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## **INTRODUCTION**

My intent on writing this ebook is to guide and motivate anyone who is truly determined to pursue their goals and dreams by making Internet Marketing their vehicle for success.

The following segments are fundamental “keys” to high achievement in Internet Marketing. They are practical exercises, but also essential principles one needs to truly succeed in this, or any other endeavor one might choose.

Make no mistake about it...Internet Marketing takes work, and a lot of it. If you were thinking -or hoping- it did not, I guess it is best to burst that bubble up front. There is no difference between online marketing success, and great achievement in the “real” world.

You don’t get anywhere in life by sitting down and trying to slide-up-hill, and that includes this field.

There are a set of rules, guidelines, and strategies in cyber space commerce, just as there are in real space. By learning them, and practicing their potential, you will begin to see incredible possibilities, and begin to expand your mind to fully grasp that you have in your hands the power to send your life in a completely different direction.

It is my sincere wish that you take to heart the lessons herein, in order for you to become as successful as your mind can possibly achieve.

I wish yours to be the greatest story of success ever told.

# DREAMS

Over the years I've heard countless people say they want to make a lot of money. They want to be rich beyond comprehension; they want nice cars, big boats, mansions on a hill... all that the good life has to offer.

Whenever I hear that, I have but one question I ask them;

“Why?”

I can't properly put into words the dumbfounded look I receive the majority of the time I ask this. Often a person will become a little defensive and begin to state the obvious; only to stop themselves as the question sinks in deeper.

You see, before I asked them that question, they thought they knew... but suddenly they realize they have not yet landed that understanding.

Many think having all those things, is the very reason to want to “have” all those things. Not true. They are just “things”. Possessions that are often not enough of a reason for someone to obtain them.

Don't get me wrong, they are nice to have, but they are “byproducts” of your persistence...mere manifestations of your driving force.

You need to know “why” before you know “how”, because the “why” will carry you through all the obstacles that **ARE** going to get in your way (notice I did not say; “might get in your way”).

Yes, that's right; things are going to get in the way of your success. Following your ambitions is a bumpy road. It is not the beaten path (that would be a J.O.B). It is a constant climb, struggle, and march toward that ultimate reason; your “why”.

Your “why” is your anchor...one that grounds you as you **FIGHT** for your dreams and goals.

There are many “how's” to make those things a reality, and make no mistake; it is possible for you to become very successful in [Internet Marketing](#), so you've already found your “how”. This can be your vehicle to make those dreams come true. All you need to do now is fine-tune your “why”.

Now, I know this statement sounds rather simplistic. The challenge is for these words to travel the inches between your brain and your heart. This has long proven to be the most difficult distance we must conquer. You may capture this truth with your mind, but it needs to get into your heart. It needs to get into your belly!

I know most of you reading this will say to yourself;

“Yeah, OK, so it’s possible to make a lot of money in Internet Marketing...but can “**I**” be the one to make that kind of money?”

That truly depends on you, and your “**why**”.

It depends on how bad you want success.

Is it a burning desire within you, or just a great idea? Are your dreams so real that you can “touch” them in your mind, or are they vague, distant thoughts that would “be nice” if they happened?

In this frame of mind lies your success... and unfortunately, it can also carve out your failure.

I’m sure you’ve all heard this before. Likely so much, you feel a very strong desire to delete this ebook, so you don’t be lectured on it again! But, instead of just reading these words, I want you to really understand them. I want you to truly grasp what is being conveyed here. You need to fully understand how important it is to change your **mindset**, and begin to attract into your life the necessary tools to help you reach your life’s ambitions, and the very first thing you must do is define your “**why**”.

You must realize your ambitions and aspirations are not just silly whims you occasionally day-dream about while sitting at your desk at work. They are not just fantasies as you imagine yourself on a crystal-clear beach somewhere. They are as real as you want them to be, and they must be “**real**” to you before they can be “**real**” to everyone else.

They are the cornerstone of your success.

Every great idea, concept, achievement, invention, business, city, state, country, on and on, all began with a dream. They all began with a vision. Somebody had to dream it **before** it was reality.

**Thomas Edison** failed over 3,000 times before he invented the light bulb. When asked about all those blunders he quipped;

“I didn’t fail 3,000 times. I now know how not to make a light bulb 3,000 different ways.”

Now that’s a dreamer! That’s true commitment! And, it all started with a burning passion...an idea that he refused to let go of.

**Henry Ford** said; “Failure is simply the opportunity to begin again, this time more intelligently.”

He ought to know... he was no stranger to failure. Could you imagine if he just gave up and climbed into his horse-drawn buggy and trotted off home? Where would we be if it weren't for his dream of a horseless carriage?

Did you know that Walt Disney was once fired from a Newspaper for lack of imagination? What if he had listened to that Editor? What if that man's words would have convinced Walt that he was without creativity, and should just give up?

If he had, we would have never heard these words;

*"To all who come to this happy place: Welcome. Disneyland is your land. Here age relives fond memories of the past, and here youth may savor the challenge and promise of the future. Disneyland is dedicated to the ideals, **the dreams**, and the hard facts that have created America, with the hope that it will be a source of joy and inspiration to all the world."*

—[Walter E. Disney](#), July 17, 1955 4:43pm

We would have never known what we had lost, and a hundred-and-sixty-acres in Anaheim would just be another sub-division today (not to mention 35,000 acres in Florida!).

In a more modern example, one has to be amazed at [J.K. Rowling](#), author of the "Harry Potter" book series. Hers is an amazing story of determination. Penniless, she wrote her novel living out of a car. She submitted her novel to 12 different publishers, all of them turned her down (I bet those publishing houses kick themselves now). The thirteenth publisher agreed to 1000 copies, all of which fell flat.

Instead of throwing them away (which the publisher suggested) she insisted they be donated to libraries across the country. Shortly thereafter, the libraries reported a long wait for the book, and requested more and more copies. The word spread, and lo-and-behold, she now holds the world record for the most copies **SOLD** in a 24 hour period.

But, she never would have obtained that title if she hadn't ever envisioned it was possible. She never would have made it, if what kept her from giving up wasn't so powerful that she simply refused to take no for an answer. In her mind, somehow, some way, her books were going to be immensely successful, no matter what.

She was right. Beyond her wildest dreams she was right. But, had she given up and thrown away "[Harry Potter & the Philosopher's Stone](#)" her dreams would have died in the trash can.

It takes a firm belief in one's self to be able to have the courage of J.K. Rowling, but more importantly, it takes a belief that you can never doubt. A dream you can never let die.

Now, let us imagine for a moment that Harry Potter handed you his wand with a “cheeky” grin and said;

“Here, you can now have everything you’ve ever wished for. There is one catch however...you have to believe it’s possible.”

How many would wave that stick with absolute faith? Would you be of them?

It has been said the richest place on earth is not the gold, silver, or [diamond mines](#)... it is the graveyard. For dreams are buried there...forever unfulfilled, without a trace of how they would have bettered our lives had they been realized.

What is it in your life that means so much to you that nothing in this earthly realm will ever stop you from obtaining it?

This is the single most important question you can ask yourself. This is where the rubber meets the road. What is it in you, that will keep you going through all the rejection, doubt, pain, struggle, frustration, exhaustion, ridicule, money problems, strife, and failure?

Before you read any further, ask yourself what will keep you trying after 3,000 blunders, if that is to be part of your growing process?

Find the answer to this...and you will find the true “key” to your success.

## **AN UNWAVERING POSITIVE ATTITUDE**

This is the area in which I struggled most. I had such a serious case of “stinkin’ thinkin’ that it’s amazing I ever got out of bed in the morning, let alone became successful at anything. So rooted was my negativity, that when I first started Network Marketing (long before the Internet) I looked for all the ways I could be successful without being positive!

Isn’t that pathetic? It seemed like such a hassle to be positive all the time. I thought I’d be the first one who ever got rich being a negative, mean old screw! (Actually, truth be known, there are many who have become rich being of such a poor demeanor, but not true riches... not true success. Not the kind of triumph I was after).

Over twenty years ago, I was shown how to change my thinking, but I didn’t really see the value in “Positive Mental Attitude material. I figured reading self-help books, and keeping positive was simply a way of making you feel better if things weren’t going right. So, if you were losing, they made you feel “OK” about it, and I didn’t like that. I didn’t want to feel “OK” about losing, I wanted to win, and I didn’t need a bunch of cheerleading books to help me do it!

I figured if things weren’t going right, I should face them, not hide behind some pages, or some motivational cassette tape (I guess I just aged myself with the cassette thing, but at least they weren’t 8-tracks). I found it to be a façade. Nothing more than a phony attempt to deny that things weren’t all that great in any given area in my life.

Thankfully, I learned being positive is so much more than an “act” or an “expression” it is literally one of the most important elements to success. It is the path to abundance and wealth. How? Because being of a positive state of mind “attracts” positive things into your life. You become a magnet for them. If there is anything that is truly magical, it is this unwavering power.

We’ve all heard of the law of gravity, right? You throw a ball into the air, and it must return to earth. It’s not something we can change, or alter. It is law. Eventually, everything that goes up, must come down.

There is another law in play. One we cannot change, nor tweak, nor shift, nor alter...a law that is always there, whether we realize it or not.

It is the “Law of Attraction”.

When you are of a positive “vibration” you will attract the necessary tools, people, assets, and opportunities to reach your goals. Just like if you are negative, you will repel those vital attractions, and draw to you negative things. If you focus on what you want, and not what you don’t want, you will draw a positive outcome to you. By the same token, if you concentrate on what you don’t want, you will draw that to you. In essence, you need to

harness your thoughts. Be careful what you concentrate on for it will come to pass. It always has...it always will.

