



## 8 Common Bum Marketing Mistakes, and How To Avoid Them

**BY**

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Hi,

My name is Arindam Chakraborty but you can also call me a 'nuttie' guru ☺. I have been bum marketing since 2006 (at that time, the word 'bum marketing' itself was not coined) and in the course of my journey, I have gained many experiences, some good and some not so good, and I have made many mistakes as well. In this short report, I will share with you the eight most common mistakes that most common mistakes that bum marketers make. Most of these mistakes are rather silly and you can avoid them just by applying a little commonsense and thinking out of the box. Even if one bum marketer mends his ways after reading this report, I would say that writing this report has been a profitable time investment for me.

I value your time as much as mine. So, without getting into any fluff, let's jump headlong into the deep sea of bum marketing (and I can guarantee that you will enjoy the swim too ☺).

## **1. Relying Only On Clickbank For Bread and Butter**

Perhaps one of the biggest mistakes that most, if not all bum marketers make is that of relying only on Clickbank for their bread and butter. This is fine in theory because Clickbank pays out lucrative commissions on most products. But if you really want to make serious, long term income, then you need to think beyond lucrative commissions. Here is why relying solely on Clickbank is a mistake:

Clickbank is just another website. There is no guarantee that it will always be uptime 24/7. Here is what happens if you rely only on Clickbank for your entire income: if at one point of time, Clickbank's server goes down, you won't earn a penny until their server is restored back to normal (and such a thing has even happened in the past). But of course, that is not the only reason why I am asking you to diversify.

The fact remains that while Clickbank products pay out lucrative commissions, it doesn't have the best products for all niches. In fact, in some niches, merchants sell nothing other than crap in Clickbank. Funny thing is that you won't be able to differentiate between a genuine merchant and a fly-by-night scamster. Because even a scamster will come up with good looking graphics and throw in some head-turning copywriting juice in the same way that a genuine marketer would.

However if you want to stand above the crowd, you need to deliver the best products of your niche to your visitors. If you recommend crap on your site, even if unintentionally, visitors will come at first for sure, but they won't come back to your site for a second time. In a sense, you have lost repeat visitors, something that is very important for the growth and survival of a business.

Another thing you need to keep in mind is that while Clickbank is famous for its huge marketplace containing ebooks (it has some softwares and videos too, but ebooks outnumber everything else), not every person is looking for an ebook as his solution. A good example would be that of a person who is suffering from severe headache or migraine pain. Just ask yourself: if you were the one suffering from headache, would you buy an ebook containing tips and advice on how to cure headache, or would you rather run for your local chemist's shop and get some quick fix, 'instant solution' pills that will give you a quick relief? I don't know about you but I would go for the latter.

So, if you recommend an ebook to a headache sufferer, you are going for a lost cause.

The biggest secret of bum marketing is to find your target audience, learn about their needs and wants, and feed them the type of food they would want to eat. Sell shovel to a collegiate, and you will perhaps get slapped. Sell the same thing to a gold digger, and you will get paid handsomely ☺.

Now don't get me wrong here. I don't want to make life tougher for you. In fact, the way my [Nuttiebums bum marketing method](#) works, picking up the right products for your target market should come easy to you!

And if you think that you cannot find profitable products outside Clickbank, you seriously need to read my [Nuttiebums bum marketing report](#).

## **2. Selling Just One-Off Products and Not Making A Lifetime Income**

If you are like me, you will soon get tired of the continuous task of researching new niches as well as writing and submitting articles. But you also have no other way. You are selling products that pay you a one-off commission so for your regular monthly expenses, you need to ensure that you get continuous traffic to your sites, and bum marketing seems to be the only way out! But wait! If you want to live happier and work smarter, here is one way out.

Why not promote programs that pay you over and over again for a one-time work? I am talking of membership sites. Along with regular products, you should also make it a point to promote niche membership sites. These sites give you a residual income month after month, without any hard work on your part. You just refer your visitor once and get paid over and over again! So, even if a day comes when you are not feeling like writing articles, you can be rest assured that you would earn a decent income every month, completely on autopilot, since you have referred customers to certain membership sites. If you really want to have a stable and certain income then membership sites are the way to go!

These membership sites pay you anything between 20% to 30% as commissions, a much lower rate than most of Clickbank's products. Don't be fooled by the low rate of commissions, though. Remember that you will be earning that same amount of **money month after month, year after year**. Compare this to the Clickbank products where you get paid just once for all your hard work, and if you want to earn more, you'd have to repeat all the grunt work. To me this is just sickening!

