



WEBMASTER'S TOOLBOX

Volume #9:
Internet Marketing Pitfalls

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Internet Marketing Pitfalls

Now that we've gotten all the advertising out of the way (Website Promotion Exposed, Volume #8 – get it [here](#)), this volume (#9) is going to focus mostly on common internet marketing pitfalls. This is so important because no matter what you do that's right, the things that you do that are wrong are going to end up killing you. So that will be the main focus of this ebook.

I will cover some specific pitfalls to avoid, the ones I call “Leaving Money On The Table.” When you read it, you'll understand what I am talking about.

We're also going to give you a couple of what I like to call “game plans” to follow as far as dividing your time and getting some advertising done. Managing your time is going to be one of the most important and also one of the most difficult things to do.

“So many people have a very bad habit of not being able to concentrate on any one thing at any one time. This is something we're going to try to get you out of the habit of doing.”

Naturally, with all the different forms of advertising, it would be impossible to cover every single combination of game plans for every possible business. Some plans won't work as well as others depending on what you're promoting. So you're going to have to kind of pick through these tips and get a feel for what will work best for you.

Just a quick story before we begin. When I first started marketing online and seeing all the different programs and advertising methods that were out there, I was totally overwhelmed by it all. I didn't know where to begin or how much time to put into what. So a lot of what I learned and a lot of what I am sharing with you is from trial and error. In other words, there is no magical formula for success.

I am going to save you from one of the biggest mistakes I made: not trusting in people who were smarter than me. I thought they were just trying to take advantage of me. As a result, I ended up taking a lot longer to find success than I should have. So please, learn from my mistakes. I've acquired over 4 years of marketing knowledge that I have written down into these volumes. You'd have to pay thousands of dollars for what you'll learn in these series of ebooks. So take advantage of it. Don't let all this go to waste, otherwise this is just an exercise in reading.

With that, let's move on to volume #9 in the Webmaster's Toolbox series...

Game Plan Example 1

Well, we've gotten the main forms of promotion out of the way. Now that we know what's out there, we have to work up a game plan to make the most out of what we have. This is where most people get hopelessly lost.

- Why?

Because there are so many options as far as advertising that there is just no way you can do each and every one of the them every day. You'd have to put in 24 hours just to make a dent in some of this stuff. So, we need a plan.

We need to coordinate our efforts into a strategic plan that will make the most of those efforts. Now, having said that, there is NO one plan. Anybody who tells you that doing X, Y and Z is going to bring you A, B and C results is crazy.

Every business is different. So, instead of giving you a plan to follow, which would be ridiculous, I am going to give you an example of a plan and hopefully, from this example, you can derive your own plan. There will be other game plan examples in this series.

Okay, after looking at the various ways of advertising, you decide that you want to start with just a few methods. After reading all the descriptions, you decide that you want to start off with the following 3 things. (again referring to Volume #8 – get it [here](#))

- FFA Hosting
- Article Writing
- Traffic Exchanges

Okay, the first thing I would do is get the things out of the way they take the least amount of time.

- Why?

So we can get some advertising up on the Internet quickly. The quickest of the above 3 methods is **FFA Hosting**, since it's a fairly simple process...

1. You sign up with the FFA site or sites you want to join.
2. You write your autoresponder ad.
3. You place it into their system.

Done. The ad will now run each day. But...

Ads get old fast. So I would go to each site's SAFE system at least every 3 days and change the ad. So you want to put that on your schedule for each 3rd day to be reminded to change your ad. This is good because 2 out of every 3 days, you won't have to worry about your FFA Hosting advertising. It will run for you.

Now we get to **Article Writing**, which does take a little bit longer because writing an article can be time consuming. Some people can knock out a 500 word article in 30 minutes and others take a good hour or longer. You have to write your first article to see how long it takes you. You will pick up speed with time.

Personally, I would write 3 articles a day. One article to submit for pay, so I can make some quick cash. Another article I would submit to an article directory in order to get visitors to my site. And finally, the third article I would put on my site in order to build up content for it. This I will do everyday. That's about 90 minutes work for me.

Finally, you have the **Traffic Exchanges**. Because you're only starting off with 3 forms of advertising, you have a lot of time to devote to TEs. But first, you have to create a splash page for the exchanges because nobody is going to look at a full blown site. This is something you'll only have to do one time but it will take time. Fortunately, you don't have much to do.

