

# IRONCLAD PSYCHOLOGY

— FOR —  
**INTERNET MARKETERS**



**THE BLUEPRINT FOR BUILDING  
A SUCCESSFUL BRAND ONLINE**

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# Foreword

*The true world of business may be relentless. Success is rewarded. Errors are penalized. The benefit is that it keeps you realistic. You can't settle for helplessness, laziness, and bad ideas or your business will bomb. There's a huge chasm between a thought that sounds good and an idea that really gets carried out and succeeds under real life conditions. Anybody can muster up good ideas, but most individuals can't successfully follow through with them.*

*Some individuals can't handle the pressure of running their own business. They worry about the hazard of failure. They're viewing it from the improper angle though. That risk is exactly the point. Risk is what helps you grow. It makes you stronger. An entrepreneur who dreads risk is like a muscleman who's afraid of barbells.*

*Ironclad Psychology For Internet Marketers*

*The Blueprint For Building A Successful Brand Online*

# Chapter 1:

## *The Reason Why 'Normal' People Can Never Make Money Online*

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*Well, it's about time someone set the record straight and traversed all the hype. There are way too many web sites online promising individuals that they'll make gobs of income almost overnight and it has to cease. The cold hard truth is there are a few individuals who will NEVER make money on the net. Why is this so? Well, this chapter is going to explain, under no uncertain terms, why a few individuals are bound to fail.*

## **Know Why**

Let's kickoff with talent, skills or whatever you prefer to call it. If you study a few of the sites out there, you'd think that all you have to do is press a button and POOF...the income comes dropping from the sky. Simply it doesn't work this way. Any business, and I don't care what sort it is, calls for work and a good part of that work calls for either some sort of skill or training or the money to hire trained workers to do the work for you.

For instance, let's say you just would like to run a simple marketing business where you compose articles to promote affiliate products. The model for this type of marketing is in reality very easy as far as the steps involved. However, there's a lot of skill and talent needed to make this model work.

For starters, you have to be able to write. Different than popular opinion, not everyone is able to write. Some individuals have absolutely NO composing skill whatever. What are these individuals going to do? Sure, they may try to get the training. There's no guarantee that they can make it work, particularly if English isn't their mother tongue. Sure, they may merely outsource the writing to someone else, but that takes money. And a few individuals don't have any. That's a fact of life that isn't going to go away.

Prior to you even getting to the point of writing, there are additional skills that are required, like keyword research and niche research. For sure you want to discover a niche where individuals are spending money and a product that's been proven to sell. This isn't an inborn skill. It needs to be learned, just like everything else.

But even if we can get beyond the skills part of the issue, there's still one thing that trips up most individuals who will never succeed. It boils down to work ethic. A few individuals are just not prepared to do everything that's called for to make it online. Sure, they say they are, but when it boils down to it...when they see how much work is truly involved...they quit. How come? Because it's too much for them.

Certainly, some of the blame has to be shouldered by these sales pages with the absurd claims and empty promises. They make it sound so simple, when in point of fact...it isn't. And that's the cold hard truth. Making money online, regardless of what anyone says to you, isn't easy. If it was, everyone would be doing it. Combine that with the entitlement mentality that we have in the world (lottery lines are pretty darn long these days) and you've a recipe for tragedy.

Bottom line is easy. Some individuals don't have the skills, the money or the discipline or the training to make it online.



# **Chapter 2:**

***Don't Focus On Making Money!***

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***The greatest issue in trying to grow a business is that we're too busy making income. It's not a play on words – it's a severe issue. You're too busy making income.***

## **This Is Key**

The overarching baseball swing and a miss here: We believe that our purpose in business is to earn money when our purpose in business is to construct A BUSINESS that makes money. These 2 things are creations apart, and almost every business I work with is utterly buried in earning money, which will keep them from ever making a lot of it. How come?

Because businesses are in a ceaseless battle to balance 2 things:

The absolutism of the pressing  
and  
The precedence of the crucial

The pressing things in our business come flying at us all day daily, inducing us to be REACTIVE and defensive in just holding the business together as best we can. Among the greatest things that comes flying at us daily is the requirement to earn money to cover today's bills.

We get so used to this force that even when it's no longer there, and we're earning enough income to purchase a hot tub on an impulse and go on vacation a couple weeks a year to someplace exotic, we never leave this style of business. We really believe the goal is to earn money. It's a stalemate and a big reason why most businesses, if they ever grow, don't do so for a very long time.

