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Introduction

Though the Internet is considered to be a virtual place – where customers cannot see the sellers and vice-versa – the personalities of both of them are very much significant to the other.

If you aspire to become a successful Internet marketer, you need to have a personality that comes across as affable and supportive to your potential customers. This is what induces them to deal with you.

The best part is that the design of the Internet today is such that it is very much possible to project such a personality.

Here is how you can do that – build your personality to build your business.

Chapter 1:

The Community Approach of Today's Internet Marketing World

Summary

The Internet is a community – a giant community. Everyone fends for the other here. Your personality needs to show that you will stand for someone in need, whether it is a business partner or a customer.

The Community Approach of Today's Internet Marketing World

Apprehension is rife in the Internet marketing world since ever. Since the people who deal with each other don't usually see each other, it is only understandable why people are so skeptical about dealing on the Internet. This is actually one of the first major stumbling blocks that an Internet marketer faces. He or she needs to break through in this world by gaining trust and confidence of the market that they are intending to deal with. And how does that happen? Well, one of the ways to do that is to build one's personality.

An online personality is much different from a personality in the physical world. In the real world (actually, we shouldn't use the term 'real world' because even the Internet world is as real as it can be – so, we use 'physical world' then), your personality is adjudged by what you 'look like' whereas in the Internet world, your personality is adjudged by what you do. On the Internet, you have more liberties to promote your personality. It is because what you say or write here is what really matters. People cannot be judgmental about you before you do something because they don't see you.

It is what you write in a blog, or what you write in the resource box below an article, or what you comment on a social networking site that tells about your personality. And since you can control these things, you can control the way your personality is projected on the Internet.

What is really important here is the community approach that the Internet has. In fact, this approach is so profound that the Internet gurus are forced to call the Internet world of today as Web 2.0. This is where people are interacting with each other rather than just getting information. They are asking each other about the products that they use, they are reading the reviews that other people have

posted, they are commenting on the products of other people and so on. This is what tells them what they should do.

Things like blogs, websites, social networking sites, video and photo sites and such are vastly helping them reach out and help other people.

You can actually gain from this. You only have to impress a few people within the niche. Viral marketing is going quite strong in the age of Web 2.0. If there are a few people who are impressed by you and your business, they are likely to speak out to other people too. Naturally, your personality reaches out to many more people who you never expect to know. Here, we shall see where you can use this mentality of Internet users to your own advantage, and in developing your own effective online personality.

Chapter 2:

Developing the Trust with Social Networking Methods

Summary

Social networking is something everybody is involved in today, right from sixth graders to sexagenarians and then some more! As an Internet marketer, this is a veritable tool for you to hone your personality and make people understand what you are made of.

Developing the Trust with Social Networking Methods

Have you been poked recently? Have you got a tweet? Did someone scrap you? Has someone been following you? Or did someone send you a shoutout? Don't worry. We are not going to get violent here. These are all terms that are used on various social networking sites today. These terms simply mean that someone is interested in you and wants to communicate with you. With this kind of lingo, you can easily get a whiff of the fun atmosphere that must prevail on these social networking sites. For an Internet marketer, it could be a great idea to make the best use of this fun-loving community mentality (and, sometimes, herd mentality) that exists on social networking sites.

The following are some of the most popular social networking sites on which you must have accounts pronto.

- ✓ Facebook (<http://www.facebook.com/>) – This is the world's leading social networking site, and deals with everything, from simple friendships to corporate mergers. The number of users is higher than on any other website. If you want to promote a business, you could directly get at the people you want.
- ✓ Hi5 (<http://www.hi5.com/>) – This follows closely in the heels of Facebook. Good for friends, has a friendly demeanor too, but if you want to promote a business, it isn't bad.
- ✓ Twitter (<http://www.twitter.com/>) – This is a social networking site that is custom-made for business professionals. Tell people what you are doing at the moment and get them to follow you. You follow others too, and soon a community is built up.

In some way or the other, all social networking sites allow you to build communities. People are asked to become members and write about their interests and hobbies in their profiles. Now, these automatically become searchable keywords. If you are running a business about crocheting, simply type 'crocheting' in the search bar and you will get a whole list of people who are interested in crocheting. Invite them to your community. Discuss crocheting and make them realize that you know the game. When you recommend a product to

them after gaining their trust, it is quite likely that they will go ahead and purchase your stuff.

You have to be active on these social networking sites. You can mention that you are here for business, many people are anyway. Then speak about what you do, inform people, give them reviews and they will be hooked.

Considering that social networking sites are used by almost everyone today, it is not difficult to see why you can build people's trust amazingly well here.

