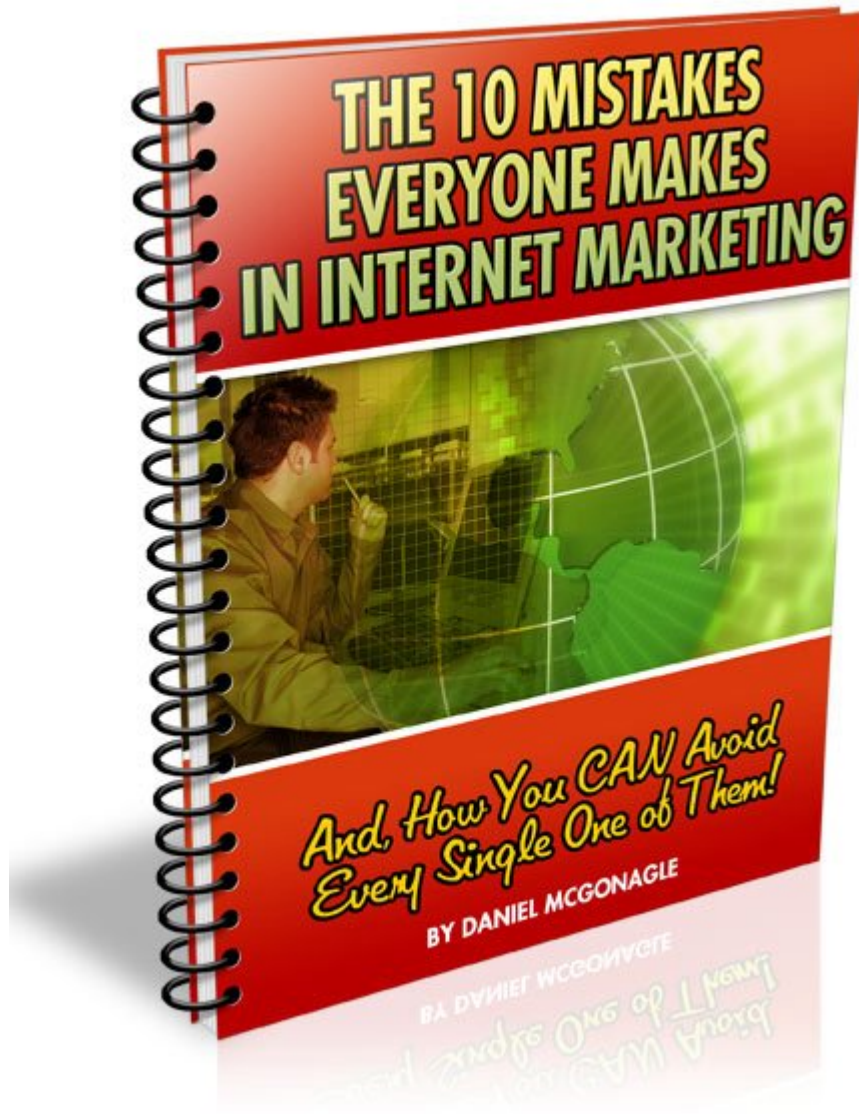


The 10 Mistakes Everyone Makes in Internet Marketing



And How You CAN Avoid Every Single One Of Them!

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This book is a common sense guide to pursuing wealth on the internet. In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

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Introduction

There are thousands of e-books out there that teach people what to do. This book teaches you what **NOT** to do.

There is a good chance you already have the information you need to succeed in making money online, but you probably don't even remember what you got out of those 300-page e-books.

That's not the case with this report!

This report saves you money.

It's not splattered with links.

It doesn't try to sell you anything.

It will have an impact on your Internet Marketing career.

So enjoy this report, and remember...

***I made all the mistakes in this report
and SURVIVED!***

Just realize what the mistakes are, learn from them, and try not to repeat them.

You won't hear any bragging or unbelievable claims from me in this report. I'm a professional "internet marketer" and enjoy a full time income from my online businesses.

You can do this, too. So relax, and stop stressing about making tons of money. Rome wasn't built in a day.

Are you ready to open your mind and learn?

If you are serious about your online business, you will print this out and go somewhere quiet to read it.

Seriously...

Print this out, read it, and take notes

This is too important to give half your attention
I can't compete with all the other stuff that's slamming your
Inboxes right now.

There isn't anything being sold here, so don't bother
scrolling down to see what the "catch" is.

There is no "catch".

The Top Ten Mistakes Report started out as a series of
emails sent out to my lists.

It got so popular I made this report out of it. It was almost
impossible to get this report ready for publication because
new stuff happens every day.

And the Internet changes so quickly.
What worked yesterday doesn't work today.

You need to stay on top in this business.
You need to learn something new every day.
If you want to be successful you will do all these things to
make your business grow.

It's a lot of work...

However, I also provide an easy way for you to stay current
on what works in Internet Marketing...

Simply put, I want you on my list, and to actually read my
emails. I'm not an offer harlot who sends you emails every
day about the latest "must-have" product...my emails could
educate you about marketing and are worth reading and
saving.

Folks, I don't follow some of the usual marketing wisdoms. I'm breaking a marketing law when I tell you to expect 2 or 3 emails from me a week.

Most marketers mail weekly. Not me.

How can I help you with just 1 email a week?

How can you remember all that was written in one long email?

Look, we're not all geniuses here.
Short sentences are good.
Long emails are bad.

A few things to understand at one time is good.
Remembering everything from a 300 page e-book is not gonna happen.

So, with that said...

Click [here](#) if you want to:

- learn something new every day,
- get free stuff,
- get a marketing education,
- get free mentoring and coaching and
- get tips, breaking news, and advice

OK, let's get rolling....

Do you want to stop making mistakes?
Do you want to learn how the pros do things?

I'm going to share with you all of the mistakes I made that I think you're probably trying to do now....

Ok, Here we go...

Do you have a pen and paper ready?

The following example explains the high failure rate for all the home-based business started every day.

Let's say you started an online business.

- You're the president
- You're the chief executive officer
- You're the chief financial officer.

- And the accounting department...
- And the marketing department...
- You're also the mailroom and the intern.
- ...and the customer support and research and development department, too

Can you imagine a Fortune 500 company run by interns with no experience?

What a disaster that would be... This is exactly what's happening in Internet Marketing today!!

New people are coming online every day starting businesses. Others are still trying to figure out what works.

Let's say you got it into your head that you wanted to start a bank. Why would anyone want to start a bank, you ask?

Because there's money there, and those guys are rich...

That line above is the #1 reason most people start their online business. Money...

Most people do not want to start a bank or online business because they have expertise and a passion for banks and home-based businesses....

All they have at the beginning is a desire for money. People just want to make money with no clear picture of how they're going to do it.

We are led by the nose by one "hot" program or product after another. We never stop to contemplate our goals. Most people don't even have a stated goal...

"I want to make money online" is not a goal.

It's a very general statement.