After you get your splash page created, the next step is to sign up with as many TEs as you can. Get your pages approved and then start surfing. You should be able to surf at least a couple hours a night. This will get quite a few people to see your splash page, which if done well, can build up a list for you that won't be too shabby.

This is just one of an infinite number of game plans you can use to promote your site. The key is getting into a routine. I can't stress this enough. You have to treat your business LIKE a business or you'll never get it off the ground. Hobbies are great for having fun, but if you want to make serious money, a business is serious business, not to sound repetitive.

I.M. Pitfalls – Part 1

Let me start off by saying that every once in a while you can do something stupid when it comes to marketing and still get away with it, IF you have enough positive things going for you. But start to compound those blunders and you are looking for a world of trouble.

The next few sections in this report are going to focus on some really common things that people do that are just not good business practices. Like I said, you may be able to get away with one or two, but if you do most of these, it's going to catch up to you.

The biggest blunder that most people make is to get a free web site. The common new marketer will call to Yahoo and get a Geocities account and throw a web site up on it. Bad idea for so many reasons.

For starters, did you ever notice what these free web sites make you put up with?

- Just go to them and you see all kinds of garbage that has nothing to do with your site, such as banners and frames. Geocities has got their ads all over the place. And if visitors don't know enough to close a lot of this junk, crucial parts of your site can be covered up to your visitor. It's just a bad experience for them since the environment is not professional looking at all.

Another problem is that with a free web site, your domain is something like

www.theirsite.com/yourname/somethingelse/index.html.

This is not a professionally looking company.

With your own hosting and domain, your site looks like this:

www.yoursite.com

A lot better, don't you think?

Another big problem with getting a free web site is that you are severely limited to disk space and bandwidth. It's not like getting a professionally hosted site and getting 1000 megs of disk space and 10 gig of bandwidth each month.

What happens when your site starts to grow and your free hosting company doesn't like all the traffic you're getting that's eating up their total bandwidth?

Think they're going to let you keep your account?

What happens when you decide that you want to start to offer products to your customers that they can download right off your server and you only have 10 meg of disk space? Think the free hosting company is going to give you more for nothing?

What happens when the server your site is on goes down? Do you really think that your free hosting company is going to get it back up and running quickly?

When I used to have a free hosting account, there were times when my web site was down for days. If this should happen to a successful business, it can literally cripple it in no time. Certainly you will lose lots of customers.

Considering how cheap web hosting is these days, it's insane not to get a paid hosting account. Some hosting companies are as little as \$1 a month.

“Get away from free hosting. It will kill your business”

I.M. Pitfalls – Part 2

In this section I want to focus on something that really drives me personally through the wall. Look, I know that when you put up your own web site, you really want to impress people, not only with your skills, be them what they are, but with all the bells and whistles and toys that you can possibly think of to make an impression.

Guess what?

- It's only going to make them leave your site, OR, get so distracted that they forget the reason they came, to buy your product or service, and ultimately you lose a sale. So, in order to make sure you don't ruin all your chances to make sales, here is my personal list of do not do's.

The first thing that really drives me crazy when I go to somebody's web page is to get immediately bombarded with some stupid popup. Fortunately, with most browsers now equipped with popup blockers and many firewall programs equipped with the same, this doesn't really affect me anymore.

So since popups are virtually a waste of time anyway, don't put them on your site. Regardless of what most marketers will tell you, that an opt-in popup is great, most people will be annoyed and leave your site. If you still want an opt-in box, just put one on your main page.

Another thing that drives me crazy are all these Flash presentations. The darn things take forever to load, even on a fast Internet connection, and a lot of people don't even give you the option of exiting out of the presentation itself and going right to the site.

Flash is nice and it's very high tech but it's not needed to make a sale. Good sales copy on your web page is all you need. Don't clutter it up with all this fancy stuff. Nobody cares and if they can't get past it quickly they'll just leave.

Another one of my pet peeves is when I get to the site and there are a gazillion things on it. I saw an ad for XYZ product with a link, but when I get to the site, I see a hundred products. I have no idea where the one is that I want to buy because the page is just too cluttered.