On the other hand, the crucial things sit in the corner and whisper to us "I'm truly crucial, but you're right, attending to me today won't make you more income today."

Attending to the crucial things requires that we be PROACTIVE, as the crucial things almost never seem pressing. Taking care of the pressing may even bring you riches (money), but taking care of the crucial will bring you Wealth (freedom and the ability to Pick what to do with your time.)

Do you desire Riches that you don't have time to utilize, or Wealth that lets your business make income while you're on vacation?

One sample of the crucial: If you quit making money long enough to write down the formulas that you think you're utilizing, you don't make more income today by doing that. But you now have something that will save you megabucks in re-training, discrepant quality of products or services to your customers, stress, crisis management, and on and on. But as we can't see a way that it will make us income now, we always discover a way to put it off till "later" (psst... later never arrives).

The key is to discover a suitable balance between earning income now (reacting to the pressing), and establishing A BUSINESS that earns income down the road without even being there (proactively attending to the crucial now, not "later"! ). If you're centered on the pressing, you're business will never grow.

The key is to produce the suitable balance between these 2 so you are able to pay your bills now and ensure you're producing a business that earns income without you down the road. It's not as hard as we make it (and it does not take as long, either).

# Chapter 3:

## *The Psychology Behind Creating Value And Precise Delivery*

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*Let's take on the question of how to distinguish whether or not you're creating and handing over true value.*

*The easy answer is that you know you're producing value when you'll be able to see tangible positive changes in the world and your life as a result of your creative output.*

## **A Look At Value**

### **Imperfect Value**

Say I write a new article, and lots of individuals send me feedback like, “Great article. That was amazing! Thanks for writing it.”

Does that mean I produced true value? Well, perhaps I produced some. I can see that a few individuals felt good, but is that a real positive change? I'd say no, not truly. The affect will likely be short-lived. I can't say I handed over much true value.

Lots of bloggers compose articles that generate this kind of feedback. You may read such content and think to yourself, “That was nice.” But a week later you've altogether forgotten about it, and nothing in your life has varied. The only value you really got was maybe a minute of entertainment or distraction. There isn't much evidence of real positive alteration. Creating impactful articles is very ambitious. I don't always know what will deliver strong vs. Imperfect value.

The value received depends upon the case-by-case reader and the circumstances of their life likewise. Some individuals receive enormous value upon re-reading an old article that previously didn't mean much to them.

### **Potent Value**

Say you're walking around at a conference, and somebody recognizes you and says, “I'm so glad to finally see you! I have to tell you our story. Earlier this year I read one of your articles. That article convinced me to make some huge changes in my life. I'm loving it.

And our customers are liking it too. Thanks so much for the work you do.

That new business is something tangible. This is a real positive shift. That article obviously delivered more than just fleeting entertainment value. It had a lasting effect.

Lots of other bloggers have hit the point where they can consistently deliver feeble value as well, and that's where they stagnate. They continue getting "nice article" feedback on every post, but they nevertheless aren't getting the results they wish. They wonder what's missing as the feedback seems to indicate that they're doing great. The issue is that these bloggers never make the conversion from feeble value to potent value. They don't raise their standards to the point of producing affect rather than just entertainment.

The Net is already clogged with imperfect value. You might rest of your life taking up the imperfect value that's already been posted — reading blog posts, watching videos, etc. It's incessant. But at last it's nothing valuable.

How do you solve how to provide solid value?

You begin by creating stuff that supplies little or no value. Then continue experimenting. Keep trying different things. Seek ways to improve. In this fashion you'll progress to light value and finally to some potent value.

With practice you'll fine-tune. You'll learn to supply more value.

The power to produce potent value is the result of high originaive output. The more you create material, the faster you'll solve how to produce something good.

The densest approach you can employ is to sit still and produce nothing. If you can't get a hint as to how to get moving producing and delivering some value to individuals, you must be blind. If you're really, truly clueless, then volunteer. Go assist people in need. You'll discover quite quickly that if you have a pulse, you are able to provide value to individuals.

If you really, really don't know what to do though, merely go outdoors and walk around. Don't go home till you've worked out something you can do to take a stab at producing value.

You'll figure out how to furnish potent value when you're in movement. Only the act of creation will enable you to solve how to produce potent value. You'll figure it out as you go along.