Chapter 3:

Developing the Trust with JV Partners

Summary

Joint venturing has been the Internet buzzword for a while now. When you cannot do things alone, you do it through a JV. In any case, going ahead in a JV collaboration is much simpler and easier than doing things alone.

Developing the Trust with JV Partners

In the physical world, a joint venture means a venture in which someone finances and someone executes. You don't have the finance for starting your own entrepreneurial enterprise; you do it through a JV. But in the Internet marketing world, a joint venture is any business collaboration where people are helping out each other. It could be a collaboration of a team of Internet marketers that are promoting each other's products on their websites.

Today, there are various places on the Internet where joint ventures can hobnob with each other and find out who is most suitable for them to collaborate with. You will find many people on the social networking sites mentioned in the previous chapter. Visiting blogs and forums can help you discover important people too.

But, the main thing is to stay in the good books of your joint venture partners. This is a finicky lot. They will not want to collaborate with just about anyone for the heck of it. Just as you are looking for profits, they are too. Hence, you need to put in some efforts in making your joint venture partners stay with you. Once you have built a business with their support, you won't want them to take their collaboration away.

Once again, we come to the same aspect. You need to build trust with your joint venture partners. This is what ensures you stay in their good books.

And how do you go about it? It is simple actually. You have to provide your JV partners the same things that you expect of them. You expect them to have a list for you that can benefit you; give them the same. You want them to share their products with you; you do the same. You need them to help them out with their knowledge; do the same for them. You expect them to write on your blogs; you have to do the same for them too.

Remember that though JV folk will take their business away at the drop of a hat, they also want to stay because this is the way they build their business. But they want to stay with the right people. Developing your personality assuring them

that you will be useful for them is the way you build their trust and make them stay with you.

Chapter 4:

Giving Your Subscribers Confidence in Your Products

Summary

When someone buys something from you, that's not the end of the story. You have to make sure they continue liking you, even after the purchase.

Giving Your Subscribers Confidence in Your Products

Most Internet marketers go out all the way trying to please people to subscribe on their websites. They leave no stone unturned till they subscribe. They blog for them, they send them informative emails; they write articles particularly geared for their niche, etc. But what happens when they subscribe? Unfortunately, a lot of Internet marketers think that the story ends there. They think that if they have got a subscription, it will be there indefinitely. This is the most lethal mistake that Internet marketers do.

There are three main reasons why this could be professional hara-kiri on the Internet. One, a subscriber can withdraw the subscription anytime. Two, the subscriber will not come back for more products from you. Three, the subscriber is likely to shout from the online rooftops about the shoddy nature of your product or your service.

You don't want that to happen, do you?

That is the reason you have to be particular about your product. It is not enough if you have a dazzling sales page. It is not enough if you got an article written from the top brass in the industry. What the customer really expects is that the quality continues after they have subscribed. You have to ensure this.

That means, you have to be as prompt with your services as you were before they subscribed. You have to give them products that are right in the league of what you promised on the sales page. If you promise them that your product has a particular feature, make sure it has it and that the feature works.

You have to be very scared of viral marketing here. If your product is not worth what it claims to be, people are doing to speak unfavorably about it to all and sundry. They are going to let the world know about the shortcomings in your product. If that happens, you are effectively burning all bridges that lead potential people to your product.

Consistent quality keeps consistent customers. The Internet world is very fickle. It is full of competition. At the slightest laxity on your part, the person is sure to take their subscription elsewhere.

Chapter 5:

Creating Win-Win Situations and Partnerships

Summary

The Internet is the best example of win-win situations. There are so many ways you can forge these relationships. Let us take a look at a few.

Creating Win-Win Situations and Partnerships

Blogging is probably the most popular win-win situation that people know about. Everyone has a blog nowadays, and most people know how blogs can help each other. There is a close-knit community in the blogging world, which is called the blogosphere. In fact, the blogosphere is the best example where everyone is winning and no one is losing.

Consider that you have a blog about cooking. You have a product that you are promoting too, which is a recipe booklet. Now, your blog can only get so many readers. But, consider the case where you go and blog on other similar blogs. Blogs are open to all and you can do that – you can even put your business link in the comment you make. What will happen? In all likelihood, that blogger will visit your blog and comment on yours too. This is a win-win situation for both you bloggers because you have shared traffic with each other. You have easily doubled your prospects.

The same happens when you offer a discount to your customers. You may knock off half the price of your product, but that helps. It will immediately increase your sales. But there is a better benefit – When you are selling products for a reduced price, there will be more people virally marketing the product for you out there. You gain more popularity, and hence make more sales. Hence, this is a win-win situation too.

