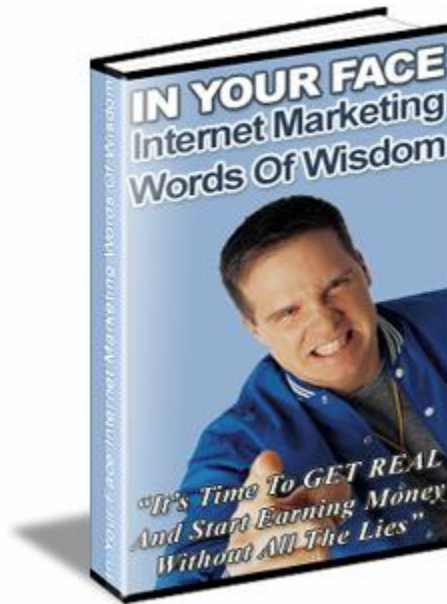


# In Your Face



## Internet Marketing Wisdom

Let me begin by saying congratulations on being a brave soul my "newbie" friend! You have a lot of guts for picking up this ebook. And you have the true spirit of one who is willing to learn the real TRUTH behind Internet Marketing.

What I'm going to tell you within these pages isn't going to be all "lollipops and rainbows". It is going to be cold hard facts that you might not like to hear. Regardless I'm going to tell you anyway because I think it's high time you know the truth and stop wasting your time on a bunch of half-ass products that don't or can't do a thing for you to get you hopping on the fast track to success.

First though, you need to understand that when I say the words "fast track to success" I DO NOT mean you will be making hundreds, thousands, or millions of dollars by tomorrow night. You have just about a good a chance of that happening as winning the lottery.

I told you this wasn't going to be some happy "sugar-coated" fairy land. This is the cold hard world where you see the truth in it everyday for precisely what it is. Good or bad. That's what you're going to see here too.

I hope that by the time you finish this ebook, you will have a clearer understanding of how the Internet Marketing industry works and the things that merit your time within it.

## **1. Don't Believe Everything You Read.**

You're about to learn why this little tid bit of information tops my list of "Don'ts". The internet is a vast, and I do mean vast, source of information plastered all over the place. And the Internet Marketing field is no different. You're likely to see 2,000 products all on the same subject. Each one of the authors claiming that THEIR product is better than all the rest because of X-Y-Z reasons.

Let me explain something to you right now before I continue on. . . .

Internet Marketing is just like a magic trick. Every Internet Marketer that's worth their weight in hundred dollar bills knows that it's all in the presentation. Just like a magician. I mean, if you could sneak backstage and see how the magic is performed, you'd lose interest in the actual trick.

My point is this. . . .

If you knew what these top Internet Marketing pros did to create the "smoke-and-mirror" effects, then the product they were advertising would seem less than amazing.

Now, for your REAL education. Here's some of those "smoke-and-mirror" effects so that you can learn to see past them and use the tricks yourself:

- **Expiring Offers.** Sometimes it's real, sometimes it's bogus. More often than not though, it's bogus. This excludes those offers deemed as firesales. Those really DO have an expiry. Still, it is a sales gimmick to get you to buy now.
- **Limited Introductory Offer.** Usually this is simply a trick to get you motivated to purchase a vendor's product. On occasion, a vendor will raise their prices, but not normally.
- **A Compelling Life Story.** Internet Marketers use this trick to connect to the emotional part of their customers. Most purchases, whether you are aware of it or not are made due to an emotional response triggered by the advertisement presented. Take the subject of money for example. Who doesn't want more of it? Some marketers will lead you to believe that they are living "high on the hog" and have been made multi-millionaires through their efforts of creating and selling information products online. And they are willing to "share these secrets of wealth" with you, for a price. Of course, those searching for easy ways to make more money, or become millionaires themselves will more than happily plop down the bucks.
- **Facts and Figures.** Yes, some sales materials will contain what you are lead to believe are real examples of income earned through the particular program they are trying to peddle. But, with image editing programs such as Adobe Photoshop, anyone can "doctor" up an image that reflects so called "real earnings". Again, some are real, and others are made up to get you hooked enough to close the sale. Notice too that any sales page that contains "actual" facts or earning income figures will also carry disclaimers that "the results represented here are not typical", or some other type of legal material to keep the seller out of "hot water" with people who expect the "moon".