It is that simple, and yet that difficult at the same time. Most of us have been so conditioned to worry, stress, fear and fret over what **might** happen, we forget what we **want** to happen. We forget to focus on our "**why**" and what we are striving to accomplish.

We've all heard the saying; "Be careful what you wish for". This is exactly what I'm talking about. It's not the "positive" you need to be careful with, it is the "negative" that is the curse.

"So a man thinketh in his heart, so is he." The Bible tells us.

There is tremendous power in positive thinking, and focus. So much so, it has literally been referred to as the "**SECRET**" to obtaining what you want out of life.

The greatest gift you can give yourself is to learn this "Secret" and apply the principles it teaches. Nothing will ever change your life more. Nothing will bring your life more happiness, contentment, and success then this truth. Nothing!

You need to understand, it's not just a "hobby" to read positive material. It is not just wise to focus on your goals and dreams in a positive light. It is absolutely crucial!

So, how do you keep from slipping back into the "Forget it, I'll just work my job for another 30 years and retire" mode, or an "It won't work, so what's the use" frame of mind?

First: Secure your "**why**". Then, scour the internet and watch every video on self-improvement, and positive motivation you can find.

Personally, one of my all time favorites is **Les Brown**. He is an amazing example of the power of positive thinking and the passion of believing in your dreams.

**Zig Ziglar** is another speaker who changed my life forever (more on how, later in this segment).

**Denis Waitley**, and **Tony Robbins** are fantastic motivators, both with different styles, yet equal determination to help you realize your true potential. (A word of advice: be careful listening to Robbins around young and sensitive ears, for he has a tendency to tell it like it is, and sometimes his vocabulary can become a bit salty).

Another one of my all time favorites is **Andy Andrews**. Here is a man that can get you "fired-up" for your dreams!

Listen to these experts, and you will start to feel your mind change in a very short period of time, where nothing will shake you from your goals... and I mean **NOTHING**!

These amazing gentlemen have the power to change the way we think, and propel us toward our future, if we just have the discipline to listen to them.

For me this was a problem, so I had to force myself to listen in the beginning. You may have to do the same. Understand that listening to the lesson's they teach soon became an important part of my daily routine, and moved me out of my present circumstances into a different frame of mind, where I could see that I could win at life.

Secondly: You should read! You should make it a habit to read at least 10 pages a day from books such as ["Think and Grow Rich"](#), [An Enemy Called Average](#), [Success Through a Positive Mental Attitude](#), just to name a few. These are absolutely essential in keeping your thought process on track and your mindset focused!

Combine both books, and motivational videos/audio and you will have a tremendously strong armor to reach your "why"!

Third: You need to check your [mindset](#) daily! Stay confident and above all **KEEP LEARNING!** Keep growing. Your mind should be like a sponge, sucking up every bit of positive influence you can find!

It takes a big shield to ward off the arrows of negativity we are exposed to everyday. It takes some pretty big canons to defeat our thoughts when they begin to eat us alive with doubt. Always keep the wolves away with positive affirmation... you will need it in your war against mediocrity.

There is so much more I could add to this principle, but I will close this segment with a personal story:

In the spring of 1990 I became involved in Network Marketing. I won't mention the company's name, but it had to do with peddling soap, a board and easel to draw circles on, and standing in a stranger's living room surrounded by people who looked at you like you were from Mars! (Yes, this was LONG before the internet. Trust me, clicking a mouse and typing on a keyboard is a walk in the park compared to it... and a whole lot less awkward).

A major business seminar was being held in Dallas, Texas in July of that year. Now, being of a "blue-collar-background" I didn't know what a "business seminar" was, and it sounded rather boring, but I was told over and over again that I needed to be there no matter what, and I soon learned it was going to cost me \$300, not to mention the transportation to get there!

I lived in Los Angeles at the time, and three of us in the "soap gig" couldn't afford plane fare, so we decided to pitch in on a rent-a-car and drive.

While traveling through Albuquerque, New Mexico, we were involved in a pretty serious car accident. The driver's leg was hurt, I racked my jaw against the dashboard, and the back seat passenger was rattled badly. And the car... well, it was toast!

After that, we contemplated hoping a flight back home and forgetting about going to Texas. But, something told us we had to press on. Instead of catching a flight to L.A. we spent the rest of our money and bought one-way tickets to Dallas.

Some would say that's crazy, and, maybe it was in the moment. Later that night however, I knew exactly why we needed to be there.

That evening I found myself in a ballroom of the "Double Tree Hotel" in Dallas, Texas, surrounded by 6,000 network marketers that were fired up on life, and genuinely happy to be in each other's company. I had never seen anything like it. It was exhilarating!

The first guest speaker was a man by the name of [Zig Ziglar](#). I had never heard of him, but I sure found his name amusing.

However, something happened as I listen to him teach about "attitude" and "perseverance". Something clicked in me as he spoke of "character", "determination" and "drive".

Most of all, I was moved to tears when he told me how important my dreams were. Why? Because no one had ever taught me these things. No one before him had ever told me that it was not only OK to have dreams, but it was absolutely necessary to have them! He told me I was a winner. I had never heard that before...not even from my parents.

I was always convinced that no matter what I did, I would never be anyone important, but that night [Zig Ziglar](#) told me differently... and here is the most important part;

### **I BELIEVED HIM!**

And that, Ladies and Gentlemen, changed my life!

I realized in that moment how important it was to never surrender my ambitions.

We could have easily gone home after that car accident, and no one would have blamed us. However, we chose the right path even though it didn't make sense at the time. We decided...**I DECIDED** nothing was going to stop me from realizing my goals, not even a violent car crash.

Why? My dreams were simply too powerful for me to quit. They wouldn't let me buy that ticket home!

If you're going to make it to that place you hold deep in your thoughts... deep in your heart...the place where all of your dreams are alive and you are living every moment of them, then your dreams have to be at least that tough!

This leads me to this segment's ultimate point:

**You can't quit just because something gets in your way, because something will ALWAYS GET IN YOUR WAY!** Life has a very tricky way of trying to throw you off course in order to test your resolve. Don't let it! Hold steadfast to your "why", stay positive, stay focused, and **NEVER SURRENDER YOUR DREAMS!**

# MARKETING

I bet you thought we'd never get to the nitty-gritty, huh? You probably thought this entire book was going to be on motivation and attitude.

Well, surprise! Here we are, and it's time to get down to work <cracking knuckles>.

The first thing you need to know about marketing online (or off-line for that matter) is it's a numbers game. That's a simple enough statement, but you'd be surprised how many people really don't know what I mean by that.

Let's look at your local supermarket for a good example:

Your local market sends out thousands of mailers, flyers, and coupons -not to mention television and radio advertisements- to attract customers to their store. All of these methods are marketing, and all of these techniques have funding allotted to them.

The first thing the [marketing](#) director knows is that not every flyer will bring in a customer. They realize that not every commercial will cause someone to jump in their car and race down to the store to buy something, whether they need it or not.

They know only a percentage of people will ever receive their advertisements, and only a percentage of those people will read or pay attention to the coupons or commercials, and only a percentage of those people will ever go to their store and buy something.

Does this discourage them? No. They do a weekly, bi-weekly, and monthly marketing blitz and realize that they will reap a percentage of what they sow.

So it always amazes me when Internet Marketers barely try to market their product and get discouraged when only a trickle, or no traffic, comes their way. It's a numbers game. This means you have to do the **NUMBERS!**

You have to advertise (market) your product or opportunity in every single fashion you can possibly think of -both on and off the Internet- in order to bring in customers/associates in ratio to the amount of advertising you produce.

Make sense?

It's remarkable how many people become despondent and quit because they placed ten ads on a free classified site, and nobody got into their business. They throw there hands up and claim; "I knew it wouldn't work" after they post their opportunity an additional three times on Facebook and nothing happens.

Can you imagine how many flyers your local supermarket sends out on a weekly basis to people who have no intention on shopping there? Do they throw their hands up and claim; “What’s the use, they won’t buy anything”. No! They flood the mailboxes and airwaves across the city/town and take what they can get. That’s effective **MARKETING**, and it’s exactly what **YOU** need to do when advertising online. Flood the internet with your opportunity (and no, I am not advocating spam, there are many ways to do it without going there) and a percentage of the traffic you generate will either buy or get in business with you.

It’s that simple! No need to complicate it. No need to get all caught up in the “but what if they don’t join” or “what if I advertise and no one buys?” If that’s the case, **ADVERTISE MORE!** Work harder! Think of more and effective ways to get your opportunity or product in front of the masses until you get the results you are looking for!

If you practice this, your momentum will be such that customers and associates will be running to catch up with you! Remember, no one wants to get on a train that isn’t going anywhere, they only want to get on board when you’re moving **SO GET MOVING AND KEEP MOVING!**

This leads to yet another problem I see far too often in Internet Marketing; people not getting the results they want because they have not put in the time and effort to do so, and then they become desperate to market their opportunities (through spam methods etc.).

This is a near epidemic in social media sites such as Facebook.

Nobody likes desperation. Moreover, people can smell it! If you give the slightest hint of being desperate (desperate for new customers, desperate to recruit, desperate to make money etc.) no one will follow you. No one will join you, even if the opportunity you are promoting is free! You **MUST** give off an aura of expertise and confidence, even when you’re not confident, and don’t know what the heck you’re doing! This is critical!