On top of that, there are pictures all over the page. Some of them, if not all, have nothing to do with the site itself. Like one site I went to, in order to buy some kind of php script, had a bunch of photos of this guy's dog.

Now I know he's probably very proud of his dog, but I don't care about his dog. I just want my script. Long story short, I never found it and left. He lost a sale.

And finally, there's all that racket. I go to a site and I'm bombarded either with music or some guy yappin' about his great product. Trust me, NOBODY wants to hear this stuff.

What if they're surfing at 2 AM and they have a sleeping baby in the room and suddenly they get bombarded with Jimi Hendrix? You are going to have one very ticked up ex customer because trust me, he will NEVER go to your site again.

In a nutshell. Keep your site simple. This doesn't mean to not have a site that looks professional. It means don't overload it with junk that you don't need.

“Sometimes, less is more”

I.M. Pitfalls – Part 3

In this section we're going to discuss something that not a lot of people even think about. And yet, it is probably one of the biggest mistakes that Internet marketers can make.

Believe it or not, we don't live in a vacuum. Our work, what we do, what we say, all affects those around us. This includes our web site, our advertisements, our forum participation, everything. So it absolutely amazes me when somebody puts up a site, puts out an ad, goes to a forum and doesn't do this one thing.

- Ask for feedback!

I mean, think about it. You put up a site. Certainly you went through a lot of trouble to get that site up and running between hiring a programmer, a graphic artist and maybe even an SEO expert.

Don't you think the least you'd want to do after you put up your site is also put up a suggestion box or at the very least a page where people can contact you with their suggestions?

Don't you want to know if people even LIKE your site? Working in the dark like this is a great way of possibly going out of business.

What about when you put out an ad? Do you tell people to write to you with their opinions? Do you even put an ad tracking URL in the ad to see if people are even clicking on it? Do you have any idea how your ad campaigns are doing in terms of click-through to sales?

I was once talking with a very successful businessman once. And I asked him in casual conversation how he became so successful so quickly. Know what he told me?

He said he asked a lot of questions to his customers. He put out surveys, had suggestion boxes on his sites, posted his email just about everywhere he could with the little blurb, "Any questions, email me at..."

He told me that you'd be surprised how your customers will actually tell you HOW to make your business successful by telling you what THEY want. It seemed so simple. The truth is, it works. That's why the Rich Jerk just used this tactic with his new book. He asked his subscribers to tell him what they wanted in his new product.

The point is, you can't work in a vacuum. The world around you is going to react to your site, your product, your personality. If you are deaf to these reactions, or worse, don't even ask for them, you are opening yourself up to potential disaster.

Remember, whether you like it or not, the customer is always right. So if a majority of people write to you and tell you that your site looks like crap, guess what?

- It probably does...

It's time to then make some changes. Hopefully they will tell you why it looks like crap so you know what to change. If not, ask them.

“The only way to be successful with your business is to know what your customers want”

I.M. Pitfalls – Part 4

In this section I'm going to cover something that we are ALL guilty of at one time or another. Some more than others. And yes, even I am guilty of this from time to time. Even though it is something I know I shouldn't do, I just can't help myself an occasionally I will do it. And then after I've done it, I realize that I can never take it back, that is was time wasted. Yes -- I am talking about...Wasting time.

It's not easy to stay focused when it comes to Internet marketing. There is so much to do, and in the early stages of getting your business going, there is also a lot of disappointment.

- Sales don't take off the way you expected.
- Your opt-in list isn't growing as quickly as you would like.

So it is very easy to allow yourself to be distracted by things that appear to be helpful for your business but in the long run are just time wasters. I'll give you a few examples.

Browsing through the message boards and forums is probably one of the biggest time wasters unless you're actually going there with a purpose, such as to find information on a particular subject that you feel will help you with your business.

Maybe you need info on an autoresponder and you know of a forum where there is a lot of info on that subject. That's great, as long as you put it to use. But if you go there and just get into a lot of senseless chitchat with the members, as fun as that might be, it's unproductive and simply a waste of time.

Another time waster is making lists. I'm not talking about building your opt-in list. I'm talking about making all these lists about how you're going to do this and that and whatever. I'm not saying not to make a list. I have a to do list everyday. The list takes me all of 2 minutes to make.

