

# Online Marketing Kick Start!

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Questions and Answers To Marketing Your Business Online

# Are You Already Marketing Your Business On The Internet?

Take a moment to think about how you would really answer this question. If given enough thought just about any business owner who utilizes the Internet for any purpose will likely find that whether or not they intentionally organized an Internet marketing campaign, they may already be marketing their products and services on the Internet. This guide will examine some ways business owners may already be marketing their business on the Internet and how you can increase sales with a few simple steps.

Do you have a website for your business? Business owners who answer yes to this question are already marketing their products or services online just by virtue of the fact that they have a website online. Having a live website means there is the potential for curious Internet users to access your website. You may not be actively promoting your website but you may still find that your website generates interest in your products despite the lack of promotional endeavors; this is a form of passive marketing.

Do you participate in forums and include a link to your website in your signature? Again business owners who answer yes to this question are already marketing their website online. Savvy business owners realize the importance of participation in industry related message boards to create an interest in their products and services, establish themselves as knowledgeable about the industry and offer a link to their own website even if it is in the signature line of their posts. However, even business owners who do not realize this may already be inadvertently enjoying the benefits of Internet marketing which result from message board participation just by doing something they enjoy and may be doing as a form of leisure activity.

Do you include keywords which are relevant to your business in the content of your website? Business owners who answer yes to this question are also already marketing on the Internet by optimizing their website for these keywords. These search engine optimization (SEO) affects the websites whether or not they were even aware of the concept of keyword density and how it can help to SEO a website. Business owners will likely use certain words often depending on the type of products and services they offer just because it is natural and logical to do so. This tendency, however, can result in search engines boosting your website rankings for these particular keywords. The concept of SEO is much more involved and complex than simply using keywords frequently but business owners can gain some benefit just by naturally applying relevant keywords to their website.

Do you solicit feedback from your customers online? This is yet another example of how business owners may be accidentally marketing their business on the Internet. Most business owners realize the importance of soliciting feedback from customers for business purposes and business owners who offer products online might solicit feedback in the form of online surveys.

Although the business owners may be doing this simply for a business purpose the fact that it is done online makes it fall into the category of Internet marketing.

We have already discussed several ways in which you may already be marketing online but what about business owners who want to have an increased online presence? You may already be marketing online accidentally and now want to launch a full scale Internet marketing campaign to help increase sales. The best way to do this is to get some experience in Internet marketing to assist you in creating a campaign which is effective for your target audience.

Let's get that going for you starting today.

It's hard for us online marketers to get anywhere when we put questions to our colleagues, only to be presented with a long-winded, complex and hard to understand answer.

It's also hard for us online marketers to provide the answers to some of the biggest questions on our colleagues' lips when the answers themselves are not straight forward in any way.

Both sides breed annoyance and frustration. That's why we've put together the top steps that we get asked the most often, and answered them in the most straight up way possible, everything from resource building to provide a solid earning foundation for your businesses, to getting visitors and producing the most sales and profit from them, to specific reasons that some succeed and some don't.

## Getting Started

- To go straight for the throat and answer the most frequently asked questions by online marketers and to solve these problems right here and right now so that you never have to ask them again.
- To lay down the big question of 'How do I get hits to my site?' and answer it in the most straight forward way.
- To lay down big question number two 'How do I build my list?' and answer you in the most straight forward way.
- To solidify and embed the concept of resource building and how they snowball and build themselves in your mind, the number one key to success.
- To lay down big question number three 'I've bought X amount of guides before and they didn't work for me. Why is this one different?' and to answer in the most straight forward way.
- To lay down big question number four. 'How do I get my affiliates to actually promote something, they don't seem to ever make any sales' and of course, to answer in the most straight forward way.

- To talk through each of the above questions in a discussion format to lock tight all the exits so that you can quickly, easily and thoroughly understand the answer to each one of them.

Greetings, and welcome to the top fifteen quick-fire question and answers section. Throughout this area we're going to take fifteen of the most popular questions asked by online marketers, put them in a list, and answer them in the quickest possible way. The reason I wanted to get this in here, is because in many cases, it's not rare to see people who haven't reached their goals relating to online business, going from guide to guide, posting in forums asking these very general questions. More often than not, they're either ignored, people try to sell them stuff claiming this to be the big answer they've been looking for, or the answers they receive are just not straight forward enough and go off on tangents, don't give the full story or even deviate from the original question altogether.

I remember when I first started. I was asking a lot of questions, gaining as much insight from anyone I could find. The frustrating thing was not only did I rarely get an answer of any substance that I could act on, but I can see now that half of it was total waffle anyway. It was almost like nobody actually knew the answers to what I was asking. And so, I present you with the top fifteen quick fire Q&A section, which will remove all the frustrations of not getting straight answers about, what are in my eyes, a mix of the top fifteen needs of marketers, coupled with what seem to be the most asked and least best answered questions.

I hope this will make things a lot clearer for you.

## **How do I get traffic?**

This has to be the number one question asked by online marketers, and I come across it regularly, and for good reason. After all without getting hits to your site you can't sell anything. The problem is not only do most people go about this the wrong way, but when this question is approached either directly or through guides, they're giving incorrect answers too, which, if you've asked it before, will consist of buying some sort of service or some sort of ad that will solve all of your traffic problems. Although this may seem like the way to go at first glance it's actually totally counter productive to your efforts.

One thing I want to point out to you first is that your initial aim isn't to get hits to your site at all, and getting a massive amount of them isn't a priority. Understand that you only need to pull ten or twenty thousand hits in total, ever, to your sites to make them successful. Of course this will go up as you progress through your resource building, and that's key here, the resources that are built and that you can use over and over again. (That's your big 5, affiliates, list, customers, long term customers and joint venture partners).

The problem comes when someone tells you to go out and buy ads from wherever it might be, search engines, e-zines, whatever. If you don't have the resource collection methods set up to collect the big 5, you're going to have to be starting all over again with your promotion every single time you launch a product. This is the exact reason that, no matter how many hits some marketers get to their sites, they will never earn more than a couple of thousand dollars a month profit, if that even.

The second problem comes when people assume, or are indeed told, that you need to get hundreds of thousands of hits to be a success. This is definitely not true either, although again I see how it may seem like that on the surface. That's why I always teach intro products and follow-up large products, because let's face it, how many \$1200 products do you need to sell in a month to equal your current personal income from your job, if you have one, or to reach your goals of having more free time, more money in the bank etc.

Also, let's not lose sight of why we started in online marketing in the first place. It definitely wasn't to spend massive amounts of cash trying to get your website stats to read high numbers. Numbers don't mean quality, no matter what anyone tells you, this is fact. Compare one single 10k list of joint venturing to 100k subscribers of an e-zine ad. I assure you, for a start, you'll get more click-thru from the JV in the first place but put the numbers together and you'll get a far higher percentage of sales through the single quality joint venture.

So how do you get more hits to your site? Well first off the question is void because more rarely means you'll get better results. Look for quality, and the answer is joint venturing, building these resources, and having others promote your products for really high commissions to attract the numbers. If you're only hitting a few thousand hits per month from these joint ventures, that's not a problem. Forget guaranteed hits, forget e-zine ads for directly promoting your site and forget search engine positioning. They might bring you more in the way of numbers, but it's big sales we want, not big numbers. In that situation always think quality over quantity, which is what the whole of this report is teaching.

So ask me again when you've carried out a couple of joint ventures and have begun to build your affiliates, your customer base, your contacts and your list, how do you get hits to your site? That's why you've been building your resources. That's where your visits and sales come from. The more products you launch, the more resources you gather, the easier this is. The most expensive time consuming part is getting started. After this, it's cheap, quick and easy to recycle what you've gathered to produce a never ending flow of visits and sales.

## **How do I build my email list?**

Another of the most frequently asked questions in the online marketing scene that comes

especially from people who haven't created their own products yet, is how do I build my list. Everyone has grasped the concept of building your own media outlet, that you can promote to again and again without having to pay a penny, that usually consists of the most targeted people, and those who are going to buy your products on the grounds of trust and the quality of your previous work.

And right there, that is the key to it all. By the time you have your own list that stretches over the five thousand mark, you should at least have one product, and the majority of people should have come from the promotion of that product. Avoid anything that asks you for cash to put subscribers on your list, because, if you haven't tried them already, let me assure you that compared to what you can achieve through joint ventures and other means, the quality of the list will suffer although not necessarily it's size. As we talked about above however, it's the quality that matters for both your current promotion and your future promotion. Size is definitely not everything here.

The ways in which we're building your list don't involve direct methods. Something that you can plug money into to, wake up in the morning and suddenly have a massive responsive list to promote to. Agreed you might end up with a massive list but they'll be far from responsive. Concentrate your efforts on promoting your products and at the same time, whatever action someone takes through your sites, make sure that they end up on one of your lists. If we look at things this way, all it takes is for them to either buy something, sign up for something, jump into some follow-up, join your affiliate program and so on.

