Lesson 1: Sales and Marketing

As an established Internet Marketer, something that annoys the heck out of me is the lack of quality information out there on the World Wide Web that actually teaches marketing. There are heaps of keyword tools, SEO techniques and other things that promise you riches overnight, but if there’s one thing that will never fail you, it’s understanding what the “marketing” in “Internet Marketing” is.

It doesn’t even have to be “Internet Marketing. Depending on how long you’ve been on the scene for, you might have heard terms like “Affiliate Marketing” or “Network Marketing” being thrown around. People who are trying to promote these different forms of the same thing to you don’t hesitate to rave about how successful they are with it. What they purposely don’t tell you is how the marketing side of things works with each form.

This email series will help you to better understand the fundamentals of marketing so you can appreciate really just how it works and where you fit in the picture. As far as I’m concerned, there are no other courses out there that will explain this often overlooked topic to you to the depth at which I’m about to go into.

Without further ado, let’s dive in!

A good starting place is what you think “marketing” actually means. If you are newest newbie out there, then you probably will have only heard of marketing in conjunction with the word, “sales”. Or you might attribute marketing to those annoying people who call you at dinner time, trying to sell you the latest craze.

The reason why sales and marketing are often said in the same phrase is because they’re like two sides of the same coin. You’re dealing with people from whom you want money from. Obviously they’re not going to give it to you willingly; you have to persuade and/or prove to them that whatever you’re selling to them is worth the value that you’re asking for.

Simply put, sales is the actual process of selling something. The whole persuading side of things. Marketing is what is meant to make sales easier. How? Think of a marketer as a middleman. The marketer’s job is to solve people’s problems with solutions. The solutions are that which they’re trying to sell. The hard part is trying to find the person who has the problem.

As long as you think of yourself as the middleman (or woman) who solves problems, you’ll be in the right mindset to be a successful Internet Marketer.

In the next lesson, we’ll combine the marketing with the Internet and talk about how Internet Marketing works as a whole.