No, I'm talking about people who spend countless hours making up these drawn out lists in the most minute detail. There's no need for that. List the main points of what you want to do for that day and be done with it.

Another thing that goes along this line is checking your stats daily. Many people love to check their opt-in lists each day to see how many people they have. What for? Whatever number you have isn't going to suddenly go up just because you look at it.

All these little things are time wasters. They're what I call keep busy tasks that don't serve any productive means.

The easiest way to avoid doing this is simple. Before you attempt to do anything, ask yourself what this task is going to do as far as helping your business, such as getting more opt-ins or making more sales or even improving your site or product.

“If you can't think of one thing that the task is going to accomplish that is going to help you, then don't do it because it is a time waster”

I.M. Pitfalls – Part 5

This section covers another pitfall, that goes up right at the top of the list. As a matter of fact, this one may be one of the most dangerous. I mean it's one thing to not get feedback on your site. That's just going to lose you some time as eventually you'll figure things out on your own, at least I hope so.

But this one can not only lose you money, but may also lose you your business.

What am I talking about?

- Email!

Now, if you're sitting there scratching your head thinking, huh? Don't. Because this is serious stuff. People mismanage their emails so badly that they not only lose money but they also risk losing their business as well. What follows are the most common email mistakes that people make.

Remember when we talked about how free web hosting was terrible because of all the problems with a free web site? Well, free email is no better. And yet, so many people use free email accounts. They think they're saving money when in essence, all they're doing is losing money.

I can't tell you how many people write to me requesting information about one of my products. The first thing I look at is the email address.

- Why?

Because I want to know if it's even worth it for me to try to respond. The reason is because many of these free email accounts, like Yahoo, Gmail, Hotmail and so on, either throw a ton of your mail into your spam folder or they don't bother sending it at all. You can blame the can spam act of 2003 for this. Because of people screaming spam, many emails simply don't get delivered.

So imagine you're running a business, and you set up a free web site with Geocities and get yourself a Yahoo email account. Now you start to promote.

Assuming that you even get anyone to stay at your site, what do you think is going to happen if they try to email you for info? You got it. The email will either not get delivered or it will end up in your spam folder.

Occasionally you'll get lucky and it will land in your in box. Do you really want to take that chance? Every email that you don't get is a potential lost sale.

Another big mistake that marketers make with their email is to spam. I don't know why they do this, but they'll set up their new web site and start sending emails to every Tom, Dick and Harry in existence. The only thing this is going to do is get your site shut down.

“Please don't spam. It's not worth it for the few sales that you MIGHT get”

Basically, you need to use email responsibly. If you get yourself a professional email account, at least you know that you'll receive most of your email. You may not get through to all the people out there but with your own account you at least have a fighting chance.

If you do that much and stay away from spamming people, you should have a clean email campaign and system that will bring you results.

Game Plan Example 2

Let's take a break from our pitfalls so that you don't get too bogged down with negative stuff for a bit. It's always nice to focus on the positive things in our business in spite of the fact that we do have to be aware of what not to do, otherwise we are bound to make some serious mistakes.

In this section we're going to present another hypothetical game plan for promoting your site.

Let's for the sake of this example choose to use the following means of promotion. (Website Promotion Exposed, Volume #8 – get it [here](#)),

- Safelists
- Forums
- Message Boards

Let's begin with the method that is going to take you the least amount of time. That would be **safelists**.

Needless to say, there are countless thousands of safelists on the Internet. Joining all of them and promoting to each one individually would not only take an enormous amount of time, it would be literally impossible. Plus, as I said in an earlier volume (#8 – get it [here](#)), safelists are only so effective.

So you don't want to spend a lot of time on them. To do this, I suggest joining a safelist submitter service. [IpostAd](#) is the best but there are plenty of others to choose from. The point is, you want your submission to these safelists to be one click each day and you're done.

You'll sign up, enter your ad, and let it go out. I suggest you do send a different ad at least every few days as with the FFA hosting sites. Otherwise, if people see the same ad day after day, it won't be as effective.

So you're going to have to give yourself about 30 minutes every 3 days to write an ad and about 5 minutes each day to send your daily ad. Like I said, safelists don't take up much time. This leaves you plenty of time for the next two things.