Never create anything that allows customers to go through the sales process on your site, or any process at all for that matter, and then lose contact with them. This is not the way to do things. Of course, speed is also an issue for many people out there. I'm sure you don't want to be hanging around only to find a few years later that your list has only reached two or three thousand subscribers. You want a lot, you want a big list and you want it quickly. I understand how it is and I hate waiting for things to build up over time too. This is exactly why we make sure that everything you do, related to your site, involves collecting names and email addresses for your list at some point or another.

Let's look at some numbers starting off with the simple joint ventures. Say for example you score a joint venture that brings you two thousand visits from someone's personal list. Now with standard e-zines I can understand how you might not see this as being much, as the number of people who subscribe, compared to the number of people that visit, can indeed be lower than you expect. But through joint ventures, with these quality lists, I've seen subscription rates top one in three, and it's not unusual for at least 25% of your visitors to subscribe to something if your sales copy is doing its job.

That may not seem like a lot right now, but let's say you take ten joint ventures and manage to

pull in a list of 5k, which shouldn't be too much of a problem if the quality of your JV's is nice and high and you get a good number of visits. A 5k list is all great, and you'll also be making money through sales on those joint ventures. Although when you start to couple in your affiliate commissions that you make sure are real high, in fact, so high that you may not even be making a direct profit, the resources will sail in.

This is your profit. Not the money from the sales, but the resources that you're building. This is why you gave up \$50 per sale, and it's your affiliates coupled with joint ventures that are going to, if you'll excuse the cliché, set your list building on fire, not just numbers wise, but speed wise. Every single time you release a new product, you're going to be adding more and more people to your lists that you can promote to and have promote for you. It's another snowball effect, which is great because this means that you know the more you put in, the more you're going to get out, and every single product that you release will increase your resources, your list size included, and will add to your promotion power for future products. Thus you'll make a whole load more cash than you would have done by other means and methods.

Before we move on I want to make one hundred percent sure that you understand how this works. People create their own list building sites that are geared directly to building their lists. This is great, it works, but when guides tell you that you should concentrate all your efforts on building your list, it kind of makes me a little bit angry sometimes, for the simple reason that they're not giving you the whole story by far. It's ok to look at list building as one of your main priorities, and indeed it should be, along with building affiliates, customers, long term customers and joint venture prospects, but for it to be successful, you have to integrate it into your other marketing methods, and this is what most fail to tell you.

Once you've mastered this and understand, again, how each of these resources tie into each other, and cannot be seen as separate entities, you'll start to see bigger and better results, and they will come more quickly too. Now if you think about what I've just told you, and step back, you should be able to see immediately how this isn't a case of go out and get as bigger list as possible, as quickly as possible, on your own. This is what many guides teach, but as with the success of the whole system it's tying resources in together through the launch of your own products.

## **I've Already Tired Online Marketing. Why didn't it work?**

Wow! Well, this is a big question. While we don't claim to be perfect in every way to all people, there's all manner of things that I've seen wrong with other guides, but I don't like to dwell on it, I'd rather talk to you about why these manuals are different, and as far as I'm concerned they definitely are.

I had an idea a long time ago that was related to all the things I wish I knew before I started, and at different stages of my online marketing career. I decided that when I figured this whole thing out, I was going to write the biggest and brightest guide and use every piece of information I've got in my head that I've learned over the years relating to how to become successful in online marketing, and here we are, you're reading it.

What I've tried to do, and hopefully succeeded over this and the other 14 manuals, is at the start of each report, give you clear goals so that you know exactly what you're learning and why you're learning it. Also at the end of the reports we've got summary sections that show you exactly what you've learned to do. What I didn't want to happen, was to get this out on the market, and have people come to me and say that they learned nothing at all. This was the reason for this particular style of presentation.

The way in which this differs to other reports, is it plugs all the gaps in as many ways as possible. For example, how many other reports have you read that tell you how to do something but not why? How can you adapt and learn if you don't know why you're doing something? Or maybe they tell you why you should do something but not tell you exactly how to do it. Maybe they even tell you the how's and whys but it doesn't work and this tells me that, there is a missing piece of the puzzle somewhere and, they haven't told you the full story.

So what makes what you're reading right now different from the others? Well it's the fact that I haven't left anything out here, and you have my word on that. There are no secrets that I don't want you to know and there's not an amount of money or success that I don't want you to have. In fact, when you get launching your own successful products and have some heavy resources on your own, I hope very much to be able to joint venture with you, and hear about your success stories, and of course for you to tell other people.

With this very guide, whilst some will say it's too vague because it doesn't tell them step by step, to click here, go here, buy this, promote that, others, which I'm hoping will be the majority of readers, will say hey, yeah, I've filled in the gaps now and I feel like I'm confident enough to go out and promote my own products that I create. Get my own contacts, my own list and stand on my own two feet. If something changes now you know why and, the details of exactly how everything works and ties into other aspects of this whole system, it allows you to change and adapt the way you do business on your own terms.

This is why I believe that you're going to find yourself in a heck of a lot better condition in a years time than if you were to buy another step by step taking you by the hand e-book that only details one input, and one outcome. This is why you're going to succeed using the new knowledge you acquire here, where others have failed, simply because you were only previously given a very shallow look at the world of marketing, and have been told that there is only one

best way. Now you know different and can carve your own path using the templates given in each section throughout this particular course.

## **How do I get affiliates to promote for me?**

An interesting question, maybe not as heavily asked as some, because many marketers out there haven't actually got to this stage yet, even though it's one of the first problems you're going to come across once you start pulling affiliates into your system.

Back on the subject, so how do you get affiliates to actually promote for you? Well the first stage is attracting them in the first place. Quite obviously, without affiliates they're not going to promote for you. This is a big part of your intro product and the reason why you should set your commissions nice and high (55% up to 90%), especially when you're starting out. You can't afford to be missing out on affiliates signups because of the massive promotion potential they hold.

Now after you've attracted them in the first place, you're likely to stumble upon the big problem of why the heck aren't they promoting my stuff for me? Well, there are a few reasons for this. One of them may actually contradict the question, and the answer for the most part is, they are promoting for you they're just not doing it very effectively. As I'm sure you've figured out already, the number of people that know how to promote affiliate programs and have their own resources that allow them to do so, for little or no cost, is far lower than those who have probably never released their own products before and, therefore, don't have the lists and the power to promote effectively.

There are a few ways around this, but I should warn you in advance, if you manage to get yourself a hundred affiliates signed up, don't be shocked if only four or five of them make any significant amount of sales. Sure you'll get others that maybe make a low number of sales, but high volume requires experienced marketers with resources that have already been built up. So don't be put off, don't be worried or think you're doing something wrong if your affiliates aren't performing. It's most likely that they don't know how to perform.

The real affiliates that you're going to be seeing and that are going to be making you a lot of money are the ones with the big and effective lists, with good response rates, which I have to say are few and far between. This doesn't necessarily mean that none of your affiliates will make any sales, but I want you to prepare for the fact that barely ten percent of them are going to be experienced.

Hits can't always be a good indicator of someone's promotion power either. For example, I remember my very first experience with this. It involved me waking up one morning, and taking a look at my affiliate stats, and seeing that there's one person in there that's had over a thousand

hits come through overnight, but not a single sale. Now you can imagine how worried this had me, because when I did my testing I was pulling in one sale every forty to sixty five visits. So naturally, being a little paranoid that my sales letter wasn't up to scratch or something had gone wrong throughout the sales process, I mailed him, and his reply put my mind at rest. He'd actually gone out and bought a bunch of guaranteed hits. By this stage the number of visits happened to go flying up to the five thousand mark and still only one sale for him. I'd been around the houses, and seen my fair share of hit programs and so on, and I knew that it wasn't my sales process that was at fault, it was his lack of knowledge relating to how to promote affiliate programs.

So you see it's not always your fault. The number of visitors brought in by the affiliates doesn't always reflect on the quality of your sales system. Saying that, it is always best to check your sales system for faults if you start to see an odd number of visitors come through and a lack of sales compared to, the research you did and, your own findings through your own methods of promotion. It can, however, be your fault entirely at times. Again this is when your research comes in and you have to try and figure out what turns your affiliates on. Do they need special offers of some sort? Or are they inexperienced and lacking in knowledge about how to promote in general.

