some cases where the bulk of marketers are pressured to hassle their candidates like a piranha, biting as though are starving. This is one of the pitfalls to avoid when it comes to internet marketing.

Just what is internet marketing as well as some of the benefits?

Internet marketing is a form of promotion that is comparatively inexpensive when it comes to the cost of reaching the target audience. Marketers can get to a broad audience for a small portion of what traditional advertising costs. Internet marketing allows customers to explore and buy products and services at their own speed. Consequently, businesses bear the advantage of appealing to customers in a method that can impart results rapidly. The scheme and total effectiveness of marketing campaigns hinge upon business goals and having the correct knowledge.

Internet marketers as well possess the advantage of valuating statistics easily and cheaply. Just about all facets of an Internet marketing crusade can be deciphered, measured, and examined.

Internet marketers as well have a variety of advertising choices. The advertisers can use a variety of methods: pay per impression, pay per click, pay per play, or pay per action.

Consequently, marketers can decide which messages or offerings are more attractive to the viewers. The results of ad campaigns can be measured and tracked at once because online marketing ad campaigns usually require users to click on an advertisement, visit a website, and execute a targeted act.

This type of tracking can't be achieved through billboard marketing, where an person will at best be interested, then make a decision to obtain more information at a different time.

What internet marketing is NOT about is aggravating your friends and relatives to buy your products or listen to you try to recruit them for your business opportunity.

I won't put you to sleep with the technical definition of what internet marketing is, as for our purposes we need to understand that internet marketing is about LEVERAGE.

You see, a individual won over against his will, still has the same opinion. If you have to force other people to purchase your product, you aren't marketing - you're selling, and this example is actually HARD SELLING.

Individuals don't appreciate hard selling and this needs to be understood about internet marketing. Conceive of receiving 30 calls from strangers daily requesting that you purchase stuff that you don't need.

You must realize that internet marketing depends on leverage in order to avoid pitfalls. Think about the biggest 'brands' around the globe - Nike, Estee Lauder, Louis Vuitton, Celine Dion, Steven Spielberg, etc... names like these don't need to brow beat you to convince you how good they are as the name speaks for themselves.

So unless you are able to market your business in a way that does not call for any hard selling, you'll need to restructure and learn how to avoid the pitfalls or risk looking like a seedy salesperson.

You may think I'm exaggerating whether you are in marketing or notif so you may need a serious reality check... and in the following pages we will do just that.

Chapter 2:

Marketing Cars to Blind People

Synopsis

A serious pitfall to avoid is marketing to the wrong people.

Don't Believe You Can Sell a Baby a Car

A common pitfall I see with internet marketers when it comes to their internet strategy is that they aren't truly looking at their target audience when they compose the content for their site.

Rather, they compose boring content that's centered on them – who they are, how you are able to find them, why they're significant, etc. Not only is that subject matter boring, it will not pull in the intended visitors and won't be pulling in free traffic from the search engines.

Another serious pitfall internet marketers fall into - they continue believing that their internet marketing business will redeem the Earth, but they don't recognize that the prospect may not see it like this.

Make no mistake, if you are marketing to the wrong group, i.e.: trying to sell a car to a baby, it doesn't matter how fast you think your car is, the 'candidate' just doesn't want it nor need it! By realizing this within an internet marketing context, you'll comprehend that the bulk of prospects you're talking to, including all the individuals on your list, are not the individuals who are desirable for joining your downline or purchasing your products.

You need to comprehend that good candidates are seldom 'looking' for you. They're searching to solve a problem or get information. Hopefully, they'll discover you and you'll help them work out their problem through beneficial information online. If you're supplying value, you should be able to win over many visitors to your site to opt-in to get a free report or join your newsletter so that you are able to 'go forward with the conversation' by e-mail or RSS feeds.

In order to draw in the correct prospects, you need to think of your target audience. Think of the various characters they may symbolize. Are they 35-year-old stay-at-home moms? If so, how do they think and what type of speech do they use? What kind of subject matter might they be seeking that relates to your products or services? What are their 'haunts' online? Do you have multiple characters that you can tap into?