"My goal is to create a business for a golf-related niche and sell products related to that niche. I will earn an income from Clickbank products, affiliate programs and create my own products related to this niche using PLR and MRR products".

Now THAT'S a goal!

Most people just want some easy money...
Join the club.

It's easy to make money online AFTER you've stated a clearly defined goal. But without a goal, you're like a cat chasing a bright light on a wall, using up a lot of energy trying to reach something you cannot catch.

Real businesses have a mission statement. Real businesses are run by professionals.

Are you a "newbie" that just wants to make some easy money?

Or are you someone with a clear goal of who you are, what you want to do and how you're doing to do it?

This is the hardest yet most important thing you need to do. I know what you're thinking, just get to the report, Dan. But this paragraph can't be ignored. If you're lucky enough to be reading this and didn't scan down the page looking for a secret, then please stop here for a minute.

This is the step that took me from a wannabe to a professional. And this step sucked for me... I just wanted to make money online and didn't want to actually think. I just want to advertise stuff for sale, make money and never really focused on where I was going, what my online identity and purpose was, and I was headed nowhere fast.

But like I said, I took this step.
It was hard for me and frustrating.
But I now see how important this step is.

I highly recommend you stop and fine-tune who you are what your real interests are, and how you're going to achieve those goals.

Be specific in defining your goals and the steps you will need to take to get there.

Don't be in such a rush to make this happen.
Slow and steady wins the race here.
So doesn't cool, calm, and collected.
There are thousands of new businesses launched every day, and most will fail.

I created a website that focuses on things that most marketers don't really tell you about.

Here's one thing you'll notice in your quest for a successful home-based business...

Marketers will sell you on the methods that work for them, and there's really no focus on how to help you find something that works for you...

I created a site where you can find your motivation, develop a business plan (boring!), fine-tune your focus, and basically find something that works... for **you**.

I think that's a shame so I created a site aptly named [Marketer's Relief](#) that outlines in great detail all the steps to take to find that one method or marketing style that works for you...

Anyways, check that site out when you can, there's so much more to it that can be talked about here, but this is a free report, not an advertisement...

The good and bad thing about starting an online business is that it costs very little.

Fail in one program, no big deal.

Join a new program, no big deal.

Fail 30 times in a row, no big deal.

The less you care, the more times you fail!

The more you care, the more you treat it like a business, an important change in your attitude.

It's OK to make mistakes as long as you learn lessons from them. As you learn from your mistakes, you will make them less frequently.

But you will continue to make them.

Nobody's perfect all the time.

Ok, that's about as much of an introduction as you want to hear, so let's get down to the meat-and-potatoes of this document...

Mistake #1- Ordering traffic

The traffic is not targeted traffic, no matter what they claim. The traffic most people buy is general, IF it's even delivered.

Some people think that just because their website got a lot of hits means they will get sales. H.I.TS. stands for How Idiots Track Sales...

You need targeted traffic that knows why they're at your site in the first place in order to monetize the visitors.

If somebody could send me 50,000 highly targeted visitors, I'd pay them \$50,000.00 and it would be worth every penny.

Another traffic temptation is to use adblasters. Buying guaranteed HITS, guaranteed opened emails, and using Adblasters hardly ever works. You'd be better off using other methods of driving buyers to your site, like forum advertising, solo ads in ezines and Google Adwords.

I tested the effectiveness (or lack thereof) of some blasters a long time ago. I tracked the results by seeing how many leads were generated. The results?

Let's just say that blasters do not work and aren't a good use of your time. If an adblaster does work for you, it's most likely a temporary thing...

Safelists are full of sellers trying to sell, not buyers looking to buy. This isn't a good way to spend your valuable time, either.

I liken safelists to a battle of wills to see who's going to break first. It's like that schoolyard game I played when I was a boy called Red Rover.

You send your ads over to me and I send mine over to you and hopefully after hours of clicking for credits, I get a sale.

Most people are satisfied with "earning" something this way, but you can't pay a mortgage with click credits...

Some people will read this paragraph and "get it", and others will never change their ways.

Most won't because they believe in it and don't consider what their time is worth and wish to remain in their comfort zone.

"It's easy and I like it" is the attitude that keeps most people from success. Then they quit when they get tired of it and go join another program. Happens all the time...

I know people who have read this report and are bemoaning their fate because their safelist advertising isn't working for them...

Traffic Exchanges. Ask any experienced and successful Internet Marketer if they use traffic exchanges and they'll tell you there's a better way to get traffic.

However, if you do use traffic exchanges use them with the goal of getting subscribers, not sales. Accomplish this by giving away a free report such as this one. 😊

You may get some leads, and maybe even some sales with safelists and traffic exchanges, but the time it takes and the clutter in your Inbox just isn't worth it.

Remember, your goal is to trade less of your time for money. People with day jobs trade most of their time for money, too.

You want to be different from "day-jobbers". Isn't that why you're trying to make money online?

Your goal is to trade the least amount of time for the most amount of money

Ok, so how do you get traffic?

Here are 2 ways to get **FREE** traffic

"Sig files"

In the signature line of your email address, put a url link in there after your name and/or quote. Every email you send with a signature and link is effortless traffic generation.

This works very well in Marketing Forums....

Testimonials

Offer to give a testimonial for a product you used and they often let you put your url in the sales page. This generates hits to whatever link you put in your testimonial.

I highly recommend you research the product before you give a real (or fake) testimonial about it. Remember that soiling your reputation isn't worth ANY amount of traffic

Those are just a couple of free and easy ways...

There are many more like using classified ads in CraigsList, Usfreeads, article writing etc....

Here are some ways to get paid traffic...

Bulk mailing is a step up from guaranteed opened emails and guaranteed hits, but it's still not what you're after either.

Don't do bulk mailing unless you have a tested squeeze page/sales page tandem, a proven conversion ratio, AND a compelling offer.

This method uses LOLN, the Law Of Large Numbers to work. You may not make a profit right away, but you will eventually get a large list of people, and they're worth something to you further on down the road.

Bulk mailing costs a lot of money and you buy emails by the millions. Co-operative campaigns to share the advertising costs are highly recommended here if you're going to do this.

Guaranteed opened emails

Think about this...There are programs that pay people to read emails And You're paying to have people open emails????

Ridiculous...I'm not even going to spend much time on this one.

Guaranteed signups?

Yeah, only if it's free to sign up and join.

Not recommended, but always tempting

Co-registration leads-

For the big dogs only!! Same as bulk mailing, but more complex. You need to have a complete infrastructure in place to make this work for you. This can be costly and is a numbers game, think LOLN.

You also need to spend a few months warming up the leads to what you have to offer.

Here's how it works...

Someone buys something and on the thank you page they're asked if they want to receive 3rd party offers.

They say yes, opt in to some lists and these are your co-registration leads. You buy them from a broker, hopefully an honest one that isn't reselling your "exclusive" leads.

Now, since you don't know exactly who they are or what they're after, you start "working" your co-registration leads to see what, if anything interests them.