The only way to find out is to test. Send them a few offers, a few special deals that involve higher commissions the more sales they make, or even send them promotion guides and a little info about how to promote for themselves if you feel up to writing such guides. Keep in mind though, if you see strange stats, visitors to sale ratios, or people only getting very small amounts of visits, it's more often than not, not going to be your fault. Either hit them with offers, educate them, or keep building and hold out for more of those joint ventures or people with plenty of experience and big lists and resources for promotion of their own. Aside from that, everything else is down to the individual and their skills, and pretty much out of your control, so don't be put off if your first one fifty or so affiliates never make any sales. You'll get plenty more, again snowballing, the more products that you release.

## Action Points

- Greetings and welcome to the top fifteen quick fire question and answers section, where I'll be taking some of the most frequently asked and very general questions about online marketing and answering them. These seem to be the most popular questions myself and others, are asked, and things that I sorely wanted to know early in my career but no one seemed to have a straight forward answer for me. A frustrating experience, something we'll squash right now.
- Let's get started with question one. How do I get hits to my site? Easily the number one question asked by online marketers because, quite simply, no hits means no sales. Something that most go about in the wrong way, or have been taught incorrectly on so many occasions, they feel dizzy from the contradictory information they've been presented with. So let's answer this question once and for all in two parts.

- Part one is to change the question. The aim of online marketing isn't just about getting hits to your site at all, and getting a massive amount of them isn't a priority either. Ten or twenty thousands hits can easily mean \$40,000 plus worth of sales for a premium product. So how do you get hit's to your site? Well you don't. How do I get quality targeted hits to my site? This is our new question addressing the more relevant question.
- Resource building is the key. It's about pulling in resources that you can use over and over again. Never letting a single contact or customer escape, keep in regular contact, and make regular deals over multiple products through JVs.
- The most expensive and hardest part of online marketing is getting customers initially, and the problem comes when someone tells you to go out and buy ads from wherever it might be, search engines, e-zines, (which you already know is not necessary). If you don't have several resource collection methods set up, you're going to have to be starting all over again with your promotion every single time you launch a product. This is the exact reason that no matter how many hits some marketers get to their sites, they will never earn more than a couple of thousand dollars a month profit, if that even.
- Problem two comes when people assume or are told that you need to get millions of hits to be a success. Not true, this is why we have intro products and follow-up products, to combat this problem of low conversion rates from people who don't know or trust you yet. The natural flow of free, to cheap to expensive sorts this problem out for you, thus recycling resources you've already collected without the added expense of starting again.
- Look for quality, not quantity, and the answer lies in joint venturing or PPC search engines (which is a whole other book in itself), building these resources, and having others promote your products for you. If you're only hitting a few thousand hits per month from these joint ventures, that's not a problem, if you're pulling in those resources. Not only are they quality, but will provide long term profit and stability for your business. Forget guaranteed hits and forget e-zine ads for directly promoting your site. They might bring you more in the way of numbers, but it is big sales we want, not big numbers. In that situation always think quality over quantity, which is what the whole of this report is teaching.
- Question Two: How do I build my list? Another of the most frequently asked questions in online marketing, because everyone thinks it's the be all and end all of their success, which it isn't when you factor in the power of building JV contacts, affiliates and repeat custom.
- The best way to build your list is to launch your own products full stop. First, avoid anything that offers to put subscribers on your list for money. They're either paid to land on your list, age old or multiple sold subscribers that get you into trouble with your host or ISP, fake, shoddy quality and just not worth your time let alone your money.
- The way in which we're doing this doesn't involve any direct list building methods, like with all our other resources, it's much a case of launch your product, get the initial few joint ventures out and make sure that you have all your resource building tools in place and pull them in.

You're not substituting sales for resources, or resources for sales, it all happens at once, and gets bigger, and bigger, and snowballs over and over, the more products you launch.

- There's no secret; it really is this simple. And, this is one of the rare cases where a focused train of thought doesn't work as well as working on everything at once. There's no way to separate these methods because they're all connected. Separate them and the supply of new resources, that one supplies to another is broken (affiliates building your list through promoting your product for example) and you have to resort to what the majority of the people out there are doing to their detriment. Starting all over again each time they launch a product which is both expensive and time consuming, and not in anyone's best interest no matter what the business.
- Let's look at some numbers to back this up, starting with a simple joint venture that brings two thousand visits to your site from someone's personal list. Two thousand isn't a lot by any means, especially not spread over multiple JV's, and it's not a hard thing to achieve. With the quality of these list types, as we discussed earlier, it's not unheard of for subscription rates to total 25% of visits if your sales copy and resource builders are doing their job.
- This may not seem like a lot right now, but when just ten small joint ventures makes a list of 5k, and who knows how many affiliates, future contacts and customers all working together. It sure adds up. Once you hit that five thousand mark, you're set, because each resource has already started to build the other, as long as you never separate these ten joint ventures for one product, either with new contacts, current contacts, your customers and your affiliates. Remember we talked about ramping up your commissions to ridiculous levels on your intro products? This is why. How many visits would a measly one hundred affiliates, coupled with JV's with the top performers, bring you? And how many out of those thousands of visits do we know subscribe to lists and free stuff? When you have some time start to work out some numbers, make them conservative, very conservative, and watch how using this system you can easily pull massive amounts of promotion power and profit from the smallest number of resources and quickly too.
- Moving onto question three. I've bought X number of guides already, why didn't they work? This is a huge question, and the people that ask this often don't realize that a whole book could be written about why other guides didn't work for them. This is why it's such a hard question to answer directly to the frustration of the person asking and the person trying to answer.
- I had a brainwave back when I started out. I just couldn't figure out why I wasn't being a success. I said to myself 'When I become a success I'm going to write a book, or a guide, answering all these questions that I can't find answers to and make sure the readers have the answers that I don't'. This was the first ever idea in my concepts folder. Six or Seven years later, you're reading one of those very manuals.
- I believe that many reports fall down for several reasons although there is, without a doubt, some amazing information out there, along with the not so amazing. Most lack clear goals for one. If you don't know where you're going, how do you expect to get there. It's like asking for directions over the phone and getting a reply like 'It's over there'. It just doesn't work.

- The second thing: summaries, easier to commit to memory by far. Information is no good if it's not easy to remember. These are all basic things that I've seen many guides lack and something that, I found from my very first site, can be the difference between a reader learning, understanding, committing to memory then taking action, or falling down at any of these stages stopping them from being a success.
- Next is poor information, but not just incorrect information, worse. Ever see those reports or bought a guide that says 'Do this, this then this, click here and then do this' and so on? Everyone comes out with the same business. Without options and only a set path to follow, and information that doesn't talk about why things happen, they don't give the reader the space to adapt over time to create their own business and carve their own path.
- Let me ask you something else. Name one thing that we've already discussed that contributes to the downfall of many marketers and blocks them from success, anything at all. Ok now, tell me why that blocks them from success. What's the reason that this factor stops them from being successful? How can you avoid this? Do you see how you've already gained something very important, not just information about stuff that happens, but why it happens, and by knowing why it happens, you can draw your own conclusions about how to fix it. The why question is so important but under used.
- For this reason, some may say this guide is vague, but watch closely, because what you're gaining here is not just knowledge, but the ability to understand the intricacies of each technique. This in turn shows you how to do something, why it happens and in the end, will present the conclusion to you in such a way that you can adapt it to your business rather than just being a clone of anyone's business.
- Ok, let's move on to question four. How do I get my affiliates to actually promote something? Not as heavily asked as some other questions, this is true, but that's because many don't know how to get affiliates through intro products and high commissions in the first place. Now you do, however, this question becomes very relevant.
- The answer is, you can't, not always. There are two situations in which I'd like you to be careful of. The first is when an affiliate has thousands of hits but no sales. This may not actually be your sales letter or your sales process, but an affiliate without the correct resources to promote effectively, maybe spending on guaranteed hits or something to that effect. The second situation is the affiliates themselves not promoting. Don't fret if only five or ten percent of your affiliates ever actually get any hits. Again this could be due to lack of resources, the lack of knowledge or the lack of effort on your affiliates' part. It's not a strange phenomenon, so don't be worried when you come across it. It's quite normal for myself and all the other marketers I remember quizzing about it when I first got a little worried after coming across it for the first time.
- You see, it's not always your fault and the number of visitors brought in by the affiliates don't always reflect on the quality of your sales system. However, saying that, it is always best to check your sales system for faults if you start to see an odd number of visitors come through and a lack of sales compared to the research you did and your own findings through your own methods of promotion. It can be your fault entirely at times. Again this is when your research

comes in and you have to try and figure out what turns your affiliates on. Do they need special offers of some sort? Or are they inexperienced and lacking in knowledge about how to promote in general?