Nothing will kill your business and your spirits quicker than desperation!

How do you deliver such a presence? You focus on your “why”, listen to motivational material, read positive affirmation books, and **WORK, WORK, WORK!**

See how it all ties together?

When your mind starts to slip back into; “I guess my job isn’t that bad” remember this formula. Make it a habit to improve yourself daily and you will begin to see the results you are looking for.

Never forget success in Marketing is all about numbers, numbers, **NUMBERS!**

## **MLM & THE PYRAMID MENTALITY**

Ever heard the saying; “Don’t judge a book by its cover?” This has never been truer then with **Multi-Level-Marketing**.

The strange thing is, for some weird reason, the initials **MLM** have become a four-letter word in many peoples minds. There’s even groups on Facebook that pride themselves in boasting that they’re not involved in one. That is nothing short of tragic. To think of all these people who believe they are right, and are letting an opportunity of a lifetime pass them by because they are too ignorant or narrow minded to find out the truth before passing judgment. Sad.

When I was in that soap [MLM](#) twenty years ago, all I heard left and right was “That’s a pyramid!”

I heard it so often, I thought I was in Egypt! (ba-dump-bump)

What didn’t make sense to me about that claim was; a pyramid scam is illegal, but what I was doing back in 1990 had been around for 30 years, was affiliated with fortune 500 companies, highly accredited with the Better Business Bureau, and had a mountain of products.

That’s not a pyramid scam. That’s not even close to a pyramid scam. And, the [true MLM opportunities](#) on the internet today are NOWHERE NEAR pyramid scams.

I quickly realized the majority of people don’t know what a “Pyramid Scam” really is, they just use it as a lazy metaphor. Often as an excuse when they don’t understand the opportunity that is being presented to them.

The term “Pyramid Scam” (or scheme) originated in the 1970’s and initially had to do with bogus stocks on Wall Street. Today we refer to them as “Ponzi-Schemes” or “Bernie Madoff’s Retirement Plan”.

Somehow that phrase migrated off “Financial Row” and mutated, attaching itself to any opportunity that did not involve working for someone else. This astonishes me, because a J.O.B. (**J**ust **O**ver **B**roke) is one of the biggest pyramids known to mankind!

Think about it; you have the owner of a company at the very top of the pyramid and he makes the majority of the money. Then you have his/her front line managers who make the second most money in the company, then you have those who report to them who make less, then those below them, on and on, until it gets to the guy/gal who punches a clock and works for peanuts.

Now THAT’S a pyramid! But it’s not a scam (the ones punching the clock may disagree).

Why?

One very simple element makes it legal. All businesses must have one of two things;

They must sell or offer a product or service in order to be a legitimate entity in the eyes of the **Federal Trade Commission**.

Wikipedia defines it as such:

***“A pyramid scam is a non-sustainable business model that involves promising participant’s payment, primarily for enrolling other people into the scheme or training them to take part, rather than supplying any investment or sale of products or services to the public.”***

So there you have it. **Multi-Level-Marketing** (as a whole) is not a swindle. It is a legitimate business structure when it has products and/or services, and is one of the single best ways for an “average person” to become successful in today’s marketplace.

Look at “[Herbalife](#)” for example. It is a perfectly legitimate, and very profitable MLM structure, which has produced hundreds of millionaires since it’s conception in the late 1970’s. In the beginning, people scoffed at it’s marketing structure calling it a pyramid, and a silly little vitamin scheme. That silly little vitamin gig reported sales of 2.7 BILLION in sales in 2010! Not bad for a guy who started it by selling vitamins out of the trunk of his car!

You just need to remember, when entering a MLM, you need to be diligent in your evaluation, and do your research, but by all means, DO NOT judge it by it’s cover.

There are several MLM businesses online that look kind of cheesy, that are [true moneymakers](#), and then, there are those that flash like a million bucks that I would not touch with a ten-foot pole!

It can be rather tricky to know which concepts you shouldn’t become involved in, and which ones are the best investment of your time and money. Thankfully, there are ways to narrow down the gauntlet.

The only challenge is; “which one do you choose?”. There are hundreds of them all over the Internet. Let’s dive into some techniques of weeding through these opportunities:

❖ [Google it.](#)

Trust me; if there is something wrong with a business, somebody’s gotten mad enough to write about it. “[Rip-Off Report](#)” is one avenue where people vent their frustrations.

Another way to investigate a company's legitimacy is to punch it into Google (or any other search engine) search box and look it up.

Others will even blog about their unfortunate tangle with the unscrupulous. But, even here you must take all things into consideration. If a company has been around for ten years, and two people didn't like something that seems rather inconsequential, then chances are it's not the company who's in the wrong. Sometimes people are disappointed in an opportunity because of their own expectations, and nothing more. To me, a company is a scam if they don't pay me what they promote, and if they keep my money and don't refund it if I am unsatisfied.

Also:

- ❖ Check to see if they have a rating from the Better Business Bureau (BBB) and what it is.

Naturally, the **"A" listed ones are the best.**

If they are not accredited with the BBB, then check to see if they are registered with the DSA (Direct Selling Association). This organization is very thorough and has its fingers on the pulse of the industry. It is just as well to have a rating from the DSA, as it is with the BBB.

- ❖ Ask around online.

Here you have to be careful. When I say ask around, I don't mean ask your friend who thinks everyone online is on the take. Don't ask the guy/gal who thinks all online opportunities are pyramid schemes.

Remember, there are "ill"-informed people who think everything online is "il"-legitimate. They pay no attention to the fact that an opportunity has been [positively featured on News programs](#), or in high end [Magazines](#).

Regardless of these truths, they think you are trying to "pick-pocket" their wallet via an internet connection. This is just the way it is. You can open their eyes, but it takes time.

I remember I had one gentleman (actually, he wasn't all that gentle) tell me point blank; because it was an online opportunity, it simply had to be illegal.

How silly is that? That's like saying; "Because I don't like a certain food, it can't taste good to anyone else."

That's ridiculous! This guy was stuck on stupid! It wouldn't have mattered if I was marketing [Walmart Gift Cards](#); he would have balked at the very idea that it was an electronic promotion.

Now, he is one of my top producing associates.

People change. They can, and do grow. You just can't let their negativity stop or slow you down. If I hadn't been patient -yet persistent- he never would have joined the opportunity I was promoting, and his and my life would have been far lesser because of it. Obviously the truth could not be farther away from his thinking at the time, and he now knows it. The Internet is loaded with very real and incredible opportunities, some of which can actually help you [fund your marketing campaigns for free](#). But, if the mind is stuck in the "scam syndrome" then there is little chance a person will open it enough to take advantage of those opportunities, or even learn what they are about before passing judgment.

So don't ask just anyone. Ask professional people that will give you a well-rounded, honest evaluation of the company/opportunity you are investigating. There are many people online who will be happy to deliver their decent and unbiased opinion.

Another thing you need to look at is the cost:

- ✓ How much does it cost to get involved?
- ✓ Is it a one time fee, or is it reoccurring (weekly, monthly?)
- ✓ Are there any hidden costs such as promotional tools, banners, ads, etc?
- ✓ How difficult is it to market?

Arguably, the last in this list is the most important. Many online opportunities don't cost much to get in. [One of the best I know](#) of, only costs \$10 to join, and [another one doesn't cost anything!](#) These are easily marketable businesses, because they costs so little to get involved with (and in one case nothing at all) making them what is known in the industry as a "no-brainer".

But, if the opportunity costs too much then it can be a hard sell, even for seasoned marketers, and even if you can afford it. Remember, the name of the game in "Network Marketing" (especially in MLM programs) is duplication. High dollar initial investment is not very duplicatable, especially in this economy (let's face it, in this economy the term "high dollar" is relative).

**I STRONGLY** encourage you to not be enticed by these types of programs, **UNLESS** you can afford them, and you have the knowledge and skills to market them quickly and effectively. If not, you are wasting your, and your up-lines time, because all you will end up doing is stagnating, getting frustrated, and eventually dropping out of the program.

Remember, this is a business. You are investing in it, and it may take some time before you see a return on that investment. I suggest you stick with the ones that won't cost you an arm-and-a-leg, and won't do the same to any of your prospects. As a general rule, in the beginning, you should probably stick to the ones that **only cost \$10-\$25 a month** and can return your investment in the quickest amount of time.

# **AFFILIATE MARKETING**

Unlike Multi-Level-Marketing, Affiliate Marketing is based on commissions, and is not residual driven. There are situations however, that produce what is referred to as “up-sales”, which is an additional sale, after the initial one, by means of additional products etc. but it is not residual income.

Don’t let the lack of residual income blind you to this opportunity, for it is possible to make a GREAT deal of money with this method. As a matter of fact, some “[Super Affiliates](#)” make six and seven figure incomes with this method.

If you feel this field suits you, then you need to learn several key elements in order to succeed. If done correctly, Affiliate Marketing can be a lucrative and rewarding career...if done incorrectly, it can be a very frustrating experience. That’s why we are going to cover how to do it correctly right off the bat, in order to save you time and money, and perhaps even a few gray-hairs.

First thing you will need to do is head on over to “[Clickbank.com](#)” and sign up for an affiliate account. “Clickbank” is the most widely recognized online affiliate platform, and has a great deal of products to promote.

Sign up under “Affiliates” and set up your account. Once signed up and verified, go into the “Marketplace” by clicking on the tab. Once inside, read the tutorial carefully on how to find products to promote:

Make sure you chose a product with a gravity of 50 or better. This is an indication that the product is converting (selling) well:


% |  
| Grav: 365.13

Once you find a product (or what is referred to as your “**niche**”), and create your hop-link to promote it, it’s time to do some research.