### 3. Creating Free Content For Someone Else

You may not have realized it, but the way [Travis Sago](#), the bum marketing guru, teaches the method in his free course, you are basically creating assets for someone else rather than yourself. Don't believe me on this. Check it for yourself:

A) You are submitting content to ezinearticles.com: I have nothing against ezinearticles.com. They are one of the best article directories I have ever seen. But I don't rely on them and more importantly, I don't create content *only* for them. If you are writing articles solely for submitting them to ezinearticles.com, and adding nothing to your website or blog, you are basically building creating free content for someone else. You are doing NOTHING for your own website. The fallout of this mistake is that one day you will see that your website has got sandboxed in Google. Ask those whose websites got sandboxed; it is a pain in the a\*\* to get any website out of that sandbox, if not impossible. Now, if you want to save your site or blog from getting sandboxed, add some content on your site as well!.

B) A similar mistake made by bum marketers is using a free blogger.com or wordpress.com blog as your money platform. Once again, you have no right over your blogger blog; you only have right over the content you have created yourself. You cannot call your blogger blog an asset even if it is a PR4 blog. Why? Because you cannot sell it. An asset is something that can be sold. I am not saying that you should build businesses only to sell them later, but I rarely build any business without thinking about an exit strategy. If there comes a time when I no longer want to be tied down to a site, either because it no longer interests me or that it is no longer profitable, I can always sell it for a few thousand dollars. I cannot do this with my blogger blog.

So, when I am posting content on my blogger blog, I am basically creating content for someone else => blogger (that is Google). They are getting all the good content for free while I am getting NOTHING in return. In contrast, if this blog was hosted on my own server, I could have done anything with it. I could have sold it, or have given lifetime access to a privileged few for a fee, or allow others to post content on my blog for a fee, etc (**Note:** theoretically, you can sell lifetime access even to your blogger blog; I am not sure if it is against their TOS, but from another point of view, if the blog ever gets deleted, be ready to face the music from your customer ☺).



Another reason why you should not be using free blogging platforms such as blogger or wordpress.com is that they are not very reliable. I have heard stories of numerous blogs of affiliates getting deleted and all the content gone without a trace. Of course, your blog won't be deleted until you start spamming, but there is always a fine line between **spam** and **making money**. What may be a way to monetize one's blog can be seen by someone else as spam. Going by this guideline, if you post affiliate ads or affiliate links on your blog, you MAY be termed as a spammer. I am NOT exaggerating! Read below.

I had one such experience with a wordpress.com blog. I basically posted nothing but good content on it, and just one affiliate link, and the administrator of the site emailed me saying that my blog is "crossing limits" and it would have to be deleted if it continues this way. That was more than a threat to me and that is when I decided to shift base to my own server.

Listen guys, if you are looking to build a business and make long term income from it month after month, year after year, then you need to invest in a good domain name, a professional hosting account and an autoresponder. If you cannot afford to spend 30 bucks per month for your business then you better quit it now and find yourself a regular job; because sooner or later, you will get a lot frustrated. Gurus may sell you hopes of making money for free, but it doesn't happen that way my friend. You cannot make something with nothing. Today, if you had a brick and mortar store, you had to pay for rent, power bills, and all that, right? Think of your online business as a brick and mortar business. Understand that investing in it will pay off rich dividends in future. Don't buy coaching programs which promise that you can get the entire world's wealth for free. They are just looking to screw you and once they are successful at that, they will just kick you out!

## 4. Selling Someone Else's Product

Would you like the prospect of working for someone else all your life- one who makes most of the profits out of your efforts yet pays you a paltry wage? If yes, then why don't you find yourself a regular job?

Now, if your answer to this question is no, think for a moment: aren't you doing the same thing by selling someone else's product instead of your own? What you are doing is writing all the content, doing all the keyword research, and sending traffic to the merchant's sales page. You are making a one-off commission out of that one sale and that is the end of it! The merchant gets the customers in his mailing list and makes backend sales for which you don't get any credit. Sure, you can make the prospect opt in to your list before sending him to the sales page, but what will you sell to this prospect? Someone else's product?

Even if the prospect initially opts in to your list, he is not going to be there for long. As soon as he buys your affiliate product, he will get into the merchant's customer list, and will forget about you. You may try to sell him your 'related' products, but by this time the merchant has gained the trust and credibility of the prospect, while you have become a forgotten hero. ☹

Keep in mind this simple principle: an affiliate, however good he is, cannot command the same respect from a prospect that a merchant can. Why? Because the merchant has created a solution for the prospect and in this way, he has proved himself to be an expert in that niche. It is simple truth: unless you have your own product in your niche, you won't make any real money. And for your information, list building is not profitable for every niche; in some niches, it is a total waste of time and resources.

Once you have your own product, you can make 100% off of every sale. Not only that, you also get all the customers on your list. This list is pure gold. They have already displayed their trust in you by buying your product once, and you can make repeated backend offers to this list. In other words, your list is an asset, a ready made cash machine that you can use anytime you want.