- The only way to find out is to test. Send them a few offers, a few special deals that involve higher commissions the more sales they make, or even send them promotion guides and a little info about how to promote for themselves if you feel up to writing such guides. Keep in mind though, if you see strange stats, visitors to sale ratios, or people only getting very small amounts of visits, it's more often than not, not going to be your fault. Either hit them with offers, educate them, or keep building. And, hold out for more of those joint ventures or people with plenty of experience and big lists and resources for promotion of their own. Aside from that, everything else is down to the individual and their skills, and pretty much out of your control, so don't be put off if your first one to fifty or so affiliates never make any sales. You'll get plenty more, again snowballing, the more products that you release.
- That's all for this section. We've got another two of these FAQ sections coming up focusing on increasingly important questions. All there to make sure you get the low-down in the most direct way possible. As you can see, there are so many aspects to each question, that's not always the easiest thing to do. See you in the next section!

# **I don't have my own product. What can I sell?**

A good question that comes up on many occasions, even many of my close friends who see me sitting here working away whenever I feel like it. They often ask me, 'How can I start my own business?' The response comes that you need an idea first for your own product. After a quick pondering look towards the sky, they turn back and reply, but I don't have my own products what can I sell?

Well, the simple answer is if you don't have your own product you're going to have a hard time selling anything, online or offline. There's so much raw promotion power that comes with having your own products. Look at it this way, without them, you can't joint venture, you can't have an army of affiliates promoting for you, you can't control the sales process and gain new knowledge through your research, you can't build up your resources for future promotion, in fact, there isn't much good to come out of not having your own product.

So make one. The longer time you spend looking around in your target market, the easier it will be to come up with ideas for your own product. I don't expect to plant this guide in front of a random person who thinks all we do is send e-mails out all day and scam people (which seems to be the usual joke when I mention to someone that I'm in online marketing) and then tell them to create a product out of the blue.

In much the same way, if this was literally your first day in the business I wouldn't expect you to be able to go out and create your own online marketing product. You need to have the knowledge first, even if you're not creating an info product. Once you've found yourself mingling with the crowd and getting down and buying products and talking to people, it's very rare that you can come out of a situation without coming up with a new idea, even out of the simplest of situations.

A good example of this is a conversation I had a couple of weeks ago with a fellow marketer. He'd just written a shed load of reports and wanted to do something a little special with them. Unfortunately he had to go through each one manually and do this by hand. We just could not find a piece of software to do this for him (Sorry, I can't tell you exactly what it is, because it sounded like that would be his next venture). But as you can see, just by living as an online marketer, it's real easy to come up with product ideas that are solutions to problems you might have.

How about revelations? I've had these too, not necessarily with online marketing, but when you're trying to figure out how to do something, and after a long while thinking, it comes to you, you try it out, and it works like a charm. That's valuable information you have there that could easily be sold. Remember that when you come to creating a product, it doesn't have to be a piece

of furniture or something that costs hundreds of dollars to manufacture, it can be something as simple as information contained within your head that people will want to buy, or a piece of software, that also generally has low overheads, as you can pay someone to complete the build and then go off and sell it.

The choices really are endless, and the more ideas you come up with the more ideas those ideas will spawn. It only takes one idea to create a five or six product venture that could last you a whole year. Whatever you do though, don't skip over this. Don't say ah well, I'll just promote other peoples stuff, because you'll find yourself in the same position this time next year going about things like that. It's all about creating products that allow you to build your resources, and starting out not creating your own, is out of the question.

## **I'm worried that I won't succeed, what do I do?**

Moving on now to question number six. If you're worried that you won't succeed this time, or that people won't like your work, have no fear because you're not alone, and I believe that this is healthy to an extent. As far as my experience shows me, there are three types of people out there. The first type are those who don't really care. They just want to make some money so they throw any old thing out there as quickly as they can. This is surely unhealthy, and we can't be doing with bad quality products.

Then there are type two, who are indeed bothered about what people want out of a product, what the reactions will be and so on. For this reason they make sure everything is up to scratch and the best they can make it before it's released. As far as I can tell, the majority of good marketers are at this stage. That doesn't mean anyone who isn't doesn't have the ability, but it could well mean they're stuck in a rut, and going nowhere fast, and this is where things get damaging.

Type three, the marketers that want everything to go smoothly, just as the above states, but have a problem getting anything done because either, they've failed before and have a problem coming back from that, or they're worried what people might say to them, which some of the time will be things they really didn't want to hear. For example, a straight up no I'm not interested in your joint venture proposal and on the lighter side of things, and the odd strange customer that decides to send abusive mails. (We all have one no matter how good the product, let me assure you, in which case a cool, polite helpful reply often does the job to fix the situation).

What you mustn't do is let your past experiences get you stuck in a rut, and get you all worked up about not being able to succeed in the future. Everyone makes mistakes, and you can't please everyone all the time even though it would be nice. So no matter what you do with online marketing, or any other business for that matter, don't let past experiences stop you from moving forward. If someone doesn't like your stuff, that's fine, as long as you're comfortable with it, give

them a refund, or just take it on the nose, say ok then and move on.

Don't let this type of thing hold you back. I solidly believe that this is one of the big reasons so many people out there can't succeed, because although they may be working long hours and putting everything into their business, they're avoiding the things that they really need to do because of past experiences. Don't fall into this trap, keep moving and be true to what you're doing. Don't hide from it. If what you're doing isn't working, you have to make a conscious effort to look at what you need to do to move forward, then do it, because when you do, you'll find yourself with a lot more cash in your pocket, a lot more spare time on your hands, and a business that is moving forward, not standing still. This is a hurdle everyone needs to get over if they're going to get anywhere in online marketing.

The thing is I can't do anything from here to change that. It's totally in your hands, so be aware of what you're doing all the time, and make sure you're moving forward. Going around in circles or standing still doesn't count, and if you do find yourself knocked a little by someone's reaction to you work, remember, it's nothing personal, it's just business, and hey, you're the easy one to pick on, because they've never met you. You can bet someone, somewhere is going to take out their frustrations on you because they can't achieve what they want, and place the blame on the product that in all actuality does work, and you can be proud of.

## **How are people making 20k+ a month?**

That's one heck of a huge question, but I won't avoid answering it for that reason. Instead I'm going to go ahead and talk to you about the number one reason why these online marketers are out there and making their huge monthly sums of cash that most could only dream of earning in a whole year.

The first big part of this is the resources. How many people out there do you speak to on a regular basis that tell you that they can't seem to pull in enough business to keep them afloat or to make them enough money? Even that they're confused about how the big guys can go around talking about their huge incomes when they've bought all the guides, and have this wealth of knowledge that's been passed onto them.

The big thing that you'll find most of these people are missing is the leverage and the manpower. Next time someone asks you this (if they never have, they more than likely will do so in the future when you start launching your own products), you ask them what they're doing to promote. They will reply e-zines, guaranteed hits, hit exchanges, lead purchases, and the like. This isn't the way of the knowledgeable online marketer. They know better than that.

Lets assume that you've set up all your sales and tracking systems, and have launched your first product or two along with an affiliate system in place, a means of list building, joint ventures,

and keeping in touch with your customers and long term customers. What's the difference between you and the example above? It's the leverage. When you carry out such a system and start putting your feelers out, making contacts and pulling in affiliates, you're also bringing with you a heck of a lot of promotion power in terms of the number of people promoting for you.

Let me ask you another question. If I were to tell you that you had to make twenty thousand a month for example, you have six months to achieve that status, but you have to use standardized advertising methods. No joint ventures, no affiliates, no new contacts etc. How would you do it? More to the point would you want to do it in the first place, because when you look at how things should be done, it's far easier to understand why people fail and continue to fail, whilst those of us who understand this continue to succeed over and over.

Remember we talked previously about doing things on your own. This ties into that, and it doesn't take a genius to work out that twenty people promoting your product with the same efficiency as you, at fifty percent commissions, are going to bring you in ten times the amount of sales than you would have got on your own, with ten times less expenses for you, not to mention the time it would take for you to try and do the job of ten people.

You see, when we talk about these things in this guide, we're not beating around the bush or repeating the same thing over and over again. We really are showing you what's what, and how to succeed. Having a bunch of affiliates behind you, backed by a number of joint ventures with their own promotion for half the profits is a good deal. When spreading your efforts like this it's far more likely that you'll succeed just because of the sheer number of people promoting for you, and the circulation your site gets.

So the bottom line, how are big marketers making so much cash every month? The answer is simple. And it's that they have hundreds upon hundreds of people promoting their products in different ways most of which mainly revolve around standard affiliates and joint ventures or they have built up the resources, more often than not through these means to have that kind of promotion power themselves. Look at this time wise on your part. How many hours a day do you work right now on your online business? I'll go for five hours for examples sake. It seems like a nice mid way between the full time marketer and the part timer.

Now how much do you earn? Let's say again, for this examples sake, a thousand dollars a month. Ok, now how much would you like to be earning? Say you'd like 30k a month. Do you see that to make that much cash at your current level would take you 30kx5 hours in a day? So at your current level you'd have to work 150 hours a day to reach that goal, which isn't even possible. The amount of people you have behind you and promoting as affiliates and joint ventures is the key to reaching these seemingly impossible heights. Leverage.

