

# The Newbie Fast Track Guide



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## **Introduction**

One of the truly great things about internet marketing is that it is remarkably easy for anyone to become an internet marketer.

You do not need any college degree, specific technical training or experience. Age, gender and locality are no bar to being a successful internet marketer either.

Moreover, unlike a traditional 'bricks and mortar', real-world business, you do not need to have a significant amount of start-up capital behind you either.

Whilst I have no doubt that the picture is changing and will continue to do so, almost no one in the internet marketing business has any formal training of any kind as an online marketer. In effect, therefore, almost everyone starts out playing the internet marketing game on a level playing field.

Of course, some marketers do come into the internet marketing business with significant amounts of real-world business experience, and there is little doubt that such extensive business experience does give them an advantage.

Nevertheless, it is still true that in practical terms, whilst everyone can have lots of good ideas, every marketing beginner or 'newbie' starts off with little or no previous experience.

In other words, no matter who they are or where they are now, even the best known gurus and experts in the business started off as exactly the same sort of online business newbie as you are now.

However, if that is the position that you still find yourself in, you should take that as a huge encouragement, because quite clearly, by becoming recognized experts or gurus, these people have long since managed to lose their 'newbie' status.

That should tell you that you can do exactly the same.

However, there is no doubt that for many internet marketing beginners, the biggest question is, what exactly do they need to do in order to move on from being a newbie?

Therefore, the purpose of this book is to look at various different aspects of making that big leap forward, and also at some of the actions that you will need to take in order to do so.

It will also highlight the crucial questions that you must ask yourself in order to attain a real understanding of what it is that really motivates you, and how you can harness that motivation to power yourself onwards to the next level.

## **Why are you doing this?**

As a newbie, you are really just scratching at the surface of the internet marketing money making world. And, in all honesty, there is no definitive or clearly marked point or time after which you stop being a newbie and become an intermediate and then, later, an advanced marketer.

At the same time, most newbies have little or no idea about what they are doing in terms of their online money making efforts and, more importantly, *why* they are doing it. Oh, sure, there may be a couple of reason that they *think* or *believe* that they are doing this for, but..

In order to begin the process of moving forward to the next stage of your internet marketing career (which is exactly what the things that you are doing right now can become if you do things right from here on in) you need to start asking yourself many relatively deep questions.

The first and most important to answer is, why are you doing this?

Now, if your answer is something along the lines of, because you need more money, then I have news for you. That puts you in a very non-exclusive club that contains just about every individual human being on plant earth!

Everyone wants more money. Itinerants living in the park need more money to buy their next meal, Mom at home needs more money to buy little Johnny his next new bike, and even the richest man in the world needs more money so that he can massage his ego by showing off what a success he is.

Wanting extra money should never be the answer to this question, and if that truly is your motivation, then you have chosen the wrong vocation. It would be much easier to get yourself a weekend job flipping burgers or work in a bar at nights. Both of these are far more reliable sources of extra income, and you'll certainly see the results far more quickly (in the form of a pay-packet at the end of the very first week).

Having said that, I don't doubt that some newbie marketers will come into internet marketing because they have fallen hook, line and sinker for the ridiculous notion that there are huge amounts of *easy* money to be made online. Unfortunately, there is not, and whether you realize that early on or only after wasting money on half a dozen 'get rich quick from this fantastic

system' manuals, the fact remains that making money online is not easy, and it does require hard work, organization and planning.

So, you need to move past that 'make more money' superficial reasoning to discover what it is that really motivates you to want to become a successful internet marketer. Money should never be an end in itself. For sane people, money is never more than a means to achieve the end result that they most want to achieve, and you would classify yourself as sane, wouldn't you?

You must therefore know what your desired end result is, because, if you do not, any success that you enjoy will almost certainly be entirely accidental and, moreover, very probably extremely temporary as well.

Here are a few of the most common reasons that people come up with as their personal motivation, so you can get more idea of the kind of self-examination that is needed. Do this before anything else, because otherwise, you have no chance of moving on from being a raw newbie:

- You want to spend more time with your family and kids.
- You want to live in a debt and rent free house.
- You want to be able to go on holiday whenever you like, to visit wherever you want and stay there for as long as you want to.
- You want to be the one that controls how much you earn, rather than being reliant on an employer to do so.
- You don't want to commute to or get dressed for the office every day.
- You simply prefer running your online business from the comfort of home to driving a truck, digging the road or working in a paint shop all day!

It is vitally important that you have a clear picture and understanding of why you are trying to become a successful internet marketer in the first place for one very important reason.

Whether you realize it or not, you will almost certainly fail (perhaps several times) before you finally succeed.

In order to be able to keep going when everything seems to be going against you, you have got to have a clear vision of what it is that drives you,

because it only by retaining and believing in this vision that you will be able to keep on fighting.

## Section summary:

- You must understand why you want to be a successful internet marketer.
- Wanting to make more money is not a satisfactory answer, and if that is the best motivation you have, then you're probably in the wrong business.
- If you do not understand your real motivation, then the chances are high that you never will be as successful as you want to be.



## **The importance of attitude and planning**

If you want to become a serious and profitable internet marketer, there are certain things that you must do in order to have a real chance of succeeding in achieving your ambition.

The first thing that you have to acquire is the correct attitude.

Whether you market online on a full-time or part-time basis, you must have the correct mental attitude when doing so, because not having that attitude will almost certainly doom your efforts to failure. And, the key to the correct attitude is to treat what you're doing as a serious business.

It cannot be something that you treat or think of as a hobby. A hobby is something that you indulge in from time to time when the whim takes you, and you cannot afford to approach your internet marketing business in the same manner.

For example, if you recommend a product to a potential customer, and they come back with questions about that product, you must answer them both promptly and accurately. To eventually get around to doing so a week or two later is simply not satisfactory, and it also guarantees that the customer concerned will make their purchase from anyone else but you.

Even if you do not have direct customers at the present moment, at some point in the future, you will do. Those customers will only do business with you if they can trust and rely on you.

At the same time, they will probably never meet you in person or come to your office. Their only point of contact between you is going to be via the internet, which is, in essence, a very impersonal medium of communication.

Also, never lose sight of the fact that the customer is always King. If they want or need you to do a job for them in the middle of the night, then that is what you have to do, because that is how a serious business person deals with such demands.

And, if the notion of getting out of bed at 3 a.m. to answer a telephone call from a customer on the other side of the world terrifies you, then you should question whether you are cut out for working in a business environment which is, by definition, open and operational 24/7.

This does not necessarily mean that your internet marketing activities cannot be fun. After all, if something is an enjoyable experience, then it is far easier to do it, and as a general rule you will do the job far more efficiently and effectively if you are enjoying it too.

Having fun is, therefore, an important part of the internet marketing experience, but at the same time, at its central core, you must understand and appreciate that making money online is a serious business, and that it brings responsibilities with it.

If you're currently treating your internet marketing efforts as a hobby or interest, then you need to change that attitude immediately if you seriously have a desire to become anything other than an online marketing newbie.