Some individuals believe that some family member will join because they're a favorite, but the truth is that the family member couldn't care less. They don't want to begin a new business, and are comfortable in thire life and don't even need your product to start out Simply put, a smart individual would sort out their candidates instead of trying to continually bash their heads against the wall one un-targeted candidate at a time.

People in the bulk of internet marketing circles don't teach you this. They tell you that everybody is a candidate, but actually, you have to center on your the right people and give them the right opportunity at the right time.

If you're in internet marketing, don't act like a bumbling idiot trusting that your product is the 'finest in the world' and that everybody must own one.

Remember - pick your market wisely and center on your target market. Pitch your product or your opportunity to individuals who are already in tune with the idea and you'll end up with less wasted time.

Chapter 3:

No Idea Where to Find Leads

Synopsis

*Stumbling around in the dark looking for leads... no matter what kind of leads...
is also a pitfall.*

Is Your List Killing You?

Individuals don't just like to hand out their email addresses online (and with good reason today!) But if you offer them something in return, such as an enlightening newsletter, a free eBook, a forum membership or free software, they'll be much more likely to give you their email address when subscribing.

However, do you know why most internet marketers have a tendency to fail? It's because they bank on their name list a bit much. If I were you, the 1st thing I would do is to get rid of that list of phone numbers you are currently holding on to.

Here's why - your name list will sooner or later poop out.

Stop repeating mistakes!

The definition of insanity is - doing the same thing over and over while expecting different results (this phrase is ironically echoed again and again in internet marketing circles!)

There are a lot of ways to generate new targeted leads on the Net.

You don't need to meet strangers in a party or collect call cards in supermarkets because it's a very slow and time devouring way to seek targeted leads for your internet marketing business.

Studies show that the number 1 issue facing small business owners today is not having enough qualified prospects. Every small business owner would like to have more high-quality candidates, but most either don't have the time, or just don't have the expertise!

In any given industry, there are an infinite number of potential lead sources that can be used to supply your business with highly-qualified sales leads. A few are very simple and inexpensive to set-up, others are more intricate. Some will give you a trickle of leads, others will produce a flood.

Do you recognize why Google is making so much money? It's because they deliver the most relevant results for the individuals punching in the keywords. Individuals pay Google good money as they bring the most relevant, most targeted paying leads for their business needs.

It evidences one thing - tapping into the power of Google is just one of the ways of constructing good a lead generation system bringing in the best leads and prospects for your internet marketing business.

The day you stop acquiring new leads, your entire business will come to a grating halt - so by establishing a good lead generation system on autopilot, your business will grow by itself, long after you've stopped working on it directly.

Chapter 4:

Running Out of Money

Synopsis

People get into a major pitfall when they run out of money to run their business on.

Manage Your Funds

Internet marketing is just like any other business - you need to run it by handling your money wisely and building it step by step. Roma wasn't built in a day and if you try and hurry the process, you'll spend yourself into the poor house and your internet marketing business will become a financial obligation instead!

Some networkers, in their unrelenting pursuit to 'go the whole way', resign their jobs and burn their bridges in effect sealing their fate in a do or die state of affairs.

This may seem like a worthy attempt, but nobody respects a internet marketing martyr who turns a loss on everything in life because he or she wasn't a savvy business individual.

Don't, I repeat, don't spend all your revenue on products (the highest entry level if you cannot afford it), training materials and seminar tickets while mortgaging your house, refinancing your auto and selling everything that's not nailed down.

You require revenue in order to survive and without it, you can't take your business to the following level.

Plainly put, you can't 'Go Diamond' tomorrow if you don't have the cash to pull through today.

There are many internet marketing leaders in the industry who make their way to the top not by paying their bills by their monthly commission checks...

A few of them keep their day jobs while other people use a 'funded proposal' system that allows them to yield cash flow even when individuals don't want to join their business or buy their products.

