

# 23

## Internet Marketing

# B.S.

## Dispelled



Discover 23 Common, *Ironic*, Internet Marketing Dogmas That More Than 90% Of The Net Population Subscribe To - That Is Responsible For Denying Them Online Wealth!

## **23 Internet Marketing B.S. Dispelled**

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## Dedication

This report is dedicated to all budding Internet Marketers and those who are tired of the same, old advices that never worked in the Internet marketplace.

Chances are that you are considering if Internet Marketing is for you or are sick and tired of the fluff and hypes that fill the cyber space. Perhaps, a friend or someone you know strongly thinks that you should read this report.

Nonetheless, if you are serious in your Internet Entrepreneur undertakings and education, this report is for you.

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# 23 Internet Marketing B.S. Dispelled

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Hi,

Thank you for downloading this report, and I appreciate the time you take to invest in gaining this essential education you need in order to succeed online as an Internet Marketer.

I have written this report to help you dispel some 23 of the most ironic dogmas you often heard in Internet Marketing. Like you, I was once at the learning stage of starting and operating my Online Business. I wish I could say that it was smooth sailing for me, but it definitely was not.

It was a while until I have seen some solid income rolling in from my Online Business. I was happy, excited and loaded, needless to say.

When more and more opportunities and offers pour into my mailbox in forms of Joint Venture Proposals, products ideas, business solutions, and more, I strongly took notice of one particular group of people who mail me – the **new, budding** Internet Marketers.

More and more people, whom have primarily come from my mailing list, began asking me questions such as, “How to make money online?” You are probably asking that, too.

Personally, I do not see myself as a “guru”, but I find it very difficult to give a definite answer to such a broad question like that.

For one, there are **several** ways to make money online. Secondly, what works for me may **not** work for you or someone else for that matter. I may be good at writing while you are probably an expert in graphic designing or programming.

And the third and **most** important reason – which also happens to be the most compelling reason I wrote this report for the budding Internet Marketers – more often than not, they have to **unlearn** what they have previously learn first before accepting anything new.

This may sound philosophical, but I think that it is too darn important. As much as I would like to help, I have my own Online Business ventures and projects to start, run, and perhaps, even finish! But with the number of emails I receive everyday on “how to make money online” questions, I knew I cannot just keep quiet and pretend to ignore some emails, though some irrational and desperate ones deserves to be deleted.

Therefore, I have decided to answer that question, with an answer that clears the fogs, doubts, and baseless dogmas, once and for all, in this short report.

I know that it is not the kind of answers you are probably expecting, but I think that it is **MORE** important that you **first** unlearn the baseless Internet Marketing facts you probably subscribe to until today that can responsible for the difference between **\$0** and **\$1 and beyond** in your income statement.

At this time of writing, I do not run any seminars whatsoever. However, I do have some **\*\*power\*\*** recommendations I can make to you that can help start or build your business on **steroids**, though, but they would **not** do you any good if you still subscribe to any one of the 23 Internet Marketing myths and dogmas, consciously or subconsciously, listed below:

### **Internet Marketing B.S. Statement #1:**

***Starting and running an Internet Business is expensive.***

This statement often comes from people who are living in non-U.S. countries, especially if the country’s local currency is smaller than that of the U.S. Dollar.

I think it is more expensive to trade in my financial freedom for receiving such a small check at month's end for the rest of my life – at someone else's mercy, on top of that. And this is regardless of what currency my money may be in.

A wise man once said, “If you are not getting anything good out of your situation now, you are probably trading something else better for it.”

If you are living in a country where things are not as expensive as in some western countries, you should see it more as an advantage rather than a disadvantage. Why worry about how much it would cost you in US Dollars when the amount of money you can make in US Dollars excites you even more?

Not to mention, that an Internet Business is a lot more affordable to start for individuals like you and me as opposed to starting a conventional business, which is obviously more risky and it would take you longer time to save your money or better financial intelligence to even begin one. And if you make a financial mistake that ultimately closes your conventional business down, it would be a question as to when you can start again.

If you still think that starting an Internet Business is expensive, then you are probably trading your souls for cents. Is that how much you think you are **REALLY** worth?