Another extremely important aspect of your attitude is that you have to be a motivated, self-starting 'doer'. All of the great ideas in the world will never make any money whatsoever if you never put any of them into action.

The fear of failure is one of the biggest hurdles that massive numbers of internet marketers have to overcome. It is easier to 'hide behind' spending all day doing mundane administrative tasks than it is to get out there to try to make money for your business

The difference between success and failure is often represented by a very thin line. It is this fear of failure that causes many marketers to spend most of their days engaged in pointless, menial administrative tasks which will never make any money for their business, rather than taking a risk by pushing out there into the marketplace.

The fact is, no matter how long you work in the internet marketing industry, you will have failures. That is an unavoidable fact which you just have to live with. However, every time you do so, you will undoubtedly learn something from it, and what you learn should make it far more likely that you will push on to success in the future as long as you apply that knowledge and get off your backside to do something!

There is absolutely no reason to be scared of failing. It has happened before, and it will happen again.

At the same time, it is critically important that you become someone who acts rather than being a procrastinator who hides behind wasting the whole day with pointless non-moneymaking tasks.

Attitude is, without a doubt, the first thing that you must get right if you want to enjoy long-term success as an internet marketer.

After that comes the second question which is, do you have a plan?

Perhaps you are familiar with the age-old 'real world' business mantra which suggests that 'failing to plan is planning to fail'. This applies every bit as much in online business as it does in the offline business world.

Whilst it may not necessarily be possible at this stage of your online marketing career to put in place a detailed step-by-step plan of everything that you want to do over the next five years or so, you should nevertheless try to do some planning, even at the very beginning.

Without any kind of plan, you have no structure to your business activities, and therefore your focus is likely to be very poor as well.

Lack of focus is perhaps the number one reason why so many newbies who come into internet marketing never get past the first stage.

As an example, a very typical newbie scenario would have the marketer involved reading a report or e-book that tells them that product ABC is the best thing since sliced bread, and that they will become a millionaire by promoting it. Unfortunately, the book gives them very little guidance about exactly how they are supposed to promote or sell the product, and therefore, they manage to land only one or two sales.

Then they read another book or special report that they found was available for free download that says pretty much the same thing about product XYZ. So, they immediately jump on that product and find themselves in exactly the same situation once again.

Having got no joy from product XYZ, they move on to product 123, then ZYX and so on and so forth. Every couple of weeks, they change the product that they are promoting without ever really giving themselves enough time to see whether what they are doing is going to be successful.

This is such a typical newbie situation, and a classic demonstration of a complete and utter lack of planning or focus.

Many newbie marketers would perhaps suggest that it is not possible to put together a plan early in their career, because their knowledge of what is realistically achievable is perhaps not so highly developed at that point.

Whilst this is to a certain extent fair, it is nevertheless not a complete picture, and, given the importance of having a plan, it should not be allowed to get in the way of you creating a plan of some description.

For example, you can start with a framework built around where you are now in terms of your internet marketing career, and where you would like to be in three or six months time.

The type of questions that you should ask yourself in order to put together this framework would be along the lines of:

- How much money are you currently earning, and how much would you like to be earning in six months? It is important when answering this question that you try to stay realistic. If you're currently earning \$2 or \$3 a week, then, of course, you would *like* to be earning \$3000 a week in six months, but it is not going to happen. Aiming for \$50-\$100 a week would be a far more realistic and achievable plan.
- How do you currently make your online money? If, for example, you are promoting products as an affiliate, is that something that you would still be content with doing six months down the line? If you use [AdSense](#) advertising as your main cash generation resource, do you plan to continue doing so?
- Whichever method of making money online you are working, are you optimizing your efforts? For example, if you are an affiliate, are you certain that you know how to pick the products that are most likely to be top sellers? If you are using AdSense, are you doing so in the most effective and profitable manner?
- How are you currently marketing? Is what you're currently doing successfully bringing enough visitors to your web pages, and, if not, do you know how to change that fact for the better?
- Are you currently utilizing the time that you spend on your online marketing activities most effectively? If not, what changes can you make that will increase your effectiveness and efficiency?

Note that all of these questions relate to what you are doing now, and how you can improve in the future. They do not, therefore, assume that you are going to undertake a huge change of direction in the next six month period, because, once again, to do so might be indicative of a lack of focus.

What is important at this stage is to sit down and try to honestly assess your own strengths and weaknesses. At the same time, try to analyze your own knowledge with a view to establishing where you are most knowledgeable and where your knowledge needs the biggest improvement.

Also, understand that, whilst the internet marketing community as a whole probably likes to imagine itself to be representative of a whole brave new world of business, it is, in fact, no such thing. Business offline is all about buying and selling, and it is exactly the same within the online business community.

The only significant difference between the two is that the marketplace where people come together to buy, sell and trade is different, which is significantly different to the notion that the online business *model* itself is something revolutionary and new.

Running your own business in any guise or format is essentially the same. You start off making \$.50 a day, and progress from there to a daily \$1.00. After that, you progress to two dollars a day, then three dollars and so on.

In other words, building a business online or in the real world is a step by step process, and you cannot realistically expect to be able to run (in business terms) before you can walk.

Of course, you will see stories of online marketers who release products that make them \$1 million in less than 24 hours, but it is important to appreciate that they did not do that from a standing start. They had spent years building their business and their reputation within the business community to finally get into a position where that could happen.

Of course, you should create your first three or six month plan on the assumption that you will be more successful after a few months than you are now.

At the same time, however do be realistic about what you can hope to achieve in what is, in business terms, a relatively short time period.

For example, any marketer who launches a brand-new products onto the market knows that achieving [Google Page Rank](#) for their sales page is likely to boost their sales significantly. At the same time, they also know that achieving Google Page Rank can take many months, and that expecting to do so in a matter of a couple of weeks is just not going to happen.

Having a business plan of some type is one crucial aspect of becoming a long-term successful online marketer. Making sure that your plan is realistic is absolutely of equal importance.

## Section summary:

- In order to be successful and to progress from being a newbie, you must have the right attitude.
- That attitude must be businesslike and professional.
- These qualities must be allied with determination to succeed and a dedication to providing all of your customers with the best products and services that you can avail yourself of.
- Do not be scared of failure, and do not waste your time engaged in tasks that cannot make you any money. Failure happens to everyone on the internet to some degree or other, and you will be no exception.
- It is a big advantage to have a plan that covers at least the first three or six months of your internet marketing career. If you do not have one, you are making it far more likely that a lack of direction and focus will cause you to fail.
- Your plan should lay out in as much detail as possible exactly where you want to be at the end of your chosen period, although it will contain little specific detail of what you're going to do in order to achieve that objective.

## **If planning is not a strength...**

Having a plan in place is a big advantage, but it is also a fact that not everyone is good at planning. If you find yourself in this situation, it does not necessarily mean that you have no future as an internet marketer.

What it does mean, however, is that you have to adopt a slightly different approach, one that is best suited to your own character and personality.