Remember, internet marketing pays little at first but only after your business is stable and growing, will you be able to achieve wealth, freedom and growth at an exponential rate.

That day will arrive, but before that materializes, you need to be realistic and endure today... otherwise, you'll never see tomorrow.

Chapter 5:

The Credibility Factor

Synopsis

People must trust you and you must develop credibility.

Without Credibility No One Cares

In internet marketing, it's really hard to show others that you are successful when you're just beginning. You'll hear many spout that bothersome question, "So how much income are you bringing in in your business now?"

Appears rather annoying, right? Don't you wish individuals would be quiet and just join your business or buy your product?

Let me share with you a little secret - a sincerely successful networker won't even hear this question asked by their prospects.

The reason why your candidates will ask you this question is because you have literally no credibility in the least!

It's the marketing of credibility that gets leads and sales; credibility that gets you the ever important and lucrative referral business. Establish credibility early and establish it strong!

Before you construct a very big building, you need to construct the base first. You may take a long time laying the foundation before you see even a single laid brick, but it's deserving of all the time in the world setting the correct foundation.

Constructing your internet marketing business is just like that scenario I just stated.

Credibility can be accomplished by using testimonials, studies or tests by recognized sources. Testimonials can be tricky, you need to study how to use them correctly to be sure to get them right. Studies need to either be documentable (findable) or else done by a 3rd party or acknowledged credible source. Tests fall under the same family; it isn't enough to say "studies prove that....., you need to say "A 1998 study by the Boston Univ. School of Medicine says.....".

Individuals who don't spend time building their credibility are likely to build their business on an unstable foundation.

If you spend time putting down the foundation by constructing your credibility and establishing your name (or your brand), you'll find that building your business later on is much easier as you don't need to convince individuals again and again that you have what it takes to lead them to accomplish success. What is more, having strong credibility urges on your downlines to work harder for you and for themselves.

If you're in a business without credibility, your downlines won't listen to you in the least as well people won't buy products.

Chapter 6:

Don't Get Hung Up On Motivation

Synopsis

Motivation is not all it takes.

Keep Motivation In Perspective

Motivation is among the biggest lies in internet marketing and most individuals, including their mentors don't recognize that motivation, in and of itself isn't enough to help you to succeed in a small business.

They say that you don't have enough 'belief'. Other people may say that you don't want success bad enough. But actually, we all suspect, deep down in our hearts that the 'system' actually isn't working!

Do you prefer to recognize why? It's because individuals who are motivated to succeed but don't have a proper marketing system are going to face a lot of defeat eventually.

If you're driving a car, you need gas, not motivation or hope. You are able to be motivated about getting someplace, but without gas, your car will stop sooner or later!

Similarly, even if you have all the gas in the world for your car but you don't have a roadmap, you'll find yourself lost, never really getting anyplace... but as you're so motivated, you probably don't care if you're not getting where you need to be going!

It's time to cut the crap and examine the truth behind network marketing. After what we've ascertained in the chapters above, we recognize for a fact that you have to get leads, nurture your cash flow, and deliver the right offer to the right individuals and center on building an automatic marketing funnel to get the finest results in your internet marketing business.

At the end of the day, you require more than simply motivation to succeed. You need to comprehend that making revenue in internet marketing requires a solid blueprint and some good tools.

Nothing goes on by chance and success is always a well designed, well executed process that doesn't materialize overnight. (Leaders with the largest networks don't sponsor the heavy hitters or the best leaders by chance, there's forever a lot of background work going on that you can't see so it's all about how hard and how smart you work...)

As well, one needs to learn how to help others along the way which will eventually help them in the long run.

Chapter 7:

The Importance of Duplication

Synopsis

You and others must be able to repeat your results for the best results.

People Want You To Show Them The Way

If by absolute determination you negotiate the cold call your way to success, bite the bullet and swallow all the abrasive rejection of strangers and knocking on 1000 doors to sell your products for money, then you have my wonderment.

