

# Internet Marketing Exposed



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## About The Authors



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Calvin Woon has been marketing actively online since late 2006 and went full time in 2008 upon graduation with a Bachelor of Business Administration (Marketing) from the National University of Singapore.

He is highly dedicated to help new marketers begin and profit from their own online business.

And he has been providing new marketers with his easy-to-understand and step-by-step tips.

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Jonathan Teng has been marketing full time online since 2005 and has been enjoying huge success ever since.

Despite staying in a country (Mauritius) where internet marketing is rarely heard of, he has defied all odds and carved out a name for himself in this highly competitive industry.

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## Internet Marketing Exposed

Dear Winner,

First of all, I would like to congratulate you for downloading your copy of this eBook and I guarantee you will pick up something really insightful and useful to your internet marketing venture.

Now, I would assume that most of you downloaded this eBook expecting to learn some secret marketing strategies that the internet marketing gurus have never exposed. Sorry to disappoint you but you ain't gonna find any information of that sort in the eBook.

*“What? Have I been conned? Isn't this supposed to be ‘Internet Marketing Exposed – What The Gurus Do Not Want You To Know?’”*

Yes it is! It is indeed intended to expose the truths behind internet marketing and reveal some of the myths. Interestingly, it is precisely some of these things that I'm going to expose and reveal that the gurus do not want you to know.

No doubt, this is not some advanced- strategies book. On the contrary, it is intended to paint a true and realistic picture of the world of internet marketing and how it can form a vital part of your life. Most importantly, this report will help build you a mindset that is ought to be adopted by ANY internet marketer.

So if you're someone who is completely new to internet marketing, I really urge you to continue reading. If you're already a beginner or intermediate marketer, knowing some of these truths will also help you in one way or another surely.

Regardless of the level you are at now, I sincerely feel & hope you would have something to take away from reading this book.

If you have just started to dabble into internet marketing, bursting with hope and excitement for all the glamour and money that is to come, you might not like what you're going to hear. Heck, you might not even believe it!

But, my advice is, read it with an open mind and really fully absorb what's inside. Print it out if you like. And always refer to this eBook for inspiration and motivation when things seem to go wrong and you feel disillusioned.

So without further ado, I shall proceed to the subject proper.

Let's all first start with the basics. You may not know this, but one of the reasons why people fail in anything is because they have not grasped their basics right. It's really important for you to find out exactly what you're heading into before making a decision to venture into anything. This will allow you to form realistic expectations and adopt the right mindset. So be sure to get your basics right!

And the first basics that we shall touch on is...

## What Exactly Is Internet Marketing?

This is an interesting question isn't it? I'm sure everyone might have their own definition or perception of what internet marketing is. Even if you've been involved in internet marketing for ages and have been making serious money online, your definition might be different from someone else's who is equally successful.

But let's try and use Wikipedia to help us:

**'Internet marketing** is the practice of using all facets of internet advertising to generate a response from your audience. It ties together both the creative and technical aspects of the internet, including design, development, advertising and marketing. Internet Marketing methods include search engine marketing, display advertising, e-mail marketing, affiliate marketing, interactive advertising and viral marketing'

What a technical definition I must say. My guess is if you're a complete beginner, you probably still haven't got a clue as well.

So perhaps we should start by looking & dissecting the root words, 'Internet' + 'Marketing'.

Let's start with the first word – **'Internet'**.

I'm sure we all know what the Internet is and this really needs no further explanation.

Now for the second word – **'Marketing'**.



Honestly, there is also no universal definition of 'marketing'. Just look through the various marketing textbooks sold in the bookstores and you'll see what I mean. Even the different textbooks I am using for my marketing course (I'm a Marketing major) also give varying definitions.

But basically the AIM of marketing is to 'identify customers' needs – and to meet those needs so well that the product almost sells itself'.

And one of the best advice I've ever received on marketing which basically sums up what marketing is as follows:

1. Find the right audience
2. Ask people what they want
3. Give it to them

So right now, we shall try to piece the definitions of both the words together and see how they blend in together.

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In short, internet marketing can be seen as using the Internet as a means of finding and reaching out to your customers. Indeed, this definition is a broad one and there are 101 ways of how internet marketing can be executed.

But, let me just try to dispel some of the misconceptions that people might share about internet marketing.

### **What Internet Marketing Is Not**

**1. It is not a get-rich-quick scheme** - Although many people might try to con you into thinking that it is, being a successful internet marketer requires lots of hard work and determination. (but more on that later)

This is also precisely the reason why many people fail to make money online. They simply jump in the bandwagon thinking they can be a millionaire overnight and expect money to just keep rolling in on their own. And when they realize it doesn't, they simply give up and claim that you can't make money online. So be sure not to fall into this category.

In order to succeed, you simply have to put in the necessary forms of investment (education, time, money etc). [Click here](#) to learn how to make some quick cash.