Now don't misunderstand me. I am not stupid enough to believe that every starter or newbie can launch his/her own product. It is just not possible, because when you are starting a business, you may not have all the resources you need to launch your own product. So, initially, you will need to promote affiliate products. But once you wet your feet in bum marketing, it is time to stop and draw the line. It is time to use the bum marketing method to your advantage and become a smart bum by selling your own products and services.

I don't know about you, but I personally hate the idea of continuously having to scour for new niches and hunt for new profitable keywords everyday, unless I have an interest in that niche and want to build a business around it. I can research niches and write articles for some months, or at most, one year, but after that, it becomes even more boring than a regular day J.O.B. It reminds me of my college days when I wouldn't attend my college most of the time just so that I could save myself from the pain of listening to boring lectures. Yeah, academically, I was never studious, but that is another story ☺ .

## 5. Creating Sloppy Resource Boxes

This is one of the most stupid mistakes that I see bum marketers making every now and then - that of selling *themselves* in the article resource box instead of their *products/solutions*, and the situation hasn't changed much since I started bum marketing a year ago. And I am not just talking about the newbies; even people who call themselves 'experts' make the same mistakes everyday, and never learn from it! Listen, right from the time the visitor drops to read your article, to the time he reaches your resource box, he is NOT thinking about you; he is thinking about HIMSELF. Human nature is generally selfish by nature, and the sooner you understand this truth, the better for you. So, when you create your article resource box, don't sell yourself, or how great you are! It is no use displaying your own ego in your resource box; it is no use selling yourself in the resource box. Instead, sell the solution, or remedy in your resource box, and I bet you will get a much higher click-through rate than otherwise.

## 6. Losing Big Bucks On Adwords

So many Adwords gurus sell you their 'biggest Adwords secret (s)'. Let me tell you one secret for free: give Adwords the right content, and it will love you. By right content, I don't mean super-duper, Booker prize winning content. Your content just needs to be relevant and targeted to the keywords you are using in your Adwords campaign, and you will never get slapped by Google. Give Adwords the right landing for the right keyword. Think about it: if you were a searcher today, and if you were searching for a solution for a headache, won't you get pissed off if you find a site on weight loss coming up at the top, something you hadn't even expected in your wildest dreams? Create your content by putting yourself in your prospect's shoes, and you will never lose money.

Of course, like everything else, there is an art of creating an Adwords landing page. Simply putting targeted content on your site won't do; you need a way to feed Google the right content for the right keyword. Needless to say, I discuss some of these techniques in my [Nuttiebums bum marketing report](#). ☺

## 7. Using A 'DEAD' Tool For Market Research

What would you do with a dead man? Would you bury him? Or take him to bed? Then why do most bum marketers use a dead keyword tool like [Overture](#) and shoot themselves in the foot time and again, and why the hell do each and every guru advise newbies to use that outdated and decrepit tool even after Yahoo! officially stopped supporting it (in other words, it is 'almost dead'; in fact, it is rather like a brain-dead patient who is as good as dead) some time ago? So far as I know, Yahoo! aims to scrape off this tool from the face of the web, and replace it with a better tool instead. So far, I don't know what has been Yahoo!'s progress on that front. And honestly, I could care less even if Yahoo decides not to come up with a new keyword tool.

What surprises me even more is that even some Adwords gurus advise newbies to use Overture's keyword tool for their PPC campaigns! What has Yahoo got to do with Google anyway? Why not use Google's own keyword tool instead, which is better and also free?

<https://adwords.google.com/select/KeywordToolExternal>

## 8. Creating Content Sites The Wrong Way

Most bum marketers create content sites in such a way that they can place only one or two types of ads on their sites. Some even use [Wordpress](#) blogs for their purpose. Remember that to make serious money from bum marketing, you need to sell multiple, related products on your site. And while Wordpress is good for what it does, it is not very suitable for bum marketing. This is the reason why I use a special type of content site framework, hand-created by me, for my niche sites, and you bet it has been profitable for me right from Day1. ☺ Members of my [Nuttiebums membership](#) get this content site framework for free.

Okay, so I hope that you enjoyed this report. I cannot claim to be a hotshot, but in this report I have tried to tell from my own bum marketing experience what you should do and what not. Whether or not you want to purchase my [full bum marketing report](#) is up to you, but if you don't, you'd of course be missing out on some of the advanced bum marketing strategies and techniques that I haven't discuss here. Just for example, I will tell you about a lazy way to make money from bum marketing.

If you want details, [click here](#).

Nevertheless, even if you decide not to purchase [the report](#) now, I think you have gotten enough tips in this free report itself to give you a good head start. And of course, you have no reason to complain if in future I decide to increase the price of my [Nuttiebums bum marketing report](#), since I have already given you an opportunity to grab it for cheap! ☺

To your 'Nuttie' Bum Marketing Success  
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