The first thing you need to do is to visit the page of the product you are going to promote by clicking the title in red (I selected a diet program for example) and study it. You need to know what you are promoting:

The Diet Solution Program  
Super High Converting Weigl

Then copy the URL:

 <http://www.thedietsolutionprogram.com/burnfatg.aspx?hop=0&m=ad&r=aff>

Next, go to “[Google Adwords.com](http://Google Adwords.com)” and sign up for an account. Once your account is established, click the “Reporting and Tools Tab” and select the “Keyword Tool”. Next, paste the URL you copied from Clickbank in to the “Website” box:

Website

<http://www.thedietsolutionprogram.com/t>

Next, click the search button to extract the keywords associated with the website:

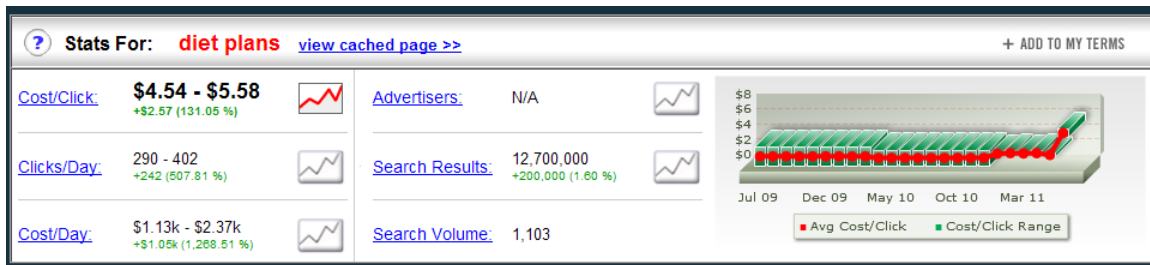
Keyword ideas (300)				
<input type="checkbox"/> Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?	
<input type="checkbox"/> ☆ the diet solution	<div><div></div></div>	110,000	74,000	
<input type="checkbox"/> ☆ the diet solution program	<div><div></div></div>	40,500	27,100	
<input type="checkbox"/> ☆ diet plans	<div><div></div></div>	1,220,000	673,000	
<input type="checkbox"/> ☆ diet solution	<div><div></div></div>	110,000	74,000	
<input type="checkbox"/> ☆ diets that work	<div><div></div></div>	110,000	60,500	

Now, what you want to look for are keywords where there is high volume (people inputting them into search engines) and there is room in the competition (as seen above). The keywords in the screen shot above are good keywords to evaluate. Let’s take the keyword “diet plans” for our next step. It has very high volume, and plenty of room in the competition.

Next, go to “[spyfu.com](http://spyfu.com)” and type in your keyword into the search box and click “search”:



The next screen should resemble something like this:



Now, there are several ways to promote your product, and many ways to drive traffic to it (more in the next segment entitled; “Traffic”). In this example, this shot shows us that the average price for CPC (cost-per-click) advertising for this keyword is between \$4.54 - \$5.58 per click. That is very expensive and can break the bank very easily (please see the CPC and CPM segment for further explanation).

In short, this analysis tells us we would be better off promoting this keyword and product in the form of article marketing, forum marketing, and social media marketing, unless of course we can afford such a high click cost. I would avoid promoting this product using this keyword with CPC simply because the campaign would be very expensive. This tip alone will save you hundreds if not thousands of dollars!

Far too many people get into CPC and CPM marketing and have no idea that it will cost them that much every time someone clicks on their promotion link, whether that person buys the product or not.

Without a clear-cut strategy you will burn through your advertising budget in no time without any results to show for it. This method of advertising can be dangerous territory, and it is best to stay clear of it until you have done [EXTENSIVE](#) research and fully understand the ins-and-outs of it.

# **TRAFFIC**

Whether you choose to become involved in a MLM or affiliate marketing, there is one facet to becoming successful online that is more important than anything else in the networking arena and that is **TRAFFIC!**

If there's one thing you take from this book, it needs to be this simple truth;

Traffic + Good Opportunity = \$. No Traffic + Good Opportunity = No \$!

There is just no way around it. If you master how to drive traffic, you will succeed. If you do not, you will fail. Simple as that.

When you embark on your journey of "Internet Marketing" you must fully understand that your number one goal is to drive traffic to your [opportunity](#). There is **NOTHING** more result producing than this, and **NOTHING** will break your spirit faster than not having it.

The reasons are obvious. Traffic means prospects, and prospects mean leads, and leads means sales and or business associates and that equals \$\$\$.

So let us get right to it. Let's look into the deep, vast realm of Internet traffic, and how to drive some of it straight to your opportunity. We'll start with social media:

## **FACEBOOK:**

Since the invention of Facebook the world has changed, especially the world of "Internet Marketing". Thanks to the inventors of this social network, it is now possible to post your [opportunity](#) on your "Wall" with either a link, or an enticing ad copy, and attract untold numbers of prospects with a click of a mouse. Do not underestimate the power of this market place, for it stretches across the world and commands an unbelievably **MASSIVE** audience, one in which you can tap into within seconds!

Where else can you have access to over 600 million people, with millions of possible prospects? It is a very exciting platform and it's all **FREE!** As mentioned, you can post your opportunity on your wall, and on your friends walls, and in designated groups relevant to your **niche**. For example, if you are promoting a weight loss product, you would join specific groups on Facebook relevant to that product, and promote it to them as well.

The only thing you should realize is that you have to be considerate when marketing on FB and here's why:

It is easy to spam there (or at least what the administrator's consider spamming) and they do NOT put up with it. It's understandable, no one likes to check their mailbox and find a flood of gibberish and sales pitches, which is what happens far too often on Facebook.

Eventually, their site filters will detect if you are spamming, and your account will be suspended.

So, how do you go about promoting your opportunity without spamming? Simple:

Number one thing is to post your opportunity in the manner described above, and when posting to YOUR wall, you want to post it between 3 and 4 hours apart (only post once a day in groups, and only once a week or more on your friends walls).

Now, I know some of you reading this are saying to yourself;

“Three or four hours apart? I work for a living. I don't have time to do that!”

Not to worry, there is FREE software that you can program to post your ads for you.

Personally, my favorite is “[Seesmic](#)”. This program is super user-friendly and lets you post to Facebook, Twitter, LinkedIn, Buzz, Chatter and more -simultaneously, or separately if you chose. Type in your ad, schedule it to run every 3 to 4 hours, and you're done. You can be advertising in your sleep!

Another popular program is “[Hootsuite](#)”. Same deal there; 24/7 advertising! Yet another is “[Ping.fm](#)”. Any one of these programs will help you stay on a consistent marketing schedule while you are busy living your life.

One bit of advice I would like to admonish when promoting on FB; don't send to other people's inboxes (although it is quite common a practice by many). Unsolicited emails is “spam” in its purest form, and chances are, many recipients will mark it as such. As a whole, it is repelling, and counter productive. You'll be wasting your time, and getting a lot of people very unhappy with you.

Remember, many people on Facebook are there for the social experience, and while it has never made much sense to me to take a picture of what I'm eating for dinner and post it as my status, many people do just that. They are not interested in business [opportunities](#), all they want to do is play on their virtual farms, and tell their friends what color socks they are wearing.

That is their choice, and it should be respected.

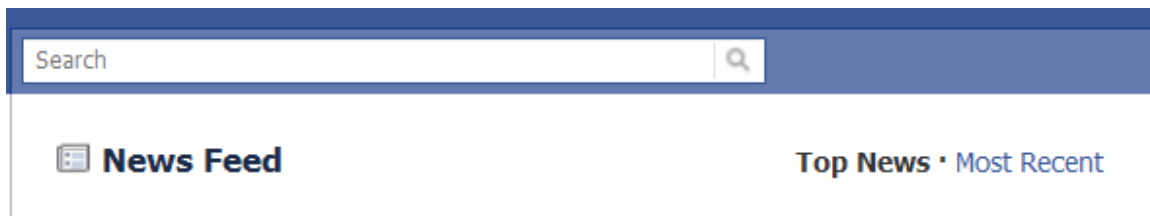
One very effective trick when promoting on Facebook is add likeminded people into your network of friends. Think of your friends list as your marketing base; it is where your prospects and potential customers will come from.

Now, here's a challenge when promoting on Facebook; if you only have 50 friends on your list, then you won't get much exposure. Remember, it is a **numbers game**. You need to add friends daily, but here you must use caution.

A year ago you could add 100 friends a day and never worry about being stopped, but in the ever changing "Zuckerberg world", they've lowered that number dramatically. Now you can send out about 10 to 20 a day (maybe a couple dozen more if you do it at a snail's pace). Regardless of the tedious nature of building your list, you need to be consistent. Set a goal everyday to add friends (people) to your list.