Let's move on to **message boards** next because they won't take as much time as forums. In a previous volume (#8 – get it [here](#)) - I gave you a list of responsive message boards. What you want to do is break them up into groups

of maybe 5. Then, each day, go to each of the 5 message boards at least 3 times per day, morning, afternoon and evening, and post an ad each time. Some boards don't move as quickly so you won't have to post as often.

Others, like WAHM, move so fast, your ad is gone in an hour. But it will be seen by lots of people. This process should take you about 15 minutes for each group of postings, or 45 minutes for the day, tops. This leaves the rest of your day for forums.

Forums are very time consuming. Why? Because it takes time for people to get to know you. So you're going to have to spend a lot of time there each day. Plus, you'll want to frequent at least a few of the top forums for your niche. This should take up a few hours of each day. Over time, this will be time well spent, I promise you. You may even get an offer to be a moderator if you behave yourself.

Between these 3 methods you have some direct promotion (safelists and message boards) and some indirect promotion (forums) going on at the same time.

I.M. Pitfalls – Part 6

In this section we're going to cover yet another pitfall that really gets my goat when I see people do this. And their rational for not doing just baffles me. Sure, the ones that don't know it even exists, I can understand. But for those who know about it and just don't do it, and worse, give stupid reasons for not doing it, make me want to stick my head out a window and start screaming.

If you get nothing out of this ebook other than this one concept, then you will have still learned one of the most important aspects of Internet marketing.

So here it is....

“One of the biggest marketing mistakes you can make is to NOT build your list”

I talk to some people who have a web site selling whatever it is. And I ask them how come they don't have an opt-in form to get people into your list? Know what they tell me?

“Hey, if they come to my site and don't buy from me then, they're not going to”

This is the part where I want to scream.

People, I know it sounds cliché but **the money is in the list**. You can't make a steady income on just new customers. Oh, and don't even get me started on that one where people get customers who DO buy from them and then they don't offer them some kind of free gift to get them into their list so that MAYBE down the road, they can sell them something else. It just boggles my mind.

It is a known fact that most people who buy things on the Internet take at least 7 visits to your site before they make up their mind. Very few people buy something the first time they see it.

Think about the first time you saw a certain product, especially if it was a new product. Did you buy it right away? Probably not. Maybe you went online to see if there were any reviews of this product.

I know I do that all the time, especially when I am buying electronic equipment. I don't want to get a stereo or mixer that people have been writing reviews on

saying that it falls apart in 6 months. Rarely, if ever do I buy something the first time I see it.

So why is it that so many site owners think that all they have to do is get somebody to their site and the sale is made? Trust me, it doesn't happen that way. But if you have an opt-in box with a little blurb that says, "Hey, get your free report on...", don't you think that they're going to want that free report, especially if it's about something they're interested in?

And then, when you DO get the sale, how about sending them a thank you email with a little note that says, "Here's your free gift. Just go to..." and then give them your autoresponder sign up link. Trust me, more people than not will sign up to your list.

People who don't have opt-ins are basically leaving money on the table. So please, don't leave money on YOUR table because once you do and that person gets away for good, you're probably never going to get him back again.

I.M. Pitfalls – Part 7

In this section, we're going to discuss another serious pitfall that many people just don't get. Did you ever go to a forum, and not just any forum, but a respectable one that has quite a reputation and suddenly you see this post?

“Make \$30,000 in 30 Days”

And then you go on to read it and it's just the biggest scam this side of the Mississippi. And you just sit there reading this thing and shaking your head as the older forum members rip this guy to shreds. Do you think that this person is EVER going to be a successful marketer?

- Well, maybe...

Maybe he'll learn from his mistakes. Many do not. Many think that the way to make money online is to just spam your ad everywhere you can. Well, that's not quite the way to go about it. Unfortunately, this happens way too often.

And, with the coming of Myspace, Squidoo and alike, this problem is even bigger. Myspace has very strict rules about advertising. There is none. So of course some jackass will come into the Myspace world and start sending ads to just about everybody he can find and spam his way out of existence. And then he wonders why his Myspace account was taken away from him.

But improper advertising goes well beyond just advertising in places where you're not supposed to. It even pertains to places where you can advertise.

- Why?

Well, just because you are allowed to advertise somewhere doesn't mean that every ad is acceptable.