Your beginning guess at how to produce value isn't going to be perfect. Free yourself of the myth that if you just come up with the correct idea, you'll be a high-ranking value creator from day one. It just does not work like that.

Each time you produce imperfect value, it serves as a learning experience. Each time you hear feedback like "nice song" — or worse... maybe cricket sounds — you are able to learn from it. You can state, "Well... that sucked. I'll have to attempt something else."

So here's the rule to abide by: Create more than zero.

That's it genuinely. The only way to totally screw this up is to sit around brooding and feeling weak. That's the only way to bomb. Doing nothing is failure. Producing nothing is failure. Producing something, however rotten it may be, is success... as long as you continue to improve!



# Chapter 4:

## *Buyers Are Smart*

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*Now you need to insure that you keep customers happy .People ask for refunds when they see junk. Buyers are smart that's why creating junk or sub par quality is suicidal Here e, we'll look at a number of ways to get your business going and make it successful. By following the advice, your business will get off to a great start and stay that way.*

## **Keep Them Happy**

The beginning golden rule of any business is to discover the demand. With marketing programs, you'll likely be given an array of products to sell. Check into the demand of these types of things. You should attempt to stay away from vogueish items. They'll sell like crazy one minute, but you'll be giving them away the next. You need items that you know individuals want and need. That way, your long-run sales objectives will get met.

Following... is don't limit yourself to merely one product. Attempt to offer a variety of items. A lot of marketing programs offer a choice, and it's best to go with these. Basing your business on one product might work in the short-run. However, somebody will finally come along with something better and/or cheaper.

3rd, you need to set your business apart from other people. You need to demonstrate what makes you and what you offer better from other people. What do you offer that sets you apart from other businesses? You should always use tact when discussing your competition. Putting them down or being rude will only backfire on you. Talk up the advantages that you offer and leave it at that.

Forth, you should always do your best to ensure fast and effective service to your clients. However, there'll come a time when there's a glitch. You need to keep your clients informed and aware of what's happening. Things happen that are beyond your control. Most clients are very forgiving if they're made aware of this. Keeping your customers in the dark could result in losing them for good and tons of refunds.

Finally, keep your buyers happy. The happier they are the more likely they are to return. Offer your customers incentives like savings on their next purchase. It might cost you more' but only in the short-run. Keeping your buyers happy will result in them referring you to others. Make sure that your products are of high value and quality as well.

Online businesses are easier in the fact that they minimize risk. Everything else is like any other business. You need to work hard to keep your buyers happy. You need to set yourself apart from other people, and protect yourself against the worst. By following the advice here, you'll be giving your business the best possible chance for success and cutting back on refunds.

# Chapter 5:

## *Even The Best Won't Sell Itself*

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***Even Good products don't sell themselves. Focus on marketing to deliver value to people - sell sell sell the quality and communicate it.***

## **Attention Tips**

Perhaps you've heard the term: Build a better product and they will buy it.

Well, as capital as it sounds, even the best product still won't sell if individuals don't know it exists. They still won't purchase it if they don't discover the value in it.

In today's age where individuals are deluged with ad messages day in and day out, you need a better message than everybody else to stick out and be noticed.

### **1. Do whatsoever it takes to 'impact' your audience**

What are you doing to stick out from the crowd? You need to stick out like a sore thumb and make certain you're thought of.

What are you doing in your branding that makes you and your product memorable? You can't be timid here. Demonstrate enthusiasm in your product and services. Show individuals that you love what you're doing. This alone will make an immense impact. Be called the guy or girl that fires up the room.

### **2. It's not merely about the sale**

Do you know "the guy"? You know, the guy that walks up takes your name and then carries on to talk for twenty minutes about how wonderful his product is and how everybody needs his product? Ya' that cat.

Don't be that guy. Begin by establishing a relationship

### 3. Turn it into an experience

In today's age more than in the last twenty years, individuals are purchasing from people, not companies. I'm sure you've picked up that phrase before but it's more truthful than ever.

Once I go to a café, I tend to go more because of the environment and individuals than the coffee. I have a shop I went to for a long time because of the individuals there and how friendly they were. Frankly, I didn't like their java much. I was there because of the feel they gave me. Friendly individuals. Big tables for my laptop computer and a nice space overall.