**2. It is not about who has the most capital or IT knowledge** - Firstly, many successful online entrepreneurs have started out with little money. I certainly did not have much money to begin with. Besides, the capital required to run an online business pales in comparison to that required to run a traditional business. (this will be covered later)

Secondly, you do not need to be an IT expert to be able to make money online. While it's vital for you to know some basic computer knowledge, internet marketing is not purely about who can create the nicest looking websites or software. While this knowledge can be picked up slowly, alternatively these jobs can also be outsourced. Furthermore, do not be appalled at the thought of creating websites on your own. Frankly, it's really the marketing that matters most.

**3. It is not just about making money online** - Neither does it merely revolves around selling on the Internet. (though having the ability to sell is important). Of course, one of your main goals in internet marketing should be on selling to gain the maximum profits. But, it also involves building a good relationship with your customers and adding value in others' lives. Furthermore, it requires you to be able to implement tested marketing strategies and much much more...

**4. It is not just multi-level marketing done on the Internet** - Internet marketing does not simply involve joining a multi-level marketing company which mainly relies on the Internet to generate referrals. (though it is one of the

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business models) But there are tons of other business models that you can choose from.

**5. It is not a battle of seeing who can collect the most email addresses as possible** – And thereafter proceed to try to spam people with your offers. Ethical internet marketers DO NOT believe in spamming. Though list building is important, we use an autoresponder and do not send out unsolicited emails.

**6. It is not simply grabbing an affiliate link** - And trying to display it in as many places as possible on the Internet with the hope that people will click on your link and buy your affiliate recommendations. (this is called affiliate marketing done in the wrong way, but more on affiliate marketing later)

**7. It is not a scam** - Period. No doubt, there are people who will try to con you into buying products which teach you how to make money online when on the other hand they do not even know how. Likewise, there are online programs which merely ask people to pay to join and refer others but do not offer any product/service of real value.

Yes, these are examples of scams. But I boldly say that most internet marketers operate through ethical methods. For those that do not, their success (if any) will surely be short-lived.

First of all, there aren't as many scams on the internet as how mainline media have over-exaggerated in their reports and have you think. If that's the case, why do so many people *cry scam?*



Probably, it's because of all the hype and false impressions that have been created by many marketers resulting in many unrealistic expectations being set.

People go into every business opportunity (both online and offline) thinking that they are going to be a millionaire overnight.

And when they do not, they cry scam. Many simply expect others to do the work and bring in the profits for themselves. Here's the shocker: No one is going to do that for you! You simply got to take charge of your own success and wealth. To learn how to effectively take charge of your wealth, check out this [ultimate wealth building course](#).

Alright, I know the list can go on, but just would like to move on now to...

## **So Why Choose Internet Marketing?**

Certainly, you must have a reason for choosing one thing over another.

So what is all the big deal about internet marketing and why does everyone seem to be emailing you and promoting stuffs about internet marketing?

Firstly, you have to understand this. Not everyone who promotes internet marketing might be doing it out of your best interests. It could be that they have a monetary incentive for doing so. (Eg. They get a commission when they refer you to join a program or buy a product)

And trust me, there are many people who will promote a program/product which they have never personally benefited from, just to earn your money. And they do so by giving you the impression that you're going to make money from it.

Such behavior is definitely not to be condoned and one should never fall victim to such traps.

So having said so much, does internet marketing live up to all its hype? Well, yes and no. Firstly, I must admit there are many outrageous claims of the level of income being earned online and there are many scams going around (with false promises and doctored checks) Despite that fact, there are many reputable and credible internet marketers who have really manage to accumulate a huge amount of wealth online.

Now, let's take a look at the advantages of choosing internet marketing as an income stream or a way of doing business.

**1. You can operate from virtually anywhere in the world** – This is provided as long as you have a computer/laptop and internet access. Be it at home, or out traveling in other countries, you can run your business as per normal. In a traditional business, your full time presence is required whereas in an Internet business, you can run it part-time from home and afford to spare just a few hours a day. You can communicate with your customers via email even when you're traveling and you can make changes to your websites or products being offered regardless of where you are.

**2. You have the lowest startup and operating costs** – This is probably one of the biggest advantages. Think about it. In a traditional business, you probably have to spend several thousand dollars just to get started. And your monthly operating costs would almost certainly take up at least a few thousand dollars even for small businesses. This can be a huge barrier for many people.

On the contrary, an Internet business only requires a shoe-sting budget. There are many people who have gone on to build online businesses grossing tens of

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thousands of dollars per month with only a start up capital of only a few hundred dollars.

Furthermore, your monthly operating costs is a bare minimal and certainly affordable for most people. Even if you can only afford to spare \$100 per month, you can still pay your web hosting and autoresponder service, and still have some spare cash left for advertising.

**3. You can target any consumer market in the world** – Once again, an internet business is not restricted by its geographical boundaries. In a traditional offline business is located in Singapore, its market is restricted to mostly Singaporean residents. However, with an Internet business, your market is the 935 million Internet users and this number is increasing at an astounding rate!

All you need is to capture a very small portion of this market share and your profits would be huge. Thus, it's a great way of scaling a business and reaching out to a wider group of audience.

