

# Lessons From Internet Marketing

version 1.0

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**Kang**

**"Mr Kaizen"**

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### **a short foreword**

I don't mean to sound like a drama mama, but my life has been absolutely transformed ever since I found internet marketing.

And it's not just about the financial benefits, although that is one of the most desirable outcomes, for sure.

Well, 25<sup>th</sup> June is 2007 is my 23<sup>rd</sup> birthday, and I was planning to release my **first** WSO in the Warrior Forum, with the proceeds as a gift to myself!

I brainstormed for a long time, and considered the various things I could write about.

And then it just struck me.

On a significant day such as my birthday, what in the world am I doing, trying to earn a gift for **myself** amongst a community that has played such a vital role in my growth?

I then remembered reading this post about sharing information with each other **amongst** internet marketers, and then using the knowledge gained, to go out and conquer **other** markets, instead of fighting amongst ourselves. I like the way it sounds.

That's it.

There are still so many struggling internet marketers out there, just like myself months ago, struggling to make some decent income from the internet.

Instead of trying to earn a monetary gift for myself, I've decided to do something different; from there, this report was born.

It's time to give back.

### **what is this report going to be about?**

it's going to be a mental diarrhoea of my experiences, the difficulties I have personally encountered, the mental obstacles with regards to the ugly side of the world, and how I overcame those to being able to finally pride myself as being an internet marketer.

At the time of writing this, I'll be 23 in two days' time.

I'm currently still schooling, pursuing my degree in Mechanical Engineering. I'm on vacation right now, so I have tons of time on hand to go after my internet marketing pursuits.

I've been hovering around the internet marketing scene for more than two years, but have only recently attained nirvana by being able to earn an income that will make my peers drop dead in envy. (Okay that was too strong, but you get the idea.)

I have two main sites.

At [www.KangWeiAng.Com](http://www.KangWeiAng.Com), I blog about my in-the-trenches internet marketing experience, from which readers can pick up a tip or two from. I also share product recommendations and reviews, and links to free reports/resources I find useful myself. Well, sounds like any other internet marketing blog, but hey, mine's different( I insist it's different!). While you're there, be sure to sign up for the RSS feeds and for my Kaizen Marketing Letter, which I send out once every two weeks.

[Www.KangForHire.Com](http://Www.KangForHire.Com) is where I promote my freelancing services, where I help my clients to produce high-quality content, and with websites/blog creation. I've been doing more of the former, and frankly, clients' satisfaction with the results have been so positive I was surprised as well. I didn't know I'm **this** good, but that's a story for another day.

One characteristic I found to be very useful in internet marketing is an **unquenchable thirst** for knowledge, an **insatiable curiosity**, and a **violent drive** to take action.

I love reading. And I often subconsciously relate the information I read in books to my internet marketing ventures. Which, very often, draws up new conclusions for me, and provide me with new inspiration and ideas.

Throughout this report, I'll be drawing references from books and how they apply to the business of internet marketing.

The content in this report will be pretty haphazard and without much of a logical order. Part of the reason is because the theme of this report is its **randomness**.

And part of it is because I'm working very hard to rush this thing out before the 25<sup>th</sup>, and it's the 24<sup>th</sup> right now!

And one hour later, I'll be going to school for basketball training, after which I'll be meeting up with my cousin and one of my best friends, who would be passing me my birthday present. (Geez, why am I talking about totally **irrelevant** stuff even though I know I have so little time left.)

I'll probably be home at like 11 p.m., and I expect to carry on rushing through this report until about 4 a.m. (hopefully I'll be done by then.)

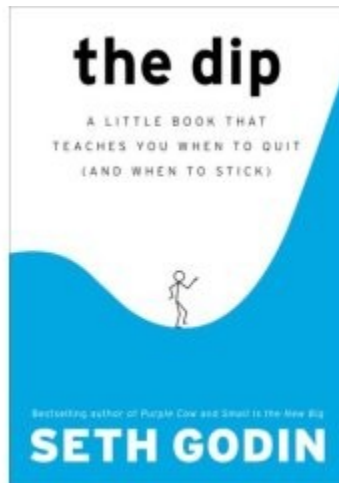
This is a challenge by itself, as while I'm writing this in OpenOffice, I'm installing wordpress on [Www.Random-Snippets-Of-Thought.Com](http://Www.Random-Snippets-Of-Thought.Com), which I just registered the domain of, like **hours** ago.

This is probably the most hurried project I've ever undertaken, and I really hope the speed doesn't affect the quality of the content (too much).