We have already discussed how JV ventures are win-win situations. Even if you get resell rights on a product, it is a win-win collaboration. You are giving someone money for their product – and they need the direct money – and you are getting a product to market.

If you think about it, any buyer-seller relationship is a win-win situation if the product is good. The buyer gets the product and the seller gets the money.

But, there is a catch and we mentioned that already. The product has to be good. Your service has to be something that people will like. This is the way you are building that all-important trust. Only when you take care of what you give do

you ensure that it will be a winning situation for the other person too. And, only if one win-win situation is realized can another win-win situation ever happen.

So, as in everything else, it all boils down to trust. Which comes from your personality. Which you can improve upon. If you don't do that, your Internet marketing business will be dead sooner than you think.

Chapter 6:

The Right Mentality when It Comes to Marketing

Summary

Yes, marketing needs a mindset – a different mindset. Here is what you must cultivate.

The Right Mentality when It Comes to Marketing

Have you ever given it a thought why some marketers have a bad name? There are a lot of instances when people would say, “Ah, forget him, he is just pushing his wares.” There are situations where people blankly ignore marketers. It makes you feel ostracized, doesn’t it? After all, all you are doing is earning a living.

But the reason why people have this impression about marketers is not completely unjustified either. Marketers are too pushy. But when it comes to the real goods, when they have got their subscribers or customers or whatever it is they are after, they forget all of that. They are not least concerned about the quality of the product they give to their people. And the word gets around. It doesn’t take time for a bad comment to go round the world. The marketer ends up with a bad name, adding to the general vibe that people have about marketers.

Now consider a good product. Think about any good product you ever purchased, online or offline. Do you think about it the same way? If you are really pleased with that product, you will actually want to know more about that company. You will be eager to know what they will bring out next. You will not brush that aside.

The crux is this – If your product is great, people won’t think you are nauseating! They will actually want to speak with you, learn about your products and your business and even become your customers over and over again.

There is a particular mindset when it comes to business marketing, online or offline. And that is, you have to think about the value of the product you give to your people first. First think whether the product you are giving is really good or not. Think about the money aspect afterward. If your product is indeed good, no one can stop the money from coming in.

The best way to do this is to think whether you would want to buy your own product. Would you buy it for the money stated and still think it’s a good buy? This is a good judging factor to decide the merit of your product. If you think it is a good buy for the money, your customer thinks so and they will not mind buying more from your oeuvre.

Your mindset is most important. Endeavor to give quality. If it takes you additional investment to build a better product, invest it. It will all come back to you. If you skimp on these essential things, your product will be half-baked and you will lose whatever trust you have gained in your buyer market.

You don't want that. No one wants that.

Chapter 7:

Ethical Selling

Summary

Ethics are highly important in the Internet marketing world. Here are the ethics that you should know and practice.

Ethical Selling

Simply put, ethical selling means selling with righteous principles. You are selling in such a way that no one is at a loss. Though the customer pays you, you make sure that they don't pay anything more than your product is worth. You don't overcharge. You deliver everything that they have hoped for. When you have all these principles pat down, you are an ethical seller.

But you need to promote your product, don't you? Selling blatantly would do you no good, but there are several soft-sell ways in which you can promote your product and don't seem too pushy too. The first important concepts that come to mind are up-selling and down-selling products. Let us see what these mean. They definitely fall within the realm of ethical selling.

Up-selling

Up-selling is when you go to buy a product and the seller tells you to go for an upgrade or go for an additional product that would complement what you are already purchasing. Like, if someone is buying a software application, you could ask them to also download an eBook that's a tutorial on how to use the product.

Now, why is this ethical selling? It is, because the person who bought the software might actually be confused about using it or may not be able to realize its full potential. The eBook might actually be very useful to the customer. You could apply this situation to other scenarios and see. In a movie hall, when you go for popcorn, they ask you to buy a Coke at a discount. This is up-selling but it does work in your favor. You would probably have bought the Coke anyway later but at a higher price.

When you up-sell anything to a customer, make sure that you are up-selling something that adds to the value of what they are already purchasing. This keeps it within the domain of ethical selling.

Down-selling

Down-selling is trying to sell something to a person who is just about to leave. It happens in the physical world. You start to move out of a shop and the storekeeper tells you that he will knock something off the price. In the Internet world, when you try to leave certain websites, a popup suddenly appears that tells you they are ready to give you the product at a reduced price.

It is difficult to talk about down-selling with the same ethical flair that we use for up-selling. But it can be ethical too. An indecisive person might get a product for a reduced price which they might have come back later to buy at a higher price. Also, if the person is not clear about the product, they might be missing out on something that's actually useful to them. Down-selling ensures that they buy the product that will be of some value to them.