**4. You have the ability to do what you truly love** – Now, I'm sure most people go to work today with lots of grievances and reluctance. And I'm not surprised. Being under the command of someone else certainly ain't rewarding regardless of how high the pay is. Furthermore, most people are forced to take up jobs in industries they do not enjoy but have no choice to remain due to financial constraints.

If given a choice, I'm sure most people would love to do something which they truly have a passion for. And guess what? An internet business can give you this luxury. You can choose to target a market which you're absolutely passionate about.

You might be feeling skeptical but let me give you an example.

Love gaming? There are people who have created successful online businesses selling guides on how to play computer games. You can also create an interest website targeted towards lovers of a particular game.

Let's use a more extreme example. Love iguanas? Don't fret! As there's an example of a successful online business owner who sells eBooks on how to take care of your pet iguana. (It's true!)

The opportunities are limitless and you just have to be creative and be willing to do the necessary market research.

**5. Ability to do it part-time and yet earn a decent living** – Regardless of whether you're a student (like me), a housewife, a grandmother or someone holding a full-time job, you can engage in internet marketing just by sparing a few hours a week and earn a decent income. Obviously, the more time you're able

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to fork out (especially in the initial stages), the higher and faster your income potential can be reached. But I'm sure not everyone is looking to make a full-time income from internet marketing (though I honestly feel that is one of the best options). You might just be looking for a few hundred dollars of spare cash to pay your bills. That is definitely achievable even with a few hours of time put in each week.

**6. Ability to operate 24 hrs a day on autopilot mode** - Your internet business is able to run 24 hours a day whereas your traditional business is limited to the business week and business hours. In other words, your business working hours are not restricted and you have the potential of literally earning money even while you're not awake or having fun.

In this aspect, by referring internet marketing as a way of 'making money while you sleep' is relatively true as sales can definitely be made even while you're sleeping. Nonetheless, much preparation and hard work must first be done in order to make this come true.

Hence, one of the attractive aspects of internet marketing is the huge deal of automation involved. Once you set up your sales copy, payment system and also your autoresponder (do not worry too much about the technical terms first), your sales funnel can run on its own. Even your products are automatically delivered and you do not have to worry about any difficulties or delays in delivering your goods. (provided it's a digital product of course)

**7. Lastly, the ability to earn you passive income and even multiple streams of income** – I'm sure most people would love to attain financial freedom one day. However, in order to attain that status, you need to have enough passive income.

First, you need to know the difference between active and passive income. Active income is what most people are earning, whereby it requires you to actively work for it. If you were to stop working one day, you do not earn any income.

Passive income refers to income you will continue to receive even after you stop working. This could include interest, dividends, royalties and profits from a business. Well, you get the idea.

But what's the big deal about passive income? You see, the world today has changed. Gone are the days whereby you can simply rely on your full-time job and retire peacefully. If you only rely on only one source of income today, your financial situation is under a huge risk.

Just imagine, how would you feel if you were to slog your whole life out for your employer only to receive the news that you have just gotten retrenched? What would happen to your loved ones? If you happen to have some savings on hand, you may be able to survive for a few months.

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But the shocking thing is, most people do not even have savings to cover their expenses for three months!

On the other hand, how would you feel if you've built for yourself multiple streams of income? If one stream were to stop, you do not have to worry as you have other streams to depend on. Your spouse does not have to bear the extra burden and your children do not have to suffer.

You see, I've seen too many cases of people (graduates included) working so hard in their job but yet are perpetually complaining about it. In the end, they dread their job absolutely but yet are forced to report to work as usual simply because they do not have any other sources of income to fall back on.

There are so many reports recently of managers getting retrenched after the age of 45 and remain unemployed thereafter. If one day, things go wrong for your employer, the same goes for your wealth and success. So why let others determine your future, why not shape your own? If things were to go wrong for yourself, at least you have the control to change it.

I used to think that just by having a degree I can get to live my desired lifestyle. But the shocking truth is finally starting to sink in.

So what am I trying to emphasize here? Simple – the importance of creating multiple streams of income for yourself! If possible, passive streams of income. If you do not think of yourself, at least think of your loved ones.

Hence, together the automation plus passive income brought about by internet marketing will provide you with the much sought-after freedom (both time & financial).

So having said so much, I believe you should be bought over by the benefits of running an online business. If you're still not, then I honestly do not know what else will. Take note I've still touch on the true earning potential of earning money online.

So that brings me to my next point...



## **So How Much Can You Potentially Earn?**

Certainly, this is one important question that needs to be answered. Everyone needs money and seeks wealth for various reasons. So in order for you to trade your time to venture into internet marketing or even choose it as your main income stream, you need to know how much can you potentially earn.

Well, do I even have an answer? Frankly, I do not wish to give you any false hope or impressions. The truth is, there are indeed many people from all around the world who are consistently five and even six figures per month. However, what may work for one may not work for another. Furthermore, what is hidden is the path that they took to reach that status and income.

You've got to be realistic and practical. Truth is, in any industry, there are the minority who make tons of money while the majority makes an average living or struggle to make ends meet.