## **2. Don't Believe That You Can Log Onto The Internet And Be A Cash Powerhouse After Putting In 15 Minutes Of Work.**

Simply put. . . .

It Ain't Gonna Happen. Period.

Notice the very last word in the titled reason. WORK. Doing it online is just as time consuming, a pain in the ass, and task oriented as an offline job is. Sometimes it's even more of those aforementioned things!

When you sell something and keep the money for yourself, you are a self employed entrepreneur. You are running a business with you heading up the company. A sole proprietor. That's YOU.

In fact, most Internet Marketers, or those running a small online business wear several different job "hats". Once you've been at it for a while, you will learn this overlooked fact. There's no "magic bullet" or pill that will magically transform you into a multi-million dollar earner overnight. If there was, I would line up to get a few of them myself!

If you're not willing to put forth some effort on your own part, you might as well just quit while you're ahead of the game. It takes a serious commitment on your part if you honestly want to have an online business. It also takes a whole lot of skills you have to learn, and money to invest into your business. Yes. It takes all those things. And if you're not ready for it, don't like the way it sounds, or seriously believe in the "get rich quick myth", then don't attempt to start your own business because you'll be sunk within two weeks.

### **3. Don't Buy Every Resale Rights Product You See For Sale And Think You'll Be Rolling In Dough Afterwards.**

I honestly believe every newbie goes through this stage of the game. Then they figure out that buying everything that is "new" to them isn't so new to others who have been in the Internet Marketing business for a while. In the process, they learn the cold, hard truth of the matter. They should have done some research before plunking down their cash. But, at that point, it's too late. Money spent. Lesson learned.

Yes, it is true that you will need to purchase products that you can resell for profits, but you really need to know which ones are worth your money. Don't go buying up crap you see on sale at eBay for a buck and think you're gonna turn around and sell it for 5 dollars a pop.

This

is completely unrealistic. Think about it. Why would someone buy from you at a more expensive price when they can buy it just like you did for one single "George Washington"??

Whether you're a newbie or not, I'm telling you right now. . . .

## **DO NOT WASTE YOUR MONEY**

You don't have to. Invest in a resale rights membership site. Again, NOT THROUGH EBAY. They simply aren't worth even the "less than \$10" price tag placed on them. Take it from someone who's already been down this road and learned the expensive way.

I'm going to tell you this once and I want you to ingrain it into your brain.

## **YOU WILL NEVER NEED MORE THAN 3 MEMBERSHIPS AT ANY ONE GIVEN TIME**

And THAT is the MAXIMUM. I will tell you what 3 I have chosen to remain a loyal subscriber of and that have more than been worth my money and time. And, they have consistently brought me in profits with the products that they supply to me without fail, each and every month. They will go in order of how highly they rank on my own personal scale.

1. Allan Wilson's Ebook Resellers Kit - <http://www.ebookresellerkit.com>

In a word, FANTASTIC. Allan goes to great lengths to provide his members with a plethora of outstanding, not to mention expensive products available for download. All the products are there, every time you log in. There's no removal of any content so if you ever lose anything, you can go back and redownload it again.

When Allan first began his exclusive membership site, his price was so low, I thought it had to be a mistake! \$10 a month and you were "in like Flynn". Free to download as you pleased everything he made available. Presently, Allan has realized that he has such a valuable resource that he has totally jacked up his membership buy in price, and I for one say that his site is 300% worth the cost. No kidding. Allan "brings it to the table" every single month, and actually, a few times a month! He tops my list and is #1 in my book of membership site runners.

One last point, Allan delivers such fantastic content that, and I know this for a fact, other membership sites will list the exact same content every month that Allan offers to his members. Coincidence? I don't think so!