### 4. Forever be promoting

As P.T. Barnum was called the greatest promoter on Earth, you as well have to be promoting at all times. Now I don't mean forever be pitching but forever be prepared to discuss what you are able to offer other people. The greatest question you should be asking the individuals you meet is "How can I serve you?"

Forever have your business cards handy. Offer advice to other people related to what you do and how they may benefit from your products and services. What issue do they have that you've the solution to? How can you save them time, revenue or simplify their feverish life?

If you keep these matters in mind with your business and do everything you can to keep ahead of your prospects and buyers, you'll have jump on anybody else in your industry.

Quite frankly, most businesses spend a ton of revenue on advertising and out of focus marketing that isn't even paying for itself. These easy

steps alone will get your name out there much easier and build a better reputation for yourself and your company t.

What are you doing to stick out from the herd in your industry?

# Chapter 6:

## *Build Relationships First*

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*Don't sell first; make a friend through your list by marketing a newsletter where people wait for your emails.*



## **1st Things 1st**

In the world of Net marketing, conversion of a visitor to a buyer is done through relationships.

The goal of any site is to draw in visitors. But that's only the start. A one time visitor is just that, one chance at a sale or conversion. When a visitor is one that comes back over and over they're more than a visitor, they become a buyer and the buyer has the potential to bring true returns.

The question then turns into what makes this individual come back? Naturally there's the content that the site provides to bring value that will make them want to come back. But it may be more than that. The thing that will make somebody prefer to come back over and over is the sense of belonging. That's where the relationship starts. The relationship that's built serves as a bridge between the buyer and the site.

The beginning thing in establishing a relationship is the building of trust. Too many sites amass e-mail addresses and info with the intent to sell this data to other people for profit. This sold data is then utilized as lists and possibly as spam. As a reputable web site, this must be a no-brainer doctrine and is the first building block of trust is a published policy that data will never be sold, traded, or otherwise compromised and stringently enforced.

Most customers want to be informed about updated info on a subject of interest, fresh products on the market, and in general, news. What they don't want is the feeling of being spammed. Even in the finest

environments, there's an excess of data and if the customer feels bombarded, it won't build a beneficial foundation.

Its best if the site offers a number of choices for update. As a whole, e-mail in the form of a newsletter is the most common, but it can be the most derisive form of communications if not utilized correctly. If the site offers daily updates, it should likewise offer a weekly compilation so that the user can get the same info, but just once a week, or even once a month.

When utilizing email for communication, keep the commitments that are made. If the web site says it will send updates once a day, don't send more than that. If it states that it will send tips to make the users life easier, don't send sales pitches. Nothing will anger a buyer than to be taken advantage of.

# Chapter 7:

## *Building Customer Loyalty*

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*Derive a commitment first rather than a coin. A small following of people is better than a throng of random names.*

**Keep Them Loyal**

During my time dealing directly with clients I was building customer loyalty, hence producing customers who followed me through all types of conditions. I'd have to say that the no.1 reason I was establishing customer loyalty to a beneficial level was a direct result of how I personally went about the marketing process and the confirmation I gained from a principle I used. The principle is named the "Double Win", the abbreviated outline is as follows;

The only way to be establishing customer loyalty is to employ the double win process. This is achieved by a marketer studying the needs of the customer and tailoring his approach to ensure that the product or service that he was marketing met or exceeded the expectations of the buyer. This leads to the customer winning and as a result the marketer wins by making a sale and gaining a customer who trusts him and would ultimately refer additional customers to him.

I had a friend that During a time when he was doing face to face sales he'd always try to emulate this process by attempting to use his knowledge of advertising calendars and adapt it to the customers needs in a way that it would profit them, not just try and sell them some calendars to give to their customers. He wouldn't always hit the mark directly with the customer but generally they'd appreciate the effort he had put in and share their thoughts with him so they could come up with a valuable application for them.

This approach led to the customer acquiring a benefit from their purchase i.e. keeping valuable customers and promoting fresh customers by exposure and referral. This signified as the recession hit they saw their calendars as a useful aid to their business not just a disposable expense.

The parallel today is the abundance of individuals who market on the Net for one reason to promise an easy way to riches with no effort being necessary to achieve this so that they may have the win and walk off with the revenue, leaving disgruntled disenchanted individuals in their wake.