Just because it's your own business, it doesn't mean you're the only one that's going to be promoting it. That, my friends, is how the big guys make so much money. When mathematically looking at it from a sole trader's point of view, it looks almost impossible. I assure you it's not. Understand this and you'll start to see why, and more importantly how, you can apply this to your business.

## **What Are JV's and how can I score one?**

Joint ventures are a very interesting subject. Many people unfortunately misunderstand the concept when they're told to go out and get joint ventures. If you're having trouble pulling in the deals that you need to get your business off the ground, the first thing you need to carefully look at is, who are you contacting about these joint ventures?

Many people seem to think that the answer to all their problems is to get an ad to a list through the big names, but with this comes a problem. Imagine you were earning at least 20k a month and releasing your own products, had a nice sized list of customers, and a large affiliate base, and that this is widely known. All the people that think you're the answer to their problem, and the list and people you're in contact with are the answer to their problems, you can imagine how many joint venture request mails you're going to get every week. All these people out there that see you earning all that cash, and think that if they get access to your list, they'll earn this cash too.

This is not the case at all. When we speak about joint ventures, I'm definitely not advising you to go out there, pick every big earner out of the bag, contact them and try to get an ad to their list, because there are already so many people doing the same. So unless you have something under your belt in the way of resources and products already, it's not going to be easy to prove that you're going to be worth it. And at the end of the day, that's what we're all doing including me.

Every time I contact someone for a joint venture, I'm in a position where I have to sell myself and my product to them, proving that it's going to be worth their while, and you're doing exactly the same thing. As you can imagine, if you have a few products under your belt already, this is going to be far easier to do this, especially to the big names.

Don't worry though, all is not lost and, there's a lot more potential out there than you may think. When we previously talked about subscribing to peoples lists as a first step in the joint venture operations, we were talking about, not just the biggest names that you know but, the ones where you're more likely to get a response and noticed, simply because there aren't so many people vying for the same thing.

That's not to say you're settling for second best, far from it. There have been plenty of sites that

I've joined previously that displayed top affiliates, those that obviously have the big targeted resources already built up to promote to. Throughout these names I come across some of the big guys, that is true, but it might surprise you to find out that at least ninety five percent of those top affiliates I've not heard of before. They're not big names, but they sure bring in as much cash as the big names. Don't for a moment think that your resources are limited to the ten or so big guys you know, because let me tell you there are thousands and thousands of people out there, even just taking the online marketing scene for example, that are doing really well, even though they haven't achieved this almost celebrity status with your particular circle of marketers.

Keep this in mind, and don't feel trapped or constrained by being fooled into thinking you have to compete with hundreds of others for a single joint venture. That's not to say you shouldn't contact big famous names at all, or ever, but be advised, many others are doing the same. One joint venture with a relatively unknown can be far more powerful than joint ventures with the well known too. It all depends on the resources they have in hand, so if I could give you one tip about joint venturing, and one tip only, it would be to widen your search, and don't just stick to those that you've heard about.

Thankfully, we're not limited to one tip, so I'm going to give you another big one and hopefully put your mind at rest. Now when you create and launch your own product, and manage to pull your target number of joint ventures, don't fret and worry about how hard it was, because, I won't lie, making the contacts in the first place is by far the hardest part, but, again, this snowballs. You meet person one, who introduces you to person two, three and four, and so on preventing the need to go out and look for new joint ventures for each and every product you create. You simply don't have to do it.

In addition don't neglect the people you've done joint ventures with before. Work with them again, look at their proposals, listen to their ideas and what they have to say, and you'll find that once you have your first few you don't need to go out doing all of that again, kind of creating one big circle of marketers that promote each other's stuff and joint venture with each other.

Not only that but add in the fact that after your first few successful products with this system, for want of a better word, is set up in such a way that you're going to be gathering your resources, and be pretty hot joint venture material yourself. Most importantly, it's at this stage, even if your name is only known by your customers and affiliates, that they're going to start coming to you with proposals which will allow you to develop your already rather large pile of resources and promotion power.

So you see as far as joint ventures are concerned, it's only something you have to do heavily once or twice, because after this you're going to be the one that people are searching out. If you put in the hard work now, and set up everything as we've said in this report, and build your resources at the same time, you may not be a millionaire in six months, but you're going to have a mighty

good base of resources to start moving towards achieving your goals for your life and for your business. This is what this whole guide is based on, not making a small profit as quickly as possible, but building your resources as quickly and as effectively as you can, making your life of promotion a simple case of four e-mails and a few conversations for each product you launch. Of course there's a catch, and that is, if you want that to happen to you later, there's a lot of leg work to be done now, which is probably not what many people want to hear, but I can't lie. The effect I'm really trying to put across in this report is that it doesn't have to be slow, it doesn't have to be hard, boring or expensive, but it will require effort. Trust me when I say, the result is worth it.

## **I just want to promote affiliate programs. But, how?**

As you may have guessed this question is going to be very similar to the previous question relating to what you can sell if you don't have your own product. My advice would be, again, to create your own product. Even if you don't want one, it's amazing how much additional promotion power your own product gives you and all the resources it can bring in. I think what we need to ask here is why don't you want your own product? I can understand how cool it must be to think about being able to just mail your list and rake in the cash without doing any additional work, but you're really selling yourself short if you go straight for this option.

There are however two instances where it is actually possible to do this. That's either you've already got yourself a load of resources and a big list to promote to through previous products, or you manage to get yourself in at the top of a really big program that everyone joins, and you're just that good at 'recruiting' and building your down line. If you're not, the best way to learn is your own products and you can always go all out affiliate promotion later when you have resources tailored to that need. If you've been told that it's as easy as plunging in a load of your cash for leads and hits and stuff, forget all that. It's just not true unless you're planning to spend many thousands, which I don't see why anyone would, because there are plenty of faster, more effective ways to do this, with your own product. Have I sold you on that yet? The other alternative is search engine marketing, however that's a whole course in itself and a totally different subject matter altogether.

## **So much information, where do I start?**

A good question, in fact, it's obvious looking through this report and all of the other manuals I you have access. We've tried to put everything in the best order we possibly can, from where we believe it's easiest and quickest to start for you. However, you may have noticed that a lot of the sections we've covered already link to previous sections in many ways. Unfortunately this is something that had to be done when writing these reports or you'd have everything in duplicate.

With regard to online marketing, no matter where you are in your career, the starting place is always the same. No matter if you have a stash of affiliates or a big list and previous customers already, in fact that's great. Whatever you do, don't feel like you have to ditch everything and start all over again. This is not the case. I would say that all businesses start with five things. An idea and a desire to develop that idea, the tools you need to do so, the preparation and groundwork to make it all possible, a budget, and a market for your product.

Without an idea you're going nowhere. With a good idea, on the other hand, you're on your way to multiple products that you can create and sell at different prices that will no doubt spawn other ideas. If you want to take things further, you need to keep your mind open, and always look at ways of developing and evolving that original idea into the best possible form for the people who are going to be buying it and spawning more ideas from your original plan.

Before you get started you're also going to need the tools that will form the basis of your business. Like we mentioned in the creating a base for your business report, there really isn't much out there that you literally need to be successful. The only things that you'll really need to shell out for are, an affiliate script or membership, access to tracking tools, and autoresponders to maintain your list. That's really very little compared to the earning potential that they bring you. What's more, they're all one off purchases that you won't have to spend money on over and over again. This is a pretty good deal when you consider in most people's eyes you need to shell out for promotion on top of that. We now know that this is not the case at all. This is also relevant to your budget, which doesn't have to be huge.

Once those tools are set up, that's most of your preparation and groundwork done. All you need to do is slot a product into your sales system each time and off you go.

Lastly, a target market, someone to sell your products to. Unless you're super brainy and come up with a totally original idea, it's likely there are other products out there already trying to solve the same problems for customers. Do some research to check out the competition, but don't be overwhelmed by it all. There's plenty of space for everyone. And hey, competition for your brand new idea is a good thing, because this means there's already a market for your product, and people with access to the customers that you need to be getting in touch with to sell it. This should put your mind at ease straight away.

Lastly, and most importantly, wherever you decide to start, please do start. We're here giving you all this information but you must do something with it. Ask yourself, in the last six months, how far has my business moved forward? Then ask yourself how far do you want to move forward in the next six months. Do you really want to repeat everything at the same speed, or could you knuckle down and get double, triple or even quadruple the amount of work done through eliminating distractions and focusing on the solution not the problem. That's totally in your hands

now, but do start. Start today.