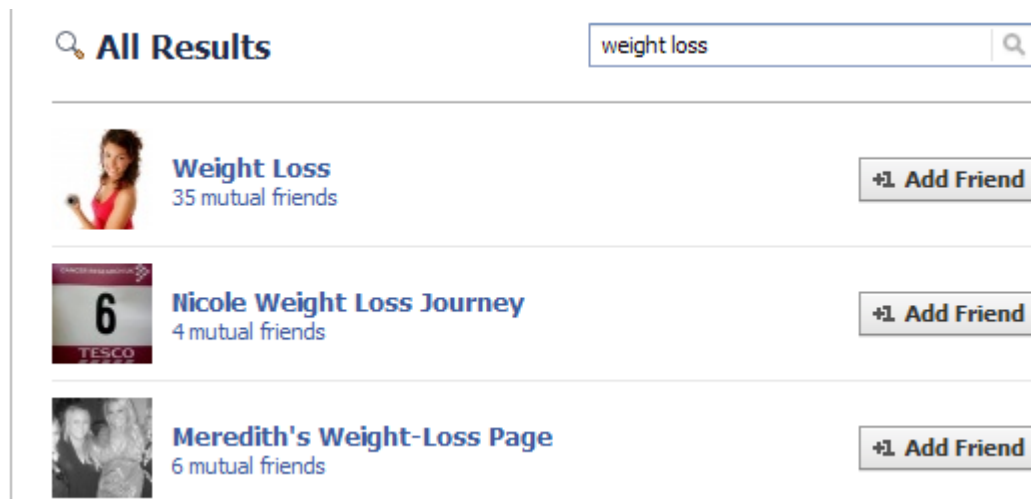
Here's how you do it:

Sign into your Facebook page (if you don't already have one, you can go here to sign up for free: <http://www.facebook.com/>) and locate the search bar above your wall.



If you are in a MLM type in; opportunity seekers, business seekers, work from home, mlm seekers etc. If you are in Affiliate Marketing type in what ever is relevant to your **niche**.

Pick a group with several hundred (preferably) members. Next, click below the title on the member's link (i.e. 567 members) and a window will pop up where you will see all the members in that group. You then click the button "Add as friend" on the right-hand side of the window:



This will bring like-minded people and individuals that are seeking opportunities into your friend's (your prospects) list. As well, you can post your opportunity in those groups.

**WARNING: *If you add too many friends too fast you will be suspended from adding anymore for a few days. Do not panic, it happens to all of us. During this time, do not try to add anymore or you will risk having your account permanently suspended.***

When your Facebook "probation" period is up, then you can resume... ***but do so slowly!***

Now, I hope you're sitting down for this statement; remember I said it's a numbers game? Facebook is only a "super platform" when you have 1,000 to 3,000 people on your list.

The more numbers you have, the more people will see your [opportunity](#), the more traffic you will get to your site, the more opt-ins you'll get, and the more conversions you'll receive.

Here's another secret; ***Have more than one account! In order to effectively market on Facebook you will need 3 to 5 accounts with preferably 1 to 3 thousand friends in each account*** (5,000 friends is the maximum any one user can have on Facebook, and it should be your ultimate goal) and, when one of your accounts is restricted from adding any more friends, you can simply switch over to another account and add friends there.

Now, I know what you're thinking; "That's a lot of work!"

All I have to say to that is; ***"How big is your "why"?"***

Naturally, it takes time to build up such numbers. It's a steady, disciplined action that needs to be taken daily in order for Facebook to become an truly effective marketing tool for your **niche** or business.

This is probably why so many people spam on it, because they don't want to take the time and energy to do it right. Don't be like them. Do it right, it's well worth the effort.

There are other methods to market on Facebook as well. I suggest you take advantage of what are called "Pages" or "Fan Pages" where you can create your own page for your [opportunity](#), and send your friends an invitation to it. This is another very effective means to get your business in front of the masses.

Facebook can be a GREAT marketing bitz, you just need to keep in mind that connecting with people, and building **relationships** is the most important key to making it a remarkable business platform.

## TWITTER:

To be honest, this one's a bit of a challenge. In order to effectively market on Twitter it takes many accounts and **THOUSANDS** of followers. That's just the cold, hard truth. In order to get that many followers, it is a delicate balancing act (unless of course you're a celebrity).

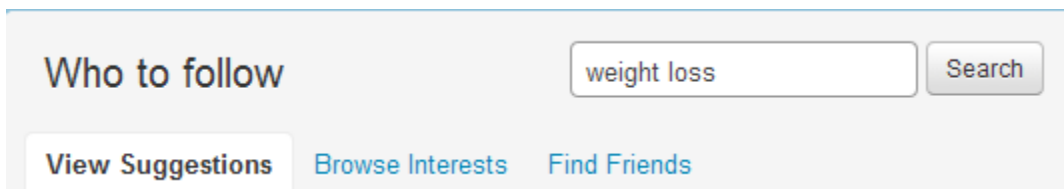
You need to first sign up for an account at: "[Twitter.com](https://twitter.com)".

\*Make your username relevant to your **niche** or MLM (i.e. if you are in the weight-loss **niche** you would name your account something like "Lose the weight now", or "Burn The Fat". If your MLM is "[Crazygood](#)" create a username like; "Get Paid To Socialize" or "Socialize For Cash"). Remember, relevance is critical in promoting your product.\*

Once your account is established, you need to look for people who can benefit from your **niche** or business. Click the "Who to follow" link in the search bar at the top of your home page:



Then type what ever is relevant to your opportunity into the search box:



Next, begin to follow those who are relevant to your **niche** or opportunity:

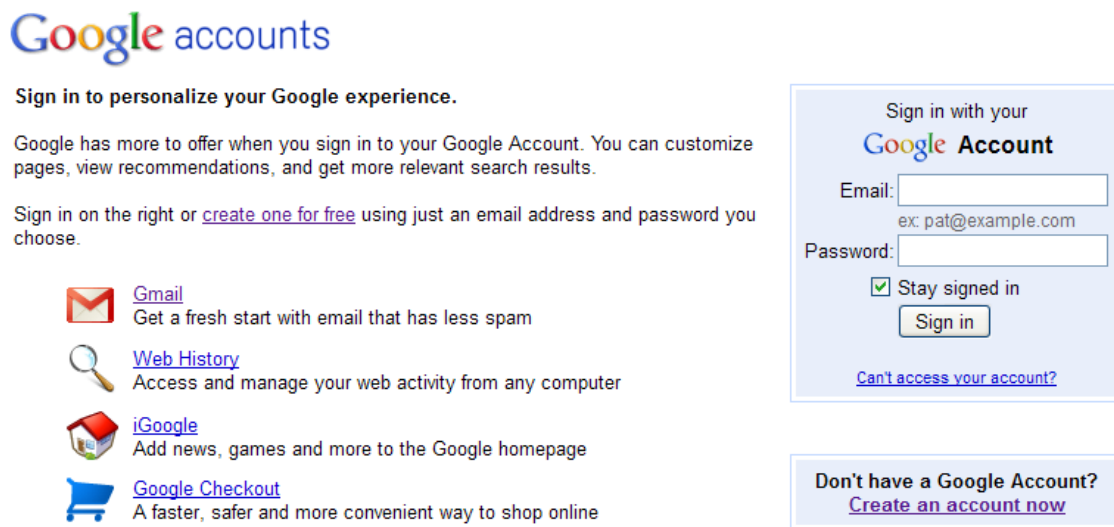


This will begin to build your marketing base on Twitter, but be careful when doing this. If you follow too many people at one time, twitter will conclude that you are spamming (even though you're not) and they will suspend your account. Just like with Facebook, only add 10 or 20 a day.

Unfortunately, you can't just go following hundreds of people, hoping they will return the favor, and get the process over quickly. Again, it takes time and persistence. But, there is a good way to attract followers on auto-pilot, and that is to attach a [RSS](#) (Real Simple Syndication) feed to your profile.

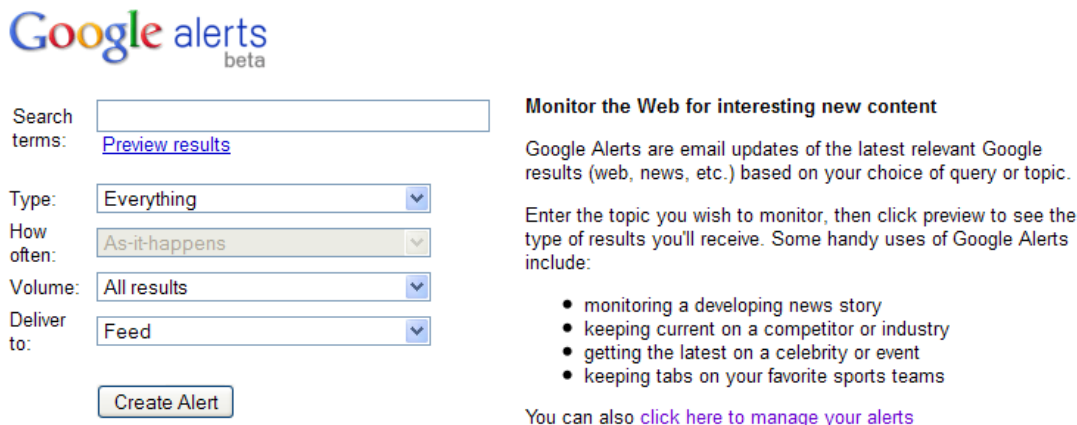
The good news is; this too is FREE.

First you will need to sign up for a free [Google](#) account if you don't already have one:



The screenshot shows the Google Accounts sign-in interface. At the top, it says "Google accounts". Below that, a heading reads "Sign in to personalize your Google experience." followed by a paragraph: "Google has more to offer when you sign in to your Google Account. You can customize pages, view recommendations, and get more relevant search results." Below this is another paragraph: "Sign in on the right or [create one for free](#) using just an email address and password you choose." On the left, there are four links with icons: "Gmail" (envelope icon) with the text "Get a fresh start with email that has less spam", "Web History" (magnifying glass icon) with "Access and manage your web activity from any computer", "iGoogle" (house icon) with "Add news, games and more to the Google homepage", and "Google Checkout" (shopping cart icon) with "A faster, safer and more convenient way to shop online". On the right, there is a sign-in box titled "Sign in with your Google Account". It contains fields for "Email:" (with a placeholder "ex: pat@example.com") and "Password:", a checkbox for "Stay signed in", and a "Sign in" button. Below the button is a link: "Can't access your account?". At the bottom right, there is a box titled "Don't have a Google Account?" with a link "Create an account now".

