

Internet Marketing Tips-Let



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How to Put a STOP to Your Distractions

Getting Distracted? Put a STOP to It!

Do You Have Too Much to Do and TOO Little Time?

The word "busy" carries a very subjective connotation with it, especially in case of internet marketers. As a matter of fact, almost all of us internet marketers are "busy", so to speak, but guess how many of us are "fruitfully" busy? Very few indeed, and those few people are the ones who reach the success ladder. I would tell you it is not easy to get rid of distractions so easily, especially if you are a lazy fellow like me, you would be getting bored of "working" pretty soon. The excitement would give way to boredom, which in turn would distract your attention away from internet marketing and near the things you love to do or believe. So what are those things?

1. The Desire for the Magic Bullet: Do you buy everything that your favorite gurus promote to you? Then you have a secret desire of acquiring the "magic bullet of success" that is "ever so eluding me!" So you buy this or that guru's product, you get disappointed when you fail to find the "magic bullet" you secretly wish for, and you indulge in guru bashing. Like -

"This X Guru totally sucks. He is cr*p, his products are cr*p and everything that belongs to him is cr*p. Beware of buying anything from this scamster, or you are doomed."

Only kidding, but I guess you would be saying something similar ;-)

Even though many gurus would lure you to their products with the promise of magic bullet, I doubt they themselves believe in it. They know what actually works (hard work) and what people actually want (money without any hard work). Time you learn to read the minds of gurus. How would you do that?

Follow what the guru actually does, not what he is says. If you see him coming up with a new product every now and then, you know what you have to do-focus more on selling than buying. I guarantee you would have a good sleep at the end of the day! ;)

it does not matter whose product it is or if I or someone else has created the product, nor does it matter if it is a "limited time offer" or "one time offer"; i also

does not matter if it is a "too good to be true" offer or that the discount expires tomorrow.

IF YOU DON'T NEED IT, DON'T BUY IT!

Excuse the caps please ;)

Here is a surefire way to put an end to your buying craze: have a "To Buy:" list. Whenever you seem to fall for a "oh so tempting offer", just put it in that list, and tell yourself you would buy it tomorrow or when you have this much of money in your Paypal account.

Look at that list next morning with a fresh mind, I bet you would be kicking your butt for even putting that product in your list!

Whenever you're out to buy the "next best product", ask yourself the following questions:

- a) Do I really need the product right now? Can it fulfill my immediate goals?
- b) How can the product help me? How much ROI (return on investment) can I expect from it?
- c) Does the seller stand behind the offer?
- d) Can I really afford it? Could my money be better spent on something more important?

If your answer to (a) and (b) are NO, then run, don't walk. But if you say YES to them, then move on to C. If the seller relies on a bunch of testimonials from his guru buddies to convince you of the product's quality and does not himself stand behind him, then again perhaps you need to ask around (in forums) or contact the seller before you buy it. If you think the money could better be spent on something more useful or important, then spend on that instead and skip buying the product which is apparently "less important" to you.

Example, I have \$200 in my Paypal account. I need a new shopping cart script which costs as much; on the other hand, I would like to outsource around a dozen articles to my ghostwriters, because I hate writing. This outsourcing task would also cost me the same. So need to gauge my priorities.

Shopping cart software is not as important because I can use the free shopping cart buttons offered by Paypal. On the other hand, if I spend the money on content outsourcing, I can have the articles done up faster than if I were to write them myself (because, as I said, I hate writing). I could use these articles to generate some immediate traffic, which in turn would bring some immediate sales (hopefully). I can then use a part of the sales proceeds in buying the desired shopping cart script. Makes sense? Which brings me to the use of the tool called "reward" that I would discuss next!

I have heard that women are compulsive shoppers compared to men; I am not sure if that is true in case online shopping as well, but hopefully the above advice would help both genders. ;)

At the end of the day, it is human to fall to temptations, but then again, we humans also have the power to control our temptations, even if by a small percentage. Best of all, you don't need to spend big bucks on a mindset booster software or a lot of "NLP" audios from some guru to achieve this end; you can do this by following my free advice above.

While the advice is free, a few sips of beer is definitely appreciated (coz I feel thirsty) ;)

2. The Self-Exploitation Symptom: If you have too much work to do and too little time to invest in them, blame it on your poor planning. Everyone gets only 24 hours per day but some of us are better time managers than others. In fact I would be the first one to come forward and acknowledge it: yep, indeed I cannot manage time like others, but lately this trick is working for me.

