



## **Internet Marketing: Avoid the Pain Points.**

Well, I hope you purchased this product if you are new to the online marketing game or you are more like me, a frustrated online marketer. The reason I say that is simple, this will save you money. I know that is easy to say but it is better to hear that then have it proved out by losing \$100s or even \$1,000s the hard way. This book focuses on what not to do and in some cases, when not to do it. I will then approach a framework developed through pure and simple trial and effort. I did not mention earlier but not only will you save dollars you would have wasted but you also save a lot of time by taking advantage of my experiences.

### **Internet Marketing – All it really means.**

You look up the definition on Wikipedia and you will read the following clip that best summarizes my points.

Effective Internet marketing requires a comprehensive strategy that synergizes a given company's business model and sales goals with its website function and appearance, focusing on its target market through proper choice of advertising type, media, and design.

Basically, marketing is the format used to display a product or service for sale. If you are a great marketer then you will be able to develop a brand. That means someone will have such a positive perception of your product versus other similar products that they are willing to pay a premium for it. The internet itself is no different than any other economic environment so the basic rules apply. You need the elements of:

- product or service to sell,
- website to sell it from,
- customer group to sell it to,

- communication to inform the customer,
- means to inform/attract the customer.

At this point, I will ask you to try and consider a different mind frame when reading further. Begin to picture everything in this basic format and you will start to recognize internet marketing in all its forms. I am in finance so I simply picture everything in dollars and cents. When a pop-up shows up on an internet store I am in, I think my e-mail goes to website, website e-mails me offers with sales pitch, I purchase that offer, and cha-ching, they made money.

So, what happens when inevitably we are lured into this world thinking how hard could it be? I can tell you one thing; you learn a new respect for those who have figured this out although it makes me wonder how much it cost them to get there. Now we get to the heart of what frequently happens and later what learnings you can take away.

**How do I get in the game? - Pain Point #1:** I call this the barriers to entry or risk aversion if you will. I would guess that since you purchased this book that you have either crossed this threshold or you have gotten very close to the line. The first thing to avoid is to buy a website because you are too scared to go it alone. You probably think it is safe because they advertise their traffic and sales figures, right? You probably think purchasing a site avoids the technical gap you might feel as it can appear daunting at first. Trust me, if someone advertises an automated website bringing in loads of cash selling for 3 to 6 months earnings, run for your life. The cheaper the website is selling for the more scared you should feel. It all goes back to that saying if it is too good to be true, then it probably is. Odds are that this person could have made the mistake of jumping in and are now trying to pawn it off to the next person in line. So, do not let that next person be you. There are legitimate websites for sale but you will see that they are generally higher in price and go for a much larger sale price to earnings, usually greater than 1 year. There are also people who simply design and sell their designed website over and over again. If these websites are so great, why do they not operate them?

The other area that scares me at this stage is to fall for the dime a dozen "get rich quick" guys on the internet. I am sick of seeing pictures of people chilling out on the beach or standing in front of their expensive cars while they display how much money they are making. They simply made their money by selling unsuspecting newbies a great sales pitch and no real product to go with it. I can attest first hand as I purchased 2 of these great pitches with one being a membership and the other one an ebook. Well, I came to find out after spending \$49 for the membership and \$10 for the ebook (I got a discount!) that they told me basically nothing. The membership was a load of links on places to buy traffic, links, seo, etc. The ebook was the equivalent of what I would picture if I tried to explain internet marketing to my 6 year old. The only thing I will point out for your benefit is that you can learn a good tactic by reading their advertisements (sales pitch) which we will get into later.

**Time to make \$ or is it? - Pain Point #2:** Alright, let us say you are all setup with a website along with a product/service to sell (don't worry, I will cover off how to get there once we get through the pain points). The next thing not to do is to completely focus on monetizing the website. In other words, don't ignore the content by plastering your website with every money making banner and product you can find. As you can imagine, the point is to *market* a product, not just throw it in someone's face. When you are able to picture each website as a money making machine, you will understand that the best marketers hide the monetary aspects very effectively. I will discuss this aspect in more detail when we get down to research.

The other pain point here that could be more damaging is to not have a "draw" for your website. A "draw" is basically a way to capture your viewer's attention and suck them in. The most popular "draws" will be the sales pitch for the new product, the free offer that comes when you sign-up for the e-mail list, or even the discount pop-up that entices you to take advantage of the offer right away. I like to call it draw but you will frequently hear the term "squeeze" (i.e. squeeze page). Trust me, we have professional advertisers and

marketers out there who know exactly how people cannot help but fall for them.