### **Internet Marketing B.S. Statement #2:**

***You can make easy money from the Internet.***

If it is what I am having in mind right now, this myth is what sets the realistic apart from the unrealistic. You have definitely heard of stories of how people make 4, 5 and maybe 6 figure incomes in the shortest period of time imaginable.

While that is true in genuine cases, and I do know of some of these powerful, wealthy individuals, what is often **not** seen in the success story is the kind of hard work and wisdom put in by these individuals before they saw the results.

It may seem as if they were overnight successes, but I do not think that they would agree to it, after having put what it takes to be successful on that day itself. That is like calling a new-found star an overnight success, which I doubt he or she would think so, after having put in all his or her effort, talent and dedication for perhaps, the past several years or so.

Yet, being attracted to advertisements that goes “Earn \$10,000.00 in 6 months” or the likes is what most people subscribe to. If you appreciate your intelligence, you will do well to stay away from ads or programs with hooks like this.

### **Internet Marketing B.S. Statement #3:**

***It is too difficult to make money online.***

Since I said that it is not going to be easy money, does it mean that it is too hard to make money online, too? Hey, ever heard of the **razor-edge**? It is not going to be easy, that is a fact. But I did not say that it is going to be too hard, either!

If you know what to do and actually do it, you would not see this as impossible. This is because if you are hardworking but do not know what to do or are heading into the wrong direction, you are wasting your time, money and you would get de-motivated even faster.

On the other hand, if you have the knowledge and know-how but do not put apply it, all you get are **theories**, but **no money**. I have met individuals who are probably working harder than me but earn less, and also those who know more than I do, but are not doing a thing.

So, you need to integrate your knowledge and action into one, and put it into use. It would not be too easy, but it would be too hard, either. Ordinary individuals like you and me are making money online everyday. So, can you!

**Internet Marketing B.S. Statement #4:**

***Stuffing envelopes and joining \$6 “Money Games” are considered an Internet Business.***

This is another sickening myth that I am still surprised that a lot of people actually subscribe to.

This is not what I call an Internet Business (although in the principal scam letter, it is always pitched that “he asked his lawyer and he said it is legal”), but a cleverly-planned and deceitful scam that started right from the top of the pyramid scheme and all the way down. I must admit, though, that whoever came up with these, sure is a genius who is insulting a lot of people’s intelligence successfully.

I would not elaborate it here, but if you are interested in finding out what and how these Internet scams operate, do your homework on the Search Engines. Just know that online activities such as stuffing envelopes, \$6 “Money Games” with your name moving up to the top and down the list with other 4-5 names, etc. are scams and not Internet Businesses.

**Internet Marketing B.S. Statement #5:**

***Paid to surf is a good Internet Business I will do well to make a living on.***

Most paid-to-surf programs are either illegal or not workable. While there are legitimate paid-to-surf programs, they are not considered Internet

Businesses to you as a member, unless you are the one starting and running the paid-to-surf program.

More often than not, it is unworkable for most surfers, and it mainly benefits the advertisers and its paid-to-surf operators.

**Internet Marketing B.S. Statement #6:**

***Internet Marketing is all about teaching another person how to start an Internet Business, and it goes on and on.***

Internet Marketing is, in a nutshell, marketing and selling products and/or services using the Internet as a medium.

More often than not, Internet Marketing is often perceived as “selling another Internet Marketing or Internet Business” product to another person. This could not be any further from the truth!

Whoever comes up with statements like this are not seeing an inch wider about the entire picture. Consider the following:

- Is Google.com about teaching another person how to start an Internet Business?
- Is eBay.com about teaching another person how to start an Internet Business?
- Is Amazon.com about teaching another person how to start an Internet Business?

Don't get me wrong, though. There is a lot of money to be made in Internet Marketing itself. The last time I checked Overture, the keyword “Internet Marketing” yields a stunning **313,805 searches a month!**

The number of people going online in pursuit of starting their Internet Businesses increases exponentially every year. On top of that, that could also mean there will be more virtual versions of **B2B** (Business-to-Business).

Nothing wrong with that, though. After all, the chemical manufacturing company I was working in last time has customers who are mainly companies themselves, some even well-known names. Does that make conventional businesses all about “teaching another person how to start a conventional business?”