Typical "warm-up" time for co-registration leads is a few months, at best. Sending out surveys would be a good way to find out exactly what they want.

Traffic Tactics that anyone can do

Blogs, videos, and linking strategies-----

Blogging strategy in a nutshell - Create a mini-network of blogs to send traffic to your site. Create 5 blogs, and post to them regularly. Use free blogs on high Page Rank sites and

put links on each blog pointing back to your website, which has similar content.

Link your blog to some auto-social posting software and your site gets picked up the social bookmarking sites. You'll get good links back to your site because of that.

A social bookmarking site is a place where people go to "online bookmark" their favorite sites. These sites have very high Page Rank also so when someone bookmarks your site, that's another good link back to your site.

The autosocial posting software notifies certain social bookmarking sites whenever you post to your blog automatically.

A good thing to do is join as many of the social bookmarking sites as possible and add your site(s) to your online bookmarks in each of those accounts.

Each time you bookmark your site using your social bookmarking browser tool, you just added a great one-way link back to your site.

Blogs that are posted to regularly will get picked up and indexed by Google, which can result in some natural traffic. Getting indexed by Google because of unique content on your site is a way to get traffic. You can also get your blog Indexed by Yahoo in 2 hours.

The mini-network of blogs webring was very effective for a while but so many blogs are created every day, this may not last.

You want your site to get indexed for certain keywords so name your blog something specific, and related to your niche.

My

blog

<http://firsthandmarketingreviews.blogspot.com>

is relevant to what the blog is about (first hand reviews of marketing products).

By the way, this is a blogger blog and it's in Google's backyard, so Google "likes" blogger blogs.

However, you can make a more professional-looking blog using WordPress and it's also recommended that you install WordPress on its own domain. WordPress blogs have more features than blogger blogs and that could help you down the road.

Naming the blog "Dan's blog" won't get it indexed for a search on "firsthand reviews on marketing products". Right now, in the beginning of 2007, blogs are easier to get indexed than websites.

Good linking can lead to traffic.

Reciprocal linking and 1-way linking from authority site with high Page Rank site are the 2 options/strategies.

Reciprocal linking (2 sites linking to each other) can work if it's done in large enough numbers and is put on auto-pilot.

3-way linking- [Marketer's Relief](#) builds links to your sites for you and trains you on every aspect on Internet Marketing with over 1400 video tutorials and products.

You also want one-way links to your site from an important site with good, or high PR (Page Rank). See the examples above on how to obtain high PR one-way links for free using your blogs' links section and posting to social bookmarking sites.

Good links will result in better standings with Google, will help get your site indexed, and make your site seem more important.

Videos- they say that submitting videos to the free video search engines can result in great amounts of traffic and sales.

Just remember that people don't go to sites like MySpace to find out how to make money online.

People on MySpace are there to see funny videos, watch some idiot fall out of a tree, to pursue their hobbies, or for social networking.

You need to make a video that gets viewed a lot (duh!). It also has to be effective marketing whatever it is you're promoting. (double-duh!)

I made sales submitting videos to video search engines like Google Video but I can't say (right now) that it's worth it.

Update: 8-29-2007 Getting traffic from videos

I'm definitely no expert at this, but I see a lot of marketers that I respect showing me how they drive traffic to their sites using videos.

In most cases it's NOT for the Internet Marketing/Make Money Online crowd, but for specific niches, and there's usually an aspect of entertainment to those videos.

Like I said before, people go these video sites to be entertained, and entertainment SELLLLLS.

For me, the time and effort involved in creating videos and uploading them to video search engines was enormous.

If you do decide to go this route make your videos under 2 minutes long. Use video compressions tools so the videos load fast (important)

Keep them interesting, and try to use them in niches outside of the whole "make money online" arena.

Example: 2-minute video showing how you trained your dog to do some tricks. The video shows a few things your dog can do because of the dog-training video DVD set your selling or reselling.

Maybe you learned how to do this from a digital info-product from Clickbank and that's what you're promoting. This is how you can get traffic using video...

Remember... it's not enough to make a sale! The time spent has to be worth all the time and effort involved in getting sales.

There are a lot of people out there that sell a video solution but don't reveal how hard it is to make it effective.

- Videos have to load quickly.
- Videos have to be of good quality
- They have to get the point across quickly and hold the viewers' attention span long enough.

- Videos have to be produced, which requires software.

If you make a video using audio mixed in with PowerPoint slides, you need an audio solution, and you need to know how to use PowerPoint.

The most commonly used software for making high-quality videos is Camtasia, by TechSmith. It costs around 300 dollars for the full licensed version...Right now videos are

most effective at showing proof of earnings from the bigshots who made a gazillion dollars in 30 days.

Videos are also good for training people how to do things. Here's an example of a video that demonstrates how useful videos can be to teach.

<http://totalmarketingsystem.com/DANVIDEOS/infoproductcreation/>

Videos are useful for a lot of things, but not recommended for someone who doesn't have all these tools...

There are places that will make videos for you now, and other places that will submit them for you, too.

Other recommended ways to get traffic...

PayPerClick, such as Google Adwords. When someone does a search online, they're trying to fulfill a need (they need information).

Let's say I want to teach my old dog new tricks. I go to a search engine and search for "dog tricks" or "dog training".

The results come back and sure enough there are results. Some of the results are natural listings and some are ads. The ads are pay-per-click text ads, also known as Sponsored Links in Google.

Pay-per-click is effective because your ads show every time someone types in a search related to the keywords you chose, and bid on.

Mistakes to avoid in pay-per-click. Everyone's lost money the first time they tried Adwords. I know I did.

Go to a forum and ask people what the best Adwords book is, and ask again...

If done properly, PPC marketing and Google Adwords can be like a faucet you turn on and pour money into your pocket.

If done properly, that is.

Basically, you need to research a niche that has low-cost keywords and grab the top 1-5 spots and have your traffic going to a squeeze page that gathers subscriber's information, then forwards them to a sales page afterwards.

This builds your list and still attempts to make the sales on the first try...

Avoid "ego-bidding" on high-cost keywords, placing your bids just to get top position. The people in positions 1-5 are there because they know what they're doing.

You're not going to "beat" them merely by spending money. They can afford to break even on the front end sales because they have a powerful marketing system set up and they're making a killing on back-end sales...

More Adwords mistakes...

Not putting Google Analytics on your site. Not conversion tracking code on your site.

EZINES and SOLO ADS for traffic, sales and leads!

Ezines are online magazines (hence the "e" and the "zines")

You can buy top sponsor ads, classified ads, or solo ads. Top Sponsor ads are more effective and are placed at the

top of each ezine issue (better than classifieds, not as good as solo ads)

Classified ads are buried deep within the back pages of most ezines. (really cheap, can work for you if a large number of ads are placed)

Solo ads- the most effective way to advertise in ezines. A solo ad is a singular, standalone mailing has just your advertisement in there.

Nothing else...