Likewise, for internet marketers, it's the minority who makes the bulk of the income. And for those who belong to the minority, they are the ones who are willing to put in the time and effort coupled with lots of determination and patience.

Remember, do not let other's level of income determine your own. There is really no need to find out how much others are earning as it is by no means your gauge.

Firstly, ask yourself this question: 'How much money would you like to earn?'

Next question is: 'How much effort and investment are you willing to put in to earn that desired amount of income?'

Once you've decided on the answer for both questions, go ahead to master the necessary knowledge required and put in the necessary effort to reach your goals.

But if you still would like a sneak peek of the earning potential, let me give you an example. Singaporean [Ewen Chia](#), also known as the no.1 affiliate in the world, once made \$1.48 million in sales in under 48 hours.

Likewise, there are many examples of big established internet marketers who consistently gross six figures or even seven figures annual income.

Still, my advice is, do not dig too much into these figures or start to doubt the credibility of these sources.

Remember, it's not about how much others are earning but rather, how much effort are you willing to put in to earn your desired amount of income. Nothing is impossible. If others can do it, so can you.

## **But How Is Money Being Earned Online?**

So, having dwelled so much on the advantages of internet marketing and also the potential of it, your next question should be: *How do people really make money on the Internet?*

You might still be skeptical at the thought of earning money online and wondering if it's ethical or even *legal*. Firstly, have you ever purchased something online? Chances are, you have! True enough, online shopping is getting more and more popular due to the convenience and variety provided. Even if you have not, you should at least have been tempted to do so in one way or another.

Hence, you should know it's indeed possible to earn money online.

So how do people earn money online?

I think you'll be amazed by the variety of money-making opportunities or online business models that one can adopt.

I'm not going to go into the details here, but just to give you a brief idea.

**1. Selling physical products** - These refer to anything that is sold in the offline world. Eg. Clothes, appliances, books, groceries etc...

**2. Selling digital products** – This is the most common type of product being sold online. Reason is it is easy and extremely affordable to create and allows instant delivery. The profit margin is also much higher (or even 100%) as you just have to create it once and you do not incur any extra costs when people buy your product. Eg. eBooks, software, interviews, web graphics etc.

**3. Selling advertising space** – When your website is popular and receives lots of traffic, advertisers would naturally be interested in buying advertising space on your website especially if they are offering products which your blog audience will be interested in.

**4. Setting up a membership site** – You can set up a membership site which charges members a monthly in return for products or services that you provide. This is a great way to earn you a recurring income.

**5. Affiliate marketing** – This basically refers to selling other people's product in return for a commission. This is probably the *fastest way* anyone can get started with earning money online. Not going to explain how this is done as you're going to find out how later.

Hopefully, this has given you a clearer picture of the ways to earn money online and how internet marketing is done. However, before you ponder upon on how

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you're going to incorporate these business models into your strategies, first you need to understand something.

The No.1 reason why people go online is not to buy products, but to search for information. And chances are, they are also seeking solutions to their problems. Thus, you have to focus on being an information provider and positioning your products as solutions to their problems.

If you're able to provide the information that they are seeking and you are able to give them value and knowledge as well as save them time, people are going to buy your products.

You may not know this but the no.1 product that sells on the Internet is sex. No doubt. Not to worry as you do not necessarily have to sell the same thing online. But guess what's the second most popular product that is being sold online?  
***Information products!***

Information products are truly one of the hottest and most profitable products currently selling on the Internet.

Also remember this, people do not buy products but they buy solutions and benefits. For instance, you do not buy an air conditioner for the fact that it is an air conditioner. You buy it because it cools you on a hot day and provides you comfort.

Hence, if you're able to position your information products as the ultimate solution provider to a niggling problem faced by a huge & common group of people, you are definitely on your way to some online riches.

So now lets move on to discover some of the truths of internet marketing...



## **Truths About Internet Marketing Exposed**

### **1. More than 90% of internet marketers fail to make a decent income online**

What? After all the advantages mentioned above and painting such a rosy picture of internet marketing, ultimately more than 90% of all internet marketers fail?

Yes, that's right. It's a fact. Chances are, many of those people who are trying to teach you how to earn money online have not earned a single cent online themselves.

Likewise, many affiliate marketers have not managed to make an affiliate sale.

Even for some of those who are earning some money online, what they are earning certainly does not justify the amount of time spent or live up to the hype and glamour being portrayed.

So why is everyone giving the impression that internet marketing is easy and you can earn lots of money without putting in much effort?

Simple. As mentioned earlier, they might have a monetary incentive for doing so. And many of the self proclaimed 'gurus' would obviously not reveal to you this truth as many people might be get turned off if they know the truth. (which would obviously affect their sales)

The gurus' want you to think that earning money online is simple, especially if you adopt their system or buy their products. Thus, by painting such a beautiful picture, people would be more willing to try out the internet marketing related products/programs they are offering.