## Action Points

- Greetings, and welcome to the quick fire FAQ part two, where we'll be answering in the quickest and most direct way possible some of the most frequently asked questions by online marketers as seen by us throughout our career. We've already looked at four questions and come up with some prolific solutions for them relating to other sections in this course. Let's continue and discuss the next six questions.
- Question number five. I don't have my own products, what can I sell? A good question that's upon many peoples' lips, even those in the early stages of developing their business, some of them haven't even decided they want to start a business.
- The simple answer to this question is, if you don't have your own products, you're going to have a much harder time being a success online or offline. It's not impossible, just much harder. There's so much you have control of with your own products, from the raw promotion power and the additional resources to, tailoring your marketing to the product, and even tailoring your products to your marketing in some cases, things you can't do promoting other peoples stuff.
- If you're having problems coming up with new ideas, don't worry. It only takes one to be a success, which we know already can spawn several at a time.
- I wouldn't expect you to be able to come up with ideas immediately either because quite simply you can't solve problems relating to a subject that you don't know about. For this reason the longer you mix with marketers, their products and your target market, the more you will learn, understand this and the better you will get.
- A good example of this is a conversation I had with a fellow marketer a few weeks back. He'd just written a mass of content and wanted to organize it in a particular way, but couldn't find an automated process or product to carry out this job effectively. A simple situation and product idea that only presented itself once involved in this particular market. Not something you'd pick out off the top of your head.
- So the answer to the question 'I don't have my own product, what can I sell?' is simply your own product. I wouldn't recommend going in any other direction if you're just starting out because of the power it gives you for future promotion.
- Question six: I'm worried I won't succeed, or that people won't like my work. What do I do?
- Similar to the previous section where we talked about some of the experiences you may have as an online marketer, I think this question is actually pretty beneficial in some cases when looking at the quality of work carried out. However, under no circumstances should it stop you from progressing and moving forward with your business.

- There are three types of people out there. Type one: they don't particularly care about anything other than making a lot of money as quickly as they can. Unhealthy for them and their customers, we can't have shoddy products floating around out there.
- Type two, they're bothered about what people want out of a product, their reactions and so on. For this reason they make sure everything is up to the highest standard possible before it's released in a quick efficient manner. The majority of good marketers have this mindset, but it's essential not to get stuck in a rut, caught up in something for many years when all it takes is a few months of work to make customers ecstatic.
- Type three is the marketer who wants everything to go smoothly but has a problem getting anything done because they're drawing on their past experiences too much. Learning from them is good, holding back because you're worried something bad might happen again is devastating. This type of fear needs to be faced and hit head on, which can be hard if you're personally attached to your business as many of us become over the years.
- The basic rule here is this. If you know in yourself that you've done your best, and the majority of customers are happy with your efforts, you know you've done a good job no matter what anyone says to you, if you're happy with it, and your customers are happy with it (aside from the odd inevitable time when you become a target for peoples frustrations) then deal with it, and move on, and move forward. This is a big key to success that no marketing guides seem to bring to the surface for one reason or another. It's all a part of this business, and any business that I've had the privilege to work on or as part of.
- This is totally in your hands now. I can't make you do anything from this end, so be aware of what you're doing all the time. Be aware of when you come up against an obstacle, conquer it, learn and move on, fast.
- Moving on to question number seven. How are people making 20k+ a month? I can't get near that figure. Another big question. There are so many different aspects and ways to be successful, there isn't just one method or key to success. The one thing that they all have, however, is resources and leverage.
- The big thing that you'll find most of these people are missing is the leverage and the man power. Next time someone asks you this question (if they never have, they more than likely will do in the future when you start launching your own products, especially in the marketing arena) ask them what they're doing to promote. E-zines will come the reply, guaranteed hits, hit exchanges. This isn't the way of the knowledgeable online marketer, they know better than this.
- This ties into earlier sections when we talked about doing things on your own. Let's say that you've followed this guide to the letter so far, and will continue to do so through all of the manuals to the end. What do you have that these people with their paid ads and purchases don't have? It's the leverage. When you carry out such a system and start putting your feelers out, making contacts and pulling in affiliates, you're also bringing with you a heck of a lot of promotion power in terms of the number of people promoting for you.

- Let me ask you another question. If I were to tell you that you had to make twenty thousand a month, for example, and you have six months to achieve that status, but have to use standardized advertising methods. No joint ventures, no affiliates, no new contacts etc. How would you do it? More to the point would you want to do it in the first place, because when you look at how things should be done, it's far easier to understand why people fail and continue to fail, while those of us who understand this continue to succeed over and over.

- Let's look at this another way. Imagine you're earning a thousand dollars per month through your promotion, at around five hours a day. Your target earnings are 30k a month. At your current level you would have to work 150 hours a day to reach that goal. That's why this is so important to understand because the numbers just don't add up to anything humanly possible by one single person.

- Just because it's your own business, it doesn't mean you're the only one that's going to be promoting it. This my friends, is how the big guys make so much money, when mathematically, looking at it from a sole traders point of view, it looks almost impossible. I assure you, it's not. Understand this and you'll start to see why, and more importantly, how you can apply this to your business.

- Question eight: You keep talking about joint ventures, but I can't seem to score any, what gives? If you're having trouble pulling any joint ventures, the first thing that you need to be looking at is who you're contacting and what you're contacting them about.

- Many believe the answer to their business woes is to get a bunch of ads to the biggest names they can possibly get to. Problems arise from this method, however. Let me explain.

- Imagine you were earning 20k a month quite happily and releasing your own products, have a good list of customers, affiliates and a standard list. This fact is widely known and you're a big name in internet marketing. With this comes a mass of joint venture proposals from people who want access to your valuable resources. All these people out there that see you earning all that cash, and think that if they get access to your list, they'll earn this cash too. This adds up to a lot of weekly mail and some often downright strange or uneducated proposals. I'm not blaming them, but if guides stopped telling people to go after big names like that, they'd be far more successful.

- This is not the case at all, and when we speak about joint ventures, I'm definitely not advising you to go out there and pick every big earner out of the bag, contact them and try to get an ad to their list, because there are already so many people doing the same. So unless you have something under your belt in the way of resources and products already, it's not going to be easy to prove that you're going to be worth it. And at the end of the day, that's what we're all doing.

- Don't worry though, all is not lost, and there's a lot more potential out there than you may think. When we talked previously about subscribing to peoples lists as a first step in joint venture operations, we're talking about not just the biggest names that you know, but the ones where you're more likely to get a response and be noticed, simply because there aren't so many people vying for the same thing.

- That's not to say you're settling for second best, far from it. There have been plenty of sites that I've joined previously that display top affiliates, those that have the big targeted resources already built up to promote to, and throughout these names I come across some of the big guys. This is true, but it might surprise you to find out that at least ninety five percent of these top affiliates I've not heard of before.

- Keep this in mind and you'll score more joint ventures. Don't feel trapped or constrained to vying for the attention of all the big names, that's not how this works. There are far more people out there making tens of thousands of dollars per month, far more open to JV's than the big guys, simply because they're not flooded with this stuff every day. That's not to say don't contact the big guys ever, but expect to have to gather resources and prove yourself in a majority of cases to be valuable to them in the same way that they are to you.

- I won't lie to you, making contacts in the first place is the hardest part of this system, but again, this snowballs. One turns into two, turns into four, turns into twenty, turns into who knows how many. One joint venture doesn't mean one promotion. One joint venture means plus on long term contact, multiple two way promotions and a bunch more JV's coming from that too which can only add to your resources.

- So you see, as far as joint ventures are concerned, it's only something you have to do heavily once or twice, because after this you're going to be the one people are searching out. If you put in the hard work now, and set up everything as we've said in this report, and build your resources at the same time, you may not be a millionaire in six months, but you're going to have a mighty good base of resources to start moving towards achieving your goals for your life and for your business. This is what this whole guide is based on, not making a small profit as quickly as you can, but building your resources as quickly and as effectively as you can, making your life of promotion a simple case of four e-mails and a few conversations for each product you launch.

- There's one catch, and that is if you want that to happen to you later, there's a lot of leg work to be done now, which is probably not what many people want to hear, but I can't lie because otherwise everything we've talked about so far becomes irrelevant. The effect I'm really trying to put across in this report is that it doesn't have to be slow, it doesn't have to be hard, boring or expensive, but it will require effort, but trust me when I say, the result is worth it.

- Question nine. I'm not sure that creating my own products is for me, I just want to promote affiliate programs. How do I go about that? As you may have guessed the answer here is going to be very similar to the previous questions about not creating products. The answer is I would suggest that you don't go down the route of only promoting affiliate programs unless either of the following are true.

- I can understand how cool it must be to think about being able to just mail your list and rake in the cash without doing any additional work, but you're really selling yourself short if you go straight for this option.