Solo ads in ezines won't get you a ton of visitors, but will get you targeted sales traffic, which is the more important thing to consider.

In fact, it's the only thing to consider.

Squidoo has been getting very popular as a way to get traffic, too. Squidoo is one of the more popular Web 2.0 social networking sites that have come into prominence in 2006/2007.

Squidoo allows you to set up your own lenses, which are very similar to blogs. The idea is to make lenses that reflect on you, your skills and your areas of interest.

A key feature of Squidoo is the internal sharing of lenses and the ability to join groups of people that have interests similar to yours.

There is a great opportunity to make an income with Squidoo by utilizing their built in features as well. Squidoo is a great program for people that are willing to be active and share their interests and passions.

For this reason alone, the member base is very good and very active. This makes Squidoo a good place to join and build a strong network of like-minded associates.

You use this lens to talk about your interests, and some people are ranking number 1 in Google for certain keywords and phrases because of their lenses.

ON-page SEO. Search Engine Optimization is very important for traffic purposes. The webpages on your site should be optimized for up to, but not exceeding 3 keywords or keyword phrases per page.

For example, when I built my first sales page for the [IM Toolkit](#), the site's meta tag description was Page Title Here. Now it says
Daniel McGonagle's Internet Marketing Toolkit.
because it's optimized better now.

If you do a search engine search for Internet Marketing Toolkit, or Daniel McGonagle, you'll see that site on Page 1 of Google...

All because of a few simple changes in the site description and some header and meta tags...

I would go so far as to say that SEO is necessary for all your websites...even the bare minimum SEO of having your site description clearly spelled out on the front page...

IMPORTANT TRAFFIC TIP/SECRET

Stop thinking you need millions of hits to your site. You just need people hungry for what you have to offer. 50 of the right kind of visitors to your site will be more beneficial to you than 50,000 hits of junk traffic.

There is a company that scientifically tests various traffic generation methods.

They're called [Traffic Testers](#). This is another mistake we all make, trying to do everything ourselves. We're better off letting others do the testing and save time and money.

To conclude the traffic section, I recommend solo ads, payper-click, Blogging, Squidoo, and good linking strategies.

Mistake #2- Buying Leads

Don't buy leads...Why, you ask?

Because paid-for leads are not generated by you, that's why...

You should have your own lead generation system.

You should know where leads are coming from.

You should know why they are at your site.

You should know how they got to your site.

You should know which ads work the best.

You should know which squeeze pages work the best.

You should know which sales pages work best

Finally, you should test your lead generation system and make it work better and better with minor modifications.

I know it's tempting to buy leads.

I've done that, too...

Don't believe me? Try this.

Order some leads, and see what happens after a month. If you get any sales, ask yourself how much time it took to generate each sale.

Does it come out to \$4.00/hour for your time?

There are a lot of people who are like gamblers

Because they don't want to admit what they're doing isn't working. They refuse to accept reality.

That's why so many people fail. I see and hear this all the time... and they get mad when I tell them this. Some day they will learn.

I used some reputable companies but I can't reveal their names for fearing of being sued.

XXXXXX Marketing- For \$99.00/month I could email 70,000 people a day, that's right... 70k a day...

I bought a DVD with 2,000,000 email addresses on it, uploaded 70,000 leads/day and emailed them. The DVD costs me over 300 dollars and the Mailer cost \$99.00/month.

Not 1 sale came out of it. I had help with this, too. Someone was making the squeeze pages and tweaking the lists, too.

So, 3 months and over \$600.00 later, I was left with nothing to show for it. How's that for testing? For 600 bucks I could have run 12 solo ads that responded to my solo ad in an ezine, and built my list up to about 1200 members.

For the same money, I went with this company instead and wasted countless hours uploading leads and mailing them.

I lost \$600.00 here. Complete waste of time for me. Email me for the name of the company.

XXXXXXX- probably the best leads I ever purchased. At \$4.00 per real-time-redirected lead, I spent over \$400.00 to get 1 sale out of it. They responded to a squeeze page, but the affiliate programs, sales page stunk, and so didn't their follow up messages.

So I made 1 sale, which made me over \$40.00 and the rest of those leads just disappeared. Lost over \$360.00 here.

XXXX XXXXX XXXX leads.... Leads being sold by a very popular affiliate program. These were harvested email addresses, and I bought 2 batches of 50k leads.

The results?

Obscene and profane emails from the "leads" promising to have me reported to the "Spam police".

This was so long ago, and I'm pretty embarrassed I sank this low. They also pushed their "highly recommended" autoresponder to upload your leads into.

That cost \$79.00 a month and the leads were around \$150.00. Lost \$390.00

TXXXXXXXX - For \$65.00/month you can get 125 or 175 leads per month, and their contact information. That's a good lead, but I spent over 3 hours talking to the first 12 people on the list, and saw quickly that it wasn't worth it.

3 of the first 12 people that expressed an interest in starting a home-based business ASAP told me they weren't interested!!

I uploaded the leads into my Gmail account and mailed to them...Nothing.

I paid someone to call all of them... Nothing..

For 50 dollars, I can get 100 leads that responded to my solo ad in an ezine.

I will know why they opted in, what they responded to, and what they're after.

They came to me, and I didn't have to go to them. The list goes on unfortunately, because I had enough money to throw at this and tried to buy my signups by purchasing more and more leads.

I finally wised up after a while and realized what needed to be done...I had to generate my own leads... But how?

One method of generating leads that I agree with in principle, is the leads from Getresponse autoresponder company. They will send you a certain number of leads but those leads will be people that saw your squeeze page and opted in to it.

That's as close as I'll ever get to buying leads again, but I still won't do it because it's not MY lead generation.

I know what you're thinking...

There's has to be an easier way!

Look...if you want to make money online you need to become a marketer in the true sense of the word.

The definition of "market" is simply a gathering place of people who exchange money for items they want or need.

Think of a marketplace when you think of marketing...The 2 terms should be one and the same in your mind.

If you owned an offline business, you'd want to know where your customers came from and how to reach them... If I owned a hardware store, I'd want to know these things...

If you buy leads, you're not really a true marketer. You can do co-operative advertising ventures with people who know

how to generate leads and add your money to the total buying power of the co-operative campaign.

Ask your sponsor in a program if they could set it up a cooperative campaign for you. More often than not, they'll be happy to do it.

But really, the best way is to do it yourself. To get leads, you need squeeze page and a place for them to opt in to, to get on a list. To manage a list and create squeeze pages, you need an autoresponder.

Use [Aweber](#) or [Get Response](#).

The easiest way to get a list is to give away something for free. Giving away a free report like the one you're reading now is a good way to start.

Here's an easy way to build a list of buyers without using an autoresponder, website or squeeze pages....

Remember how I told you to use your signature file as a way to get free traffic? Well, use it to make sales, too!

Here how, just remember you can use this as one of your resources only if you have a Paypal account.

You give away a free report. At the bottom there is an option for these people to buy something for \$10.00.