Furthermore, most people have been 'trained' to promote internet marketing related products. Why do I say that? This is because when you buy an affiliate marketing guide for instance, the affiliate program owner would naturally train his affiliates to promote his very own products.

Thus, people would want to earn money back on their investment and thus will proceed to tell you how good affiliate marketing is and yada yada... And then proceed to recommend you to buy the same affiliate guide they have bought, even when they probably have not earned a single cent from affiliate marketing.

And so the cycle continues...

Hopefully, knowing this truth will activate a sigh of relief from those who have been disillusioned and wondering why everyone else seems to be earning big bucks except for you.

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So let's go back to the previous question, **'Why Choose Internet Marketing?'**

The answer is even simpler. Most of those who fail are as a result of their own actions or lack thereof. Hence, if you have an inkling of what the actions you should take or avoid are, you have every chance of joining the elite 5% who earn five or six figures a month.

And think about it, even if you're do not join the elite group who gross five or six figures paychecks every month, you can indeed earn at least a decent \$4k-\$5k a month with the right ingredients to success (yes I'm coming to that later...)

This should put you among the above average income bracket in most countries. And take note, you are enjoying the luxury of being able to work from home or virtually anywhere in the world coupled with doing something that you love and not being under the command of your boss. The value that you derive from this freedom is certainly priceless.

So all you need to do is to know exactly why people fail and avoid the mistakes that they make. Most importantly, I'm going to share with you what are the ingredients that every internet marketer ought to have in order to succeed in the later section.

### **2. Many claims of guaranteed results are false and bogus**

Frankly, there's no such thing as guaranteed results. True enough, you do see many outrageous claims made by product owners of how much you are guaranteed to earn just by trying out their products. However, we all know that nothing in the world is guaranteed. Likewise, your results in internet marketing can never be guaranteed no matter what.

Let me give you an example. You see it's a fact that each of us is gifted by God with unique talents. But the truth is, only around 5% of all human beings are committed to take action and make full use of the talents they've been gifted with.

Thus, this explains why only 5% of the people in the world are successful.

Similarly, no matter how good a business opportunity is, it all boils down to the commitment level of each individual. The same business opportunity or action plan presented to two different unique individuals will yield completely different results.

This is because we all have different learning capabilities and understanding of any subject. Furthermore, the commitment level and willingness to take action varies.

The bottom line is, no one can guarantee your results.

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You ultimately have to be absolutely committed towards achieving your own goals and take full responsibility of your own results.

### 3. There will always be risks involved and there might be failures

No doubt, just like any single business venture (both online & offline) in the world, there are risks involved.

But, in order to be a successful entrepreneur, you have to be willing to take risks. Or should I say calculated risks. Meaning to say, you should not take risks blindly but rather do the necessary research beforehand to determine if your business is going to be profitable.



It all depends on you making the right judgments.

How many of you have had business ideas you think will work but are only to be put off by your own fear of taking risks and/or encountering failure?

Now here's a quote I learnt from Anthony Robbins, the No.1 motivational speaker in the world: *'Success is the result of good judgment. Good judgment is the result of experience. And experience is the result of bad judgment.'*

The truth is, **success rarely happens without failure**. Most successful people would have failed at one point or another.

Hence, it all depends on how we are able to turn failure into success. Remember, it took Thomas Edison 999 attempts before he got the light bulb right. Had he given up at any point of time, we might still be living in a world of darkness.

Likewise, many of the top internet marketers would never have achieved their status today if they have not committed all the mistakes and learnt from their failures. So it's really alright to make mistakes or experience failures.

What matters most is you learn from it and do not commit the same mistakes again.

Furthermore, internet marketing actually provides you with more room for failing and bouncing back.

Why is that so? Think about it realistically. If you were to start up a traditional business today, what would be your costs of winding down? Chances are, you would have already invested a huge amount of capital and accumulated a ton of overheads. If you were to shut down your business, you would lose all of them completely and maybe get zero in return.

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This explains why many offline businesses are being forced to continue running despite making a loss just so not to waste their start up capital.

On the other hand, how much can you potentially lose in an online business?

Well perhaps you would have wasted money on buying a domain name (equivalent to your business name) which costs around \$9 a year. Yes, for the entire year!

Other than that, your web hosting (equivalent to rental space) costs you around \$9 per month. So, as you can see, your monetary investments are really low and thus the monetary risks involved are really minimal.

No doubt, there are many programs/products which offer little value and you might have to pay a high price for them. However, most are backed by a money back guarantee. So if you feel you do not genuinely benefit from them, please do activate the money back guarantee.

Next up, there are the risks of being a victim of online scams. My advice is, do adequate research before making a decision to join or buy anything online. Do not be blinded by the flowery claims and the lure of big bucks. Always exercise common sense and do not let your emotions affect your otherwise logical thinking.

You can always do a search on Google and read through reviews from credible sources beforehand. Learn how to protect yourself and your money.

Lastly, it's a fact that internet marketing truly has considerably lesser risks than your normal offline business ventures. However, one of the main reasons people fail to make money online can be attributed to this exact reason. Simply because of the low risks of failure involved, people are contented with putting in the minimal effort and achieving mediocre results.