I will also honestly point out that this pain point was the one I overlooked the most. I was so proud of myself when I had that website up, poured money into advertising it, and sat back waiting to become a success. I was a little more than shocked when I had a load of visitors and not a single sale. That experience demoralized me so much that I did not return to the internet marketing game for over 5 years. I spent almost \$300 on that experience trying different forms of marketing not realizing I failed to draw people in to my website. That is why I recommend picturing all these for the marketing ploys they are, you will not be drawn into it and actually learn to appreciate the knowledge later on.

Also, while we are on the topic of website design, this is about making money so I will not tell you that content means you have to be some insightful expert on the product or service you sell. You need to understand enough that you can effectively market the benefits to others. The internet is so saturated with "experts" it makes you wonder who isn't one.

**Where do I go from here? - Paint Point #3:** Where you do not go is the bank if you get into this hardcore and then try to figure out later where it was supposed to go. I am the perfect example of this mistake and I am not ashamed to share it. I bought my internet marketing website (that is right, I fell for pain point #1 as well) and immediately redesigned the heck out of the thing which was a fun process. However, my products were ebooks designed for people to resell yet my website image was to provide internet marketing tools. Then I had the brilliant idea to setup the site to do both at the same time by signing up as an affiliate with internet marketing service sites. So, by the time I got to advertising, I couldn't decide if I should label the site for money makers or for internet marketers. Needless to say, I was not successful with either customer base. The point is to simply look at this based on your goals before you get in too deep. There is a large difference in commitment and planning between one person who wants to make \$50 a month off their site and the one who wants to make \$500 or

more a month. If you are the latter, do not limit yourself to the initial website business but how you can expand that website into new money making areas. My personal goal with the site mentioned above is to expand out into specializations within internet marketing from my broad starting website.

So, if you have not been scared away, I will now offer the correct approach and some insights on how to get there.

**Plan some goals:** Yes, this is not a change your life self help book here but I did say goals. You need to understand your motivations, mine is the money and challenge aspects. So, I would not be satisfied making \$50 a month as it is not going to change my life. If I was satisfied with that, I could setup a nice little informative site with some well placed Ad Sense banners and organically grow enough traffic over time to make \$50 a month. However, to make my \$500+ a month means I need multiple forms of income and I need to use every trick in the book to sell them. I look at this process as a simple list of self questioning.

Do I know what I want to sell and is it popular?

Do I have a lot to sell or do I have to create my own income stream?

How engaged in the process am I?

Do I want to spend 1 hour a week or 1 hour a day or more on this project?

How much money do I want to spend?

Do I want to spend \$0 a week on this or \$100 a week?

Can I or do I want to take this project further?

Do I have a natural expansion opportunity or can I create the expansion myself?

**Research:** I consider this the most important step as there is no better way to learn than steal from what already works. This process can also help you answer some of your goal setting as it is not always easy to simply select your goals without some information.

As you are probably aware, the top websites that show up in a search engine list are the most popular so start there. However, I would go down the list and check out some of the more remote websites. It becomes clearly apparent the gaps between the top and the bottom in terms of website design and marketing draw. The ones I find the best are the sites that mask themselves as informational but are marketing genius in disguise. They draw in users who return to the site and are willing to purchase from the site due to the "brand" image it invokes. On the other hand, the worst sites generally are those that fall prey to our pain points above, either too many products or sloppy content. Those sites offer nothing to a viewer due to the subconscious revulsion they inspire from the layout or the obvious sale listings which makes a viewer suspicious. You need to make sure you do not look like those websites but mimic the top websites.

The other point of this research is to figure out how your product will compete. If you are selling something relatively easy to find then consider how you will differentiate yourself - sales pitch, price, unique content, newsletters, etc.

**Websites:** The services have caught up to the point where anyone can setup and even design their own website. You have to be careful here as there are usually multiple tiers of service (storefront, affiliate manager, etc.) so that goal planning comes in handy here. You can always upgrade later so start with the basic service and save yourself a little money until you are ready for advanced services. Personally, I use [websitewizard](#) which offers me everything I need but you can find other sites similar to that one. In your research, I would check out some of the little things that make a website look more unique such as a logo for the site. The basic point as I feel you will find in your research is that your website has to be pleasing to the eye. In other words, keep it simple so the content will flow. It seems counterintuitive as you might feel more graphics and unique format will make it seem more professional. Do not make this process a work of art, just add some minor but unique finishes to it.

**Draw:** I would consider draw the most difficult area were you to do from this scratch. Fortunately, so many others have gone through this learning process so learn from them. Here are a few pitch pages worth checking out - [pitch 1](#) and [pitch 2](#). You see all the great elements of marketing at work and in the right order to show them.

First, inform the customer what it is and who it applies to.  
Second, let the customer know how the product benefits them  
Third, offer them some type of a bonus - another item or a discount

In pitch 1, notice the e-mail sign-up for the free newsletter? Why does he do that and offer his products below? He knows that you are a much less likely to select a product from someone you don't know or trust. If he gets your e-mail, he will gain your trust and eventually get that sale. He also added the nice touch of placing the photo and biography off to the side so you are not buying from a faceless name. His initial message is short and sweet covering all 3 points above.