2. Jeremy Gislason's SureFireWealth - <http://www.surefirewealth.com>

If you don't find something inside Allan's site, you'll find it here. Jeremy is a crazy nut! He offers three different versions of membership, free, silver, and gold. Obviously the metallic memberships do cost money, but are well worth it as you have access to more top notch products that the free members don't. My advice, go for the gold. You get access to absolutely everything inside the members only area of his site and can download what you please. Jeremy has such a vast array of products that not only does he include those with

resale rights, but also some with private label rights too. It's a damn good value for the pittance that Jeremy is asking for.

### 3. Kim Ender's My Resell Portal - <http://www.my-resell-portal.com>

This one is a bomb waiting to explode. Why I say that is because Kim is still an "up and comer" to the membership industry, even though she has been running her site for almost a year now. But she's coming up quick in the ranks and I suspect her monthly membership dues will reflect this in a very short amount of time. Kim's site is truly a winner amongst the "big players" due to the fact that she offers 100% original products each and every month.

Most of them are completely resellable, and more importantly, all of them are *usable* by her members. She offers original, and I must say, creative scripts that help members of her site run their own specific portions of their websites. She's got the goods, and backs it up with new products every single month. I guarantee you will hear more about this lady months from now as she storms the Internet Marketing "people to know" list.

Of course, to be frankly honest with you, I have many more subscriptions than just those three listed above. However, those three are the ones that I will stick with on down the road.

Now, you would probably bust a gut if I told you just how many membership sites I belong to. And believe me, I'm paying out the nose for them too. Average cost is around \$29.95 a month membership fees. And that is the average. Some are more, some are less, but believe me when I tell you that I'm paying out several hundred dollars every month for access to them. Now, you don't have to, and I suggest you do not. There's no need to! Unless you are a resale rights addict like me.

Find only 2, or even 1 to begin with. That's really all you need when first starting out. I suggest you go with one of those listed above.

## **4. Put Your Trust In Those Who Have EARNED It, And ONLY Those Who Have Earned It.**

If you are, or have been, a previous customer or subscriber, to a certain person who does business online and have had satisfactory results, stay with them. They will continue to strive to keep you a happy customer throughout the course of your association with them.

This may seem like common sense, but you would shake your head in disgust if I told you just how many customers and newsletter subscribers "drop me" as a credible source for their resale rights purchases and information. And this is after I have sent them FREE products and information!!

Frankly, it is those people's loss and not mine. They will be the one's that will have to go through years of "learning" when they could have went through weeks instead. Too bad, so sad, good-bye! Besides, I have many more loyal customers and subscribers to continue to take care of that appreciate what I have to offer them.

## **5. Don't Quit Your Regular Day Job.**

This is very important. If you work a normal "9 to 5'er" job in the real world, DO NOT QUIT. Although the promises of "wealth from home" may be calling out to you, earning money online is a tremendously fluctuating income. I don't care what the other "gurus" or "experts" have to say on this point.

If you're someone who is "new to the game", then you don't have enough "know how" yet to make online earnings a steady flow. Not to say it's impossible, but, it's a difficult task. There's many things you need to do to ensure your "money flow" is consistent throughout the year.

What you NEED to do is ease into the Internet Marketing industry slowly, learn what you can, and must do, to set up a business, then run it. Don't try to master every aspect of IM that there is in a week's time and believe you can tell your boss to take a hike. You'll just make yourself that much more broke!

People who buy information products online are a fickle bunch. What might be a highly popular product last week may be phased out with a new product by the next. Technology is an always evolving thing, so you must be prepared for things to change, as they will, and do.

## **6. Just Because An Internet Marketer Is Someone "Well Known" Doesn't Always Mean They Are Right.**

A very important point to be aware of this one. Everyone who believes themselves a "guru" will always believe that their own brand of "methodology" is the correct one. Not always the

case. It doesn't matter if they've studied a particular subject for 20 years, they are still learning what they know from someone else. And on and on it goes.

And some of these so called "gurus" are self-proclaimed as such. Meaning, they dub themselves a guru in their chosen field. And out of those, half of them are probably, and most likely newbies, just like you! Talk about coming out of left field!!

