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# Table Of Contents

## **Intro**

### **Chapter 1:**

Do You Really Know What Internet Marketing Is

### **Chapter 2:**

Marketing Cars to Blind People

### **Chapter 3:**

No Idea Where to Find Leads

### **Chapter 4:**

Running Out of Money

### **Chapter 5:**

The Credibility Factor

### **Chapter 6:**

Don't Get Hung Up On Motivation

### **Chapter 7:**

The Importance of Duplication

### **Chapter 8:**

You Must Grow

### **Chapter 9:**

Procrastinating

### **Chapter 10 :**

How To Avoid The Pitfalls

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# Intro

*Internet marketing could be the solution to your most untamed dreams, or it can be a huge headache if you don't know how to handle your business properly.*

*The bulk of marketers in this competitive field just don't have a clear understanding what to do as well as what to avoid.*

*In this e-book we will address what to avoid for your internet marketing success.*

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# **Chapter 1:**

**Do You Really Know What Internet Marketing Is**

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# Synopsis

*If you don't understand internet marketing, how can you do it effectively?*

## **Your Success Depends On You Really Understanding Internet Marketing**

Do you recognize what the oddest thing about most internet marketers seems to be?

They say they are internet marketers yet they know little to nothing about what internet marketing is really all about or how to stay away from the pitfalls!

If you have a look at the shape internet marketing has gotten in to you will see that it's deteriorated into a pitiful mess in some cases where the bulk of marketers are pressured to hassle their candidates like a piranha, biting as though are starving. This is one of the pitfalls to avoid when it comes to internet marketing.

Just what is internet marketing as well as some of the benefits?

Internet marketing is a form of promotion that is comparatively inexpensive when it comes to the cost of reaching the target audience. Marketers can get to a broad audience for a small portion of what traditional advertising costs. Internet marketing allows customers to explore and buy products and services at their own speed. Consequently, businesses bear the advantage of appealing to customers in a method that can impart results rapidly. The scheme and total effectiveness of marketing campaigns hinge upon business goals and having the correct knowledge.

Internet marketers as well possess the advantage of valuating statistics easily and cheaply. Just about all facets of an Internet marketing crusade can be deciphered, measured, and examined.

Internet marketers as well have a variety of advertising choices. The advertisers can use a variety of methods: pay per impression, pay per click, pay per play, or pay per action.

Consequently, marketers can decide which messages or offerings are more attractive to the viewers. The results of ad campaigns can be measured and tracked at once because online marketing ad campaigns usually require users to click on an advertisement, visit a website, and execute a targeted act.

This type of tracking can't be achieved through billboard marketing, where an person will at best be interested, then make a decision to obtain more information at a different time.



What internet marketing is NOT about is aggravating your friends and relatives to buy your products or listen to you try to recruit them for your business opportunity.

I won't put you to sleep with the technical definition of what internet marketing is, as for our purposes we need to understand that internet marketing is about LEVERAGE.

You see, a individual won over against his will, still has the same opinion. If you have to force other people to purchase your product, you aren't marketing - you're selling, and this example is actually HARD SELLING.

Individuals don't appreciate hard selling and this needs to be understood about internet marketing. Conceive of receiving 30 calls from strangers daily requesting that you purchase stuff that you don't need.

You must realize that internet marketing depends on leverage in order to avoid pitfalls. Think about the biggest 'brands' around the globe - Nike, Estee Lauder, Louis Vuitton, Celine Dion, Steven Spielberg, etc... names like these don't need to brow beat you to convince you how good they are as the name speaks for themselves.

So unless you are able to market your business in a way that does not call for any hard selling, you'll need to restructure and learn how to avoid the pitfalls or risk looking like a seedy salesperson.

You may think I'm exaggerating whether you are in marketing or not .....if so you may need a serious reality check... and in the following pages we will do just that.

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# **Chapter 2:**

## **Marketing Cars to Blind People**

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# Synopsis

*A serious pitfall to avoid is marketing to the wrong people.*

## **Don't Believe You Can Sell a Baby a Car**

A common pitfall I see with internet marketers when it comes to their internet strategy is that they aren't truly looking at their target audience when they compose the content for their site.