The only sorry part about using old school network marketing method is this - you might have iron bowels of steel, but I can bet you that the absolute majority of downlines in your network won't be able to follow you down the long and narrow road.

Plainly put:

If you don't have a duplicable system that's simple enough for your downlines to follow, you'll be a lone ranger. It's human nature to throw in the towel easily... only a select few will prevail above all odds and fight for success, but in network marketing, you'll never survive all alone.

You MUST assist others like you succeed also!

But how is it imaginable? You don't require your people to sit down and make a hundred cold calls every single day, do you?

The truth is - your downlines can't be like you all the time. They might talk like you, but there's no way that they can replicate the charisma, the assurance or even the style that you use to 'close' your prospects! (If you are a CEO of a big corporation, you can't ask your 18 year old downline to walk and talk like you in front of his prospects, right?) .

Your downlines, regardless how hardworking they are, could not even have the contacts like you and they'll struggle to build their contacts as well!

All the same, there is a way to duplicate the lead generation process and it's simple enough to reduplicate and get reproducible results day in and day out.

Once again, it requires you to venture on the net and build a suitable marketing system with automated features. The beneficial news is, 'robots' are more predictable compared to human beings.

If the people you are trying to teach are shy or introvert, going on the net to build your internet marketing business may be the true key towards unlocking the enigmas behind how internet marketing works!

Chapter 8:

You Must Grow

Synopsis

Never moving on to bigger and better things is a pitfall.

Being Stagnate Doesn't Help Anything

There's much talk about growth in internet marketing and the growth income potential that exists out there on the 'net'. However, there's a major problem that there is a shortage of knowledge and more significantly a lack of learning skills.

Internet Marketing is comprised of 3 main parts Products - Affiliates - Consumers.

The marketing professional the Affiliate, is in short supply. The attrition rate is high and the habitual lack of resources, funding and the specialized selling skills are not easily developed. Internet Marketing is recognized as a strength in the economy and demonstrating of growing success in the wealth acquisition of the many people.

But, you must unceasingly grow yourself and expand your mind. Learning is crucial. If you don't you'll be stuck with the same skills and thoughts and you'll never even notice when you're bogged down in complacency and routine.

The current economic downswing is majorly responsible for the shift in numbers of individuals to internet marketing who are in all probability poorly equipped with the essential skills to compete in the very competitive market of the net.

It's noticed that new draftees are able to join as affiliates and get minimal practical help and the forums are posted with people pleading for HELP! Deficiency of financing is always a danger and this in its self is difficult to handle with the pressure of marketing.

A 'show me what to do" plea doesn't cut it. One has to swallow a lot of 'learn to earn' advice. Probably the advice is meant well but the adviser is also in need of help. So the dance carries on.

The bottom line is... that in order to be successful in internet marketing today, it is up to you to go after and learn all the new skills you are able to. It is up to you to become an expert in your field so that you are able to assist others along the

same path. Seek out those in your field who have a demonstrated success. As well, seek out new innovative techniques and tools.

Staying ahead of the knowledge game will ensure that you and your business never become stagnate.

Chapter 9:

Procrastinating

Synopsis

It's important to not put off til tomorrow what you can do today.

Procrastination Will Put You Behind the Game!

Putting things off is a killer, particularly where marketing is concerned. You require a plan and a time management system in place. Prioritize your jobs and keep lists of everything that needs doing. And no matter how much you don't feel like doing something just get it out of the way and NEVER leave it until the next day!

Procrastination is a very severe issue and it can keep us from reaching the success we want.

If you procrastinate you can probably give me or show me a large list of duties that you have not gotten around to getting taken care of, or at the very least you didn't get them looked after until last minute, in which the harm is more likely already done.

Although procrastination may seem to be a easy concept and even innocuous, it can really result in some grievous issues. So even though we generally just laugh it off and make it a joke...when the success level you want isn't being reached it's no longer a laughing matter.