### **Find a mentor**

If you're the kind of person who finds it very difficult to create a plan, or to stick to a plan once it has been created, then you might best be served by finding an experienced mentor who can ensure that you stick to the right path.

Unfortunately, whilst finding a mentor is a very sensible tactic that will definitely help you to be successful, it is not always that easy to find someone of suitable experience who would be willing to mentor you.

You will occasionally see a new program launched wherein a top level professional marketer offers to take on a small handful of newbies who they are willing to mentor to success. The two major problems with most of these mentoring program offers is that, firstly, they are usually massively oversubscribed and, secondly, there are generally very expensive as well.

Alternatively, there are various sites that specialize in introducing potential mentors to students who are looking for such people within their market sector or niche. A list of such sites can be found [here](#), whilst an example of a mentoring site can be seen [here](#) and this is an extremely [useful article about mentoring](#).

As you are reading this, it is assumed that you want to progress from being a green newbie in the internet marketing business to being someone who might be described as an intermediate level marketer. This being the case, whether you are using your own plan or want to engage the services of a mentor, you must be focusing all of your attention on working on one project or with one product only..

Whilst how you go about deciding what this project or product should be is something you will read more of in the next section, the point to understand is that the best person to mentor you will be dictated by the nature of that project or product.

For example, if you wanted to become a professional classic car restorer, then the ideal mentor for you would be an expert in classic car restoration. Employing a leading brain surgeon as your mentor would be both pointless and ridiculous!

Whilst this is a plainly absurd extreme example, it highlights the point that the best person to mentor you will be someone who is an expert in the topic or subject matter in which you want mentoring.

Perhaps up to now, you have not really decided what money making method you want to utilize in order to make progress in the internet marketing industry, and also what niche you intend to operate in.

However, you should not underestimate the importance of this choice.

As an example of the importance of the niche you choose, imagined that you are already an affiliate marketer who has so far promoted digital infoproducts to other internet marketers. The question now is, is this a suitable path to follow in order to make further progress.

Sadly, the chances are that it is not. By focusing on promoting to the internet marketing niche, you are picking a fight in an ultra-competitive marketplace where it is going to be extremely difficult to increase your earnings in the way that you would like.

If, however, you focus on promoting infoproducts outside the internet marketing industry, then your chances of success are significantly improved.

For instance, the weight loss infoproduct market is an extremely lucrative one, but the competition is an awful lot less cutthroat than it is trying to sell internet marketing products to other internet marketers. In this case, therefore, a slight change of focus could make a huge amount of difference to the future success of your internet marketing ventures.

Once you have come to a decision about what you want to do, then there are various ways that you can look for someone who might be interested in working with you as a mentor.

The first option is to find the most widely recognized experts and gurus in that particular market niche. This is, however, not always going to be particularly easy or productive. If, for example, you decided to continue promoting e-books as an affiliate marketer, you might try to find a top level e-book seller to mentor you, but why would they do so when you represent direct competition?



In other market niches, however, the experts might not be in direct competition with you. In this case, there is no conflict of interests and it should therefore be considerably easier to convince them to help you.

Find their websites and, if the site features a contact e-mail address, use it to try to get in touch with the expert behind the site in order to make your request. If, however, you cannot find a contact e-mail address on their site, try running a '[WhoIs](#)' search of the domain name, because if it is not privately registered, such a search should turn up a contact e-mail address.

The problem of this approach to finding a mentor is that you're doing nothing out of the ordinary. This is exactly the approach that most of the people in your niche will adopt when they try to find someone to mentor them, and therefore, the chances are that the expert in question gets dozens of such requests a week.

The chances of him (or her) agreeing are accordingly very slim.

A far better approach is to become a free-member of the forum sites highlighted in the next section of this report, and use those forums to get involved with other online marketers.

As long as you make an active and useful contribution to the forums in question, over time, other members will become aware of you. In fact, you may even be able to befriend other more advanced marketers in your market sector or niche through these forum sites.

Because of this burgeoning personal relationship, it will be considerably easier to approach them with a request for mentoring a little further down the line.

### **At least create a daily 'mini-plan'**

Before you close down your computer at the end of every working day, write down a list of everything that needs to be done the next day.

Then, put those tasks into the order in which you're going to do them and make certain that you list either the most difficult or least pleasant job first, or simply the one that is the most important.

From there, prioritize everything else that needs to be done the next day, and make certain that everything that is of importance is featured early or

high on that list. In that way, if you have been over-optimistic about what you can achieve in the day, the tasks that will remain undone at days end will be the relatively unimportant ones.

Keep every one of the daily plans that you create for a period of a week or two. After that time has elapsed, you should be able to see some kind of pattern emerging of what you're doing every day, and, more importantly, where what you do every day is taking you.

Is that the direction that you really want to go in?

If so, then that is excellent news, because what you have in front of you is a plan 'blueprint' created over the previous week or two based on actions as opposed to ideas, notions or words. If not, then you now have a detailed breakdown of where the most precious commodity that you possess (your time) is being frittered away whilst taking you no closer to the objective that you want to achieve. In effect, what you're looking at is an 'anti-plan' and if nothing else, that will show you all of the things that you do every day that you must stop doing. This too represents a very effective planning tool!

## Section summary:

- If you lack planning skills, then you might want to look for a mentor who can guide you to internet marketing success.
- Make sure that any mentor you choose to work with is an expert in the field wherein you are most interested in making money
- You can try approaching niche experts with your mentoring request, but you are likely to have far more success through niche focused forum sites.
- If you have no plan and no mentor, write down a detailed job plan for the next day at the end of the preceding one. Prioritize these jobs so that the most difficult or most important jobs are the first ones to be completed everyday.

**Teach yourself for free**

One of the biggest mistakes that many newbie internet marketers make is to think that by spending money, they can somehow buy themselves online marketing success.

The truth, however, is that it simply does not happen that way.

There are literally thousands of internet marketing products on the market, many of which claim that they have the secret key to the mystical door behind which all secrets of internet marketing are hidden.

By and large, the vast majority of these products are not worth spending your money on, and will teach you little or nothing.

There are also all many e-books and special reports that claim to offer full training for newbies, or a business plan that will somehow skyrocket said newbie to instant fame and fortune.

Again, products such as these prey on the beginners desire to be successful as quickly and as painlessly as possible. In effect, in this scenario, our newbie friend is looking for an instant 'magic bullet' that will remove all of their difficulties and problems, and make them profitable immediately.

Unfortunately, such a magic bullet does not exist.

What you really need to do is educate yourself, because it is only through such learning that you will come to see what is and what is not necessary for internet marketing success.

As suggested, there are hundreds of new products that hit the market every week and the vast majority claim that you cannot hope to be a successful internet marketer if you do not buy the product in question. Every time you do buy such a product, however, all you are doing is indicating that you're not fully focused on making money with what you are already doing.

Think of it in this way. If you ran a successful car repair business, you would not for one minute entertain the idea of taking up brain surgery because a well-known brain surgeon brought his car to your workshop and suggested to that he makes a lot of money whilst you were chatting.

As this would be entirely nonsensical in the real world, why do so many internet marketers imagine that it is perfectly logical to do pretty much exactly the same as this in their online career?