So do not let this affect your commitment towards your success in internet marketing!

Now, I shall move on to one of the most important sections of this report...

### Ingredients to Achieve Success in Internet Marketing

These ingredients certainly do not refer to any over priced products currently being sold by the gurus. So do not worry that I'm going to recommend you something so that I can fill my pocket. These are really simple ingredients that anyone can possess at no cost at all.

#### 1. A Strong Driving Force

In order to succeed in anything you do, you first need to identify your driving factor. So, first ask yourself this question "Why do you want to venture into internet marketing?"

I guess the natural answer would be to have more money. But ask yourself this other question, 'Why do you want more money in the first place?'

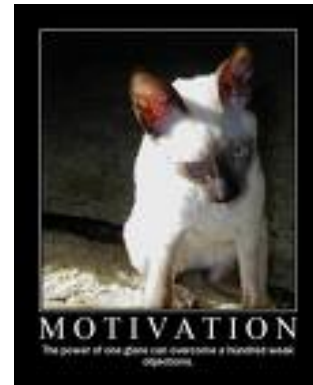
Different people seek wealth for different reasons. Some slog their lives so as to buy their dream car or house, some want to provide a better lifestyle for their loved ones, whereas some pledge their entire fortune to charity.

So what is your motivating factor to create more wealth? You may not be aware, but the *reason* for doing something rates much stronger than the *methods* you use to get the job done. If you have a strong enough 'why' to go online and create a successful business and passive streams of income, then you will find ways to do exactly so.

Most people will NEVER get what they want in their lives because they do not know why they want it. So what I encourage you to do now is to think about what your motivating factor is and establish the reasons why you want to create more wealth for yourself.

There's really nothing wrong in wanting to earn money through internet marketing. Money can indeed be one of your driving factors, though it may not be the best. (but we'll touch on that later)

However, money is definitely not everything nor is it equal to happiness. There are many things which I would not give up for any amount of money. For instance, I would not give up my faith in God for a billion dollars. Likewise, any amount of money would fail to bring me happiness if I am to be without good health and the presence of my loved ones.



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But, here's something for you to think about! Would you rather be unhappy with money or unhappy without money? I don't know about you but I'll definitely choose the former.

Ask yourself this honestly, 'Do you want a better life for yourself and your loved ones?' I'm sure most people would definitely answer yes. But if I were to ask 'How many of you are absolutely committed to achieving wealth and success?' few would answer yes.

No doubt, most people dream about leading a better life. Despite so, the majority still choose to idle their time away indulging themselves in activities such as spending long hours in front of the TV or having a busy night life instead of striving to achieve their desired lifestyle. Well, I used to be one of them too.

Sorry for drifting abit here. My point is, first establish your driving factor before moving on!

Do you want to be able to attain financial freedom at a young age so that you can afford some of the finer things in life instead of living paycheck to paycheck?

Do you want to provide a better lifestyle for your parents or spouse and kids?

Do you want to get out of the rat race and own your own business instead of placing your future in someone else's hands?

Whatever it is, the driving factor must be strong enough to make you committed to take action to achieve it. Take one moment to close your eyes and visualize what having a successful online business mean to you. How will it make a difference in your or your loved ones life?

And once you've established your driving factor, write it down so you'll always remember it! If you need help with your driving factor, [click here](#).

### **2. Willingness to Make The Necessary Investments**

There are certain investments that a every successful internet needs to make, and it does not necessarily refer to monetary investments. There are three main investments you need to make:

**a) Firstly, you must be willing to invest in the necessary tools and services.** And yes, this involves money.

You need to register your own [domain name](#) for starters. And you also need a good reliable hosting account (like [Hostgator](#)) to host your domain name. These will be the pre-requisites towards getting your website up and running.

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The next thing required of you to become a successful internet marketer is to learn how to manage a huge subscribers' list. And naturally, you will need a service whereby you can collect the vital information of your subscribers/customers. And this service is called an [autoresponder](#). So you do need to make the investment in subscribing to an [autoresponder service](#). A good and reliable autoresponder (like [Aweber](#)) will cost you around \$19.95 per month.

Now of course there are other services and tools that you can slowly purchase along the way such as merchant account, setting up an affiliate program or customer support system etc. But for starters, a web host and an autoresponder should be the necessary requirements for all internet marketers.

Now, one of the common questions or trends that I've encountered among internet marketing newbies is that they are constantly seeking for a way to 'earn money without putting in much money and time'.

This is interesting indeed. Chances are, these people are slogging their lives out in their jobs with little rewards. So if they're willing to trade their entire lives for such little pay and freedom, why is it that they are unwilling to trade some time and money in return for huge freedom gains?

I say wake up and smell the coffee. True, you can earn money online with minimal capital or even nothing at all. But obviously, that will require a much longer time for you to achieve your goals. Frankly, it's impossible to make a decent income online without spending money on the necessary services mentioned above.

So what happens when you have really no money to spare?