If/when they pay \$10.00, you'll get an email from PayPal saying you just made \$10.00. Add these people to your list.

You can create the squeeze page for this. Or you can send them a link, or better yet, they see the link in your signature file and click on it all by themselves.

If you go the route of using a squeeze page, that is more professional...

Have people opt in to your list to get a copy of this report and send them the report in Message 1 in your email series.

Message 2 should include your document for them to read, for free. You've just established some good will by sending people 2 free reports and they will like you for this.

You will be building a list and making some money, all at the same time.

The document is called the Super Tip. It's been around for years and it works.

Here's another Free report I wrote that's relevant to this section...

[3 Ways to Make Money Online Without spending a Dime...](#)

Mistake #3

Promoting affiliate programs before you promote yourself.

What the heck does this mean?

If you promote affiliate programs, do it from your website, or add people to your list BEFORE you try to sell them on an affiliate program.

It means you can be an affiliate of multiple programs, just make sure you recommend good programs to your list...

A list? Whattya mean, a list?

The people that are the most successful with affiliate marketing send people to their affiliate links from their autoresponder.

They send emails to their list and offer bonuses for joining. They make themselves different from everyone else promoting the affiliate program.

This is the best way to do affiliate programs. Affiliate programs are OK to do if you're not experienced and don't know how to build a list, website and don't have bonuses to offer.

Are you starting to see the value of this report you're reading? You can compete with those super-affiliates now!

You have bonuses to offer. You have a way to build a list here. The temptation to join affiliate programs is great because their websites are so well put together (most of them, anyway) and their promises are great, too.

"We do 99% of the work for you"

"Sit back and enjoy streams of income..."

"We place people under you and left and right"

My favorite is the phrase
"Start earning right away"

It implies that people will immediately be earning money. The reality is that it means they can START right away....to make this money.

You don't earn it right away. But you can start earning right away, see the difference?

Technically it's not a lie. Just well-crafted words, but I'm not 100% against affiliate programs.

Here's why.

- 1- They do SOME of the work for you.
- 2- They sometimes give email messages to send to your list.
- 3- You can just plug the messages into your autoresponder, and let the series of email messages they created do the work for you.

The best way to succeed as an affiliate marketer...You've joined programs A,B,C,D, and E.

- 1- Advertise "program A" with a squeeze page that adds people to your list. After they opt in, forward them to the affiliate program's sales page.
- 2- Send those leads email messages about program A
- 3- Stack your email messages. Add the messages for "programs B, C,D, and E" to the first series of messages. Your autoresponder is working HARD for you... You have about 2-4 month's worth of email messages being sent to your list, on auto-pilot

You joined 5 programs so you should have 1 list for each program. For LIST A, program A put the email messages relevant to that program first in line, then follow with emails for the other programs.

Folks, this is how people make money while they sleep...

OK, so how is this promoting yourself first?

Well, the leads are yours. You generated them, You can do with them what you want. You should be directing them to your website where you have these programs shown as highly recommended programs.

You can advertise all your recommended programs on your own website, but you don't have to, really.

Although it is recommended to have a website, you'll do OK as long as you have a way to capture leads and put them into your own autoresponder first.

Squeeze pages need to be put somewhere, and usually they will be on your website. Now, just advertise more, and generate more of your own leads, which will be emailed to for the next few months.

You're promoting yourself whenever your opt-ins get an email from you and not from the affiliate program's autoresponder.

NOTE: Don't give away too much information in your squeeze pages. Make them compelling enough for people to want to see what's behind the squeeze page. More hype and less details will get more people to opt in to your squeeze page, and go to the sales page.

You can reveal all there.

Mistake #4 is Program Hopping

How many programs are you in?
How long were you in them?

Did you do any real work in those programs, or were you hoping they'd live up to the promises of doing 95% of the work for you?

Don't feel bad about this, that's just the way things are in the Internet Marketing world.

You should ask yourself what your passion is, and what interests you.. I enjoy helping people and learning new things every day, and the 2 things go hand in hand with what I do, lucky for me!

Most people quit programs after a few months then move on to something else. You need to stick with something if you're going to make it work.

You can get my free report on how to pick the right program [here...](#)

This is another freebie you can give away for list-building, but there's an affiliate link at the bottom.

After reading that you'll probably learn to be more analytical before joining another program.

Do you join those doubler or tripler programs with no real product merely paying people on the back end (people who joined) with the money coming in from the front end, recent signups?

Are you in HYIPs (High Yield Investment Programs) or surf exchanges? Those are the "bottom of the barrel" types of programs because they go under all the time and you can lose everything in those programs.

At least the affiliate programs don't get their E-gold accounts and Storm Pay accounts hacked into repeatedly!!! Doublers, triplers, matrix programs, HYIPs and "surfs" are what gives Internet Marketing a bad name in my opinion.

They tell people they only need to surf a certain number of sites and get a Daily ROI on their "advertising packages"

Wink, wink, nudge, nudge...

HYIPs...some of these programs invest money in betting, poker games, and other ridiculous ways to risk your hard-earned money.

The people that make money with these types of programs are experts at it and know how to "work" it. The way to work surf programs is to get in with someone who has the inside scoop, follow them from program to program and yank your money out whenever he/she tells you to.

Then flee to another surf program, wait until the ROI dies down, and pull your money out again. These are all money games here with no real product...

The point is you can't go around from program to program and expect to make money. You really need to analyze how YOU are going to make money, not how THEY are going to make YOU money.

How to stop joining all these different programs? Start focusing on yourself first.

Quick Note: A lot of Marketers have the tendency to claim to have ADH because they're balancing 6 projects at once. Most of them don't have ADHD, they're just not focused enough on what they're doing.

I have ADHD, and my son has ADHD. Fortunately for him, he's received plenty of help for that (medical and non-medical).

Unfortunately for me, I found out I had it and did nothing about it. So, if you combine a true ADHD sufferer/accomplisher with the thousands of distractions on the Internet, you have a disaster in your hands. And that's what happened to me, I lost 10sof thousands of dollars until certain things happened to me.

The most important thing that happened to me was that I told myself that I was too smart to be failing and that I was working too hard for too little...

So I decided to become more focused, or go back to the brick and mortar world (yuk!)

And I completed a 5-minute focus drill that was incredibly hard for me to do.

It forced me to answer some tough questions and the answers didn't come easy, believe me!

I now realize that the tougher those questions are, the more you need to answer them....

The whole point to this is that a distracted and un-medicated true-blue ADHD marketer took a 5 minute focus drill and it changed his life...

Nobody wants to hear about business plans and setting goals and outlining your future, but those really are the necessary and important steps you must take FIRST, before starting any new business.

Now, to salve my conscience at recommending quality products to my readers that trust me, I created a [site](#) that does just that...

It helps you build up your business plan, your motivation, your focus and eventually, your successful business (step-by-step, with little fun assignments to do). This [site](#) also has 800 videos and products that will teach you whatever you need to know about online marketing.