Rather, they compose boring content that's centered on them – who they are, how you are able to find them, why they're significant, etc. Not only is that subject matter boring, it will not pull in the intended visitors and won't be pulling in free traffic from the search engines.

Another serious pitfall internet marketers fall into - they continue believing that their internet marketing business will redeem the Earth, but they don't recognize that the prospect may not see it like this.

Make no mistake, if you are marketing to the wrong group, i.e.: trying to sell a car to a baby, it doesn't matter how fast you think your car is, the 'candidate' just doesn't want it nor need it! By realizing this within an internet marketing context, you'll comprehend that the bulk of prospects you're talking to, including all the individuals on your list, are not the individuals who are desirable for joining your downline or purchasing your products.

You need to comprehend that good candidates are seldom 'looking' for you. They're searching to solve a problem or get information. Hopefully, they'll discover you and you'll help them work out their problem through beneficial information online. If you're supplying value, you should be able to win over many visitors to your site to opt-in to get a free report or join your newsletter so that you are able to 'go forward with the conversation' by e-mail or RSS feeds.

In order to draw in the correct prospects, you need to think of your target audience. Think of the various characters they may symbolize. Are they 35-year-old stay-at-home moms? If so, how do they think and what type of speech do they use? What kind of subject matter might they be seeking that relates to your products or services? What are their 'haunts' online? Do you have multiple characters that you can tap into?

Some individuals believe that some family member will join because they're a favorite, but the truth is that the family member couldn't care less. They don't want to begin a new business, and are comfortable in thire life and don't even need your product to start out Simply put, a smart individual would sort out their candidates instead of trying to continually bash their heads against the wall one un-targeted candidate at a time.

People in the bulk of internet marketing circles don't teach you this. They tell you that everybody is a candidate, but actually, you have to center on your the right people and give them the right opportunity at the right time.

If you're in internet marketing, don't act like a bumbling idiot trusting that your product is the 'finest in the world' and that everybody must own one.

Remember - pick your market wisely and center on your target market. Pitch your product or your opportunity to individuals who are already in tune with the idea and you'll end up with less wasted time.

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# **Chapter 3:**

## **No Idea Where to Find Leads**

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# Synopsis

*Stumbling around in the dark looking for leads... no matter what kind of leads...  
is also a pitfall.*

## **Is Your List Killing You?**

Individuals don't just like to hand out their email addresses online (and with good reason today!) But if you offer them something in return, such as an enlightening newsletter, a free eBook, a forum membership or free software, they'll be much more likely to give you their email address when subscribing.

However, do you know why most internet marketers have a tendency to fail? It's because they bank on their name list a bit much. If I were you, the 1st thing I would do is to get rid of that list of phone numbers you are currently holding on to.

Here's why - your name list will sooner or later poop out.

Stop repeating mistakes!

The definition of insanity is - doing the same thing over and over while expecting different results (this phrase is ironically echoed again and again in internet marketing circles!)

There are a lot of ways to generate new targeted leads on the Net.

You don't need to meet strangers in a party or collect call cards in supermarkets because it's a very slow and time devouring way to seek targeted leads for your internet marketing business.

Studies show that the number 1 issue facing small business owners today is not having enough qualified prospects. Every small business owner would like to have more high-quality candidates, but most either don't have the time, or just don't have the expertise!

In any given industry, there are an infinite number of potential lead sources that can be used to supply your business with highly-qualified sales leads. A few are very simple and inexpensive to set-up, others are more intricate. Some will give you a trickle of leads, others will produce a flood.



Do you recognize why Google is making so much money? It's because they deliver the most relevant results for the individuals punching in the keywords. Individuals pay Google good money as they bring the most relevant, most targeted paying leads for their business needs.

It evidences one thing - tapping into the power of Google is just one of the ways of constructing good a lead generation system bringing in the best leads and prospects for your internet marketing business.

The day you stop acquiring new leads, your entire business will come to a grating halt - so by establishing a good lead generation system on autopilot, your business will grow by itself, long after you've stopped working on it directly.