Likewise, some of my repeat customers are top marketers you have probably heard of. For example, I supply some top marketers with “raw contents”, namely Private Label products, for their businesses, just as the chemical company I was working in supplies raw chemicals to other cleaning companies so that they can run their cleaning operations.

While there is real money to be made in Internet Marketing, I caution you to use your wise judgment in trusting who you want learn from, because like anything else and in religion, there are always “false prophets”.

Most people say, “Beware of the guru”. But I think that “false prophets” are dangerous all the time. “False prophets” today are not necessarily con artists and scammers, but they can also come in the form of... believe it or not, one-week-old newbies!

They would go on write a book on making 5-6 figures and later go to the public forums and ask questions such as, “How do I sell this eBook?” “How do I write my sales copy?” and “Why am I not making any sale?” Ironic but true. Do you want this kind of person for a mentor – a one-week old, green newbie, who has no proven credibility whatsoever?

Also, there are more untapped niches and hungrier demands you can cater to outside the “Internet Marketing” niche itself. Just so I demonstrate a few points, I have discovered some hot niches/keywords that yield the following results from Overture:

- Food - 2,069,675 searches/month
  - Gourmet Food - 39,357 searches/month
  - Dog Food - 12,514 searches/month
  - Food Recipe - 8,194 searches/month
  - Fast Food - 18,502 searches/month
  
- Health - 199,512 searches/month
  - Beauty Health - 126,518 searches/month
  - Fitness Health - 68,298 searches/month
  - Care Health - 133,970 searches/month
  
- Dating - 4,056,700 searches/month
  - Online Dating - 308,404 searches/month
  - Dating Chat - 83,272 searches/month
  - Dating Site - 72,473 searches/month

Notice that “Dating” and “Health” yield higher search results than that of “Internet Marketing”. Not to mention that people are willing to pay for any kind of useful, sophisticated information on dating and health topics, since they are the hot stuff of the century, and in time to come!

These are just merely a couple of examples of niches you can go into. Do you still think that Internet Marketing is about “teaching another person how to start an Internet Business”?

**Internet Marketing B.S. Statement #7:**

***I must know HTML, programming, and graphic designing in order to start my web site, which I obviously do not know.***

I know nuts about programming, too. And by professional standards, I am not totally well-versed with HTML, either. There are several other individuals who are worse than me in these domains, but earn more than I

do, because they either outsource for professional help or establish Joint Ventures with other individuals who can compensate their lack of knowledge in any one of these areas.

This sure is a stunning but true fact because most of these successful individuals were not from IT backgrounds whatsoever.

If you want to create your web pages without having to learn programming, HTML and designing skills like me when I started out, I strongly recommend [this option](#) to you.

**Internet Marketing B.S. Statement #8:**

***What money-making program can I join fast, that I do not need to read the long sales letter?***

Are you surprised to see this make the top 23 Internet Marketing B.S.? Me, too! I am still surprised at how often I get mails like with lines this one, which is why this statement made it to the list.

I write my own sales copies, and there is a rule of thumb for most copywriters, “If the person does not read your long sales letter, he is NOT your prospect”.

Regardless of what type of products or services I offer, if the reader of my sales copy is already impatient with it, I doubt he or she would be any patient with the product or service, either, before he or she sees any solid results – that also, is if he or she is doing anything at all.

**Internet Marketing B.S. Statement #9:**

***On the Internet, there is no need to know how to sell.***

That is probably why people who hate selling are attracted to ads that read “no selling required”. I would not go into that in detail, but from my insights, these programs are usually unworkable and some are run by fly-by-night operators.

**Internet Marketing B.S. Statement #10:**

*You cannot make any real money as an affiliate or reseller.*

If you have been **spamming the public forums** and sending unsolicited mails to bulk mails with your affiliate links inside your emails, then it is true that you cannot make money as an affiliate, reseller or even if it was your own product. At least, **not that way!**

While I do sell my own products, I make my money sometimes as a reseller or affiliate.

If you want to get started in the right direction in as early as the next few days with no guesswork as a reseller, have a product you can immediately resell and keep all the profits to yourself, and earn residual income, you will do well to check out [this option](#).