So the lesson would be to take a deliberate look at any program you might be considering and sizing up its benefits for you and your future buyers. Consider that nothing comes easy and everything in this life that's worth while calls for some effort, cost or sacrifice to accomplish. Do your research into the individuals behind the program and try and comprehend their motives and goals. If these align with yours and you feel alright about it go for it and promote it with the full confidence that you're promoting a benefit to your customers and you'll receive the benefit of a large, strong and fulfilling business while building loyal customers.

# Chapter 8:

## *The Marketing Funnel*

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***The marketing funnel must be sustainable. Always go for ways to get repeat sales and recurring income.***

## **Funnel It In**

If you're marketing a high value and presumptively high profit product or service, a multi tiered direct sales funnel might have strong benefits for you and your bottom line.

A multi-tiered sales funnel is a strategic marketing example that directs customers through a series of up-sells that climax in your ultimate high value product.

1st recognize that selling a several thousand dollar product on the net is something that happens daily, but very seldom is it done straight off. I know because I do it all the time with the utilization of a multi-tiered direct sales model.

It's a simple reality that making a sale to an existing customer is several times easier than making that same sale to a fresh prospect, particularly if the fresh product is akin to the one the customer already bought.

What isn't so perceptible is that in the head of the customer making another purchase, an up-sell on your part, that's in the same price world, is a manageable step; a price point someplace approximately 2x to 10x of the former product appears to work well.

So blending these 2 observations, we may migrate customers from a fifty dollar entry level product to a four hundred dollar mid level product to a 2,000 dollar product with congener ease, since at every step, we've provided exceptional value, and kept the next "step" in the same price domain as the former... this multi-tiered sales funnel is

easily modified to even higher priced products. There have been those who have used it to sell \$20,000 training programs easily, just by adding a \$9,000 step up from the \$2,000 product.

So, why do it this fashion?

A few reasons. The 1st we've already hit on a little, and it's because attaining repeat sales is so much easier to do than attaining the 1st sale, as long as you've supplied true value and treated your buyers well.

2nd, and every bit as crucial, it's much easier to optimize the early stages of the sales funnel since the 1st step into becoming our customer is a product for less than \$fifty. You are able to begin making a little bit of money while building up your customer base. And then advance to optimizing the creatives in the next tier of the funnel and so forth. This fact alone enables a much more methodical and strategically optimization plan, that will let you profit while getting to the point of making the high end sale.

Naturally the up-sells won't be 100%, but if you do a adept job of writing your sales copy, it's straight forward to up-sell at least a 3rd of your clients over time to each next stage in the product pipeline. And since you're bringing in money, bettering each stage is much easier and amusing to do.



# **Chapter 9:**

## ***Leverage Other Content***

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***Leverage on other people's content instead of creating your own. Time is money...***

## **Leverage It**

Publishing an e-book or report is usually a time-intensive project that takes a healthy dose of patience and diligence. Dependent on its size, completing it can take weeks, even months. PLR content can help in a couple of ways. 1st, use the material to fill the bulk of your info product and sprinkle your own thoughts along the way. 2nd, use it for occasional chapters to add heft to your own content. 3rd, batch a group of related articles together to form a free report; place links throughout your report that encourage readers to purchase your e-books.

In a few markets, membership sites may survive almost entirely on PLR content (as long as the material is high-quality). This is particularly true if you're using a very low price point or a pricing structure based on lifetime access.

A fast side note: everything that I'm saying is under the assumption that the PLR content you're using is high-quality. There are a lot of individuals selling material. Some of it reads as if it were written by folks who have a "less than perfect" grasp of the English language. Make certain the content you use is beneficial, even if that means paying a few dollars extra. You'll find that it's well worth it in the long run.

If you don't know what PLR is, it's essentially purchasing the rights to a product and laying claim to it to be your own.

The product Inspiration DNA has a scope so complete, that its topics fulfill your customers' needs from top to bottom.

They've split the products into different series and each series builds upon the strength of each other to make this among the most complete systems you'll ever run across. Each product has never been released in the market before, are a hundred percent original, well-researched and are a hundred percent ready to go (you can use it AS IS without re-writing or editing).

Here's what they do for you. You can:

- Put your name as the writer of the books! They're all yours and you have all the rights to claim authorship of all the books and articles!
- Sell these products and hold on to 100% of the profits
- Be instantly branded as an expert in many hot niches! Nothing is left out!
- Edit the material - alter the titles, add in your own affiliate links, promote your own products, edit them in any way that you wish!
- Produce multiple streams of income with your books! You have twenty-eight of them and you are able to have twenty-eight separate streams of income pouring in!
- You are able to separate the content into articles and utilize them to drive valuable traffic from article directories!
- You are able to cut the book up into separate parts or combine them to make your own ultra- big book!
- You are able to even utilize the content to produce your very own E-zine or newsletter.