The problem is that they have not taken the time and trouble to educate themselves, and have instead wasted possibly a great deal of money on products that promised to give them all of the answers without them having to do any of the work to find the information for themselves.

As a newbie, it is common to begin making money online either by promoting products as an affiliate, or by featuring paid advertising such as AdSense on a site or blog. There is nothing in the least bit wrong with either of these methods, but you must understand that the people who are most successful in making money in these ways use advanced tactics and techniques..

What this tells you is that you need to discover exactly how the most successful and profitable individuals in the internet marketing industry make their money. After that, you need to learn everything about their methods that it is possible to learn, and, more importantly, how you can go along the same road.

The good news, however, is that it is not necessary to buy 'how to' guides and e-books in order to do this, because most of the information that you need in order to teach yourself is available entirely free.

There are several forum sites in the internet marketing 'niche' which you could very quickly learn how other people are making their money online from by studying them on a regular basis. Once you are armed with your initial ideas, then it is relatively simple to use the same sites to learn a great deal more about specific money making methods by following as many different forum threads about that topic as possible.

The two forums that you really must join are the [Warrior Forum](#) and the forums section off the [Digital Point](#) site. Whilst both of these sites are excellent and provide a tremendous amount of free information, as a general observation, the Warrior Forum tends to be a place where older, more experienced marketers network, whereas Digital Point seem to attract a younger, more energetic (and sometimes very imaginative) crowd.

Studying both of these forums can be extremely helpful, because the first step towards 'graduating' from being a newbie is to decide how you want to do so. For example, if you are currently making a few dollars a week from a handful of AdSense enabled blog sites, then you have two options available to you:

- Do you want to continue working with AdSense, but do so in a manner that will make you a lot more money?
- or
- Would you be more interested in moving into a completely different type of moneymaking online activity?

Say that, because of your familiarity with the AdSense program, you would prefer to become a better AdSense marketer, rather than changing direction completely. In that case, using both the Warrior Forum and Digital Point would enable you to learn a great deal about how to go about doing this.

If, on the other hand, you have decided that AdSense is really not your cup of tea, and that you would like to try something different, then both of the sites are also great resources for discovering lots of new money making opportunities.

For instance, over the past few years, I have seen many newbie marketers who have chosen to push their career a little further by becoming involved in 'bum marketing', which is a variation on article marketing.

Whilst the original 'bum marketing' plan details can be obtained for free from the original [Bum Marketing](#) site, the Warrior Forum especially is full of additional information that will enable you to tweak and tune your marketing methods for maximum profitability.

Simply run a search on the site for the words 'bum marketing':



1. Click here.....

2. Add search term here...

<b>Search For:</b>	<input type="text" value="bum marketing"/>	
	<input type="radio"/> Match exact phrase <input checked="" type="radio"/> Search for all Words <input type="radio"/> Match any of the words	
<b>Search Forum:</b>	<input type="text" value="All Forums"/>	
<b>Search In:</b>	<input type="text" value="Entire Message"/>	<input type="checkbox"/> Archived Posts
<b>Search By Date:</b>	<input type="text" value="Any Date"/>	
<b>Search By Member:</b>	<input type="text"/>	
<input type="button" value="Search"/>		

3. And then 'Search' site from here.....

This search produces an awful lot of results, all threads started by individual forum members who either have experience of using 'bum marketing' to make money, or are asking questions of those that have:

The Warrior Forum / Main Discussion Forum	
	<a href="#">Could Video Marketing Be The New Bum Marketing?</a>
	<a href="#">Beginning to wonder if this BUM Marketing is real</a> <a href="#">1</a> <a href="#">2</a>
	<a href="#">Something's wrong with my Bum Marketing Campaign?</a>
	<a href="#">Some Bum Marketing Focus For You</a>
	<a href="#">Bum Marketing on steroids - (Bumroids beta)</a> <a href="#">1</a> <a href="#">2</a>
	<a href="#">Page Landing For Bum Marketing?</a>
	<a href="#">SiteBuildIt and Bum Marketing? Do they mix?</a>
	<a href="#">Another Newbie Bum Marketing Questions</a>
	<a href="#">Secret Underground *Bum Marketing* Technique...!!</a> <a href="#">1</a> <a href="#">2</a> <a href="#">3</a>

Note that there are people asking questions here who seem to like this particular method of marketing, whilst there are others who are clearly not quite so convinced. In other words, there is no hype or over-exaggeration involved – what you are getting are peoples genuine opinions, questions and recommendations, and everything is entirely free.

This is not, incidentally, meant to suggest that you should immediately run off to take up 'bum marketing'. As suggested in the first section of this report, if this does not fall in your plan for the time being, then learn about it by all means, but did not shift your focus from what you're doing now.

However, by following both of these forum sites, you will gradually learn about all of the different aspects of internet marketing. On every one of these individual aspects, forum members will have widely differing opinions.

For example, some people still think it is important to know how to create websites using 'traditional' website building tools like [Dreamweaver](#) or [NVU](#).

Others would argue, however, that this is a largely irrelevant skill when it is now so simple to build a perfectly acceptable site in a matter of moments using a blog platform like [WordPress](#) or a content management system like [Joomla](#).

No doubt, all of this information is extremely interesting, but unfortunate that does mean that it is remarkably easy to spend hour after hour browsing both of these forums. Doing so is almost as dangerous as jumping from one product to another, because it is another indication that you're not focused on the primary task in hand, which is to make money.

At almost every point of your internet marketing career, it will be far too easy to allow yourself to be distracted by marketing 'gossip' and associated 'noise' and, sometimes, even the most informative forum sites can fall into this category.

In a similar manner, information overload is also a serious potential threat to your efficiency and effectiveness.

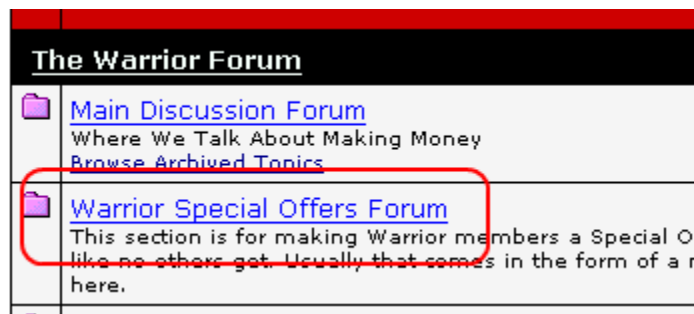
In reality, whilst browsing forum sites can be fantastic source of free information, no one human being can realistically absorb everything that there is to be learned from such sites.

In effect, if you try to become an expert in everything, you will end up fully understanding nothing. You will be a relatively poorly qualified jack of all trades, and almost inevitably a master of none.

Information overload is almost as serious a threat to the success of your internet marketing career as not having enough information. So, bear in mind that your undivided focus and attention must always be on your primary moneymaking activities, and that anything else should be put to one side until you have the time or the inclination to master that subject matter too.