Concentrate on your passions and interests and work a program related to those interests, and you will be successful with it.

Just remember, you're following a passion so that lessens the chances of you quitting...

Focus on real people, real products, and people that aren't so skeptical and will appreciate what you have to offer.

Some examples: for the health-conscious people, there are hundreds of programs out there selling health products that actually do work and can actually make you money.

Are you a lawyer, or legal minded? There are programs out there that analyze the terms and conditions of compensation plans for affiliate programs and offer "free-mentoring"

Are you a techie? Can you justify promoting a program that takes care of all your home computer needs for a low monthly fee?

How about a program that tells people how to design websites? A techie would be great at this. He/she could write their own free report to generated leads, then answer their leads' questions professionally because they have a background in that field.

Are you a mechanic? Make money sending people to sites that sell car tires. And so on...

Update: 8-28-2007

One of my students is a mechanic coincidentally and we focused on an area that he's already an expert in so he can start making money, and his own products, quite easily... Please email me for details and the case study...

Folks, you need to market or advertise in order to make money in programs. Analyze what percent of each sale is going to you, how you're going to get those sales and how much your sales generation method is going to cost you. That's IF you get any sales...

Program hopping is the result of a few things. Internet ADHD: you can't focus on working Program A which under-delivered, so you hop on over to program B, which also under-delivers and repeat this sad cycle over and over again.

Then you eventually give up and start thinking everything's a SCAM, or you keep hoppin' around...

Or you don't do any real work in the programs because you believed the hype, and really think just by joining you were going to make a lot of money.

If you made any you've spend it to get yourself out of a financial hole you put yourself in by 10 other programs that have monthly fees, or keeps pulling money out of your pocket.

Sometimes you make a costly mistake when trying to market and this hurts your checkbook because you really couldn't afford to lose that money...

And now you have to save up some money before you try to market again, but HEY, look at that Program C, it looks better than A and B, so I'll try that one!

Stop this madness or you will never make a dime! Be a student of this game.

Don't be afraid to fail. Just know WHY you failed and learn from it, and you'll be better off!

Mistake #5 is not having the right tools to do the job!

Are you using a free autoresponder? BAD

Are you using an autoresponder that allows you to import thousands of leads at once? Also BAD, don't buy leads...GENERATE THEM

Are you using [Aweber](#) or [Get response](#)? Good.
If you're not, get either one ASAP

Do you have good web hosting?
Do you have a proven method of advertising?

Do you have a domain name?
Have a swipe file for the good ads you see?

Do you have good ads to send out?
Do you have squeeze pages, and sales pages?

Got a PayPal account?
Do you know how to submit a solo ad?

Do you know how to write an ad?
What tools do you have to write your OWN ads, squeeze pages, and sales pages?

Please tell me you have these things, or you're just wasting time on the Internet. You'd be better off going back to work unless you have the tools to do the job.

More on some of the tools you need:

Domain name - Ranges from 4 dollars to 10 dollars a year

A way to write ads, Microsoft word, Text files...

A place to send your ads - ezines, downlines, lists and leads.

A way to capture leads and communicate with them.

A tool to write professional sales pages and squeeze pages.

I know most of you won't do a darn thing with the information being provided for you here.

That's, what's wrong with Internet Marketing today. Too much information, too many ads, and too many emails coming at you every day.

If you're reading this far down but don't take the steps necessary to ensure your success, here is a timesaving tip:

Go home and flush your money down the toilet. That way you'll go broke faster, and won't waste any more time trying to make money online and you'll reach the end of the road quicker.

I tired to do it the way you're probably doing things now, promoting an affiliate link via Google Adwords, traffic exchanges, adblasters, safelists, etc...

I know EXACTLY where you're probably at right now, because I was there and I remember...

Here's a conversation I've had MANY times:

Person says to me: "I'm in this really good program and things are going well"

ME: Sounds great, how much money have you made?"

Person says: Well, nothing yet, cuz I haven't done all the things I need to do in order to make a REAL lot of money with this, but I have XXX number of downlines though..."

I say: Those downlines, are they free or paid members?

Person says: Free, but 10% of them join after a while, and I have 50 people in there, so things are looking good. Nobody's become a paid member yet, though.

ME: So, you've made nothing and you're recommending this program to other people? What's so good about the program again?

Silence....

Then a hasty exit from phone call, or email chat. People don't want to deal with the harsh realities of Internet Marketing because the over-hyping sensationalists have hypnotized people BEYOND the point of a return to reality.

I outline what NOT to do here because people listen better when told what NOT to do. My goal is to help people stop making mistakes, which is easier than teaching you exactly what to do.

I can show you that later if you're interested. Just continue with this report to see what you're doing wrong.

Feel free to ask questions. Your questions will help others because you're not the only one trying to figure this all out.

It's easier to stop doing something than it is to start something new, isn't it?

I see this as the most effective way to reach people and really help them make some money on the Internet. If you need to be pointed in the right direction regarding good tools, tested ezines, etc... email me.

I'll respond as quick as I can. I get emotional knowing there are people who won't do anything with the information that's being revealed here, so they will continue to fail.

Some people want to know how to market, where to go, and what to do.

Back to the lack of tools... Suffice to say, you need tools...

Having a place to send your ads is a tool.
Having a specialized way to write ads is a tool
but all you really need is Microsoft Word.

Having a way to write squeeze pages is a tool.
Having a way to write sales pages is a tool.

If you have tools, do you use them properly?

How many of you have lost money on Google Adwords?

Do you have any idea how complicated it is to do it right?

Let's use Google Adwords as an example of a TOOL, when used improperly, can cost you a lot of money.

Tool Mismanagement

Google Adwords, a How-NOT-to guide!

The don'ts!

Don't bid more than \$.30 a click...

Don't use Adwords until you setup Google analytics on your sales page, or use their tracking tool to tell you what words are converting into sales.

If you see certain words that consistently make you sales, THEN and only then, pay more per click, but justify it with a month's worth of data

Don't do any ego-bidding; focusing on being number 1 in Adwords for XYZ product, you won't last long this way.

Don't send Adwords to an affiliate url, or a page with a popup, or a squeeze page on it.

This hurts your Quality Score with Google and affects your Click Thru Rate, and cost per click.

Only the PROs know how to do that effectively.

Don't ignore your Adwords campaigns, constantly add keywords and keyphrases that might be relevant to what you're advertising.

Don't worry about setting a budget for \$100.00 a day, since you'll probably never get that many clicks anyway, but it's good to overestimate your budget, then watch the campaigns closely.

Don't use Adwords until you're ready to learn all there is to know, and absorb some losses while you're trying to get it just right.

Another example of Tool Mismanagement.

Placing a solo ad (tool) in an ezine (tool).

Mistakes can be made here, too.

Incorrect url (I've done this) One little typo and the \$\$\$ for the solo ad is completely wasted.

Some places allow you to check your url for before sending them out, but some places have automated systems that won't allow you to change your url to the correct one.

This differs with different vendors.