Next, head over to: <http://www.google.com/alerts> to get your auto content system up and running:



The screenshot shows the Google Alerts sign-up page. At the top, it says "Google alerts beta". On the left, there is a form with the following fields: "Search terms:" (a text input field), "Type:" (a dropdown menu set to "Everything"), "How often:" (a dropdown menu set to "As-it-happens"), "Volume:" (a dropdown menu set to "All results"), and "Deliver to:" (a dropdown menu set to "Feed"). Below these fields is a "Create Alert" button. To the right of the form, there is a heading "Monitor the Web for interesting new content" followed by a paragraph: "Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic." Below this is another paragraph: "Enter the topic you wish to monitor, then click preview to see the type of results you'll receive. Some handy uses of Google Alerts include:" followed by a bulleted list: "• monitoring a developing news story", "• keeping current on a competitor or industry", "• getting the latest on a celebrity or event", and "• keeping tabs on your favorite sports teams". At the bottom right, there is a link: "You can also [click here to manage your alerts](#)".

Type in a search phrase in the “Search Terms” box such as; “Marketing” or “MLM” or “Internet Business” or any phrase you can think of relevant to your **niche** such as weight-loss, quit smoking etc..

Then:

- ✓ Set the “Type” to “Everything”.
- ✓ Set “How Often” to “As it happens”.
- ✓ Set “Volume” to “All results”.
- ✓ Set “Deliver To” to “Feed”






Put in your email address, and click “Create Alert”.

On the next page, go to the far right hand column and click edit:

Web Images Videos Maps News Shopping Mail more ▾ James Prince ▾ ⚙

**Google alerts**  
beta


[Create a new alert](#) | [Switch to text emails](#) | [Export alerts](#)

Everything	Volume	How often	Deliver to	
<input type="checkbox"/> <a href="#">Affiliate Marketing</a>	All results	As-it-happens	<a href="#">Google Reader</a> 	<a href="#">edit</a>
<input type="checkbox"/> <a href="#">Affiliate Marketing Blogs</a>	All results	As-it-happens	<a href="#">Google Reader</a> 	<a href="#">edit</a>
<input type="checkbox"/> <a href="#">Affiliate Programs</a>	All results	As-it-happens	<a href="#">Google Reader</a> 	<a href="#">edit</a>
<input type="checkbox"/> <a href="#">Best Weight Loss Programs</a>	All results	As-it-happens	<a href="#">Google Reader</a> 	<a href="#">edit</a>
<input type="checkbox"/> <a href="#">Books</a>	All results	As-it-happens	<a href="#">Google Reader</a> 	<a href="#">edit</a>

Make sure the box next to the “Save” button is set to “Feed” and not to your “Email” (unless you want mountains of email sent to you every few minutes):

**Google alerts**  
beta

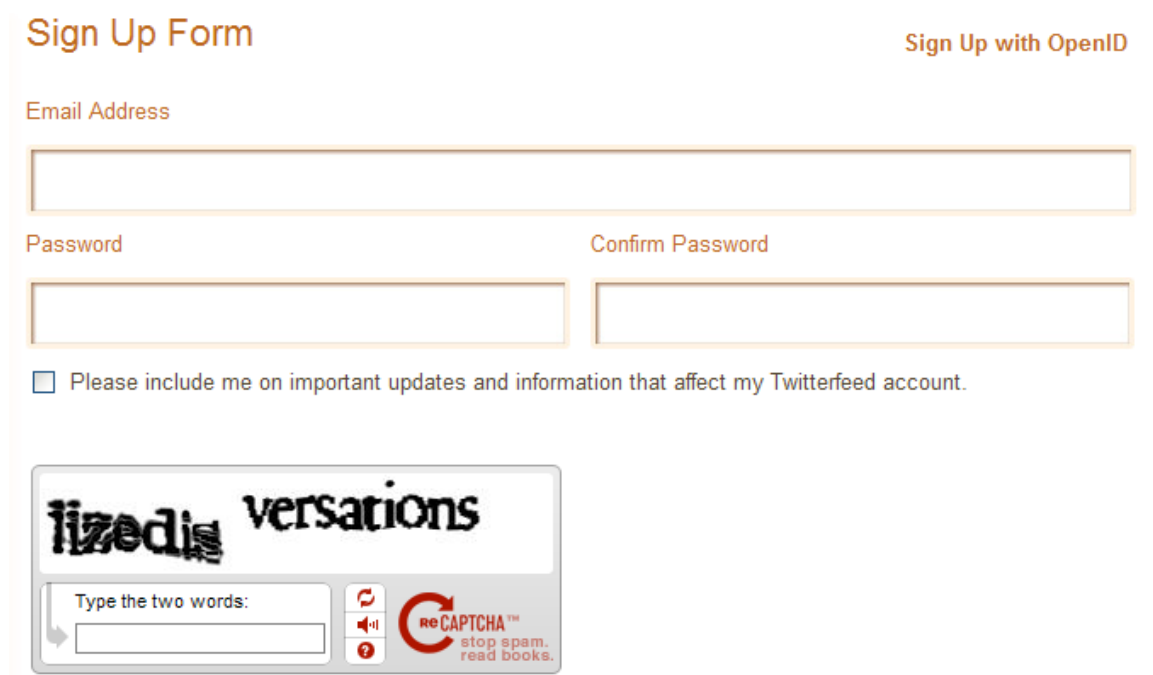
[Create a new alert](#) | [Switch to text emails](#) | [Export alerts](#)

Everything	Volume	How often	Deliver to	
<input type="checkbox"/> <a href="#">Affiliate Marketing</a>	All results ▾	As-it-happens ▾	Feed ▾	<input type="button" value="Save"/> <input type="button" value="Cancel"/>
<input type="checkbox"/> <a href="#">Affiliate Marketing Blogs</a>	All results	As-it-happens	<a href="#">Google Reader</a> 	<a href="#">edit</a>

Leave “All results” the way it is, and click “Save”. Next, right click the orange icon next to the link; “Google Reader” and click “copy link location”.

No you have your [RSS](#) feed, and you are ready to attach it to your Twitter account.

Next, go to “[twitterfeed.com](#)” and click the “register” button to set up your free account. Put in your email address and make a password, fill in the “Captcha” and click “Create account.”



The image shows the 'Sign Up Form' for Twitterfeed. It has a title 'Sign Up Form' in orange and a link 'Sign Up with OpenID' in orange. Below the title is a label 'Email Address' followed by a text input field. Below that are two labels, 'Password' and 'Confirm Password', each followed by a text input field. Under the password fields is a checkbox with the text 'Please include me on important updates and information that affect my Twitterfeed account.' At the bottom is a reCAPTCHA widget with the text 'Type the two words:' and a small image of a person's face.

Next create a name for your feed (i.e. Network Marketing), then right click inside the box that says; “Blog URL or RSS Feed”, and click “Paste”:



The image shows the 'Step 1: Name Feed & Add Source URL' form. It has a title 'Step 1: Name Feed & Add Source URL' in orange. Below the title is a label 'Feed Name' followed by a text input field containing 'Online Marketing'. Below that is a label 'Blog URL or RSS Feed URL (help)' followed by a text input field containing 'tp://www.google.com/alerts/feeds/17562440745342778997/2755324285709996679'. To the right of the URL field is a button labeled 'test rss feed'. Below the URL field are two checkboxes: 'Active' (checked) and 'Feed parsed OK' (checked).

Next, click the button that says; “Test your RSS feed”.

When it comes back “OK” scroll down to the button that says; “Continue to Step 2” and click it.

You will now be on a page entitled; “Feed Publishing”. Select the “Twitter” link:

## Feed Publishing

<http://www.google.com/alerts/feeds/17562440745342778997/2755324285709996679>

**Step 1: Create Feed** **Step 2: Configure Publishing Services** **Step 3: Do**

Feed was successfully created.

Available Services

Twitter

Then select the second option entitled; “Authenticate Twitter ”:

Choose existing Twitter Account or Authenticate a new account

1. Authenticated Twitter Account

--Twitter Account--

2. Authenticate new Twitter Account

 **Authenticate Twitter**  
Using OAuth

Authenticate with Username & Password

Give permission for your feed to access your Twitter account:

## Authorize twitterfeed to use your account?

This application **will be able to**:

- Read Tweets from your timeline.
- See who you follow, and follow new people.
- Update your profile.
- Post Tweets for you.

You will then be redirected back to “twitterfeed” where you will scroll down to the bottom left-hand-side of the page and click “Create Service”:

You should see a green bar that says; “Service Created Successfully” (if not you will have to go back and repeat the steps):

## Feed Publishing

<http://www.google.com/alerts/feeds/17562440745342778997/2755324285709996679>

Step 1: Create Feed

Step 2: Configure Publishing Services

Service created successfully.

## Active Services

Then scroll down to the bottom of the page and on the left hand side click the button that says; “All Done!”:

Facebook

All Done! Back to Step 1

You have just created your first [RSS](#) feed! What does that mean? It means that you are now automatically posting to your Twitter account new content from the feed you created, as it is posted on the web.

