

**The Final TRUTH Why
Thousands Of
Internet Marketers
Are Still
Struggling Online!**

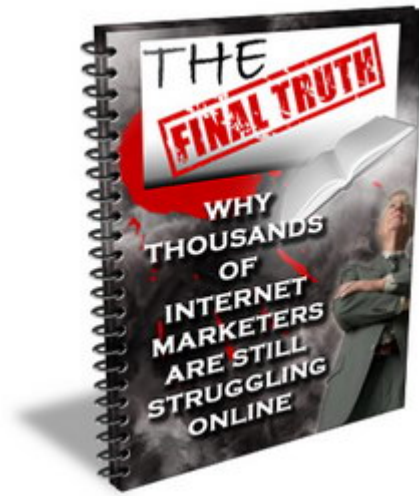
(2007 Edition)

**From 2 Asian Geeks Who Have
Been There And Out Of The RUT!**

By Winston Yap and Thomas Choo

<http://www.RankingStorm.com>

Distribution and Copyright Notice



You have full distribution rights to this special report "**The Final Truth**".

- ⇒ The report may be distributed freely, as an incentive for an action (e.g. subscription to your newsletter), as a bonus to a paid product, put on a membership site or in any way you deem fit.
- ⇒ The report must be given free.
- ⇒ The report must be given "as is" without any alteration.

Copyright © Cybersmart Marketing and RankingStorm.com

ALL RIGHTS RESERVED.

DISCLAIMER AND/OR LEGAL NOTICES:

The information presented herein represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The report is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This report is not intended as for use as a source of legal or accounting advice. You should be aware of any laws which govern business transactions or other business practices in your country and state. Any reference to any person or business whether living or dead is purely coincidental.

1. Introduction

Hi, this is Winston Yap and Thomas Choo from Ranking Storm, Asia's Underground Internet Marketing Duo who have achieved 100% results for 100% of our clients at RankingStorm.com.

We don't care if this is possibly the 1001st e-book you're reading related to Internet marketing – I'm willing to bet that you're one of the 99% of the Internet entrepreneurs out there who don't really understand what it takes to become successful online.

Trust us; you ain't hear nothing from us yet.

This is NOT another Internet marketing book teaching you how to make money online. There are already thousands of such books out there you can find on any Internet marketer's mailing list and Clickbank. The **world does not need another "how to make money online" book.**

This is a series of controversial ideas, techniques and concepts that forms a mindset that leads to what we call "**The Enlightened Internet Marketer**". In fact, I bet this report would offend many Internet marketing gurus but I guess it's time we got this out.

We are not professional writers, so don't expect perfect literature stuff in here. We are just ordinary people who have been through the struggles of aspiring Internet entrepreneurs, the only difference being that we are out of the rut, and are here to share our "enlightenment".

It is our hope that you will benefit from this report just by being more "aware" of the pitfalls and tribulations in the Internet Marketing arena. Even if you are a complete newbie, knowing these pitfalls can certainly help you avoid them as you tread along in the path to the coveted Internet marketing success that many seek (and failed along the way).

If you can't wait to see how we are "enlightened", we have prepared a secret blueprint for you, for your free download:

>> [**Click Here For Your Secret Blueprint Now**](#) <<

2. Are You Making Money Online?

Some of what you'll read here are common sense, but have you ever heard that **"common sense is not common"**? Well, it takes a person some thinking and awareness before realizing what's been going on!

Before we begin, let us ask you a question: **How long have you been involved in marketing online?** 1 year? 2 years? 3 years? Or even more?

Well, it doesn't matter how long you have been doing it, as long as you're not making money online, **your experience does not matter**. PERIOD.

We know it's a constant struggle for thousands of online budding entrepreneurs.

In fact, recently at an Internet marketing seminar, we spoke with some online marketers who have been dabbling in the Internet marketing industry for more than 2 years, only to find out that they are still struggling to make a decent income online.

Strangely, when we ask them to share with us what they know, it seems like they know as much as we do. Whether it's Search Engine Optimization, Copying Writing, Creating Websites, Blogging, Traffic Generation Techniques, what's happening in the Internet marketing industry, who's selling what, what's the big Hoo-Haa on Internet marketing forums such as the Warrior's Forum – you name it, they know it all!

Does this seem familiar to you? Well, that's what's going on with thousands of Internet marketers online. They know it all; they bought every Internet marketing e-book, software, courses and seminars. Heck, they can even teach you what you need to do to succeed online. But **THEY ARE NOT MAKING MONEY ONLINE**.