- The two instances where this may be possible are, number one. You have already launched your own products in the past and already have a bunch of resources to promote to, effectively, or have pulled in resources in some other manner that would be sufficient for promoting affiliate programs only.
- The second is through PPC niche marketing, where you use pay per click search engines to promote other peoples stuff. Even if you do decide to go down this route, it's far easier to have your own products under your belt because you already understand how everything works and can tailor your marketing through the experience you have gained, making success much more readily available.
- If you've been told that it's as easy as plunging in a load of your cash for leads and hits and stuff, forget all that. It's just not true unless you're planning to spend many thousands which I don't see why anyone would, because there are plenty of faster, more effective ways to do this, with your own product. Have I sold you on that yet? Of course you could get into search engine marketing, but that's something completely different.
- Finally, for this section, question ten. I've got all this information and knowledge, but where do I start? An understandable question, as when you're presented with new information, it's sometimes hard to find a clear starting point, even when we've put everything in order. Not because anyone is thick, but because this is natural with new information no matter what it is. Getting started is the hardest part.
- All businesses start with five things. First, an idea and a desire to develop that idea, the tools you need to do so, the preparation and groundwork to make it all possible and a market for your product.
- By far, the best way to get started is with your ideas. This is all an idea forming process. Once you've formed an idea, no matter how small, or how irrelevant to your target market, the most important thing is you've started already. All that remains is to carry it through using the knowledge and experience you've gained. There's nothing more to it.
- Start with your ideas. The moment that idea pops into your head and you write it down, and begin to think about developing, you have started. You'll never have to wonder where to start again, because more often than not, when someone asks me 'Where do I start?' they follow it up with, 'I have this idea you see...'. They've answered their own question and started already without knowing it. It never fails to amaze me personally that people are capable of such great things, and creating something valuable and worthwhile out of nothing. Often they don't even realize they've done so. Once you know you've started it's easy to develop and continue as I'm sure you already know.
- So, how do you get started? Well, the simple answer is, by asking that question, you've started already. Congrats on taking your first steps towards where you want to be.
- Ok, that's all for this section. We'll continue in the final part of the FAQ section with more questions.

# How do I know who to trust and if their stuff works?

An interesting question, which will occur to most people at the start of their marketing career, especially as there's not really anyone out there that teaches this stuff outside of the internet. With things being so impersonal, and with such a huge selection of information laying around for you to pick up, I'm going to give you some pointers from which you should be able to establish yourself a solid ground of online marketers that hold good information about the subject you're looking for without having to buy and test, and buy and test, which in the end will only put a big dent in your pocket. Let's look at some things that you should be looking for when buying other peoples stuff, and some things that you should avoid at all costs. First up: testimonials. Who's saying what about these people and their products? We're looking for real testimonials here, plain text, audio, video, or all of those put together, the more the better. Look out for marketers that you already know and trust writing testimonials about these people on their sites, but failing that, you can always look at who's promoting it.

But hold on, back up a second. What does this mean for you as a marketer? Like I said before, to get the attention of the big guys, you'll need to be pretty established already, so what if you can't get testimonials by well known people that everyone knows and trusts? Well, you can, in a more indirect way. Remember how I said everything connects to everything else in this system, and they all develop and build each other in so many ways that I'm still discovering them myself? Well, think about your joint ventures. These are the people who are going to be telling their lists, and the people that have been on them for years, and totally trust them. This is another advantage you have, and another big reason to score these joint ventures. It's not only going to form the basis of your sales and your resource building, but the basis of trust that's going to be passed from the list owner, to their subscribers, to your site. Again, this is another way to succeed without having to fight over pulling big names, and far more effective.

This is one of my favorites. Because I'm subscribed to so many marketers lists now, that exclusively promote affiliate programs after building their resources, that's the perfect place for me to find out, not only who to trust, but as a bonus, what's hot and what's not. This is why you'll never see me touch the unsubscribe button as long as I'm receiving ads from top marketers, because it's such a powerful tool, they're doing me a service and they get to advertise their stuff and make a whole bundle of cash at the same time, steering me in the right direction based on the research that they've already done. How's that for a silent joint venture? It's a win, win situation. I would suggest you do the same, and don't forget to keep yourself a record too, so that if you change e-mail addresses you can edit your subscription so that you're not missing anything.

The other great thing about this is, the more you mingle in your chosen market, the more people you meet and contacts you gain (most of who will come to you after your first few products) the more you hear, the more information you're fed, the wiser you become. As with any part of

online marketing, from product creation to understanding and spotting who to trust, it all develops with time and experience. As you can see, using those two methods, there's no need for extensive research or to pull your wallet out for every well written sales letter.

## **How much money will I need to spend to be successful?**

The answer to this question is, quite simply, not a lot. The beauty of online marketing is that the products that you create yourself cost next to nothing money wise. With most products, you're only paying for the time it took the seller to complete, and the knowledge or the piece of software contained within. Anyone who tells you that you have to go out and spend a wad of your hard earned cash on any service, aside from admin of your business and information on how to run your business is incorrect.

The whole basis of this report is creating a viable product in a viable market, and learning to sell it through means and methods that don't cost you any money to carry out. Of course they may cost you other things but it won't come directly out of your pocket. Let's take a standard joint venture. Say you're selling a product with a price tag of a thousand dollars that you've created yourself in your own time. Giving that product away as part of the joint venture, although it seems like you're giving away a heck of a lot, it's not really, compared to what you get in return. It's not like a standard offline business, where you have expenses to worry about, so making a loss on a giveaway of this sort is almost impossible.

What's most important is that you don't try to do everything for free. Set aside a budget that you can afford for that year, and you'll find that most of it goes towards setting up your first product or service. Once you've done that, it becomes a case of wake up, come up with product idea, develop product, and place inside promotion system using all the software that you acquired when you first started out. Aside from this, and any other guides or software your purchase, actually getting your product out there will cost you nothing but your monthly hosting cost. (\$15-\$25 shared hosting or \$200-\$500 for dedicated hosting).

So where does it all go? How can people claim that they've lost tens of thousands trying to succeed in online marketing? Well, I myself have spent tens of thousands, but I wouldn't call it lost, all the guides, all the experiences, the product launches, the software. But in all honesty, most of what I've spent was on mistakes. I've bought guides on this, guides on that, how-to about marketing, membership programs and so on. In my early days, I also spent a lot of time being misled by people who told me about the amazing results they got with particular forms of marketing or memberships they've signed up for, and different ways to promote my products.

You might call me gullible for spending that much, but like so many other people out there struggling for the action, I was just out looking for the answers to all my questions, and you know, I'm glad I did too, because that much money spent brought me a wealth of knowledge only a set of manuals such as this could have brought me without actually having to spend it, and of course, if I didn't do that, this very document wouldn't be here today. Sometimes it's good to screw up a lot.

Unfortunately, while we're sitting here talking about all the answers that we've discovered, there's still countless people out there looking for them. I wouldn't even like to guess at how many there are exactly, but the sales of info products about online marketing in particular, just keep on coming. I'm sure if everyone found their answers right away, this wouldn't be the case.

So I'll make you a deal right now. All those other guides out there that tell you to go out and buy particular products and services with your hard earned cash, whoever they're written by, put them on hold, just for a few months. Put them aside and first try what I'm demonstrating to you throughout these manuals before you go all out spending all your cash on hits or leads or anything like that. I can guarantee that you won't be disappointed, and your pockets will be a lot deeper at the end of the day too, not just through your earnings, but by how much you've saved by doing things correctly.

## **How much time do I have to put into my business for it to be successful?**

An understandable question as it's nice to know exactly where you stand with anything, and how much time it takes to create and run your own online business is no exception. The real problem is that this is an extremely difficult question to answer, not only because our businesses are going to vary, how much we get done per hour is going to vary, but also because different tasks require different amounts of time.

First up, let me give you an example of exactly what I mean. I run my business full time. Although I say full time it really isn't in most cases. Let's take a look at a typical day. I'd get up, jump on the computer, spend twenty minutes or so checking my mail and such, replying to customers and talking to people on my IM list about what's been happening overnight. I'd then check my sales, check that everything is running smoothly, then log off for the day and go and do something with family or friends. Great, huh? Well that's not quite the full story.

Example two: I wake up, jump on the computer with the intention of developing a new product that I've either been thinking about recently or have started the design outlines for to pass onto a programmer. Well at this stage, there's a heck of a lot to do, so I'd do my usual, log on, check my mail, have a chat to people on my messengers and find out what's been going on, then settle down to create this product. It might take a few hours, or it might take a few months, in which

case you'll find me at my computer for anything between five and fifteen hours in a day. That's not so bad, because really, it only applies to two or three months of each year in total so far.