I actually believe that periodic procrastination is to be anticipated in life all the same, when it gets to the point of your life coming to a halt and your goals are not being achieved, then it's time to take a serious look into the state of affairs and work out how to get matters moving along.

We all bear our own personal reasons why we decide to not take care of our obligations. For a few of us it may be the one thing that I see a good deal with new individuals that are trying to get moving online, and that is...Not setting suitable goals.

The tasks and the goals we have set in place might seem to be too hard and the old comfort zone I remind you of frequently gets in our way once more. We decide the pain of getting these apparently difficult tasks accomplished will be worse than the pain we're living in right now.

Most of us determine a goal similar to the following... I'm going to start bringing in 3-5 thousand dollars a month and eliminate my boss.

Hey that sounds cracking but the only trouble with this sort of goal setting is that you have no action steps set into place as to how you're going to get to the sought after goal you just set. The way I see it, you essentially just spoke out or wrote down a dream that you have. You didn't set a goal. Goals are action steps that lead you to the sought after end result.

Goal setting is something that a lot of new entrepreneurs seem to battle with . You genuinely need to comprehend just what procrastination is and how dangerous of an issue it may be for you, why your life is suffering from making these choices? Or should I say NOT making these selections.

You may not be faced with grievous decisions right now in your life, but I can pretty much guarantee that there's something in your life right now that you want to change for the better. There's also a high chance that you can make these changes if you could just end procrastination.

If you truly are looking to make money online , may I advise that it's time that you alter some of your habits, and live the life you deserve.

Chapter 10:

How To Avoid The Pitfalls

Synopsis

Let's take a look at some ways to avoid all these pitfalls.

Tips On Avoiding The Mess

If you would like to avoid all the disgraceful pitfalls of the 97% of network marketing reps who fail to break even or sponsor a rep to save their lives, then this could be one of the most crucial lessons you'll ever learn...

Warding off the 7 pitfalls requires you to:

- (1) Build iron-clad credibility for yourself
- (2) Produce a marketing system for your marketing business on the net
- (3) Render targeted leads and prospects
- (4) Monetize your leads and generate cash flow for your business
- (5) Establish a solid relationship with your leads
- (6) Deliver the right offer once they've warmed up to you and you've established the rapport
- (7) Duplicate this entire system flawlessly and help others along the way

Here's how you are able to achieve the tips above:

You must center on building your credibility 1st. There's a way to achieve this even if you're brand spanking new in marketing... it's by putting out your very own books.

You see, in internet marketing, individuals always distribute books written by other people.

When somebody reads a book, it produces a strong bond between the reader and the author and it even builds split second credibility! As a matter of fact, when you have your own book, rather than distributing books by other writers, your downlines can distribute YOUR book, in effect building YOUR internet marketing business and building YOUR name at the same time (rather than another famous writer...)

The Internet is the complete medium to circulate your book.

In digital format, individuals can download your book with no duplication cost (no stocking, no paper involved - just a PDF file!)

100s, even 1000s of individuals can download your book and know who you are! As a matter of fact, the Internet also happens to be the place where you are able to get endless leads for your business! You are able to get an endless source of traffic from the search engines, blogs, forums, Facebook, MySpace and many other popular sites - we're talking about 1000000s of visitors online.

So does it add up to position your business on the net where individuals can find you? Naturally!

“On the other hand, not everybody can compose their own book, right?”

Yea, I understand that not everybody is gifted with the ability to write like a J.K. Rowling or a Stephen King. And ghostwriters are not cheap today. Is there a different way to get your own book? Naturally - it's called Private Label Rights (PLR)!

Once you have assembled a strong relationship with your clients, they'll purchase your offers immediately. And best of all, you are able to duplicate this entire system flawlessly and help others achieve success.

Wrapping Up

Well, we have just taken a look at the probable internet marketing pitfalls. I can assure you that if you were to avoid all these ignominious pitfalls; you'll take a large step towards getting success in internet marketing.

Take heed and learn all you can and help others achieve success along the way.

All the Best to You!!!