Chapter 8:

Important Elements in Personal Coaching

Summary

Here is how you can train yourself to be a great personality on the Internet.

Important Elements in Personal Coaching

First and foremost, where and how do you train yourself? One of the best ways is through reading. Read about the biographies of successful Internet marketers and you will know how they have conducted their business. You will understand a lot of things about their personalities and what made them reach the level they did. Look for 'top 10 Internet marketing gurus' on Google and you will get a list of names that are rocking the Internet marketing boat today.

But the biggest source of education for you should come from your experiences. If you have been here for a while, you will know what works and what doesn't. You will understand what gives you a good review and what is liable to give you a bad one. Improve on your mistakes and focus on the positives. If you get good testimonials, use them. Use them on your sales page and wherever else you can. It helps. On the Internet, people judge you according to what you show them. If you show them more of the good things, you are automatically "developing" your online personality.

Coach yourself from the social networking sites. This is where you are directly interacting with people. You are beginning to understand what they are looking for. People are making some immediate impressions about you.

The same can be said about blogging. As you blog more and more, you build people's trust in you. Your business begins looking more credible.

If you associate yourself with other successful people, like your JV partners, you are automatically improving your personality. Their success rubs off on you too.

All these things are instrumental in shaping your personality for the better. When you are on the Internet, your personality is largely decided by your actions. Take every step with care, even making an account on a particular site with the name you use for your business. People are going to judge you on the basis of the sites you visit and the people you associate yourself with.

Be careful about how you conduct yourself and you will find that you do really well in the Internet marketing world.

Chapter 9:

Never Giving Up; No Matter What

Summary

Being relentless is one of the biggest assets of a successful Internet marketer.

Never Giving Up; No Matter What

The various advertisements, sales pages and the like must have given you an impression that Internet marketing is an easy business. You must be thinking that it is very easy to be part of this world and that the gains will come to you immediately. However, that might not happen. You may have to slog it out. Most people have had to, anyway. The fruits at the end of the day are very sweet, but the day is full of labor.

Only people with an unstoppable mentality do well here. If you give up after your first failed sale, you are never going to make it. When you begin, you have to keep in mind that the person you are dealing with is totally unknown to you. This person has to have full faith in you or your product to do business with you. This is not going to happen overnight. You have to be prepared for a lot of apprehension, a lot of emails back and forth probably and several other such things before you can build up that trust.

And you have to look at the larger picture too. All the strategies you use won't work right away. You might use social networking like you have never done before, but that might not bring the business to you right away. So, what do you do? You try other methods. Social networking will work too, but probably it will take time. But, that doesn't mean that you give up all hope and all the various methods you have.

The bottom line is that you should never stop yourself. Failure can come even ten years down the line, even though the first nine years have been highly successful. Ups and downs will happen, but where do they not? You have to be ready to surge on and scout for your success.

That unstoppable quality will be the most impressive aspect of your personality.

Chapter 10:

Summary of the Qualities a Popular Internet Marketer Must Have

Summary

Let us now summarize a few of the qualities that an Internet marketer must have to become popular in their domain.

Summary of the Qualities that a Popular Internet Marketer Must Have

It is beyond question how your personality influences your Internet marketing business. You have to make sure you have the qualities required to impress your clientele and your business partners. Here we make a list of the qualities that you need to possess.

Honesty

This leads the pack. If you are honest about your product, people are going to like you. You have to be honest also about your claims in your advertisement. It is essential that you deliver what you promise. When you do that, people are going to keep you in their good books. They will buy more from you.

Frankness

If your product doesn't do something, you should be upright about it. Tell them that your product cannot do that particular thing. It is better to do that than to build expectations and then burst them like a bubble.

Teamwork

The Internet works like a team. You cannot be a single Internet marketer and survive. You will need people in your team. Collaborate with JV partners, communicate with your clients, promote to your niche market. Do these efforts because if you need to succeed in Internet marketing, you have to do it as a team.

Cooperation

Create win-win situations for everyone. Give and take. On the Internet, either everyone prospers or everyone perishes. There are no individual successes.

Unstoppable Attitude

Don't let anyone talk you out of something. If something hasn't work, question why it hasn't. Try to change your approaches. You will soon find something that works for you.

Knowledge

Always be a student here. Keep learning. Learn new tactics and use them. People like those who keep with the times.

Conclusion

A lot about Internet marketing depends on the way you conduct it. Your personal nature influences a significant part of your business.

You have here everything you need to build that magnetic personality.

To your Success!!!