**Internet Marketing B.S. Statement #11:**

*I do not want to build a mailing list. It is effort, energy, time and money consuming.*

Laughing out loud – that is like saying, “I don’t want to be in business”. I should think that your mailing list is as important to you as the “Yellow Pages” is to a conventional B2B business. I mean, your mailing list is your E-Biz asset, so why not develop it?

**Internet Marketing B.S. Statement #12:**

*Why pay for a domain name when I can host my business web site at free web sites such as Geocities.com?*

Nowadays, a domain name can be acquired for as low as **a few dollars A YEAR**. So, what is stopping you from acquiring a proper web space for a few measly dollars? Also, if you are not serious about your business, why should your prospects be?

**Internet Marketing B.S. Statement #13:**

*The way to go about marketing as an affiliate is to post advertisements and classified ads on the public forums as they are highly trafficked.*

Definition of **forum**: A public meeting place for open discussion.

Other than posting advertisements in the free advertising forums and threads, you are considered spamming if you post your advertisements elsewhere in a public forum.

The surprising thing is that most people think that it IS perfectly okay to do that. Evidently, this happen everyday when I frequent some public forums. If you have been especially doing this as an affiliate, stop it now, unless you think that it is equally okay that no one is going to buy through you.

**Internet Marketing B.S. Statement #14:**

*FFA (Free for All) works!*

When you hear of FFA, just run far, far away and don't look back.

**Internet Marketing B.S. Statement #15:**

*The money-making programs I have joined so far never works!*

This is yet another comment I often hear, especially from those who have 3<sup>rd</sup> degree burns from several money-making programs, which are either not workable or illegal.

While this particular group of people blames the programs they join, even IF they were legit and workable, I noticed that the problem very often lies within the individual.

If you are foolish with your decisions, you cannot tell the good program from the bad. And if you do not have the drive to succeed with its resources, no amount of money-making programs can help you, either, no matter how good and workable they are.

If you have been badly burned by illegal programs or those that do not work or enticed you initially with ads such as “no selling required”, “no work required”, “easy money”, etc. it is high-time you learn how to build a business that works.

It would not be as fast as you expect, but it is a lot easier and soul-comforting compared to getting burned and scammed.

**Bottom-line:** It is up strongly up to the individual’s wise judgment to decide which investments are good and bad. And it is also strongly up to the individual’s work ethics, attitude, resources, and passion to succeed.

If you want to learn how to make money online with step-by-step videos, expert Internet Business and Internet Marketing articles, software, tools, templates, unlimited web space hosting with your own domain, support team, and much more in one place, I strongly recommend [this option](#) to you.

There is a great residual income program you can profit from this option, but like anything else, **I do not give guarantees of income.** I admit that I have lost some sales and customers referrals, because I do not give the same kind

of guarantees that other illegal money-making program operators do. However, ultimately, it is your choice.

**Internet Marketing B.S. Statement #16:**

*I have ordered so many eBooks on making money online, but until now, I am still not making any!*

eBooks do not make you rich. It is applying the information within them that makes you rich. Besides, eBooks are informational products and serve as much a purpose as hard-copy books you see in your local bookshops. Do you see any books coming to life and work to make money for their owners?

**Internet Marketing B.S. Statement #17:**

*There is no real money to be made online.*

In year 2004, according to the Jupiter Research, online sales reached a stunning figure of **US\$65 billion**! It is projected to reach US\$117 billion by Year 2008.

Oh, and you were saying something about no real money to be made online?

**Internet Marketing B.S. Statement #18:**

*I hate selling. Sales people are crooks.*

And I assume the ones who sold you this computer and your house accessories are crooks, too?

Look, we are **always** selling something at some point of time, whether money is involved or not.

When you talk to your friends about your new idea or plan, you are selling to them the benefits of being part of your idea or plan. Is that not selling, too?

Also, if you do not know how to sell, you cannot make money from your products, services or even ideas, no matter how much you think they are worth or how high in quality they are.

The good news is that with the Internet as a medium, you can cover more prospects than in person or door-to-door in the shortest time possible. Not everyone will agree to your idea, plan, product or service you are trying to sell to them, but with good salesmanship (literally, in your sales letter) and depending on how many prospects you cover online, some of them will in turn be your customers, perhaps lifelong if done right.

