

# INTERNET MARKETING

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## PERSONAL DEVELOPMENT



**DEVELOP THE UNSTOPPABLE MINDSET  
FOR YOUR INTERNET EMPIRE**

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# **Introduction**

Though the Internet is considered to be a virtual place – where customers cannot see the sellers and vice-versa – the personalities of both of them are very much significant to the other.

If you aspire to become a successful Internet marketer, you need to have a personality that comes across as affable and supportive to your potential customers. This is what induces them to deal with you.

The best part is that the design of the Internet today is such that it is very much possible to project such a personality.

Here is how you can do that – build your personality to build your business.

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# **Chapter 1:**

The Community Approach of Today's Internet Marketing World

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## **Summary**

The Internet is a community – a giant community. Everyone lends for the other here. Your personality needs to show that you will stand for someone in need, whether it is a business partner or a customer.

## **The Community Approach of Today's Internet Marketing World**

Apprehension is rife in the Internet marketing world since ever. Since the people who deal with each other don't usually see each other, it is only understandable why people are so skeptical about dealing on the Internet. This is actually one of the first major stumbling blocks that an Internet marketer faces. He or she needs to break through in this world by gaining trust and confidence of the market that they are intending to deal with. And how does that happen? Well, one of the ways to do that is to build one's personality.

An online personality is much different from a personality in the physical world. In the real world (actually, we shouldn't use the term 'real world' because even the Internet world is as real as it can be – so, we use 'physical world' then), your personality is adjudged by what you 'look like' whereas in the Internet world, your personality is adjudged by what you do. On the Internet, you have more liberties to promote your personality. It is because what you say or write here is what really matters. People cannot be judgmental about you before you do something because they don't see you.

It is what you write in a blog, or what you write in the resource box below an article, or what you comment on a social networking site that tells about your personality. And since you can control these things, you can control the way your personality is projected on the Internet.

What is really important here is the community approach that the Internet has. In fact, this approach is so profound that the Internet gurus are forced to call the Internet world of today as Web 2.0. This is where people are interacting with each other rather than just getting information. They are

asking each other about the products that they use, they are reading the reviews that other people have posted, they are commenting on the products of other people and so on. This is what tells them what they should do.

Things like blogs, websites, social networking sites, video and photo sites and such are vastly helping them reach out and help other people.

You can actually gain from this. You only have to impress a few people within the niche. Viral marketing is going quite strong in the age of Web 2.0. If there are a few people who are impressed by you and your business, they are likely to speak out to other people too. Naturally, your personality reaches out to many more people who you never expect to know. Here, we shall see where you can use this mentality of Internet users to your own advantage, and in developing your own effective online personality.



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## **Chapter 2:**

Developing the Trust with Social Networking Methods

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## **Summary**

Social networking is something everybody is involved in today, right from sixth graders to sexagenarians and then some more! As an Internet marketer, this is a veritable tool for you to hone your personality and make people understand what you are made of.

## **Developing the Trust with Social Networking Methods**

Have you been poked recently? Have you got a tweet? Did someone scrap you? Has someone been following you? Or did someone send you a shoutout? Don't worry. We are not going to get violent here. These are all terms that are used on various social networking sites today. These terms simply mean that someone is interested in you and wants to communicate with you. With this kind of lingo, you can easily get a whiff of the fun atmosphere that must prevail on these social networking sites. For an Internet marketer, it could be a great idea to make the best use of this fun-loving community mentality (and, sometimes, herd mentality) that exists on social networking sites.

The following are some of the most popular social networking sites on which you must have accounts pronto.

- ✓ Facebook (<http://www.facebook.com/>) – This is the world's leading social networking site, and deals with everything, from simple friendships to corporate mergers. The number of users is higher than on any other website. If you want to promote a business, you could directly get at the people you want.
- ✓ Hi5 (<http://www.hi5.com/>) – This follows closely in the heels of Facebook. Good for friends, has a friendly demeanor too, but if you want to promote a business, it isn't bad.
- ✓ Twitter (<http://www.twitter.com/>) – This is a social networking site that is custom-made for business professionals. Tell people what you are doing at the moment and get them to follow you. You follow others too, and soon a community is built up.

In some way or the other, all social networking sites allow you to build communities. People are asked to become members and write about their interests and hobbies in their profiles. Now, these automatically become searchable keywords. If you are running a business about crocheting, simply type 'crocheting' in the search bar and you will get a whole list of people who are interested in crocheting. Invite them to your community. Discuss crocheting and make them realize that you know the game. When you recommend a product to them after gaining their trust, it is quite likely that they will go ahead and purchase your stuff.

You have to be active on these social networking sites. You can mention that you are here for business, many people are anyway. Then speak about what you do, inform people, give them reviews and they will be hooked.

Considering that social networking sites are used by almost everyone today, it is not difficult to see why you can build people's trust amazingly well here.

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# **Chapter 3:**

Developing the Trust with JV Partners

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## **Summary**

Joint venturing has been the Internet buzzword for a while now. When you cannot do things alone, you do it through a JV. In any case, going ahead in a JV collaboration is much simpler and easier than doing things alone.

## **Developing the Trust with JV Partners**

In the physical world, a joint venture means a venture in which someone finances and someone executes. You don't have the finance for starting your own entrepreneurial enterprise; you do it through a JV. But in the Internet marketing world, a joint venture is any business collaboration where people are helping out each other. It could be a collaboration of a team of Internet marketers that are promoting each other's products on their websites.

Today, there are various places on the Internet where joint ventures can hobnob with each other and find out who is most suitable for them to collaborate with. You will find many people on the social networking sites mentioned in the previous chapter. Visiting blogs and forums can help you discover important people too.

But, the main thing is to stay in the good books of your joint venture partners. This is a finicky lot. They will not want to collaborate with just about anyone for the heck of it. Just as you are looking for profits, they are too. Hence, you need to put in some efforts in making your joint venture partners stay with you. Once you have built a business with their support, you won't want them to take their collaboration away.

Once again, we come to the same aspect. You need to build trust with your joint venture partners. This is what ensures you stay in their good books.

And how do you go about it? It is simple actually. You have to provide your JV partners the same things that you expect of them. You expect them to have a list for you that can benefit you; give them the same. You want them to share their products with you; you do the same. You need them to help

them out with their knowledge; do the same for them. You expect them to write on your blogs; you have to do the same for them too.

Remember that though JV folk will take their business away at the drop of a hat, they also want to stay because this is the way they build their business. But they want to stay with the right people. Developing your personality assuring them that you will be useful for them is the way you build their trust and make them stay with you.



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