Let us say I have a lot of tasks to do. I pick about 5 important tasks out of them, especially the money-making tasks (the ones that would make me quick cash) and do each of them per day. I usually plan my tasks by date, rather than name of the day of the week. So I would rather use this format:

1st July:

Task 1

2nd July:

Task 2

Rather than:

Wednesday:

Task 1

Thursday:

Task 2

Let us face it, days come and go, and we seldom are able to keep our eyes on them; we much prefer to keep an eye on dates, because once they go, they never come back. Planning your tasks by date adds a feeling of urgency to your tasks (that is, they must be accomplished ASAP or they would never get done).

Notice that I have more than 5 tasks to do, but I am planning my tasks in a way so that I don't stress myself out too much at a time. And then of course, I keep the incomplete/non-money making tasks for Saturday (and sometimes Sundays too; though I try hard to take Sundays off, sometimes that just doesn't happen).

I don't plan tasks for a whole month: it simply would mean spending too much time on planning. At most, I plan tasks only for 2 weeks ahead (short term tasks of course, but almost all of them have long term implications on my business). Once they are done, I plan the next fortnight's tasks (again this is something I do only on weekends)

Another thing that works for me is the "reward" system. In my task planner (I just use a Microsoft Word file, no sophisticated software or anything) I add a reward at the end of the completion of a week's tasks; sometimes the reward is in the form of foods, domain names (I am very addictive to domain buying) or anything else! That reward has to be motivating and enticing enough to make you slog through the whole week ;)

3. The Entertainment and Addiction Mania: Entertainment is perhaps one of the biggest reasons of distraction for internet marketers - at least it is for me. Some are addicted to television; myself, it has been quite a while since I have watched television. Though I was addicted to it during my childhood and teen years, I gave it up when it started belching out all that sappy cr*p (hopefully you are more fortunate in that case). I am more addicted to YouTube. Then there are others who

are addicted to twitter. Yet others simply cannot take their attention off of the warrior forum; again I would admit it is very addictive.

I usually keep the weekends for entertainment, but in weekdays too sometimes I get distracted and visit YouTube. That happens only when I am doing something I don't want to do (for example, writing) or am involved in a project that is taking far too long to complete.

Right since I have started planning my tasks as I described above, my distractions have however minimized. I know I am running against a deadline and even though I do no more than one or two tasks per day, those tasks are long enough to cover almost the entire day, so that I have very little time left for entertainment when I am done with them!

So I try my best to cram all my entertainment addictions in the weekends, especially Sunday. I try to take at least one day off per week to get recharged and refreshed! Sometimes I even indulge in writing boring short stories ;)

4. The Email Demon: Email is a demon indeed: once open up the inbox and start answering emails, it seems to be a task that is never going to end. That is why I reply only to the most important emails as soon as I wake up, then sign-out from my Gmail account, remove the Gmail notifier icon from my system tray (this notifier is a major cause of my distraction, as I have realized lately). When I am done with my tasks, I log back into my Gmail account and answer/read the not-so-important emails. I check my email twice or at most three per day, no more and no less. Earlier I used to answer all emails at once and at the end of it, I would get so tired that I did not have any energy or motivation left to finish my more important tasks; boredom and YouTube were what used to happen to me next!

I have not used it yet, but Gmail offers a cool plugin called "Email Addict" which can be found at <http://groups.google.com/group/gmail-labs-help-email-addict/topics>; it is designed to rid you of chat addiction by making you invisible in chat for 15 minutes so that you can do something else. You can enable it in Labs. Again this is something I have not used yet, but it could just be what would help you get rid of chat addiction! I got to agree that chat is one of the hardest to get over addictions: once you start it, there is no end to it, just like offline gossiping. It can waste hours and hours of your precious time if it gets out of control. No wonder I (and a few of my friends) have permanently become invisible in Gmail chat. ;)

Part time breaks in between a long/grueling task, or after this task is over (such as link building):

I am not perfect, and neither are you, so there would be times when you stray, but once you are able to put yourself back on track quickly, promise yourself never to get strayed again until you are done with the day's tasks!

Do you get your project ideas while doing something else (immediately put it down in a text file) or pooping (passing bowels) or bathing (try not to forget until your are back to the desk) or going to sleep(keep a pen and a paper close to you)? It happens to me sometimes.

Sometimes, if there is one thing keeps distracting you then get distracted ONCE (i.e., be done with it) and come back to your original task.

One project should not take no more than 1-3 months to complete, and don't spend more than a fortnight on a single project esp. if you suffer from adhd (now that was a joke, of course).