This keeps your Twitter account consistently active with new content, which will draw people to you and they will follow you. So now you are attracting targeting followers on autopilot.

As discussed before, you will want to set up several accounts, all with RSS feeds, attracting followers so you can build your Twitter marketing base. This will take time, but after you have about 300 to 500 followers, you can begin posting your ad/link onto your tweets and market to the worldwide Twitter community.

If you already have a well-established Twitter account with many followers, you'll be ahead of the game with this technique, depending if those existing followers are targeted to your **niche** or opportunity.

Keep in mind that Twitter is really strict about how many times you can post an ad per day (they don't care how many times your RSS feed posts, just ads are restricted). I think the maximum allowed before Twitter gets its "feathers ruffled" is 4 per day, but don't quote me on that. Be sure to check out their TOS in regards to business opportunity postings, for it changes from time to time.

There is also a [software program](#) that markets by targeting other people's tweets for keywords. This is a great tool for targeting what people tweet about such as; "I want an Ipod", or "I need to lose weight". This system will pick up those tweets and shoot your opportunity off to that person making an extremely targeted prospect out of them. I highly recommend it for marketing on Twitter.

## YOUTUBE:

We have all seen the viral “Youtube” videos with the kitty-cat going nuts, right?

Repeatedly the “Nightly News” shows a clip of a video from “Youtube” that has captured the attention of the entire world.

Now, picture your [business](#) video getting just a fraction of that audience. Can you imagine the potential?

“Youtube” is a **FANTASTIC** marketing platform! You can share promotional videos instead of just posting words and links, and this has a powerful effect on your potential customers/business associates.

As an example; within an hour on the first day I opened my account and posted a promotional video, someone signed up to one of my opportunities. I’m not saying that will happen to you, but as the saying goes; “you can’t score if you don’t take the shot!”

Once you have signed up for a [MLM](#) or affiliate program (or any other business for that matter) there should be promotional videos with your opportunity (if not, there is plenty of software online where you can create your own video explaining your opportunity).

Head on over to “[Youtube](#)” and open a free account by clicking the “Create Account” button, and providing your information. Once that is complete, you need to begin adding friends, just like on Twitter and Facebook.

Now, there are two ways you can do this. You can do it the mind-numbingly-slow-and-tedious-hard-way; by manually looking up videos that are related to your business or **niche**, and subscribing to users and adding them as friends.

OR

You can download “[Tubetoolbox](#)” and literally start building your “Youtube” base overnight on autopilot!

This is a very **POWERFUL** tool! It is by far the most user-friendly and efficient method for building a social media-platform that I have EVER used. I WISH they would come out with a comparable version for Facebook and Twitter

You can download the program and try it for free here:

**[Build Your Youtube Account On Auto Pilot!](#)**

After the trail period is up, it will cost you \$10 a month, with a one-time set up fee of \$20.00, but I have to tell you, of all the “tools” that are out there, this one is simply the

BEST, and so worth the money. In a month's time you can literally send out 15,000 friend requests! (It would be more, but Youtube has a restriction as to how many you can send per day, fortunately it is nowhere near as strict as FB or Twitter).

Not to mention, you can send an equal amount of promotional videos directly to each of your friends AND to anyone, and everyone, who is on "Youtube" whether they are in your friends list or not! This is just the tip of the iceberg with this thing!

It also comes with instruction videos to take you systematically through the process of building your "Youtube" audience. Once you begin to use "[Tubetoolbox](#)" you will see how efficient it is in getting your business videos in front of thousands, with next to no effort on your part.

Again however, I can't say this enough; keep in mind that as you search for videos and people to add to your list, you must keep them **relevant to your niche or opportunity to be most effective.**

It is so complete a system, there is scarcely anything else for me to say on how to build your "Youtube" platform. Download it, learn it, use it, and **SUCCEED!**

## **TRAFFIC EXCHANGES:**

By definition a [traffic exchange](#) is just that. You join a platform, with a vast group of individuals on it, who are all advertising their opportunity with the use of text ads, banner ads, solo ads, html ads, etc, etc, etc.

Many people don't find them useful, and argue that everyone on a traffic exchange is only clicking on your link in order to receive points and exposure for their opportunity, creating a type of circle-jerk scenario.

For the most part, that is a legitimate claim, but there are ways in which to take advantage of this form of marketing. Many do not take the time to learn how to use them properly, and miss the opportunity they hold.

It is true, if you plaster an advertisement for your [MLM](#) -or whatever- you are just going to get a lot of useless traffic. People will click on your link (because that's how it works) but rarely will anyone bite, or more importantly buy. The reason for this is obvious; everyone there is promoting their business...why would they want yours?

There is the occasion that someone will find your opportunity interesting and sign up, but a lot of your traffic will be just the engine of the platform churning.

A good strategy when using traffic exchanges is to offer what everyone wants there...TRAFFIC! They don't want another business, they want traffic for their

opportunity. So, one idea would be to become an affiliate of a traffic generating system, and promote that to them. You can then build a relationship with them, and introduce your other business opportunities to them on a much more personal level, which will likely result in a sale/signup.

Remember, marketing online is no different from marketing in “real-life” in the aspect that relationships make or break the business. **Successful Internet Marketers know that building relationships with people builds strong online businesses.** So always keep in mind how you can build relationships with people by focusing on what they need, rather than what you need. That is one of the great keys to success, on and off the Internet field.

Here is a list of some good traffic exchanges, as well as information on traffic generating systems (some of which have affiliate programs where you can actually earn cash for promoting them):

#### **TRAFFIC EXCHANGES:**

<http://www.easyhits4u.com/>  
<http://www.trafficswarm.com>  
<http://www.tedirectory.com/index.php?c=1540094054>  
<http://www.trafficg.com>  
<http://www.hitsboosterpro.com>  
<http://www.trafficexchangelist.com>  
<http://bit.ly/eO6rFK>

#### **TRAFFIC GENERATORS:**

<http://www.trafficgenerationcafe.com/>  
<http://www.grid.unina.it/grid/mtools/>  
<http://www.super-clix.com/>  
<http://www.trafficwhirl.com/>  
[http://www.iwebtool.com/top\\_sites/](http://www.iwebtool.com/top_sites/)  
<http://www.trafficzap.com/>  
<http://www.freeviral.com/>

#### **SEO (Search Engine Optimization):**

This method is simply to complex and vast for me to spell out. It takes a series of videos to lay it out correctly. The best thing I can offer is to refer you to a man by the name of Wayne Sharer. He has a great set of tutorial videos on the subject as he is a “Master” at SEO and other Blogging techniques. His information is very informative, and he relinquishes some interesting “secrets” on how to find the very best keywords, and how to get the search engines to pay attention to your site. He also shows where to post your blogs for great exposure. I am very pleased to have his information in this ebook.

Together with the technique I exposed earlier regarding keyword research, this is a powerful combination.

Here's his link: [Wayne Sharer's Keyword Search Analysis](#)

These videos are **FREE**, so take the time to watch each one carefully and take notes. They will teach you techniques that many Internet Marketers **do not know!**

## **BLOGGING AND ARTICLE MARKETING:**

[Blogging](#) and article marketing are fantastic ways to drive free traffic! This method has been in effect for quite some time, and there is a deliberate and precise science behind it, and Wayne goes into some of it.

Basically, it is exactly what it sounds like, posting articles related to your niche or opportunity in blogs and on article posting sites. Now, many people are not writers, nor do they even like to write, and they feel this is a great challenge for them. There are plenty of "[article out-sourcing](#)" channels on the net in which to choose from, if you are one of those who either does not have the time nor the patience to write.

Now, it has been said by many experts in the field, that article marketing is growing less and less effective (likely due to the restrictions many blogs are putting in place in regards to posting links for business opportunities).

There are hidden techniques however, to make the most out of your online articles, and Wayne does a great job of fleshing them out.

Also, there are MANY online tutorials [on how and where to blog](#) and it is not as difficult as one might think. Moreover, it is a highly effective tool in which to drive consistent traffic to your website when done properly, and it needs to be utilized.

In addition to Wayne's video tutorial, I have included several other links from many different experts in the field that will be of assistance in getting you started on your "blogging" way:

<http://debbieweil.com/>

<http://www.contentrobot.com/>

<http://florissant.patch.com/articles/the-blogging-life-experts-share-their-secrets-for-success-6>

<http://www.squidoo.com/expertblogging>

<http://blog.junta42.com/2011/02/blogging-tips-beginners-experts/>

## TRAFFIC PURCHASING:

Many people chose to buy their traffic, instead of having to learn the ins-and-outs of how to obtain it for free (actually, the term “free” is a misnomer because you will be spending quite a bit of time learning the ropes and implementing your Internet Marketing education).

To be honest with you, this is a waste of money. It RARELY produces any worthwhile results and to be quite blunt, you’re fooling yourself if you think throwing 25k hits at a website will make you rich. The main reason behind this is, this is untargeted traffic that is not **relevant** (there’s that word again!) to your opportunity or product, and most of it is from dropped websites over-seas, that is funneled to your URL.

In the beginning I used to hurl as much traffic to my pages as I could through these sites, thinking my business would explode, only to end up frustrated when nothing happened, even after 50,000 hits! I began to question whether actual people were clicking on my opportunity, or if it was a “bot” doing it. The later is likely the case, and in my personal opinion the only one making any money off these traffic sites are the owners, and not so honestly at that.