They are sucked into this game of buying Internet marketing products one after another only to be lost again until the next Internet marketing product claims to be their SAVIOUR!

Instead of being owner of their Internet marketing business, they become slaves to Internet marketing gurus (some gurus, not all). They buy into whatever products Internet marketing gurus command them to in e-mails. (Mostly products disguised as a good deal)

Alright! Enough of our ranting! Let's get started!

3. Why You Can Know Everything About Internet Marketing And Still Not Make A Nickel Online!

Because you are your own enemy. That's right! It's your very human nature that **betrays you** and to make matters worse, great Internet Marketers are masters of marketing. They understand human beings inside out enough to know what motivates them to take action and **use their very own nature against them.**

Read On, you'll be shocked at what you're about to hear...

"Why A Good Deal Can Kill You!"

Have you bought into an information product package that comes with countless dollars worth of bonuses and you think you've just gotten a **BIGGIE DEAL!** Well, here's what happens next to most people:

NON-ACTION TAKERS: They download the whole chunk of products and bonuses into their hard disk and tell themselves, that they will come round to look at it when they have more time... It usually never comes. Little did they know that when they were presented with the offer on a cleverly written sales letter, the impression given is "I Can Make Money Online Fast", and it should be easy and does not require a lot of time.

And you know what? A couple of days or weeks later, when another new product launches they are ready to buy the product again. Same impression given – Easy, Make Money Fast, Requires Little Effort, Anyone Can Do It, "If You Don't Buy Now, You Will Lose Out", Many Bonuses, It's A Secret.

Note: If you have been learning a lot about marketing, you'd realize that people buy on hope (hope of fast & easy money always sells), scarcity (you don't get it now, you lose) and ego (pride of knowing a secret).

So What's Your Point: The point is **you don't need to buy every product that comes along the way!** You just need to buy one product and follow through with it until you finish applying what you have learnt before you even fish out your credit card to buy another!

With things moving so fast on the Internet, secrets are usually no more in a few months. E.g. TrafficSecrets.com by John Reese released a couple of years ago teaching you techniques on getting traffic is no longer effective today.

So if you decide to buy a product now, you better make sure you can apply it immediately, because in a couple of months down the road, technology is bound to change and new products will surface. Even if you get it later, you will not lose out because the products released at that point in time when you need it, will be updated.

HALF-ACTION TAKERS: Half-Action takers overlap with non-action takers. They take some action on the products they buy, but because the actions required to carry them out seem too overwhelming, they stop until they come across another product that seems to **promise an easier solution**. They then take on another product and the cycle goes on.

FULL-ACTION TAKERS: Full-Action takers take on everything they have learnt from Internet marketing so much so they are overwhelmed with the amount of information and implementation they have to go through.

All these lead to only one thing...

Information Overload!!!

And according to Wikipedia, the free encyclopedia

*(Aka information flood) is a term that is usually used in conjunction with various forms of [Computer-mediated communication](#) such as [Electronic mail](#). It refers to the state of having too much information to [make a decision](#) or remain informed about a topic. Large amounts of historical information to dig through, a high rate of new information being added, contradictions in available information, a low [signal-to-noise ratio](#) making it difficult to identify what information is relevant to the decision, or the lack of a method for comparing and processing different kinds of information can all contribute to this effect. A [recent article](#) in the [New Scientist](#) claimed that **exposing individuals to an information overloaded environment resulted in lower IQ scores** than exposing individuals to [marijuana](#). The same article also notes that a night [without sleep](#) can be as debilitating as over-exposure to information. The term was coined in 1970 by [Alvin Toffler](#) in his book [Future Shock](#).*

Information overload is a problem for pilots of fighter aircraft and attack helicopters, as they have to process large amounts of information and make decisions within split seconds.

4. Internet Marketing – As Easy As ABC?

Just think about the following for the moment:

Many people would claim that Internet marketing is as easy as ABC. Truth is, if you've been doing online marketing for a while and bought into huge chunks of information products, you would have realized that nothing is further from the truth – there are a lot of things to learn.

It's too simple to put it as the following:

Traffic -> Opt-In -> Products -> Up Sell/Cross Sell -> Backend

Let's do a breakdown on the number of things you might have to do to get traffic. Yes, there are lots of traffic courses out there that provide a huge chunk of ideas to generate traffic and you'll find what I am about to share with you very familiar.