Is your browser distracting you? Use Firefox leech addon:

<https://addons.mozilla.org/en-US/firefox/addon/4476>

2 Backlink Myths Busted!

When people start speculating, there is just no logical end to it. Be it stock markets or search engine optimization, speculations only manage to confuse gullible people instead of helping them! Speaking of SEO, there are way too many myths prevailing on backlink building and SEO in general that I would better start writing an ebook on them!

Perhaps the funniest thing is that such myths are more often than not mere figments of imagination of those who hardly know a thing about the topic! In this article I will bust two such myths.

1. Myth 1 - You need to keep adding content to your website to maintain its search engine rankings: Utter falsehood! You can not only get good rankings for your website but even maintain those rankings WITHOUT adding content regularly! I have so many websites that I have not touched for years, and their

rankings only get better with time! Guess what is the secret?

Instead of adding content, I focus more on a building backlinks.

Now, I am not asking you to stop putting content on your website. Content, quality content that is, is what attracts visitors to your website and makes them stick around and buy your stuff. When people see quality content on your website, they would instantly perceive you as an expert in that niche, which in turn would help build trust between you and your prospects.

Once your prospects start trusting you, they would not hesitate to buy whatever you have put together, provided of course that you are selling quality products!

My point is that, saying that one MUST keep adding content every day or week to their website in order to maintain its rankings is stupid! If anything, you should keep building backlinks for your website instead!

Lastly, here is a fact that I bet would jerk you from your seat - I have seen even the worst websites dominating the first page of Google by sheer virtue of backlinks. I am speaking of sites that contain very little content except whatever is scrapped through RSS feeds from other sites, and of course AdSense ads! While I neither build nor recommend building such sites, I am telling this to you in order to illustrate the power of backlinks over content!

2. Myth 2 - You need a lot of backlinks to get any decent rankings on search engines: Yet another baseless myth on search engine optimization. If you thought there is no end to your backlink building exercise, you are dead wrong! There is always an end to a process, and backlink building, being a process, is no exception either!

How many backlinks you would need to build for your website would naturally depend on your niche market's competition. The more competitive your niche is, the more backlinks you would need in order to push your website to the first page of Google!

I will give you some hypothetical figures here to illustrate my point:

If you are marketing in the mainstream "weight loss" niche, you may need to build, say 250 backlinks for your site in total. On the other hand, if you are marketing in a sub niche such as "weight loss for moms", then just 50-100 backlinks might suffice! Remember that these are just hypothetical figures, but I

hope they would give you an idea of how many backlinks you need to build for a certain site.

All said and done, if anyone told you that you have to build 10,000 backlinks to get your website ranked on the first page of Google, they are wrong! In case of backlinks, what really matters is quality and not quantity.

Don't believe me? Try submitting a batch of articles to 1000s of low quality article directories, and then submit another batch of unique articles to only the top quality directories. The results would be before your eyes within less than 2-3 months!

Similarly, getting 100 backlinks from sites averaging between 6-8 PR (PR here stands for Pagerank btw) is far better than garnering 1000 links from PR 1-2 websites!

2 Dofollow Clones of Yahoo Answers!

So what if Yahoo Answers™ is nofollow? I have found two websites which are "DOFOLLOW" clones of Yahoo answers. :D

This article should be read only by those who have a basic knowledge of "dofollow" and "nofollow" linking. If these terms sound foreign to you, you may want to read this free report on backlink building before proceeding further:

Building backlinks is one of the most important things you can do for your website. For the uninitiated, backlinks are links from other websites that are pointing back to your site. They are also known as incoming links and inbound links. As an internet marketer, backlinks are vitally important to your success.

Backlinks help your website move up in importance on search engine pages. With a large quantity of backlinks, your website will move up in the rankings for your selected keywords. The more backlinks you have to your site, the better. However, not all backlinks are created equally! As you learn in this report, you need to have the right type of backlinks in order to move up in the rankings.

When websites first started linking to each other, backlinks were used by webmasters to suggest other websites that he or she enjoyed and wanted to pass on to the visitors. This still happens quite a bit but these days backlinks are an important part of a webmaster's Internet marketing strategy.

Search engines like Google use the number of backlinks a website has in order to determine its relevance. If your site has 10 other sites pointing to it with a link and the keyword phrase "make money online," the search engines spiders will be able to determine that your site has to do with making money online.

If you have a hundred sites pointing to your site and using the keyword phrase "make money online", that is even better! The sites that are linking back to your site have to meet certain standards in order to be counted as "votes" for your site and that keyword phrase. In this report, you will learn the most effective linking strategies in order to quickly and efficiently move your site up in the rankings.

Basic Backlinks Concepts

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