It's understandable as I literally had to scrimp and save just to pay for my web host and autoresponder initially. Believe it or not, I actually went days without proper meals. (I'm not kidding, though it's highly inadvisable)

If you really can't afford to spare the money right now, here's my advice.

Firstly, you can work really hard and accumulate some savings. Meaning to say, you have to trade your time by taking up extra jobs or by offering your services to other internet marketers. I'm sure you'll be able to find some freelance jobs related to internet marketing and in that way, you get to earn some active income which can help pay for your essential services for internet marketing.

If you're unwilling to trade your time nor willing to fork out any money, then my suggestion is to stick to your day job. It's obvious that your driving factor is not strong enough and perhaps internet marketing truly isn't right for you at this stage.

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It's a simple truth. If you do not have money, then you've simply got to be willing to put in more time and effort. Certainly, having more capital at hand will enable you to outsource certain stuffs which can increase your results.

Nonetheless, having more capital might not necessarily work to your advantage as you might be less motivated to work hard. On the contrary, knowing that your finances is lacking can serve as a huge driving force.

The good new is, you do not need a million dollars to make your first million. But if you really can't afford to spare much, then just set realistic expectations and do not expect to become a millionaire overnight.

Remember, nothing is unachievable. It all depends on how much effort and time you're willing to put in to achieve it.

### **b) Next, your time and effort**

Secondly, you must be willing to invest your time and effort (lots of it). Now, success comes with hard work. No doubt, you can cut short the time required by outsourcing and working smart etc, but I would be lying to you if I say you can make a lot of money without first putting in the hard work.



Even if you were to outsource, you still have to put in the hard work to learn how to outsource and research on who to outsource to.

So, hard work is a MUST especially at the initial stages.

Even if you are a slightly advanced marketer, you also need to spend time learning and implementing new strategies to your business. The Internet is constantly evolving. What works for yesterday might not work for today. So you need to be constantly updated of the latest trends and technologies.

When you've managed to successfully establish your business and have started earning a decent income, you can then afford to spend less time on the nitty gritty stuffs through outsourcing and concentrate more on creating ideas and building long term strategies.

### **c) Invest in Yourself**

The last investment you ought to make is to invest in yourself. Basically, it means investing in your education in internet marketing.

Take note that by investing in your education actually involves the three forms of investment being mentioned earlier, namely money, time and effort.

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Certainly, there's a price to pay for any type of education. Getting a degree in any university requires you to pay a huge amount of money. On the contrary, education in internet marketing is considered relatively cheaper. Most good eBooks or courses will cost a few hundred bucks at most.

You need to invest in quality eBooks, seminars and courses in order to equip yourself with the right knowledge and skills necessary for your business to grow.

Also, one of the fastest ways to succeed online is to get a great mentor or coach. Obviously, that's going to cost a lot more especially if you're looking at an established internet marketing expert.

And of course, you then need to spend time and effort fully absorbing what is being taught in these resources and thereafter implementing them.

Nonetheless, investing in yourself is the best form of investment. The knowledge that you pick up will always remain in you and when you apply them, the rewards reaped will be limitless. Certainly beats investing in the latest cars or gadgets, isn't it? [Click here](#) to invest in a really affordable newbie course.

### 3. Set Clear Goals & Be Absolutely Focused

With so many distractions on the Internet, it's no wonder people get strayed off their path towards their goals. So you first need to establish clear and well-defined goals. Once you've set out what goals you want to achieve, you got to be laser focused towards achieving them.



This means regardless of whatever distractions might come, you ain't going to allow yourself to be led astray by them.

One of the reasons why people suffer from information overload is because they allow themselves to be distracted. They listen to every single internet marketer and when the information provided varies, they get confused and lose track.

For instance, one internet marketer says you should focus on pay-per-click and you set yourself to master it. The next day, you come across an internet marketer who says pay-per-click sucks and you should try traffic exchanges. Thus, you decide to change strategy and master traffic exchanges instead. The next day, you encounter a totally different strategy and the cycle continues..

Obviously, you ain't going to achieve much this way. So you've got to be absolutely focused as to what you want to achieve. If you do not even know what you want to achieve (*your destination*), how are you ever going to achieve it (*reach your destination*)? [Click here](#) to learn how to set effective goals!

### **4. Take Consistent Action**

Success is mainly exclusive to those who bother to take consistent action. Of course, it requires you to take the right actions as the wrong actions would probably lead you to the opposite direction of your desired destination.

So how do you ensure that you are taking the right actions?

Firstly, you need to have a clear picture of what you want to achieve (as mentioned above). Once you know it, you just need to take the necessary actions that will bring you closer to those goals.

Secondly, invest in the right education for yourself. Surely, you need to learn from the proven sources. Not merely from people who are solely concerned about earning your money.

After acquiring the right knowledge from your education, it's time to take massive action (meaning lots of action consistently). You need to ensure that the actions that you take will lead you to your desired destination and nowhere else.

Remember, it's not about how much you know but how much action you're willing to take consistently to reach your desired goals.