It takes TONS of this “redirected traffic” to gain any leads. I suppose if you hurled 1 Million hits at your site, then you might see a sign-up or two, but you are better off spending your money elsewhere to promote your business.

I’m sure sales do happen, but if you chose this method, may I suggest while the hits are being delivered, you implement the other means of free traffic that is emphasized in this manual. That way you keep building while you are praying for the traffic you bought to produce a result. = )

Here are some sites that may interest you if you think buying traffic will work for you:

<http://www.cheaptraffic.org/>

<http://buycheaptraffic.net/>

<http://www.trafficcompany.net/>

<http://bringvisitor.com/>

<http://www.buytrafficguide.com/>

<http://superfastvisitors.com/>

<http://trafficchamp.com/>

<http://www.opentracker.net/article/how-buy-traffic>

## **COST-PER-CLICK AND COST-PER-IMPRESSION:**

To continue from the earlier segment, I will now explain further CPC & CPM marketing:

For those of you who are not already aware, [CPC](#) stands for “Cost-Per-Click” while [CPM](#) stands for “Cost-Per-Thousand” (The “M” is not a type-o. It stands for the Roman numeral “M” which represents 1,000).

“Cost-Per-Click” advertising is simple enough. Every time someone clicks on your link on an advertising site across the web, it costs you a pre-determined amount of money. This cost can be anywhere from \$0.05 to \$20.00 (and much more in some cases). It is based on the amount of money you are willing to pay for certain [keywords](#) as I explained in the earlier segment.

You can see how imperative it is for you to do the research I outlined before, so you don’t end up spending hundreds or even thousands of dollars in advertising with this method.

“Cost-Per-Thousand Impressions” is where you pay a pre-set amount for every one-thousand impressions that your advertisement is shown on the internet. This method can be substantially less expensive than CPC, however, it all depends on how good your ad copy is, and how well your product converts/sells.

With CPC, if your ad strikes curiosity enough to make a person click on it, but the product or service is not very enticing and doesn’t convert well, then that click will likely not produce a sale, but you still have to pay for it. On the same token, if your ad is not very enticing while using CPM, then very few people will click on the link promoted, and you will not generate sales that way either. A very big key to advertising this way is to make sure your ad copy is sound (great even) and your product has a very high conversion rate. If you feel that you are not capable of writing a solid ad copy, there are many “[for-hire individuals](#)” and companies online that can assist you, but still, there are no guarantees.

I **strongly suggest** that you read up on this advertising method, for as I mentioned above, it can quickly become drastically expensive if you are not sure how to do it properly.

A GREAT tutorial session with Super Affiliate [Jamie Lewis](#) explains what I showed you above, as well as many other **brilliant techniques** in order to properly research keywords, so you don’t lose your shirt, and you profit greatly from CPC.

Jamie’s product is listed here: [Copy The Blue Print](#)

**After you have mastered how to market with these techniques**, here are some high traffic places in which to advertise using CPC and/or CPM:

<http://www.facebook.com/>  
<http://www.adbrite.com/>  
<http://www.bidvertiser.com/>  
<http://www.google.com/ads/>  
<http://www.squidoo.com/free-ppc>  
<http://www.ppclinking.com/>  
<http://www.advertising.com>  
<http://www.valueclickmedia.com>  
<http://www.casalemedia.com>  
<http://www.tribalfusion.com>  
<http://www.247realmedia.com>  
<http://www.venturedirect.com>  
<http://www.valueclick.com>

## SECRETS

You hear this word a lot online when it comes to Marketing. Unfortunately, far too often the “secrets” you read about are nothing more than well known techniques that perhaps only **YOU** have never heard of.

I’m proud to say, what I claim to be secrets in this ebook are just that; secret methods on how to build your online business, and get ahead of your competition, and save yourself a ton of money in the process. There’s no way to do it completely free, for the old adage is correct; “It takes money to make money”, but I’ve given you a short cut that will keep most of your dollars in your pocket. As a matter of fact, I even include a proven, time tested method on how to help [fund your business for FREE](#).

These are very exclusive tips, and Wayne Sharer’s SEO videos are a great example. I’ve actually asked around about some of his techniques, and I was quite surprised how many marketers were unaware of them. To me, that makes his program a true “secret” of Internet [Marketing](#).

Another fantastic example is Jamie Lewis’ program. While it is not free, it is hardly expensive, and it’s an awesome lesson on how to save you a small fortune from future mistakes. Another one of [Jamie Lewis’ programs](#), **is an advance lesson where he will actually work with you one-on-one and immediately produce income with you via a web-cast!**

Folks, that is unheard of! A millionaire Super Affiliate holding your hand to make you money? Now that’s good stuff!

These two programs alone are a remarkable foundation in which you can build your online business, and it’s told to you in very simplistic form, which is critical in order to avoid “information overload” and confusion. Jamie is very down to earth, and has the **fruit-on-the-tree** when it comes to his success.

Again, much advise online is labeled “secrets”, when most are mere “tips”. These programs are **far-and-away** true secrets of the trade.

As far as tips go, I’m not going to take up a bunch of pages on this, for woven through this entire ebook are tips, principles, and secrets, but I will offer this one piece of advice;

**You cannot make a million dollars without making one dollar first.**

I realize that sounds like a “DUH” statement, but it is far more relative than you realize.

It's too easy for one to surf around the Internet and see [opportunities](#) everywhere – often becoming confused. Many opportunities cost money to join, and promote (other than the

free techniques outlined in this book). At first, don't work on too many opportunities at once. When you have one business generating an income, then you can expand to others.

I know many people will disagree with this, but it is a simple Internet Marketing "tip" that is not often shared. **Focus all of your time and energy on ONE niche/business at a time.**

That word "Focus" is very underrated in online marketing. I see so many people doing so many things, it's hard for them to keep track of them all. This is silly to me, as it is better to do one thing "great" than many things "fair".

If the primary business/**niche** you choose is not growing properly, then you can focus on another. On the same token however, don't start a business/**niche**, promote it for three days, and then decide it doesn't work. That's not what I'm talking about.

Successful entrepreneurs (or "cyberpreneurs") are in it for the long haul, and they start with the end in mind. They work toward their vision of what they want their business to become. That is why, at the beginning of this ebook I talked about dreams and your reasons **why** you want a successful online business. You need to see your business already successful in your mind.

Take some time to decide exactly what you want your business to be over the next 5, 10, even 20 years. Then set aside time, every day, to visualize the mental picture of your success. This falls directly inline with the "**Law of Attraction**" and most successful Internet Marketers know the power of practicing this technique.

Whenever you choose a business, you must keep a vision of what you want it to become clearly in focus. With this insight, it makes daily decision-making much easier.

After all, with a clear-cut vision of what you want your business to become, you can always ask yourself, "Will this action move me closer to creating the success I'm visualizing?" If the answer is "yes", you know you can move forward confidently.

Well, in order to avoid “information overload” like I mentioned, I think that will do it for this ebook.

Naturally, there are many more aspects to Internet Marketing, and we have scratched but the surface, however this is a VERY good introduction for you to begin your “Internet [Marketing](#) Internship”.

These techniques and principles will help you begin to realize the amazing potential that lies within you, and the power of the Internet, to turn your goals and dreams into reality.

Is there work involved? Absolutely. Are your aspirations worth it? Only you have the answer to that.

This ebook is merely a guide to get you started, and if you have been in Network Marketing for a while and have hit a slump, it is meant to get your creative juices flowing again.

#### To recap:

- ⇒ Check your [mindset](#) daily!
- ⇒ JUST DO IT! (To quote Nike). Start brainstorming and thinking of all the ways you can get your message out, respectfully, and without spamming (because no one likes that, and it is completely counter-productive).
- ⇒ Brush off the ones who think what you’re doing is a scam, or if they are not interested. Let it go. There will always be someone who is looking for exactly what you have, and you will find them, you just have to dig deep, and NEVER stop digging!
- ⇒ Never give up! Never quit! Never surrender your dreams and aspirations; they are true possessions in the ever-changing ocean of life. Never let go of them!

As you can see you have opened an entire world through these pages... I sincerely hope you follow your heart and implement these teachings.

I believe you were not led here by accident... you were meant to read every word.

Of course, I cannot guarantee your success, for alas...it is up to you. Ultimately, it depends on how big your “why” is, and rests solely on your actions and determination. I can tell you however; if you refuse to let go of your dreams, and fight with every ounce of your being for their existence, they will happen.

Just remember, define your “why”, and never look back. And, if you follow these lessons, techniques, and instructions, I’ll bet dollars to dimes you find yourself on a crystal-clear-beach one day thinking to yourself;

“I’m sure glad I don’t have to work that job for another 30 years!”

Remember, life is too short to accept mediocrity. It is far too brief to live in quiet desperation, and not live up to one’s full potential. After all, we never know how much sand we have left in the hourglass.

I leave you on this personal note;

In 1986 I lost my best friend...he was 21. Recently, after visiting his grave, a song came over the radio as I was driving home that says it all;

*“As the cold wind blows across the graveyard I think I hear... the voice of my old friend whisper in my ear; I’m gonna stop looking back, and start moving on, and learn how to face my fears. Love with all of my heart, and make my mark, I wanna leave somethin’ here. I’m going out on a ledge, without any net, that’s what I’m gonna be about; I wanna be runnin’ when the sand runs out.” ~ Rascal Flatts*

God bless you...and may He bless all you hope to achieve.

**STRIVE TO SUCCEED! = )**

James S. Prince

Liberty Solutions Group, LLC

[james@libertysolutions.ws](mailto:james@libertysolutions.ws)

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