For example, there is a very well known company on the Internet called Type International. For those of you who don't know what it is, the concept is they say it is a typing job. It's not:

It's a scam where you type ads all over the Internet and get paid for doing it. The pay is literally pennies per hour. The company owner even said publicly to somebody that certain third world countries will work for pennies. They don't care.

Well, this company has gotten such a bad reputation for exploiting people with this scam that many message boards that DO allow ads bad Type International ads, and clearly say so in their TOS. So what do people do? They come to the message board and post a Type International ad. It gets deleted, they get warned and what do you think they do? You got it. They post it again.

- Some people never learn.

But improper advertising isn't just confined to message boards and forums. You can actually advertise improperly to your own list. Now, if you're wondering how that is possible when they opted into your list, well, imagine this scenario.

Day 1...You send them their welcome email and tell them what they can expect to get in their news letter or whatever it is that you're sending them. At this point they're like, "Oh boy, this is gonna be great." Until...

Day 2...You send them a news letter and immediately bombard them with an ad to buy your product. Okay, it's a little soon but giving it one shot is okay. But then...

Day 3...You bombard them with the same ad. You tell them about all the great benefits of your product.

This goes on for 7 days. Finally on the 8th day you send them something like this...

"Hey, it's been 7 days that I've been telling you about my great product and I see you haven't bought it yet. What's up with that? Why haven't you bought my great product yet?"

You know what happens next?

Can you say unsubscribe? Yep. You just lost a customer.

I think you got the point. Use some common sense when you're advertising. If it seems like it could cause problems then more times than not, it will.

Just don't do it.

I.M. Pitfalls – Part 8

This next pitfall is the one that I think affects more new marketers than any other problem. And the reason for it is that this trap is so easy to fall into, and that's what a lot of seasoned marketers pray on. It's called the "Get Rich Quick Syndrome."

You know what I am talking about. You see some site that says, "I Made \$4,732.89 In 2 Weeks and YOU Can Too." And then your eyes light up like somebody stuck a 300 watt bulb up your backside.

The dollar signs start flashing in your eyes. You're already counting the millions that you're going to make. It's just a matter of time. You call up your wife or whoever and say, "Hey guess what I just found..." And you go into this long big spiel of how you're going to be rich in less than a year, if even that long. And then you...

Okay, just STOP!

There are no get rich quick schemes that work. Not ONE.

If you don't believe me, take a look at the Internet marketing statistics. Over 95% of all active marketers at any one time are failing. I'm not saying they're not making much money....

I'm saying they're not making ANY money!

So if all these get rich quick schemes actually worked, why aren't all these people millionaires by now?

Making money on the Internet, as I say on my own web site, is the hardest thing you will EVER do in your life. Think I am kidding? Again, look at the statistics.

Personally, I work 14 hour days. I've been doing this for 4 years and I am still not making a 6 figure a year income. I'm close but I'm not there yet. So what makes people think that they can join some get rich program, push a button and have hundred dollar bills fall from the sky? Trust me, it's not going to happen.

So, the biggest mistake these people make is not so much joining this program, though that doesn't help, but not working the program. They don't bother advertising expect maybe to blast some close to worthless FFA ads.

Remember, they only work if you set up your own autoresponder. These people wouldn't know an autoresponder if it got up and sang the Star Spangled Banner for them.

Anyway...

- They don't advertise.
- They don't try to build a list.
- They don't put any money into needed tools.

They just wait for the money to come pouring in because the company they joined promised them spillover. That's the biggest lie on the Internet. But I'll be covering that in another volume at a later date.

Bottom line is this:

“If you want to be successful on the Internet, please don't fall on pitfall #8 or you don't have a shot”

I.M. Pitfalls – Part 9

Almost done exploring pitfalls - there's just one more section to go after this one. This is one of my favorites because it's the one mistake that separates the successful people from the **really successful people**. This is really less of a mistake and more of what I call, going the extra mile.

- What am I talking about?

I'm talking about truly harnessing all the power of the Internet to make your business succeed.

In all fairness, there is a lot out there, granted. And we certainly can't do it all. But, the people who go that extra mile to find the newest tools or the hottest places to advertise and figure out a way to make the most out of those places and tools, are the ones who are the most successful.