So my advice, take it all with a grain of salt. Everyone is in this business to in effect make a name for themselves and recruit their own little cult of "followers".

I'm not telling you not to listen, just to be choosy at what, and who, you are listening to that is providing you with this information, and of course, what amount of that information you are implementing into your online business.

## **7. Don't Expect To Make Money For Free.**

I've seen this time and time again. Thousands of people hopping onto the internet expecting that they can somehow make money starting from \$0. To be honest, this really isn't plausible if you honestly think about it.

I mean, does a company like Wal-Mart just decide one day, "Hey, let's open this mega store that carries like everything a person would need so they don't have to shop anywhere else. Then, let's also make the prices so ridiculously low that they won't want to shop anywhere else. Oh, and let's get all these products that we're going to sell for free."

What, did they just "fall off the back of a truck somewhere in New Jersey"?? I don't think so! Every single company has to have cash on hand to start up their business with. EVERY SINGLE ONE OF THEM. Whether they have to buy supplies, advertising space, or products to resell to their customers, all of them have to have real money to purchase this stuff with.

It's no different with an online business. You STILL HAVE TO HAVE MONEY TO SPEND IN ORDER TO SEE A RETURN. It's basic economics here. With that being said, you also need to know WHERE to spend your money for it to do you the most good and see the most profits as a result of spending it. So, be choosy where you spend your money. Just know that you need to have it in order to make it.



## **8. If You Are Getting A Free Newsletter That You Value At All READ IT.**

This one should go without any explanation, but I'll give you one anyway that may just strike a chord with you.

I'm sure you are a subscriber to at least one good newsletter that deals with a subject you are interested to learn more about. If you aren't, then my next question to you is WHY NOT?!? Alright, I'm getting off the subject here. . . .

Now, if you ARE a subscriber to a newsletter that provides you with good, consistent information each time an issue is mailed out, DO NOT unsubscribe from it. You will be kicking yourself later for this action. Why? Well, because many newsletters or ezines will offer you some terrific free products or highly discounted prices on those that cannot be given away snuck into some of these mailings. Why would you want to deny yourself your subscriber's right to save money????

It's a complete and utter mystery to me what the thought process is behind this. Firstly, the information, if it is good, is FREE. It doesn't cost you one thin dime to educate yourself. I can see the point in trying to alleviate some of the "inbox clutter" you may receive, but, honestly, is the one newsletter that is providing you with solid content, or great free products, really worth you missing out on it by unsubscribing?

Take some time and think hard about the newsletter that have given you valuable information or products and stay a subscriber. It will only be to your benefit on down the road.

Now, if you are subscribed to a bunch of "nothing but advertisements" emails, remove yourself. I'm talking things like safelists and whatnot here. If, however, you feel that the newsletter owner is mailing you too much, if there even is such a thing, in between the hard hitting content by providing you with special offers that will save you some money, then, again, unsubscribe if you feel that either the information or the savings aren't worth it to you.

## **9. Don't Let Others In Your Life Downplay Your Online Goals Of Success.**

Yep, this is tragic. But it happens every single day to every single Internet Marketer. I don't think I've met one yet that hasn't gone through this. The main reason for this is because

most "offline" folks don't understand how someone can make money from their computer.

So, sometimes you need to educate them as to how this is done. Of course, you're going to get your "heckler" of the family or friends group and no matter what you say, they still won't "get it". Nor do they want to. They're right and you're wrong. End of story.

But, just because some people that you value their opinions don't "get it" doesn't mean you should stop trying to make it as an online entrepreneur. It CAN be done, and why shouldn't you have a chance to at least try?? Show them you can do it and I promise you, you won't be

haggled half as much once they see for themselves you proved them wrong.

If you are getting complaints of spending too much time working online than spending with your family, you'll have to try and balance that out somehow. It won't be easy, but it is do-able. Same thing applies to spending too much money. Why not try bartering for products with other marketers?

There's always a workable solution to fizzle out the "nay sayers" before their troubling words of doubt have a chance to settle in to your goal mindsets.