### **5. Be willing to give relentlessly**

No worries about this because it does not involve giving your money away for free.

So what do you give away?

Knowledge & information!

As mentioned earlier, you need to be an information provider. So never be stingy with the information you provide.

You can provide information via a few ways. First of all, you can make informative blog posts. (requires you to set up a blog) Secondly, you can create free viral reports that can be given away freely. These can help in your list building and also to establish your credibility. Also, information can be dished out inside the emails you send to your subscribers.

Most importantly, the information that you offer to others must be of tremendous value.

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Your main priority should NOT be focusing on how to squeeze the maximum amount of money from your visitors or customers but on how to offer the most value.

Think about it, would you listen to someone who constantly bombards you with recommendations after recommendations with the intention of earning your money?

You need to show people that you genuinely care for them and want to help them solve their problems.

If all your efforts are simply geared towards affiliate promotions or promoting your own products, you're going to lose all your visitors and subscribers.

So **show people that you care**, and remember that what people really care about are their goals and anyone who seems sincere to help them reach those goals will earn their respect and attention.

### **6. Focus On The Long Term**

One of the common mistakes made by people is that they tend to focus on short term gains instead of long-term profits.

So does it mean you should merely focus on long term profits?

Not necessarily true either.

Just like setting goals, you need to have both short term goals and long term goals. But your short term goals should be your milestones towards reaching your final destination.

Likewise, you definitely need short term gains else it can get really depressing with absolutely no money flowing in for a long period of time.

So what do I mean by focusing on the long term instead?

Firstly, you need to have a long term plan. And do not be overly concerned about squeezing out some money from every effort that you put in. This is kind of linked to the previous point about giving relentlessly.

For example, when you create a free viral report, you are effectively making a loss up front as you do not gain any instant monetary incentive for letting others download it.

However, you are actually building your list and in the long term, you can potentially earn big on the backend offers.

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You see, you can actually create the report and sell it for some quick gains. However, the number of customers you gain might be considerably lesser than the number of subscribers you can potentially acquire.

Effectively, your short term gains were earned at the expense of future long term profits.

So every decision that you make, do not be overly myopic and always focus on what you can achieve from it in the long term. This will give you better leverage on your efforts definitely.

### **7. Never Give Up!**

Lastly, never give up! Everyone will experience failures at one point in their life. What matters most is to stay firm and persist. One of the traits of all successful internet marketers (in fact anyone!) is that they never give up when they face setbacks.

When the going gets tough, refer back to your driving factor and use it as a motivation force.

One of the main reasons why internet marketers give up and quit easily is also because of unrealistic expectations followed by disillusionment. So the first thing you need to do is to set realistic expectations. Now that you are able to set realistic expectations for yourself, the chances of you deciding to give up should naturally decrease.

But when you do get disillusioned, find someone also involved in internet marketing and seek his/her advice. Get to know like-minded people and you can exchange pointers and motivate one another.

Make friends and develop meaningful and genuine relationships.

Remember, internet marketing does not have to be lonely.



## Internet Marketing Exposed

### **So What Now?**

So now that you know exactly what internet marketing is all about and also what expectations can you form of internet marketing, you have probably made a decision as to whether to venture further into the world of internet marketing.

You have two choices now. *The first option:* Go back to where you started from and continue to lead your life as normal.

Or you can choose the ***second option:*** *Which is to start developing the ingredients for success that were mentioned in the earlier section and make the decision to become a successful internet marketer.*

Obviously, I sincerely hope that you choose the latter.

Having witnessed and experienced the full advantages of using internet marketing as a form of income stream, I honestly feel that everyone has something to gain from learning how to use the Internet as a marketing tool.

Hopefully having cleared the air about the myths of internet marketing, you've learnt that making money online is not only a reality, but a thriving opportunity. Like it or not, the Internet has and will continue to shape our lives and also how businesses operate. So why not ride on this emerging trend?

The next natural question is, how do you start and where to go from now?

Every thing needs a start. You just have to make the decision to take the first step. So I strongly urge you to do so.

With that, I wish you all the best in your internet marketing endeavors.

Remember, internet marketing can be fun and profitable at the same time. Most importantly, internet marketing does not have to be lonely...

Sincerely & God Bless,

Calvin Woon & Jonathan Teng  
IM Buzz Creators

## **Recommended Resources**

**1) How to Get A Domain Name**

- [NameCheap](#)

**2) How to Get A Hosting Account**

- [Hostgator](#)

**3) Autoresponder Account**

- [Aweber](#)

**4) All-In-One Services Provider**

- [Web Prosperity](#)

**5) Affordable Killer Graphics**

- [www.InstantKillerGraphics.com/discount.php](http://www.InstantKillerGraphics.com/discount.php)

**6) Affordable Sales Letters**

- [www.InstantCopyBox.com](http://www.InstantCopyBox.com)

**7) Killer Videos For Your Websites**

- [www.InstantKillerVideos.com](http://www.InstantKillerVideos.com)

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**One rebrandable software every month** in which you can rebrand with your own banners and text links to promote the products of your choice

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