- Is it a lot of work?

Of course it is. Hunting down the latest technology or the hottest spots online is very time consuming. And the more successful you are the less likely you'll find the time to search out all these things.

But the people who are just starting out and don't have massive lists to take care and are barely scraping two nickels together should be out there tracking down every resource they can to improve their business. The Internet is so competitive that you need every advantage that you can get over the next guy.

This means knowing what your competition is doing as well. If you don't know what the latest books are that have come out in your niche, how will you know if your book is even any good anymore?

To give you some examples of people who do go that extra mile and look for new markets and new ways of doing things, just recently there have been two new marketing methods that have come out on the Internet. We'll be discussing them in more detail in another volume but for now I just want to mention them.

The one is a technique, which is more psychological than anything else, where a marketer decided to exploit the cheap nature of most people. He came out with a book called the \$7 Secret and he sold it for \$7.

The theory behind it is that people will be more reluctant to buy something that is expensive than they are to buy something that is cheap. But he didn't just stop with the concept. He included a php script with the book that people could upload

to their website and use this \$7 Secret concept for themselves to build an opt-in list. Yes, this guy tapped into the power of the Internet and created his own script. – **You can get it here for free.**

The other we actually touched on in a previous section on article submission. I'm referring to the "Bum Marketing" method of article submission, which I'll be covering in more detail later on.

The point is, this guy took a concept of submitting articles to directories for keyword phrases that very few people search for but also have very little competition. And he gives this book away for nothing. Now quite honestly, I don't know how he makes money off of it, but I'm sure he does considering the list he's built from it.

These are just two of the many examples of people who tapped into the power of the Internet and what it can do in order to expand their business. So, if you're new and have the time to search out some of the wonderful things that are out there, do it.

You may not have the time once you're successful.

I.M. Pitfalls – Part 10

This is the one I've been saving for last because this is the absolute biggest mistakes of them all. Know why? Because if you do this one thing, it doesn't matter what else you do. You can use the best advertising, you can use all the best tools, you can write the best ads, you can follow all the rules of the Internet and you still won't be successful.

You probably have no idea what ONE thing I am talking about that will totally ruin anything else you do. Well, instead of telling you what it is right out, I'm going to tell you a true story. By the end of it, you'll know exactly what I am talking about.

A friend of mine decided that he wanted to start his own business. I asked him what he wanted to do. He told me. I won't give you my reaction just yet.

Anyway, he set up his business. He got a tax ID number, purchased a domain, got web hosting and even hired a professional web designer to do his site. He asked me to do it but I refused. I'll tell you why later.

Well, he got his site all done and set up and then started working on ad copy. That's when he realized that he probably needed a sales page too. So he hired a copywriter to do a sales page for him. It was the best looking sales page you ever saw. The web site was also dynamite looking. If you saw this site, just by the looks of it, you're swear he was going to make a killing.

He then got himself an autoresponder, realizing that he wanted to build a list of customers and potential customers. That's when he realized that he probably needed a squeeze page too, in order to get opt-ins. So he got a hold of his web designer again and he designed a squeeze page for him. This thing really kicked butt. He must have spent a fortune on all this stuff. I didn't ask. I didn't want to know.

Then he started submitting his URL to search engines. He wrote articles and submitted them to directories. He did every form of advertising imaginable, including Pay Per Click.

Finally, he had everything ready to go. He had all his PPC campaigns ready to start moving.

He let it all fly.

After one day, he had no clicks, and no impressions. Well, I told him it takes time with Google sometimes. But he was using other advertising too so he was hoping that would work.

Day 2 passed and still no impressions.

This went on for days. Finally he asked me what was wrong.

Now I'll tell you what I told him when he told me about his idea.

I said, "Are you nuts?"

He said to me, "No, I'm not. There's only 100 sites on the Internet using this keyword."

What he failed to do was look up how many searches people were doing on this keyword. Well, when I looked it up I saw that the number of monthly searches for this keyword was...

ZERO. Not ONE flippin person looks this keyword up. Of course he's not getting any impressions or clicks. NOBODY cares about this stupid thing.

In case you're wondering, his site was built around "Greenland Cuisine."

I mean have you EVER? No offense to people living in Greenland but what are you famous for as far as food?

So do you see what the big mistake was that he made?