Not using a domain name in solo ads is a rookie mistake. Which link would you click on?

<http://yourimtoolkit.com>

or

<http://yourimtoolkit.com/?e=danielmcgonagle@yahoo.com>

Both of those links go to the same place, but I would be more interested in clicking on the 1st one because it just looks a little neater, and it's not OBVIOUS that it's an affiliate link.

Who knows, clicking on that 1st link may send me to a website instead of just another affiliate program.

The solo ad itself...

Is it too long, any typos?

Are you sending people to a squeeze page or directly to your affiliate link/url?

Be original in your ads, and make them up yourself. Just think about what is so good about your program and tell people about it.

If you use the ad the affiliate program gives you, those ads become recognizable and people will click off it because they know what it's about before they even open the email.

If you actually made money with it, go ahead and say that...

Not capturing leads is a rookie mistake!

Not having a domain name is a mistake!

Here is a quick list of resources I use:

1. Aweber autoresponder
2. FRHWEB hosts my websites
3. AudioAcrobat for audio on my emails and websites
4. Traffic Testers for tested traffic sources I use.

Mistake #6 is not treating this like a business!

Do you really think you can start a business making \$50,00.00 a month just by turning on your computer, buying a few products, and expect everything to be done for you?

Folks, I treated this like a hobby and it turned in to a job when I wanted to get paid better.

Imagine if I walked into the trading floor on Wall Street where you see all those guys screaming and yelling, "Buy, sell, Sell, buy"...

Those guys make a lot of money doing what they do because it's their J.O.B. Do you honestly expect to be able to buy an ebook about investing on Wall Street, read HALF of it, and expect to make the same money they do?

Over 90% of affiliate programs fail to live up to their promises. The "super-affiliates" are the ones who do things differently, and the person who treats this whole "making money online" thing like a business is the person who has a chance of making it to the big time, or doing this full-time...

Here's how people become really good affiliates, not that I recommend you try this but it serves a point here.

Here's what a good affiliate does. Bucks the norm, does something different to stand out from the crowd. Professional marketers that promote affiliate programs offer free products and bonuses to the people interested in their program (are you doing this?).

They also don't use the ad the company gives them to use, since that's what everyone else will be doing.

Here's what a typical affiliate does, the rare ones that actually do anything. They ask the company if there are any ads they could use, and use those ads in their promotions.

How many other affiliates are doing the same thing, I wonder??? Almost all of them, which is why the vast majority fail...they do what everyone else does, so they make what everyone else makes, which is NOT MUCH.

Now, let's say you realize this, and want to make your own ads. Here's where you may get bogged down on what to say, how to say it, and where to place the ads.

Well, trial and error helps here...Run the same original ad that you created in the same place twice, just change the headlines to see which headline ad pulled better for you.

This is what the PROs do, and this is what you need to do to make this into a business and not just a money-losing hobby.

There are dozens of examples I can use to illustrate my point, and I don't want to bog you down with super-long emails, so remember that it's a business.

It doesn't matter if you want to make \$100.00 a day, a week, or 100k/year, you still need to treat this like a business.

Enough with the preaching, though...Does this sound like I'm preaching? I hope not... Please consider me a reality check, not a dream stealer.

I'm not trying to scare you. I want to change the way things are for you and save you a lot of time and money. I don't care if you ever buy anything from me and you decide that Internet Marketing isn't for you right now.

That's OK, just accept the reality...When you're ready to commit to your online BUSINESS come back knowing that what I tell you is true.

Remember, I'm not one of those hot-shot 22-year-olds who made millions because they happened to be marketing geniuses or struck the right JV deals.

I WAS just like you. I AM just like you.

If you're truly committed to doing this, then you WILL treat this like a business, and you will accept reality...

Intro to Mistake #7

Did you ever have this feeling?

You're thinking about your online programs, and getting kind of fed up with the lack of results for a couple of reasons;

1 - You just don't have the time to devote to doing this so you don't "work" the program

2 - You never had a chance because it's a popular program and everybody seems to be promoting it..

- You're fed up and frustrated...
- You throw good money after bad...

- You try to buy your success...
- You repeat mistakes over and over again...

- You think the next program is "the one" because your sponsor told you he was making a ton of money doing this, but you haven't heard from them in a while because they;

1 - Have your money and no further use for you

Or,

2 - They're busy promoting themselves, working on their websites, sales pages, marketing campaigns, etc...

Basically, they're doing all the things you should be doing.

SO you think that joining a "better" program is the answer but you join the exact same program, but it goes by a different name, and is a slightly different concept.

Mistake number 7 is focusing on the Latest Thing/Product Launch, instead of just good common sense marketing.

This is different from program hopping. Chasing the latest thing means buying products that are hot every now and then.

Blogging tools, ad-submitting software, and videos to get traffic solutions. These are all trends taking your eyes off the prize.

You're focused on wanting money, but you should be focused on HOW you're going to go about getting it...

I'm guilty of chasing the Latest Things sometimes, too... Pipeline Profits, All I want is Traffic, Bulk Mailing companies with incredible deals, ads promoting proven places to advertise, the temptations are there every day!

Here's how I resist the traffic solutions temptations...I ask myself, "Self, What kind of traffic is this going to get me, targeted, or general?"

All I want is Traffic is an example of quality traffic, but it's not the super-targeted traffic I'm looking for because it's too generalized for my needs. And expensive...

Believe it or not, not everyone is interested in making money online therefore your affiliate program may not be of use to them.

Therefore, the massive amount of traffic you'll get from that source won't do you much good unless you are ready to handle it.

Now, the AllIWantIsTraffic people seem like they're really good people, but that doesn't mean their traffic is the solution for you. A good % of their past customers are still customers today. I can relate to that. I've had my 1997 Toyota Corolla for 10 years now, it has almost 200k miles on it, and I'll never get

rid of it because it always delivers.

Alli want istraffic wouldn't have repeat customers unless they delivered, but that still doesn't mean their traffic is for you.

If you have only 1 product to sell, and it's not a general product that almost everyone COULD want, then you're wasting a lot of that quality traffic. The point here is think about what you're getting, what the actual product is, and if your infrastructure is ready for it.

Don't have an "infrastructure"? Well, get one, otherwise you'll be throwing your money away on a quality product like this.

The point here is...stop chasing after the "solution" or the "secret" to succeeding. There are no secrets, just basic truths that never change and won't change as long as people are people.

Another example of chasing the Latest Thing...

I saw a product online once that was called the Secret Spider Generator, and it was going to get me listed in the search engines, give me ranking in Google, or something like that.

So I bought it, then realized I needed my own website in order to have it work for me. A very nice man, Frank Sousa, made the product and it probably would have worked if I had the infrastructure in place (in this case a website) to use this tool effectively.

Again, a product was bought and it was probably a good product, but I didn't have the means to use it properly. My fault, not his..

He gave a prompt refund and is a good guy...

But it's your fault if you keep chasing after the next thing that going to really help your business without having your infrastructure in place.