The final thing to mention about the Warrior Forum is that there is a section of the site that is populated by other members who are selling their own products within the forum community. These products are often not available at all outside of the community, and when they are, they are significantly more expensive.

If, therefore, you really need to buy a product, I would strongly recommend that you look at the Warrior Special Offers Forum before doing so. There just might be something that you can use to do the job that you require available that will be considerably cheaper than a comparable product in the open marketplace:



## Section summary:

- In order to progress from being a newbie marketer, you need to learn as much as you can about the internet marketing business in general.



- By doing so, you will gain some insight into the way that you would like to take your online marketing career forward in the future.
- Most of information that you really need is, however, available entirely free within the members area of the leading internet marketing forum sites.
- At the same time, beware of losing focus and understand that information overload is a serious potential threat to taking meaningful action. Do not allow yourself to be distracted or overwhelmed.

## **The next step in three steps...**

If you have started earning your first few dollars as an internet marketer, are you enjoying the way that you are doing so?

If so, common sense would suggest that you should continue what you are doing, but get better at it.

On the other hand, if you are really not enjoying what you are doing, then a change of direction is probably called for, because enjoying what you do every day is an almost essential element of doing it well!. This is especially true, of course, when the only person that drives you on every day is you.

Once that decision is made, here is how you proceed:

### **1. Follow a successful model.**

Most successful marketers are following a business model or system. Find the model or system that best suits your style, ambitions and abilities and model what you do on that system.

However, the idea is not to copy exactly what others are doing, because what works for them may not work in quite the same way for you. You should also be aware that many systems or new marketing ideas work best before the market becomes 'saturated' with people who are all doing exactly the same thing,

For example, a couple of years ago there was a very successful product that taught people who bought the product a system for setting up blogger.com blogs for maximum profitability from AdSense advertising. The product creator had done very well with his system, made a good deal of money and held nothing back when he sold the system manual.

The problem was, however, that the reason that he had been so successful was that he was the only person doing what he was, and for that reason, people in droves were clicking on his AdSense adverts. By the time the hundredth and then the thousandth person started to do exactly the same, however, the idea was no longer original, and therefore not nearly so effective. Consequently, many of the people who brought the system made little or no money at all when they used it.

So, the secret is, find a system that seems to be working and then see whether there is anything that you can do that will improve that system. Such improvements can only be measured by tracking and testing, which is something that we will look at again a little later.

As an example, bum marketing is a money making system that has been around for quite some time now, but is still extremely effective. In fact, the precursor of bum marketing, article marketing, has been actively used by hundreds of successful marketers for many, many years, and has always been one of the most effective and popular methods of driving visitors to a monetized website.

Moreover, bum marketing costs very little money, and will drive traffic to your web site on a longer-term basis, rather than being something that is here today, gone tomorrow. For these reasons, bum marketing as originally conceived became an extremely popular marketing method very quickly.

However, to at least a certain extent, using bum marketing 'straight out of the box' is what a newbie would very probably do, whereas someone who was moving beyond that stage would be looking for their own system 'tweaks' that would make it even more effective and profitable.

This is why there are so many people who have posted threads on the Warrior Forum site about the little tricks that they have discovered which have made the bum marketing system even more effective for them.

## **2. Discover your own unique selling point**

To continue with the previous example, bum marketing is clearly effective. If, however, you could come up with your own variation of the system that is considerably more effective, then not only would you be able to earn a great deal more money by using that system yourself, but you would also have the basis of an infoproduct that you could sell to other marketers.

There are lots of forum members who are coming up with their own tricks and tweaks for the system, so it is evidently possible to make improvements even to such an effective and successful system. Therefore, rather than using the system 'as is', you should take the original concept, mix in all of the other good ideas that people who are using the system have come up with, and then see how you can develop the whole thing still further.

As suggested previously, the only way that you can actually establish that any new model you come up with is an improvement on the old one is by testing. Assuming, for example, that you believe you have built a superior bum marketing package, then you need to have a system in place to test that new model against the old on a back-to-back basis.

In order to do this, you might have to do things a little differently to the way that you did them in the past.

For example, if you have been an affiliate marketer, then in all probability you started off by sending traffic directly to the product vendor's sales letter as a way of generating sales and therefore commissions.

If you continue to do this, however, it is going to be extremely difficult to track your results, unless the original product vendor will allow you to place a tracking code on their sales letter page (which is extremely unlikely unless you're making a huge number of sales for them).

In this situation, what you would do is create two landing pages of your own, with each of these pages should be identical to the other as far as your site visitor is concerned. This is because what you are testing here is the effectiveness of two different systems or models, and if you use different landing pages, then that introduces another possible variable which might skew your results. Publish these two landing pages on the net under your own domain name and web hosting account.

The landing pages should be designed to offer your visitor a free gift in return for their name and e-mail address.

Once you have 'landed' this information, then you automatically redirect the visitor to the product vendor's page.

Using landing pages in this way means that you can add a percentage of your visitors to your mailing list, and that single step represents a very significant advance in your long-term business building efforts.

Each of these landing pages should contain a different tracking link to the other that you can create entirely free using [Google Analytics](#).

With these tracking codes installed on your two landing pages, you can then track which page (and therefore 'system') is sending most business your way. To do this, your web hosting account will in all probability feature

several statistics packages which will enable you to track where your visitors are coming from. If your hosting account is using a cpanel, then look for the 'Web/FTP Stats' icon:



Web/FTP  
Stats

By clicking on this icon, you will be taken to a list of different statistical analysis packages, from which you should select either AwStats or Webalizer:

#### Web / Ftp Statistics

In this area you can view statistics about your website. Please note that the statistical reports are updated every 24 hours. All of the data you wish to compare data from each statistics program you should ensure that it has been updated and is providing the correct data and are subject to change based on the amount of traffic.

» Analog

Analog produces a simple summary of all the people visiting your site. It produces lightweight statistics.

» Awstats

Awstats produces very pretty stats.

» Webalizer

Webalizer is a more complex stats program that produces more detailed statistics about visitors to your site. This is probably the most popular stats program.

» Webalizer Ftp

Webalizer is a more complex stats program that produces more detailed statistics about visitors to your site. This is probably the most popular stats program.

Both of these programs will tell you where all your traffic is coming from, and that will, in turn, indicate whether your modified or improved system is actually performing better than the original.

If it is doing so, and the improvement is significant in terms of visitors coming to your site, mailing list signups and sales generated, then you have a product from which you can generate increased profits, and also one that you might like to bring to the market as a product for sale to other marketers.

### 3. Invest in your own business and future.

When you reach the point where there is a reasonable level of money being generated by your business, you should avoid the temptation to think of it as income or money in your pocket.

Instead, this money should be considered to be seed capital for growing your business even more. Even when using a system as simple and as cost-effective as bum marketing (as an example), there are tools and resources that you have to pay for that will improve your effectiveness significantly.

Many online marketers who are using articles as a primary way of advertising and promoting their business will manually submit those articles to the top half-dozen article directory sites. In order to maximize the effectiveness of those submissions, they will go to the time and trouble of rewriting their articles so that a unique variation is submitted to each of the directory sites from which they hope to generate visitors.