In pitch 2, we see a much longer draw but effective in its own ways. Just read the first section and you see that everything else is just there to sweeten the deal. It is simple but easy... the convenience is highly emphasized and at the same time you learn what the product itself is.

How To Use Private Label Content To Create A Line Of New Products **Without Writing A Word**, And Build A Profitable Online Business At The Same Time... ... **Fast And Easy!**

I really chose this one because if you read the message then you see that this is an offer that explains some very true points about marketing your website. I got both of these through free ebooks I picked up while stocking my website.

I will bring up another good point here, you should seek to build an

opt-in e-mail list but do it with some integrity. Place that sign-up pitch along with some free but useful information you can offer. For \$3, I purchased 50 articles for my own website with my e-mail sign-up telling users that these articles would not be free for non-members in the near future. The only extensive category selection I have ever purchased from is [master-resale-rights](#).

I do not personally like pop-ups as they irritate me but if used in the right way, they can be effective. For example, I was on a site reading through the product offer and a pop-up came up. This pop-up offered me a 20% discount if I purchased within the next 10 minutes. You guessed it, a little countdown timer started ticking down from 10 minutes. I give it points for effort.

I think by now you see where I am going. You can get through all the steps but bombing here means it was all for nothing.

**Advertising:** I know this topic has probably been thrown at you from all directions so I will keep it to some practical points.

1. Traffic Driving - This has to be one of the easiest methods and the one I use most frequently myself. You can buy in bulk packages targeting your category through sites such as [revisitors](#). I prefer this method as I find pay per click (PPC) sites to be very unreliable. I am also uncomfortable with creating my own pitch for the ad and then worrying did I do it well enough.

2. SEO - Unless you are a real hardcore marketer or exist in a new category, I don't see a lot of value for you here. I do think you need to design your keyword / meta-tags appropriately. However, we have to face the facts that only the top few sites that show up in the search results will get the traffic from the search engines. I am not saying to ignore this topic altogether, just focus on targeted traffic at this time more so than search engine rank. If you want to get some hands on experience in this area, go to [ibusinesspromoter](#). They have a free tool you can download which I personally have found useful.

3. Links - I love this one, the evolution of internet marketing at work. Basically, when the internet was young a site's traffic dictated its popularity. Then, along came the traffic providers and the picture got fuzzy. So, now we have links. The links that a site has going to its website dictate its popularity. By popularity I mean how search engines will rank the page. A big one these days is the Google Page Rank. Personally, I see the value here but guess what, you can buy links as well nowadays. I have purchased 3 links through [text link ads](#) to websites in my category that have high traffic and page rank. So, I am basically leaching off of them to boost my own site's ranking.

If you really want more detailed information on this topic, click on my link to that site to get more facts. Like SEO, I do not completely discount their use but I am really just trying to get potential customers to my site.

4. Articles - This one is probably the most interesting as submitting articles allows for you to get noticed in search engines while promoting your site. The best way I can communicate is to summarize the important elements:

Title: Use keywords related to your website first (i.e. Internet Marketing Tools Made Easy).

Body - 4 main points to make this successful. Continue using your keywords in here but don't go overboard.

1. Recap your Title
2. Attention getting
3. Get to the point
4. Reason to visit your site

Resource Box: Your name, a short statement is a nice touch and of course, a link to your website landing them right into your sales pitch.

A good site to learn more and receive free training tips would be [ezinearticles](#).

My final recommendation for continued internet marketing education would be the [Warriors Forum](#). I am a member of this free site and will admit that it is somewhat scary to navigate at first. Once you understand this monstrous forum's layout, you can learn new internet marketing techniques every time you visit or post to boards and get some educated feedback.

I do not want to be anti-climactic but we are at an end for now. I hope you got some practical information out of me. Just remember that avoiding the pitfalls is crucial in terms of money, time, and ultimately motivation. There are always going to be hard learnings, especially on the internet. If you learn from others and stay engaged, you greatly increase your odds. As a recap, just remember to....

## **NOT**

- **Buy a cheap website**
- **Fall for the scams**
- **Overly focus on monetizing the site**
- **Ignore the sales pitch & content**
- **Fail to think through your goals**

I will put my shameless marketing in now like I am supposed to. I hope you have enjoyed reading this and will sign-up for my e-mail list to receive free downloads of marketing software that will help you in reaching your goals. Please [click here](#) to sign up now.

I hope you also enjoy the free ebooks I provided as they will help expand on some of the topics I covered here.

Thank you and good luck in your online marketing efforts.

Sincerely,  
[admin@imarketingtools.net](mailto:admin@imarketingtools.net)

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