He didn't do his market research to see if there was even a demand for this thing.

So many people make this SAME mistake when they start their business. They have this great idea and don't even think to research if anybody even cares about it.

“People. Know your market. Know if there IS a market”

Otherwise, everything you do after that is a TOTAL waste of your time.

Game Plan Example 3

Okay, now that we've finished our series on pitfalls (and hopefully all of that sunk in or none of what comes after will matter) we can move on to yet another one of our game plans. This one is probably one of the most involved and intensive game plans you can do only utilizing a few methods of advertising.

The reason is because each of these methods is extremely time consuming. Just one of them can take up a whole day. That's why this particular game plan will involve you doing only one of these 3 things each day and rotating as the week goes on.

Here are the 3 methods we're going to focus on for this game plan.

- Joint Ventures
- Link Exchanges
- Banner Exchanges

See what I mean? All of these methods will involve you contacting other people. And each contact is going to involve a different method of communication.

For example. With the **Joint Venture**, the first thing you're going to need to do is decide who you want to approach. Now, everybody has their own theory on this but I come from the school that says you write a letter to your state senator first before you try to get an audience with the President Of The United States.

I mean, it's not going to happen in most cases unless it is something very unusual, like you performed some act of bravery. So start small. There are some successful marketers out there who aren't John Reese, who just launched income.com. I doubt you'll get him to go into a JV with you.

After you decide who you want to go after, the next thing you have to do is write a personal letter. So yes, each letter you write is going to be at least partially different. For one thing, mention that person's site or product. Hopefully, you've purchased it so you can write intelligently about it.

You have to show the person you're approaching that you're really interested in his product and think you have an idea that will compliment it. After you finish putting the letter together, you're going to need to get your product prototype to him. Yes, you better have something to send him, even if it's just a comprehensive outline of what you want to do.

I mean you can't just write to the guy and say, "Hey, wanna do a JV with me? I got a great idea." You better be prepared to go into great detail about your idea.

You're going to do the above procedure for a different person every 3 days. Don't worry about getting an offer from one person and then getting an offer from somebody else right after. It is unlikely to happen. And if it does, you simply tell the person who you decide not to go with that somebody else made an offer that was impossible to turn down and that you're truly sorry.

But then tell him you do have an idea for another product and that you'll get it to him shortly.

Why?

Because he was interested enough in your other idea to say he wanted in. Most likely, he'll be eager to see what else you have. Don't worry, you'll think of something.

Now, on day two you're going to start on your **link exchanges**. This isn't as involved because it's simply a matter of trading links. Again, you can't go after a site that's in the top 10 if you're just starting out. So start small. Write a professional letter about your site and tell the person that you really like their site.

Yes, you will have to go there. Look it over. Give him some details about it. Show him you're really interested and ask him if he'd be interested in a link exchange. If he is, send him your link. Hopefully he will send you his as well.

On day 3, you do the same thing with your **banner exchanges**. The only difference is that instead of sending a link to your site, you'll send a banner with a link to your site. Some people don't like opening attachments so you might just want to give him a URL where he can see your banner and copy and paste it to his paint program or whatever he uses.

These methods are indeed very time consuming, but they can help you in so many ways, you can't even begin to imagine.

The incoming links you'll get from other sites will help bring your site up the search engine rankings. And, if you happen to land a JV that takes off, it may be the start of something really big for you.

This is a game plan you might want to consider. Just remember on day 4 you go back to what you did on day 1.

Webmaster's Resources

Recommended Resources

[Cheap Web Hosting](#) – Why are you paying high monthly fees when you can get an unmetered traffic, cPanel web Hosting account with 10 addon domains and unlimited sub-domains from only \$12 - a year! Unmetered space account are available as well.

[Make Money Online](#) – The only make money online membership site that based on The Magical Formula delivers incredible value to it's subscribers. The benefits are worth way more than the membership fee -- and I mean WAY more.

[Datorsam Domains](#) – eliminate the middle man. Get your income generating domain name for less than the cost of a fast food lunch.

[Webmaster's Toolbox Series](#) – Get all reports on the Webmaster's Toolbox Series here -- **at no cost.**

Recommended Payment Processors

[PayPal](#) – start accepting credit card payments from customers from several parts of the world!

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