## **10. Don't Overload Yourself On Trying To Find Every Little Bit Of Information On A Topic You Can.**

It's called "information overload" my friend. And you don't need this headache. It will only set you back instead of propelling you forward. Plenty of people suffer from this, especially those people that are working on information based products, like ebooks or special reports.

The simple fact of the matter is, some of the best information product authors learn from their own experiences and not from just what they read. They take action with the information their brains are processing. They don't go on the hunt for more just to make sure that what they already read was correct.

Most Internet Marketing information that is released onto the web has the same basic principles that they are based upon. Once you realize this, the problem of information overload will be a thing of the past.

Only mentally digest those things you need to know at the specific moment in time you need to know them. Don't try to get every existing bit of available information on the subject. You could be reading for a long time!

## **11. Don't Second Guess Your First Product.**

You're going to hear from other people that have been in the Internet Marketing industry for quite some time that you must have your own product in order to see any type of profits. To a certain extent, that's true. You will be able to make MORE money by having your own original product, but it isn't necessary to actually make money online.

If, however, you would like to try your hand at creating your own product, then do it! Do some basic research on the subject, take some notes, and then write up your product.

There's no "set" limit for the length of an information product. It can be as long or as short as it needs to be just so long as what you are creating has substance to it.

And, whatever you do, DO NOT second guess the quality of your product. All this leads to is an overabundance of re-writes and constant stagnation of your official release. Nothing will ever be perfect, and many of your products may not be precisely what you wanted them to be. The true question is, is it valuable in terms of the information you are providing? If the answer is yes, then release that sucker into the world.

Then, from the response that you get back, you'll know just what you need to work on, or keep consistent with your next product. Simple as that. No fuss, no muss.

## **12. Don't Second Guess Any Of Your Products.**

See number 11. It's the same concept here. The only difference is, this feeling of doubt about the quality of your products will diminish over time.

## **13. Don't Dwell Negatively On Your Online Flops Or Failures.**

This is a toughy. Many people are already pre-conditioned to dwell on their own personal

failures in life. But you need to develop a system of working through, and more importantly, past them.

If you have an idea, convert it into an information product, service, or piece of software, and it fizzles out, then just get started working on your next project. It's really no bigger a deal than what you yourself make it out to be. In a few weeks time, others will forget all about the dud of a product you released when they see your next one, which will be bigger and better than the last, right? ;-)

Now that's the spirit!

## **14. Do Learn To Write And Write Well.**

Writing is a skill you simply cannot afford to put on the back-burner if you want to make a real name for yourself online. Most products available online are centered around one form of writing or another.

Whether you are selling and writing your own product, or merely advertising someone else's by way of an affiliate program, you still need to learn how to write effectively to grab your readers attention and get them to take action.

Words are what sells products. Not pictures. Or flashy web sites. Or bargain basement prices. It's the words.

The sooner you begin to realize this is true, the better off you will be. And, the more money you will be able to earn. My advice, pick up a course on copywriting, or sales letter writing, or a "how to create your own information product" type product to help you get to know the "basics" as quickly as possible. Plus, you'll have this information to revert back to when you need it too. And you will. No one ever gets it 100% right the first few times. It takes practice and persistence to develop your "power writing" skills.

## **15. Do Try To Do What You Can For Your Online Business By Yourself.**

A lot of Internet Marketers are going to disagree with me on this one. But, to really learn every aspect of running your own online business, you need to at least make an effort to learn what is involved in the process.

Yes, some marketers believe that you should "out source" a variety of your online business "jobs", but if you don't first do these yourself, how will you know for sure that the person you selected as your "out source" outlet will be doing what he or she needs to?

Realistically, you won't. Plus, you need to be sure you're not getting "ripped off" and the out sourcer isn't overpricing you for the services you require them for.

Nothing beats a "do it yourself" education to help you gain experience. And, it'll give you something interesting to write about too!

## **16. Do Take Your Time And Go At Your Own Pace.**

Don't go into the Internet Marketing business believing that you're going to learn everything you need to know overnight and be a super IM'mer by tomorrow morning. What kind of a fairy tale is that??