**Internet Marketing B.S. Statement #19:**

*I need to be good at writing.*

Not necessary. Some of most horrible writers are making horribly a lot of money online simply by doing businesses that do not require writing, such as selling hard goods, web hosting, membership sites, and more. Also, some Internet Business owners compensate their lack of writing skills by hiring copywriters and ghostwriters where writing tasks are required.

**Internet Marketing B.S. Statement #20:**

*Since I am working from home, there is no need for me to develop my people skill or PR.*

While it is true that there is no need for you to go out and meet in person, especially if that person is miles away from home in another country, you still need to have good people skill, and it shows in the emails you send.

**Internet Marketing B.S. Statement #21:**

*One sure-fire way to make money online is to build my website with lots and lots of links and pages in it.*

If you are planning to run a big data-base site, such as an article directory, or a catalog-based Internet Business, your business can suffer horribly if you do not deliver the right message or make navigation easier for your visitors and prospects.

If you are selling only one or a limited number of products, focus and precision are more important than just playing “shotgun” in your web approach.

**Internet Marketing B.S. Statement #22:**

*Why should I pay for information when it is supposed to be free?*

Like any other products you see in the supermarket, there are differences between free, low-ticket items, medium-ticket items, and high-ticket items.

It is obvious that the quality of the product is in proportion with the price, and same applies to most information products online. In fact, buying information dates way back to the early days where people would go to the back alley to pay another person for more sophisticated information.

Modern professionals and consultants today charge hefty fees for their consultation services – because they offer quality, sophisticated advice.

Fortunately, information products are far more affordable to acquire, and very often, more information can be dispensed into the products than any professional or consultant could possibly give in just a few hours.

If you have been having that kind “I deserve all the information for free and they should not be paid” mentality, why should your would-be prospects buy

from you, if ever create an information product, when they think they should deserve it all for free, too?

**Internet Marketing B.S. Statement #23:**

***My work is done after my Internet Business is all set up.***

That is like creating a body without its soul. Most people think that they would magically receive millions of visitors to their web site when it is ready, without throwing in any marketing effort at all (and right methods as well).

***Are These the Only Internet Marketing B.S.?***

There are more than I could name, which would probably take me forever to list. However, I have randomly picked out 23 most common B.S. statements I often receive in my mails, either from someone I know, friends, and subscribers.

Now, the main purpose of this report is NOT to bash anyone, and since no particular names are mentioned. But I am really hoping that you can see the Internet Marketing picture better, especially if you have been de-motivated and frustrated for some time, not making any decent money online.

**Maybe:**

- **Life has changed its direction for you.** Perhaps, you woke one morning to learn that there is no such thing as job security. Therefore, you are exploring for more ways to stuff more of those green papers into your pocket. Your search has brought you online where you are exploring the possibility of making money here, and **you are now reading this report.**

- **You have been badly burned** by numerous scams, money games, and illegal money making programs. But, there is still a glimmer of some faith in you that refuses to give into the fact that making online is something that can only happen in a dream. That is why **you are now reading this report.**
- You have started and run your Internet Business for some time, but you are **seeing little or no results in your income.** Something must be wrong. You need to find out anyway and quick, and that is why **you are now reading this report.**
- Someone you know thinks you should have a copy of this report, and that is probably **you are now reading this report!**

As I have said earlier, I have a couple of power recommendations I could make to you, and I have made them available to you along the way and more at the end of this report.

However, these are some of the many disturbing, baseless comments that I always get. It would take too much of my time to clear the fog one by one and which is why I have decided to write this report to answer them once and for all. (Perhaps, I did ask you to read this report!)

The most common misled myths are now out of the way, and I trust you are now strongly convinced by my points from my insights and experience.

I hope that the contents of this report has helped cleared your doubts and misconceptions on Internet Marketing, as some of my trusted business associates and mentors have for me when I was once in your position.

As this report draws to an end, it is my sincere wish that you can now start afresh with new hopes and belief in making your money online, regardless of how tough your personal or financial situation can be.

**To your Success!**