The advantage of using only the top half dozen directory sites is that the whole thing can be done manually and therefore at no cost. On the other hand, there are several hundred article directory sites on the net, and it would obviously be considerably more effective if it were possible to submit a unique article to hundreds of directories, rather than to a small handful.

Doing this manually would take for ever, but it can be done using a program like [Article Post Robot](#). Whilst it is therefore obvious that using such a program would massively increase the effectiveness and therefore the profitability of submitting articles to the directory sites, a program such as this one which would enable you to do it is not free.

Once again, we return here to the difference in the mindset needed to advance from being a newbie to a position where you begin to be a serious marketer. In all probability, most newbies earn money from their internet marketing activities and pocket it.

As someone who is intent on becoming a serious marketer, however, you must understand the reason for plowing some of that money back into your business.

If, for example, you were previously earning \$100 a month, it clearly makes sense to invest that \$100 if by doing so you can earn \$300 a month.

In this scenario, if you take the original \$100 and spend it, then your income level will stay at the same level, so your monthly profit is \$100.

By investing that money in software or resources that increase your monthly earnings to \$300, in the first month you will increase your profits by 200% (i.e. you earned but then spent \$100 to gain \$300, a profit of \$200).

In every subsequent month, however, the whole of the \$300 that you receive will be profit, assuming that you do not choose to spend some of it on other tools or resources that will enable you to increase your profit levels still further.

This extremely simple example illustrates why, in order to move beyond being a newbie, you have to be willing to invest some of the money you earn from your online activities back into your business.

In some ways, this is, in fact, one of the clearest signs that you are treating your business as a serious one, rather than as a hobby that pulls in a few extra dollars a month. That in itself is an indication that you are moving beyond being a newbie internet marketer!

### Section summary:

- Locate other successful online marketing businesses, and model what you do on those businesses. However, do not slavishly copy them
- Whatever business model you choose to follow, try to improve and upgrade the system if possible, so that you can add your own unique selling point or angle.
- Be willing to invest in your own business. This is one of the surest signs that you are treating your internet marketing activities as a serious business, and also one of the quickest ways of accelerating your profits.

## **Some specific examples of 'stepping up'...**

### **As an affiliate marketer...**

We have already considered one of the best ways of improving the effectiveness of your affiliate marketing efforts when we looked at creating landing pages in the last section.

As a newbie affiliate marketer, obviously your primary consideration was on how much money you could earn the most by selling other peoples products.

This is, however, the kind of short term thinking that would characterize a newbie, because, whilst this might put money into your bank account, it is a completely 'one-off' deal. Once that customer has bought whatever product you're promoting from the vendor's sales letter, they are lost to you forever.

Listen to any internet marketing expert or guru, and they will tell anyone who listens that the single most important asset that any online business can own is a mailing list of responsive customers.

Indeed, you have already encountered proof of this if you have been selling digital infoproducts from a site like [Clickbank.com](http://Clickbank.com). You may already have noticed that more and more product vendors are paying 75% of the sales commission to affiliates, and perhaps wondered why?

The reason is straightforward and simple enough.

They realize that it is well worth it to give away 75% of the initial sales proceeds in order to attract the maximum number of affiliates to their product, because doing so will also maximize the number of customers that they can add to their mailing lists.

Once a customer is added to a list in this way, the product vendor is then able to send product promotions and recommendations a couple of times every week, and, as long as those recommendations are sufficiently well targeted, doing this will generate sales.

In fact, many top-level marketers estimate that every customer on a mailing list is worth \$1.00 per month on average to the list owner. And, because you sent the customer directly to the product vendor's sales page, you are never going to get a share of any subsequent sales proceeds that the product vendor generates primarily because of your initial efforts.



2) [Chopper-Tattoo - Top Tattoo Offer !](#) The #1 Tattoo Gallery On The Web. Convertin Free Music Downloads With Membership Allows Creative Marketing. New Affiliate Trackin Chopper-tattoo.com/affiliates/.

[\\$/sale: \\$20.54](#) | [Future \\$: -](#) | [Total \\$/sale: \\$20.54](#) | [%/sale: 75.0%](#) | [%refd: 95.0%](#) | [view pitch page](#) | [create hoplink](#)

3) [12 Hour Cure For Yeast Infection.](#) New Site, The Best Selling Yeast Infection Book C At Better Than 10%.

[\\$/sale: \\$20.00](#) | [Future \\$: -](#) | [Total \\$/sale: \\$20.00](#) | [%/sale: 75.0%](#) | [%refd: 94.0%](#) | [view pitch page](#) | [create hoplink](#)

4) [No Nonsense Muscle Building, Massive \\$73.48 & \\$52.67 Payouts.](#) Write Your Own Pa Muscle Building System! No One Comes Close. Get Free Marketing Newsletter, Pre-Made Http://www.vincedelmontefitness.com/affiliates.html

[\\$/sale: \\$52.18](#) | [Future \\$: -](#) | [Total \\$/sale: \\$52.18](#) | [%/sale: 75.0%](#) | [%refd: 80.0%](#) | [view pitch page](#) | [create hoplink](#)

5) [Tattoo Me Now - Completely New Design - Conversions Up 116%!](#) New Higher Price f One Of The Largest Markets Online. The Phrase Tattoos Is Consistently Ranked In The Google Are Still Available! TattooMeNow.com/affiliates.

[\\$/sale: \\$18.80](#) | [Future \\$: -](#) | [Total \\$/sale: \\$18.80](#) | [%/sale: 75.0%](#) | [%refd: 76.0%](#) | [view pitch page](#) | [create hoplink](#)

You are, in effect, building the product vendor's business, rather than your own.

It is for this reason that using landing pages to collect customer details for your own mailing list represents such a huge step forward for you. In doing this, you begin to build your own business for the first time, and that is one of the most significant steps you can ever take towards moving your money making efforts up a notch or two.

In effect, you cease to be a salesperson for someone else, and become an online business owner in your own right for the very first time.

Of course, you have to accept that there is a downside to sending people to your landing pages before you send them to the product vendor's sales letter. You will undoubtedly see a slight downturn in achieved affiliate product sales as some of those visitors choose not to proceed when they see that, in order to do so, they have to give you their name and e-mail address.

One way of combating this is to improve the perceived value of the free gifts that you are giving away in return for that name and e-mail address information.

For instance, if you were previously giving away one unique niche related report, increase that number to two or three reports. This is, in fact, considerably easier to do than it may at first appear.

Returning to the earlier example where you were promoting products in the weight loss market place, open up the homepage of the leading article directory site, [EzineArticles](http://EzineArticles.com). Scroll halfway down the homepage and you will see the search box in the column on the left-hand side of the page. Type in your primary search term:



The image shows a search interface for EzineArticles. At the top is a red header with the text "Search EzineArticles". Below this is a search box containing the text "weight loss". Under the search box is a dropdown menu labeled "Search Articles" with a downward arrow. Below the dropdown is a button labeled "Search". At the bottom of the search area is a link labeled "Advanced Search".