It takes time to learn what you need to know. Even if you only need to know very little. There are a hundred different ways to get certain things done in the IM industry, and everyone has a different way of explaining those processes.

Give yourself time to really absorb the information. Let it sink in before you move forward on to something else. Otherwise, you're just going to have to keep going back and re-reading everything over and over again until it does sink in.

And this isn't a race to see who can do what in the shortest amount of time. Every single person progresses at their own individual pace when learning something new. The IM field is no different. There isn't a "magic wand" to make you a super IM'mer. It's all about time, and taking yours.

## **17. Do Have An Online "Mentor".**

Finding an online mentor isn't the same as a traditional offline type. No, no. The reason is because you can still have an effective personal educator that you don't have dynamic interaction with. Or in other words, someone that you can personally speak with when you need to. You can still be taught by them without it.

For instance, newsletters. Do you realize how much educational materials authors put inside them? No? Well, then you had better subscribe to the best mentors you can, and fast because you're missing out on a lot of fantastic educational, and inspirational, information.

One that I highly recommend is authored by John Delavera called TurboZine. John has a wonderfully positive writing style. And he cuts straight to the chase without taking the long way round. You will get a good education by reading what John writes. He covers a wide range of subject matter with regards to the Internet Marketing industry and in a very personable manner. John makes an outstanding online mentor. And you would do very well to become one of his "pupils".

## **18. Do Join A Community Of Like Minded Individuals.**

This is a terrific way to start up an online "support system". And how do you do this? Through designated online communities such as forums. Not newsgroups. Not chat rooms. But forums. These are extremely valuable sources of information, cooperation, and understanding for others that are interested or involved in the same industry.

And, while not predominantly "interactive" forms of communication, they are very reliable in that the information isn't going anywhere. You won't lose it. All you need to do is log in to the forum and viola! Instant answers, and often times friends.

Even though the internet is still a very anonymous and vast place, forums give you the opportunity to get on a more personal level with people by asking questions and providing answers to others there.

A wonderful forum is The Internet Marketing Warriors Forum. It's been around for a long time, with respect to the very short life spans of thing online, and has more than 50,000 registered users that you can converse with on the subject.

There are others too that can benefit you just as the Warrior Forum can, you just need to seek them out and register at the forum(s) of choice. Don't be afraid to become an active

member of the forum either. You would be surprised at how many people are there for much the same reasons that you are. If you have something to say, or ask, do so.

## **19. Do Build A List Of Subscribers.**

While this tidbit of wisdom comes at the end of this list, it shouldn't be ranked by importance this way. In fact, building a good list of responsive subscribers is a must to any online business.

You're going to hear this a lot, and this is one thing that is true across the board no matter which "big shot" marketer you hear it from. . .

### **THE MONEY IS IN THE LIST**

That is an out and out FACT my friend. What you may not realize is that you don't need a huge list to earn money. Nope. You can have a very small list of 150 people, and that number is in comparison to a "normal sized" "big dog" list, and can consistently see profits from it on a monthly basis.

However, you do have to put some thought into how you "advertise" to your list if it isn't already centered around advertising products. It takes a bit of finesse, but once you get that down, you'll see the results in the form of increased profits to your bank account.

If you don't already have a list, or plans to start one up, this is one thing you really need to take some time and do. You can create a list on just about anything and still get people to sign up. It's all in the presentation, or description, of your list.

Pick yourself up a good course, or information product on list building. You can't go wrong with whichever one you decide on since the subject of doing it stays relatively the same.

You are finally at the end, and if you have come away with a greater understanding of some of the concepts of Internet Marketing I'm thrilled for you! If not, then you might want to go back and re-read this ebook because the facts are up there.

*Copyright©2006 Your Name or Business Name*

No matter what, I wish you all the best, and hope that you have the greatest success with your stab at this industry. Never give up, believe in yourself, and you can succeed!

Sincerely,

--YOUR NAME--

--YOUR INFO--