# Chapter 10:

## *Mass Markets Versus Niche Markets?*

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*Mass market rules because you have more potential to get customers.*

## **Mass It**

This question of whether a marketer should go for niche marketing or mass marketing is an arguable one. There are commonly 2 philosophies. One group of affiliates would contend that mass marketing can attain a larger group of audience and therefore make volumes of sales. The other, the niche marketers would vouch for the success of niche marketing and relative simplicity to conquer a niche. So who's right and what should be a choice for you?

Before we dwell into the issue, we need to comprehend what is niche marketing and mass marketing. Niche marketing essentially centers on promoting to a little tight market. This is specialization at play and niches are frequently ignored by big players who can't be bothered with and are not interested with the small sales volumes produced through niches. Mass marketing, on the other hand, attempts to appeal to the general mass and provide an assortment of products.

If you are an affiliate, the question you should ask is what sort of work are you prepared to do, and not whether niche marketing or mass marketing is better. Niche marketing centers on finding little markets which have a demand but weak supply and hence is much easier to master. All the same, in order to grow your affiliate marketing business to an ample one, you need to capture many niches.

So if you're one who prefers variety and don't mind attempting and testing out new niches, then by all means, capitalize on niche marketing. This as well requires you to research into a lot of different topics and subjects that are totally unrelated to one another. At the

same time, attention has to be spread out to handle different niche sites and you could face the crunch of time.

Mass marketing is for the big boys and people who think like the big boys. That's what you have come to hear very frequently. But the big boys were once small also. They started small and slowly matured into a size to be reckoned with. Likewise, if you're prepared to work hard and consistently grow your mass marketing business, over time, you should see your business flourishing. But this calls for a lot of grit and patience, which isn't what everybody has.

One interesting observation to mention is that many successful affiliates start off with niche marketing 1st before they move into mass marketing. Maybe the instant gratification yielded by niche marketing does make it more likeable to start off with this mode of affiliate marketing over mass marketing. After all, every affiliate needs to come across some real income coming into their accounts to remain motivated.

However, if you want to move into the realm of the ultra successful, you really need to adapt a mass marketing frame of mind.

# Chapter 11:

## *Monetizing And Marketing Your Strengths*

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*Monetization techniques should use well placed ads in free content. Market your strengths rather than focus on weaknesses. Focusing on weakness makes you mediocre at best.*

## **Marketing and Money Tips**

Giving away content is a mighty way to get free advertising especially with ads placed prominently. For instance, give others permission to use your article on their site or in their e-zine. The resource box at the end of your article acts as an ad. Reciprocally, you get free advertising. It's a win/win situation for both you and the people that need the additional content.

There are a lot of forms of free content. It may be articles, reports, news stories, e-books, e-zines, e-mags, virtual e-mail courses, press releases, web books, and so forth.

You are able to take it a step further and make giving away content an even heftier way to get free advertising. For instance, give your free e-book to one person and give them the rights to likewise give it away. Do you see what I'm leading up to? Let's suppose only twenty people download your e-book. Those twenty individuals may give away your e-book to twenty more individuals. That's a total of four hundred individuals that have seen your ad in thee-book. And it just continues getting bigger! Make sure your ads are placed prominently in your content.

If you keep creating free content over a long period of time it starts expanding. Now, take all your free content and create an online directory. You can utilize your free content directory as a site traffic generator. You can ask individuals to add the directory to their site by linking to yours.



As well make sure to market your strengths. Our culture instructs us to center on our weaknesses and then better them. While practice is vital to improvement in some fields, it's more crucial to center on your strengths. By turning your strengths into super-strengths, your valuable time may be spent in fields where you feel well-situated.

You do learn from your failures, but you learn a whole lot more from your successes. For the same rationality, we utilize the phrase, "Keep your eye on the ball, and "instead of" Keep your eye on the strike zone." By centering your attention on the ball, you greatly better your chances of hitting it.

The bottom line is there are a lot of ways to do something incorrectly than resolutions to do it correctly. When success is accomplished, the marketer must realize the processes that produced his/her best qualities and use them as a foundation for a business model.