Click on the 'Search' button:

### Search Results for: weight loss

Showing results 1 - 25 of 129,188 for weight loss - (5.09 seconds)

And you'll see that there are over 129,000 articles listed on the site that deal with some aspect or other of weight loss.

Have a read through some of the articles on the site, and download 20 or 30 of the best ones that you find. Doing this is perfectly within the terms of using a directory site like EzineArticles, and you can republish these articles in almost any format, as long as you leave the original authors biography and information attached.

Compile these articles into two reports, and you have far more information available to give away on your landing pages than you had previously. The associated increase in perceived value of the gifts that you're giving away should increase the number of mailing list signups that you generate from your landing pages.

+++++

You should also see another big improvement in your effectiveness and profitability as an affiliate market if you can increase the number of successful affiliate products that you promote.

Whilst you should understand that it is never going to be possible to pick 100% affiliate 'winners' (even 'super-affiliates' only get it right around 70% of the time), the better you become at choosing products that people really want to buy (and which will, therefore be the most successful), the more profitable your affiliate marketing business will gradually become.

For example, using Clickbank.com as your point of reference once again, it is generally advisable to choose products with a gravity rating of between 20 and 100 points to promote, as at this level, the product has achieved some popularity, but not enough to make the market place too competitive:

Sales Letter With Upsell And New Higher ,  
Your High Converting Affiliate Tools At

.refd: 61.0% | grav: 89.11

ooks. Up To \$66 Payouts Plus Automatic  
Team And Jump On Several New 2008 Pr

.refd: 76.0% | grav: 33.67

ms Now 75% Commission. Great Conversi

% | %refd: 64.0% | grav: 44.01

Doing this, however, is unlikely to give you a significant competitive advantage, because it is pretty much what every other affiliate marketer who uses Clickbank will do.

A far more effective tool for finding out what big launch products are on the horizon is [JV Notify Pro](#). Almost all the products that are featured on the site are going to come to Clickbank fairly soon, and, in general, most of the products that you see featured on this site are going to make a big impression on the market when they do.

For instance, this is definitely a weight loss related product that I would be keeping an eye on:

## Top 5 Posts In The JV Community Fo

- ♦ [Looking for ways to market new product.](#)  
Last post by: [Robert Butterworth](#) Topic: [Genera](#)  
08.07.2008 18:42
- ♦ [Burn Fat 4 Dummies JV, More.](#)  
Last post by: [Troy Shanks](#) Topic: [JV Notify Pro](#)  
Date: 08.07.2008 18:18
- ♦ [!Starting My List!](#)  
Last post by: [Mason Tanner](#) Topic: [General Joir](#)  
18:02

And, in order to track the product so that you know when it arrives on Clickbank for the first time, you can keep an eye on the 'New Products' section of [CB Engine](#), which tracks all Clickbank products.

### **As an AdSense advertiser...**

As an [AdSense](#) advertiser, you generate your income by placing advertising materials on your pages, and you earn money every time someone clicks on one of those ads.

As a newbie, you very probably simply placed AdSense ads on your pages and left it at that. However, what you should really be doing in order to maximize your AdSense earnings is 'encouraging' your visitors to click on your ads, rather than hoping that they will do so.

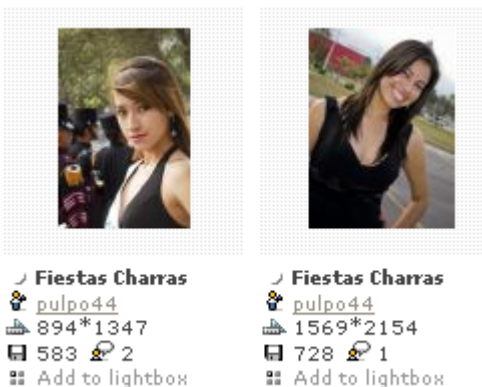
Before doing so, however, it is important to understand that Google have a clear set of guidelines (the [AdSense Program Policies](#)) about what they will and will not allow you to do in order to give your visitors this encouragement.

However, after taking these policies on board, let us have a look at some of the things that you can do in order to increase the number of people who click on your ads in a way that does not upset Google.

According to the program policies, you cannot add an image or graphic next to your advertising materials that is 'misleading'. This is because it had become a relatively common tactic to use eye-catching but entirely unrelated images to attract a site visitors eyes to an AdSense block.

However, the clear implication of this is that, as long as you have a graphic or image that is not misleading, then you are acting within the AdSense regulations. And because what is and what is not misleading is a question of interpretation, you should try to be as creative as possible when adding graphics next to or above the advertising materials.

For example, if your site is health and weight loss related, then adding a picture of a attractive slim girl or a muscular guy to your site above your ads would seem to be related to the topic of your site. You can find plenty of such images for free [here](#):



Another extremely effective tactic that you may wish to adopt is to make sure that when your visitor initially opens their web browser to show your site, all that they see are AdSense advertising materials. In other words, all of the content on your pages is 'below the fold' and cannot be seen unless or until the visitor scrolls down the page.

It is important that there are content materials featured somewhere on the pitch, and that the title or description that appears above your ads is not a misleading one.

However, on the next page is a screenshot of a Dog Training related AdSense site that follows exactly this method which was first published online over a year ago which has never called me any problems (so far at least!):

whacky

strange

mad

INSANE

weird

crazy



## A Guide to Dog Training

Tips, tricks and resources about training your dog, from the dog experts!

[Home Page](#)  
[Dog Training Articles](#)  
[Dog Training Resources](#)  
[Site Map](#)

Site designed by



## Dog Training Resources

**(Stop) Dog Barking**

Wondering How? Try This Method. Easily Stop Any Dog at Any Age!

[www.DogProblems.com/Barking](http://www.DogProblems.com/Barking)

**Dog Foods To Avoid**

Find Out Which Dog Foods May Potentially Harm Your Best Friend

[www.thedogfoodconspiracy.com](http://www.thedogfoodconspiracy.com)

**Free Dog Training Tips**

Trains your puppy and dog easily Find out now how to do it

[dog-training-tips.com](http://dog-training-tips.com)

**"How To Build Muscle"**

Secret to Shocking Muscle Growth. As Seen On CNN.

[www.NewMuscleSecret.com](http://www.NewMuscleSecret.com)

Ads by Google



**Disobedient dog?**

Learn to train your dog properly. Successful trainer shows how!

[www.mirroryes.com/dog](http://www.mirroryes.com/dog)

**Beli Haiwan Peliharaan**

Belilah Peliharaan Kesayangan Anda Di Mudah. Cepat, Murah & Mudah

[www.Mudah.com.my](http://www.Mudah.com.my)

**Online Info For Bacteria**

Did You Know That Bacteria Could

Ads by Google



Another thing that you should do when publishing AdSense sites is to limit the amount of advertising that you carry on the page. Whilst Google will allow you to feature three advertising blocks on each page, my testing has indicated that, in the vast majority of cases, you should include not more than a maximum of two ad blocks as a maximum.