But then comes example three. Site launches, a most exciting time, especially when you've been working up to it for many weeks, or even months as in the case of this particular project. Six or so hours before everything is set to go, you'll find me checking and double checking everything, making sure the payment system works and doesn't have any sudden outages (major disaster for set time joint ventures) getting backups, testing the software, making sure the product is ready to download and so on, general final preparation work. Not forgetting to check my mail and have chat to people on my IM list at the same time.

Then comes the product launch itself. Sometimes things can go perfectly, and on rare occasions things go horribly wrong. I want to make sure that I'm there for the initial drive, so zero hour, I'll be sitting by my computer, waiting for mails to come through and the sales to start coming in, and again making doubly one hundred percent sure that nothing goes wrong. Not to mention keeping an eye on my tracking to see if I can spot any short term anomalies and problems that may have occurred but not been reported.

If all goes smoothly after the first twelve hours or so, I'd head to bed and get some rest, but on the occasions that something is reported and needs to be fixed, it usually has to be fixed quickly, due to the nature of how each resource ties into the next one. You may in fact find me sitting at the computer shouting at the screen 48 hours after the product has gone live. In my eyes this needs to be done, and as crazy as it sounds, if launch day goes pear shaped, I don't hold out much hope for the rest of the promotion drive. I like to be there until everything is flowing perfectly.

So you see, depending on the circumstances, you may find yourself at the computer for an hour a day five days a week, or you may find yourself glued to the screen into the early hours of the morning (and the next morning even). I think the most important thing to get out of this is that the need to be flexible is definitely there, without a doubt. When you're logging on and checking e-mails, it's not so bad, and when something needs to be fixed, it's obvious what you have to do, so it's just common sense to go ahead and do it.

The problem comes when you're looking at the bits in the middle. The long hours don't bother me, and I'm sure they wouldn't bother you either if you could take most of the rest of the year off anyway. What does bother me though is the non-directed work that everyone needs to be doing to make a success of their business. It's not really a case of being lazy, but it's definitely very strange going from working where everyone tells you what to do and when to do it, right on over to you being in total control, just like that.

This is where I believe most people fail, and it's also where it's most important to succeed, and that's getting started working on your own projects. It's not easy sometimes to give up the day

off so that you can type fifty straight pages of text about your chosen field of expertise, but it's something you have to prepare yourself to do, because if you don't and only wait for those times where you're in a position of, do this or lose something, you're missing a lot of new development and designing time. At least fifty percent of your online efforts, excluding promotion, should go towards new product designs and development.

That doesn't mean you have to work overnight or sixteen hours a day seven days a week. I understand that many people have jobs, and others started their businesses to have more free time, not less. So my proposition to you is, next time you're doing a task, ask yourself, is this something that I've been forced to do through circumstance? Fixing bugs, answering mails and so on, or is this something that I picked up, and decided to do off my own back, with no one there to tell me what to do and when to do it. Product creation for example, or report writing, or designing a product, writing sales copy, making the first move in trying to score joint ventures. This kind of work is important, the type that you aren't forced into by circumstance, the only type of work that will move you forward instead of holding you in the same place or even pulling you backwards.

The more time you put in to these aspects of your business, the more you will get out. The more you stick to forced circumstance work, the less you will get out. So the answer is really making the question void. It's not how much time you spend working on your business, it's what you're doing with that time. Spending ten hours with circumstantial tasks like this won't get you anywhere compared to spending one hour doing tasks of your own free will. Control your business, don't let it control you, and you can be sure no matter how much time you spend working your business, it will be time well spent, and you are moving forward. That's the most important thing.

## **How do I know it's not all a scam, and why is that the general attitude of most people?**

If this is your first time in online marketing, it's quite understandable how you may have seen or heard internet marketing spoken about as if it were one big group of people scamming other people into scamming more people. I'm sure you've figured out, that is definitely not the case. This is a serious business. It's a real business and it involves real people and real products, even though many of them are published and brought to our attention through a digital format, and many contain pure information.

Let me tell you that when I first started out in internet marketing I started telling my friends. They came over and had a look at my sites, and unfortunately, much to my surprise, they scoffed. Not just friends, but family too. All they could see was the standard make money online message from the headline (it didn't read exactly that but that's all they picked up) and they all

either didn't say anything at all, or they joked about me being one of those types that sends them e-mails all day long when they don't want them.

Of course I knew they were wrong. The contents of the site, at that time, revolved around automation, and not once was money making mentioned, aside from in the standard two level affiliate program. It's a shame that people automatically assume it's a scam if it involves referring people. They've heard about the impossible matrix stuff, the fifty gazillion level mlm-insta-super-cash-millionaire-overnight-system, and they've either fallen for it themselves, assume it's a scam because someone they know has fallen for it, or seen some sort of harsh words about this in the media.

The problem comes when they mix these up, and believe online marketing to all be a scam. Look at your standard matrix, and do the math. You'll soon figure out a few things. First, the odds of earning are miniscule. Who knows how many millions of people you need to refer on your level to come into profit. You'd be amazed that if you took a calculator to many of these old systems, you'd need to refer more people than there actually are in the world on level 25, to get you \$100 per month. Second the products. Look at what we're doing here. Look at what we're selling. They're not referral programs that ask to refer for the sake of referring. They're real products, quality, with real value.

When people now ask me about what I do, and after telling them I make comments, my response is easy, and yours could be the same. Hey, Amazon.com has an affiliate program, where people refer others and make money on anything they purchase. Does that make them an illegal scheme that is only out to make you broke? Just because we're not a huge business with huge names, usually only a single person or with a small staff promoting single products on single websites, it does not mean our products are not valuable, and it doesn't mean they're a scam just because there's a two level referral system up there.

In fact, it often means that the information and type of products and services open to the customer are even more diverse. No longer are you only seeing books published by big companies, no longer are you only seeing three choices of software when looking to accomplish a job. The internet has made things amazingly easy for us to get our products circulated and, because of the diversity or types and quality of product and the low cost of doing this, there are inevitably some shoddy pieces of work out there by people who just want to make a quick buck.

As you can see, not only is this big money, but it's a serious business too. It's not a joke, or a scam, or anything like that. It's a diverse number of people coming together, and finally being able to afford to put their ideas in motion and add to the diversity of every single market you can possibly think of. Remember, a referral program, doesn't make a scam. With a document telling you how to make money online, even though that phrase is a major 'yeah right' cliché nowadays, the concept is still the same. The only difference between reality, and peoples perceptions

through what they've heard via the media, their friends, and what they think they know, makes it a scam in their mind. In reality, it's as legitimate a business as any big name multinational you can think of that's out there, just in a smaller package.

## **How long will it take me to be successful, and can you guarantee it will happen?**

Let's look for a start at how long it will take you to be successful. I'll be honest with you. I have almost no insight about that. I know about the techniques I'm teaching you, I know they give you the power to be successful, but I don't know you. I don't know how often you work on your business, I don't know if you're working on a product that customers want, in fact with this one way dialogue, the only thing that I can do is give you the formulas. You have to feed those formulas through your own effort, and in your own way. Hey, again, I'm not calling you lazy. I know how it is when you're working all day, studying all night, cooking, cleaning so on and so forth. I don't assume that everyone has even half their day to work on their business yet.

What I will say to you is, take heed of the active and reactive situations we talked about above, pay close attention to the type and quality of the work you're doing, and whether you're doing it correctly. You know, just one product can pull in a 10-12k list without a problem through some joint venturing and affiliates, setting up everything the way we've talked about here. It's not unusual to see these types of lists pull in two, three or even four thousand dollars per mailing. I can't guarantee you'll be successful, for the simple reason it's up to you to stop planning, stop thinking and start doing, for the same reasons I can't tell you how long it's going to take.

The first step is getting started. Once you're clear of successful product two you're going to find yourself on a role. Let me ask you. Do you honestly believe that you're going to follow this whole guide and put it all into action, taking into account that you really should get two products up and running ASAP through joint ventures, and linking your resources as well as we've talked about? If you do great, if you don't, why not make this the one? The one you actually say ok, yeah, I'll go for that, and get working on it tonight and for the rest of the month until you've finally launched your own product or two?

This is what I'm talking about. I've already discussed with you how much I dislike the whole clichéd positive thinking thing. However, that doesn't mean that you shouldn't take action. Don't throw in the towel and say hey, I've read many other guides before, and only half-heartedly followed them, tossed them to the side, dug them out months later to find I'm still in the same place when everyone else is moving on and making cash with their own products, and their own business. Don't let it be someone else this time. Seriously, make sure it's you. Get up and go. If you take the info in this guide, put it all together, and then take that advice and really do get up and go, and start moving forwards, then this is the closest I can ever get to guarantee your success. That's mighty close to a perfect score. It's in your hands. You know what to do now you have your hands on such valuable information. It's time you made use of it.