Study some of these questions as you plan fresh marketing strategies:

- Am I comfier in front of a group, or am I better person-to-person?
- Am I a better communicator verbally or on paper?
- Am I a better communicator on the phone or in the flesh?
- Which makes me feel more squeezed: prospects that just saw an advert and responded to it, or referrals who anticipate more?
- Are my presentations well-received when I work as part of a team, or do I get a fuller response from my audience when I'm delivering solely?

There are countless ways to play up your strengths once you stop centering on your weaknesses. By defining your marketing strengths

and gearing your marketing efforts toward those assets, you are able to build a dynamic business model. Always start with this objective in mind.

# Chapter 12:

## *What Other Gurus Have Advised That Works*

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*In any business including internet marketing, the rule of 80/20 is employed, which means 20 % of top performing internet marketers are making 80% of money online. If you want success in your internet marketing business, then, you need to be the top 20% in the group to share the 80% of net money making opportunities. And, if you're not born to be an internet marketing guru, then, following the success path of internet marketing gurus is the best option. What are the features of those successful internet marketers that help them to make tons of money online?*

## **What The Gurus Say**

### **Feature #1: They build towards their success**

When a marketing guru declares that they can earn a couple of thousands a days and if you abide by their method, you'll accomplish the same result. Well, you must understand the statement correctly. Yes, they're bringing in that money, but it isn't happening overnight, they work hard & tenacious hours at first to get their site and income to current level. You can't expect to begin your business today and be successfully earning 1000s a day tomorrow or within a couple of days. You can copy the techniques utilized by marketing gurus to help you accomplish your goal in the shortest possible time period because you can avert most errors that can waste your time and efforts if you do it with your own technique.

### **Feature #2: They formulate and sell their own products**

Those marketing gurus might get rolling with selling others products but at the end they formulate and sell their own products. Therefore, you must have your own product in order to accomplish the success. And, marketing gurus don't sell their products only by themselves, they let other people to sell their products on affiliate networks and divvy up a big percentage of revenue, commonly 50% – 75% to their affiliates. Therefore, in order to utilize the power of affiliate network to sell your products, you need to willingly portion out a sufficient profit to your affiliates so that they may cover their marketing cost while making a beneficial profit out of it.

### **Feature #3: They establish their prospect & customer list**

Internet gurus don't sell or offer their products to their prospects or customers on one time basis; they prefer to keep the contact of their customers or prospects for succeeding marketing and sales purpose. That's why their sales page's visitors commonly will be given freebies like free e-books, guides, e-zines or informative reports in exchange with their e-mail and name. Psychologically, most individuals like to have free stuff and are willing to enter their e-mail contact just to download their free copies. This is how internet marketers establish a huge customer / prospect list which they may utilize to up sell their future products.

#### Feature #4: Their names say value

The top internet marketing gurus are well known in the internet marketing world. Their name itself is the pledge to the quality of their products or the products they're promoting. More individuals will believe that the marketing techniques used by gurus will work as compared to the same formulas if proposed by an unknown marketer. Therefore, you must work your way to become a notable internet marketer. Composing reviews, testimonials & generating free reports and guides to assist others in their business enables you to get exposure and to be realized as an expert. When, your name gets known in the internet marketing world, your products or the products you're marketing will be easily sold.

You are able to follow their success path to accomplish their level in the shortest possible time period by avoiding the potential errors along your success path

## **Wrapping Up**

With the net, what was impossible before has become conceivable now. What was impossible to know then has become conceivable now, with just a click of your fingertip. This is the fresh era of knowledge and of info explosion. This is the era of the internet revolution.

One thing importantly brought about by the internet craze is the possibility of purchasing and selling almost anything through the use of computers. You just need a computer set, a good internet connection and voila! Before the net, the catch phrase was "let your fingers do the walking." Nowadays, you sure may utilize your fingers to do the walking for you, but not through the phone system. The net has revolutionized the way individuals buy and sell their products.

Because of this Being heard amid the roar of your competitor's voices is a daunting task in today's crowded market. We find this to be shockingly true each time we read a magazine, watch the television, or surf the web. As a result, businesses are now looking for fresh and more effective ways of increasing brand awareness and more significantly, create brand loyalty. Among the most crucial tasks involved in ensuring a brand's success, is to develop an effective branding strategy.

Using the techniques in this book will put you well on your way to developing a blueprint for your online and brand success.

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