Traffic Sources:

- 1) **Pay-Per-Click** (E.g. Overture (Yahoo), Adwords (Google), Miva, Bidvertiser, etc...)
- 2) **SEO** – which involves a whole lot of information such as
 - a. Keyword Research
 - b. On-Page Optimization
 - i. Title Tags
 - ii. Meta Description
 - iii. Etc...
 - c. Off-Page Optimization
 - i. Getting Backlinks (Has multiple strategies)
- 3) **SEO Content Optimization**
 - a. Content Optimization
 - b. LSI Keywords
 - c. Thematic Keywords
- 4) **Social Traffic**
 - a. Using MySpace, Friendster, Squidoo, etc
 - b. Using YouTube, MetaCafe and other video tools
- 5) **Content Traffic**
 - a. You submit to article directories that are adored by search engines such as ezinearticles.com, searchwarp.com and goarticles.com
- 6) **Blog Traffic**
- 7) **Forum Traffic**
- 8) **Viral Traffic**
- 9) **And many more ways to get traffic... it's almost endless**

Opt-In Page

- 1) How to craft a good Opt-In Page (Good Sales Copy Required)
- 2) How to use email marketing to market the products

Products

- 1) How to create your own products?
- 2) How to find affiliate products?
- 3) How to earn money through Adsense, Bidvertiser and other pay-per-click programs?

Alright, I think that's enough, you should already have a rough idea of what you're supposed to know and that is not all, there is a lot more information you have to go through.

If you want to see how we did all the above, at **NO COST to you**, we have prepared a secret blueprint for you:

>> [Click Here For Your Secret Blueprint Now](#) <<

Just pick any one of these topics and it will be an entire topic by itself. E.g. Using pay-per-click for Adwords itself has a course entirely dedicated to it. Check out Fabian's adwordsempire.com or Perry Marshall's adwordsstrategy.com/renaissance/adwords.htm. I bet you can find many more related courses out there.

Now just think about it for a moment. If you're just concentrating on pay-per-click on Adwords, think about the **amount of information you have to study and absorb in the Adwords course** and the time you have to dedicate to learning and revising it – not forgetting the amount of time required to try it.

You usually do not get it right the first time, so you will have to spend time correcting them until you get it right despite learning from the masters.

THERE ARE NO SHORT-CUTS!

Learning a skill such as advertising on Adwords takes time and experience to be good at it. **There's a reason why there are Adwords experts and novices** as much as there are karate black

belts and white belts. There are people just dedicating their entire business on Adwords alone.

“To Master A Skill, You Need Countless Hours Of Practice and Refinement”

Ever tried learning Kungfu from a master? Even if the master shows you the exact moves, does that mean you'll be able to duplicate the master?

In life and work, everything requires you to invest your **TIME** in learning and practicing in order to master a skill and be good in it.

Business owners and corporations all over the world know this, which is why when they hire someone for a certain skill, **the number of years of experience is always an important factor.**

Now that you have realized that the amount of time you have to invest in learning **just one component** of Internet marketing, **imagine and multiply** the amount of effort over the rest of the other components such as SEO, Video Marketing, Article Marketing, On-Page Optimization, Content Optimization, etc...

Can you see how much work you have to go through if you're just starting out on Internet marketing or even if you're half way through?

We remember years back when we were just starting out online, we felt the need to learn copywriting because we have been told that if you can't write good copy, you just can't sell and if you can't sell, it doesn't matter how much traffic you have, you'll just fall flat.

The copywriting course gave us the impression that it would be easy and we would emerge as top notch copywriters, ready to take on the cyber-world and make a decent living online **JUST LIKE THEM.**

Guess what? After completing the course, we still felt overwhelmed on how to write it and even when we did our first draft, it still sucked. However, through months of toil and practice, our copy looks more decent now. Again, I want to emphasize that experience is needed.

The **more experience you have, the more intuitive you become** at what you do, the more you'll be able to create better quality results in a shorter time.

That is why there are some people who can take on a copywriting course, and pick it up right away. More than likely, they already have good writing experience or have attempted copywriting prior to

purchasing the course. **These are the very people who contribute testimonials to the course sellers.**

Sadly, the majority of the online entrepreneurs who bought into those courses attest that the copywriting course did not work for them though the sales letter claimed that **you could become a great copywriter even if you've not written in your entire life.**

It's subjective because the statement can be true too. You really can be a great copywriter if you are willing to take months or even years of practice. The question that is missing is: How long? A sales letter is meant to sell, so what do you expect?

Now that you've become aware of what's been happening to the majority of the online marketers, it's time we take a look at what can be done to get out of this **BLACK HOLE of Internet marketing.**

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