Why focus on getting traffic if your sales page doesn't convert? Focus on marketing, and remember the following things;

1 - The money is in your list- Which means you need squeeze pages, autoresponders, web sites.

2 - Unique, fresh, and original content is king- Which means you need good content for getting indexed with the search engines, good SEO, and for providing REAL value to visitors.

Mistake #8 is trying to do everything all at once and trying to LEARN everything at once!

Let's face it, we have all joined multiple programs and tried to work most of them all at once.

We spread ourselves too thin, and spent too much time doing things that have nothing to do with our business and infrastructure.

To be clear, by infrastructure, I mean having some sort of system whereby you generate prospects and convert them into sales.

As always, I'll use my experience as a real-world example... I had 3 websites that needed work, downlines that needed attention, a full time career, and many more projects waiting.

Wow, it was a lot! I would go to work on my Internet business and wouldn't know where to start with all of the projects demanding my attention.

Here's the problem... the only thing demanding my attention to these projects was me, the Man in the Mirror, ME!

All those projects could have waited, which unfortunately they did because next to nothing would get done on them because I was burnt out, and not motivated.

Finally, I got so sick of nothing getting done, so I just prioritized the most important project and dropped everything else. I was done in a few days, working on it part time.

Next project... done in a few days. All my projects were done in a few weeks because I got so sick and tired of seeing the projects wait while there was money waiting to be made...

I'm not cured, though... I have several projects going on right now, and probably always will unless I can outsource everything except my personality :)

I fight it, though, and try to see when it's happening. At the time of this writing, I have 3 Joint Venture deals in progress, I'm writing the Top Ten Mistakes series as a pet project, and started a project to see exactly how easy it is to dominate a niche market outside of Internet Marketing. But my list is my ally and my medicine. My to-do list that is...

I make a list every day and try to do everything on it. I find myself getting a lot more done, and try to enjoy the free time this gives me instead of creating more projects.

So dedicate yourself to one project until you're successful with it, and create new projects ONLY when you're successful with the first one.

Don't try to learn it all at once. Start slow.

Build your infrastructure.

Learn how to use your tools properly.

Build your website...

Use an HTML editor, it's easier than you think!

Get to know your autoresponder.

Develop copywriting skills.

Create a "swipe file" of ads you see and like.

Learn how to motivate your downlines.

Create your own product...

These are all things I recommend you do. The list could go on and on. It's pretty obvious that they all can't be done in a short amount of time. So plug away and try to get good at one thing at a time, then move on to the next thing. Remember, you're building a business from the ground-up so do it right the first time by taking things slow.

Mistake #9 is not having or making a business plan!

THIS IS VERY IMPORTANT!!!

OK, so what's this mean?

Well, saying something like "My plan is to make money on the Internet" isn't exactly going to pave the road for you.

That's not a plan, merely an expression of a want... I read an ebook that talked about a very important concept called "Accurate Thought". You need to know a little bit about Internet Marketing to know how to have Accurate Thought.

For example, let's say you bought leads, and they didn't put you in profit, but you buy more leads because a small number of those people signed up, if any at all.

Why would any sane person do this? Because they think it's worth it because of the lifelong value of that customer and who knows, maybe one of the people that signs up will be a superstar than can push them to the top.

You can always hope for that, yes, but why not do it in a way that is at the very least, self-funding? Or something where you make a profit on?

Some points of inaccurate thought here...

- 1- Most downlines don't do anything, therefore the lifelong value of a customer isn't really worth much in those types of programs unless you're providing a heap of support.
- 2- Never think that a loss is good. There's an expression that's a good example of Inaccurate Thought that goes something like, "We're losing money on every sale, but we're making up for it with volume"

The point here is that Accurate Thought isn't being used. You need experience to learn from and develop Accurate Thought. And, that's how you develop a PLAN.

What's the plan for YOUR business?

At the end of this report, I hope you ask yourself that...

What does your business do?

What are you selling?

How do you get sales?

How are you keeping your customers happy?

What add-ons and features are you offering?

Most importantly, ask yourself WHAT your goal is and WHY you want to achieve that goal...

The answers will form your business plan.

NOT having a plan is the biggest mistake you can possibly make when trying to make money in ANYTHING!!

Imagine a mouse running inside of a cage on one of those little wheels...Trying hard, but going nowhere. That's you without a plan, trying hard, going nowhere.

Develop a plan and write it down!

Leave it by your work area right in front of your face. Refer to it often to "center" you and help you keep your focus.

Having a plan will put you on the road to success.

A business plan is only part of the essential preparation you need to do... I hate to be overly pushy about this, but Marketer's Relief will help you with this, and if you learn anything from this report, you could very easily make Thousands of dollars a month promoting [Marketer's Relief](#) as an affiliate.

The reason I don't mind suggesting that you promote this site is that I'm very generous with the commission structure and offer 80% residual monthly commissions for affiliates.

Most membership sites only offer 50% commissions monthly, or just a one-time flat fee for referrals.

I hope you're learning something from this report because I'm going to wrap things up soon. There are some things I'd like you to do at the end of the report.

Here is a list of mistakes not covered previously...Here we go!!!

--Typos in emails- email etiquette is important to the unknown stranger halfway across the world. Some Non-English speakers would really appreciate your efforts at proper spelllllllling

--Not following up with your prospects, even though follow-up gets you sales, and helps you "brand" your name in the industry.

--Not being willing to do what it takes to succeed, by saying, "I don't like calling, talking to, or emailing people" That severely limits you and will prevent you from succeeding!

--Not wanting it bad enough, see above.

--Not having the tools to do the job.

--Not treating this like a business!

--Not monetizing your list, but merely talking to them and thinking they're hanging on to your every word.

--Not treating your list properly.

--Not being focused, or balanced.

--Not enough emotional and physical stamina to withstand the ups and downs of the industry.

--Not having your "stuff" together before trying to start a business.

--Not taking yourself seriously enough, so you don't take your interests seriously, therefore you treat it like a hobby.

-----BIG ONE HERE-----

--Not following a duplicatable system proven to work by thinking of how you're going to make it better, your way, and then screw it up. Use the proven methods the way they're supposed to be used, and only deviate from a marketing system when it won't affect sales. Don't try to reinvent the wheel.

This one is so huge...some examples...

I tell people when they ask about designing websites not to worry about the images, or the icons, but to focus on the words on the page because words sell and pictures do NOT.

Then I check back with them a few days or weeks later, they're still working on the images for the site. I realize there's a feeling of accomplishment that comes from working hard on something. But be effective. Use Accurate Thought...

Remember your stated goal and if what you're doing right now is helping achieve that goal.

--Last one---

--Not listening... to mentors, sponsors, downlines, family and friends.

--Not being aware leads to not being a good listener, and being "unawares" leads to IN-Accurate thought and will leave you spinning your wheels like a mouse in a cage...

Program hopping...and Broke!

THE END.

Thank you,
Daniel McGonagle

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