In fact, what you're doing if you include three other blocks is reducing your income, rather than increasing it. If three ad blocks feature 12 individual ads, then those are ads from the 12 advertisers who are willing to pay the most to Google, and, by extension, the ads shown in the bottom advertising block are the ones that will pay you the least.

Every time someone clicks on one of those ads, they are not clicking on one of the higher they add, and you are, therefore, effectively trading possible clicks on the ads that pay you most for clicks on those that pay very little.

For that reason, showing individual ads from four (or a maximum of eight) advertisers on each page will generate higher income levels.

The final thing that you can try as an AdSense advertiser (and, remember, all of the results that you generate from these 'tests' must be tracked) is to leave your visitors guessing. Leave your content materials unfinished, add an 'ellipse' (three dots at the end of the line of text) and then show AdSense advertising directly underneath:

Don't wait 'til it hurts. Ask your doctor about diabetes ar  
sugar checked several times a year...

**Diabetes**

Expert information on Diabetes symptoms, treatments & more.  
yourtotalhealth.village.com

**Diabetes Treatment**

Treat Diabetes Naturally with the Power of Vitamin D & Sunlight!  
www.TotalHealthBreakthroughs.com

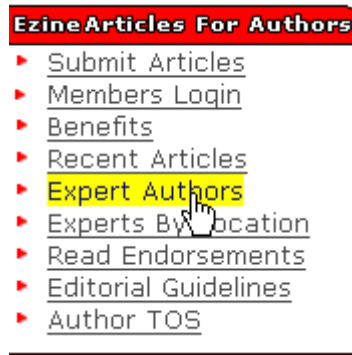
This could suggest to the reader that they have to click on the ad underneath in order to continue reading the article, and this will undoubtedly encourage some readers to click on these ads.

**As a bum marketer...**

If you have downloaded and read through the original bum marketing report, you will probably appreciate that there is a good deal of keyword research involved before you start writing your articles.

There is, however, an easier and quicker way of discovering what information people want or need, so that you can quickly establish what keyword terms you should be using for your articles

Go back to and click on the 'Expert Author' link that you will find at the top left-hand side of the EzineArticles homepage:



These people are all featured on the site for a reason, and that is because they are the people who have published most articles on the site. They themselves are making the effort to create all those articles because they are earning good money by doing so:

[\[Sort by Name\]](#)

- ◆ [Lance Winslow](#)
- ◆ [Sean R Mize](#)
- ◆ [Michael Russell](#)
- ◆ [Kal Bishop](#)
- ◆ [Gail Leino](#)
- ◆ [Gregg Hall](#)
- ◆ [Chimezirim Chinecherem Odimba](#)
- ◆ [Fabian Tan](#)
- ◆ [Victor Eband](#)
- ◆ [Sean Mize](#)
- ◆ [Dennis Siluk Ed.D.](#)
- ◆ [Milos Pesic](#)
- ◆ [Tim Gorman](#)
- ◆ [Eric Hartwell](#)

[\[Sort by Articles\]](#)

13,333 Articles  
6,926 Articles  
4,440 Articles  
2,662 Articles  
2,269 Articles  
2,110 Articles  
2,089 Articles  
1,972 Articles  
1,830 Articles  
1,769 Articles  
1,615 Articles  
1,598 Articles  
1,504 Articles  
1,458 Articles

If, therefore, you have a look at some of their articles, and follow the links that are shown in the short biographies that they add to each article, you will see the products that they are promoting, the niches that they are promoting in and the keywords they are targeting.

Try to find the articles that have enjoyed the highest number of views, and also take a look at Google to assess what competition there is in the niches and for the products that they are promoting.

In effect, what you are doing here is reverse engineering, leveraging off their work because all of these expert authors have already done the initial research for you.



Similarly, you know that they are earning good money by creating the articles that they do, and therefore, that information is demonstrating how you can make more money from your article or bum marketing efforts extremely clearly.

Another important aspect of article or bum marketing is to make sure that your articles are written in the correct way, and far too many article writers get it wrong, which is somewhat surprising, as the formula is so simple.

Focus your article on specific problems. In other words, if you were writing articles for the weight loss market, rather than writing about losing weight in a general manner, you should focus articles on 'losing belly fat', 'getting rid of your middle age spread' and so on.

Describe the problem in as much detail as you can, and also emphasize and re-emphasize why what you're writing about is such a significant problem.

Explain why they have to do something about the problem as quickly as possible, and the consequences of not taking the necessary actions to deal with the problem.

Finally, stress that the product you're promoting is the best solution for the problem that you know of, and that all they have to do is click on your link (make sure that you give an instruction) to get the answers that they need.

This formula for writing the most powerful and effective articles is, as you can see, remarkably simple. Highlight the problem, emphasize and re-emphasize how serious it is, and then finally present your product as the ideal solution.

Start writing your articles in this manner, and you will see a significant improvement in the number of people who will follow your links to your site, thereby improving your mailing list signups and product sales.

## Section summary:

- Whether you are trying to earn money online as an affiliate marketer, a bum marketer or an AdSense advertiser, there are steps that you can take that will elevate and professionalize your marketing efforts.
- Taking these steps will, in turn, increase both the short-term and long-term profitability of your business.

## **Conclusion**

As someone who is currently a marketing newbie who is looking to move to the next level, you should by now have realized that it is not perhaps as difficult as you might have originally imagined.

There are, in effect, two essential elements that must come together in order to make that step up.

Firstly, you must make sure that your own mental attitude is set for success. You must understand that internet marketing is a serious business, and must be treated as such. It is not a game or a hobby that you can play as and when it suits you.

Furthermore, you must have a clear idea of why you want to be successful as an marketer, because if you do not, then the whole thing is likely to collapse around your ears at the very first hint of failure.

Unfortunately, even the most successful internet marketers fail from time to time, and you must learn to do exactly as they do. When things go wrong, they simply dust themselves off, get back up and rejoin the fray with another brand new product or a revamped and improved version of the one that did not work so well last time.

Planning is extremely important as well, and if you can plan well ahead, it will inevitably make it easier to follow a long term strategy, rather than one that changes from day to day. Failing that, at least plan what needs to be done every day a day before, because otherwise, everything that you do will lack focus.

Knowing what you want to achieve, and focusing on that objective is vital too. Your internet marketing career is a little like a journey, and you would not consider setting off on a journey if you had absolutely no idea where you were going, would you? You would not set out on such a journey without a map or a least a planned route, and you should not approach your internet marketing efforts any differently.

Once you have mastered the mental side of stepping up to the next level, then you need the practical knowledge that will enable you to do so.

Some of it has been detailed in this report, and by referring to the forum sites that have been recommended herein, you can find a great deal more specific information related to what ever method of online money making you are most interested in adopting.

In effect, the right attitude allied to improved sales techniques, tactics and strategies are the keys to graduating from the bottom rung of the internet marketing ladder.

After reading this far, you now know what you need to do, and you have also been introduced to the resources that will enable you to do what needs to be done.

Everything from here on in is up to you...!