With that, I hope you enjoy this baby, and be sure to read the entire report, as I'm sure you'll be able to benefit from it alot! I look forward to your feedback and to conversing with you in the near future.

Onwards!

**the dip**



Seth Godin is one of my favorite authors. And I find that the concept of The Dip really applies very aptly to Internet Marketing.

For the benefit of those who haven't read the book, here's a brief overview. I recommend you read it though; it's only 80 pages and can be finished easily in one sitting.

Brief overview courtesy of Amazon.Com:

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“The old saying is wrong-winners do quit, and quitters do win.

Every new project (or job, or hobby, or company) starts out exciting and fun. Then it gets harder and less fun, until it hits a low point-really hard, and not much fun at all.

And then you find yourself asking if the goal is even worth the hassle. Maybe you're in a Dip-a temporary setback that will get better if you keep pushing. But maybe it's really a Cul-de-Sac, which will never get better, no matter how hard you try.

According to bestselling author Seth Godin, what really sets superstars apart from everyone else is the ability to escape dead ends quickly, while staying focused and motivated when it really counts.

Winners quit fast, quit often, and quit without guilt-until they commit to beating the right Dip for the right reasons. In fact, winners seek out the Dip. They realize that the bigger the barrier, the bigger the reward for getting past it. If you can become number one in your niche, you'll get more than your fair share of profits, glory, and long-term security.

Losers, on the other hand, fall into two basic traps. Either they fail to stick out the Dip-they get to the moment of truth and then give up-or they never even find the right Dip to conquer.

Whether you're a graphic designer, a sales rep, an athlete, or an aspiring CEO, this fun little book will help you figure out if you're in a Dip that's worthy of your time, effort, and talents. If you are, The Dip will inspire you to hang tough. If not, it will help you find the courage to quit-so you can be number one at something else.

Seth Godin doesn't claim to have all the answers. But he will teach you how to ask the right questions.

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The internet marketing Dip is a very tough one to get across indeed. You're faced with tons of obstacles, but because everyone seems to be giving you different advice, you really don't know the right way to proceed.

And then there's a common fallacy to give up right before you hit the peak of the dip. Once you go past that, you would have made your first dollar, and everything would be smooth from then on.

Imagine giving up after all the hard work, just as you are about to succeed, if you'd just hang on just a little bit more!

If you understand the concept of the dip, you would be able to make wiser decisions on whether you should take on various tasks. And you'd also be mentally prepared to face difficult challenges knowing in your mind that the dip might just be over very soon.

## **excuses**

Believe it or not, excuses can be made up by **anybody**, under **any** circumstances, to justify their inability to fulfil **any** task.

That's the reason why some folks rise from the very bottom all the way to the top, and others fall all the way from the top to the bottom. The reason why some 17 year-olds are deemed too young to have an online business, and why others are wildly successful.

There has even been a name given to this disease: **excusitis**.

I started internet marketing when I was 21 years old, and gave myself a lot of leeway and excuses for failure. I blamed it all on my age. I must have been too young and inexperienced. I have lots of time to fail anyway. Just look at all the other internet marketers; they're much older than me!

And today? I'm already 23. And I've only just tasted success. If I had the right mindset in the past, I believe I would have succeeded much earlier.

Can you believe I even used to blame my own inability on my financial stability? I come from a fairly well-to-do family. But because I've seen so many success stories about people going from poverty to prosperity, I actually made myself believe that it's easier to rise when you have "nothing to lose."

I had no momentum at all. And hence, I was at a **disadvantage**.

I'm Chinese. My full name is Ang Kang Wei. Ang is my surname, my family name. Kang Wei is my name. I always felt awkward telling people my name amongst the internet marketing community. I thought of using my English name, which I don't use much in real life, but it still felt weird. As a result, nobody really gets my name right. I didn't know what name to use in my special reports and websites, and I didn't want to use a pen name.



And then I deemed that a handicap as well.

It does sound like pure bullshit now, does it not? I'm sure it does to you. But I'm also sure that if you reflect upon your own thinking, you'll find traces of this too! It's simply too easy to blame external conditions than yourself. It's human nature.

Get over it. **Conquer excusitis.**

I conquered my age barrier when I thought about it and realized how irrational it is. And by seeing that there **are** marketers younger than me in the field. I realized that this is my golden age. Starting young is an advantage that I should make full use of; it's not for me to rest on my laurels!

My handicap of being "too rich to be rich" was full of holes, so that was pretty easy to overcome as well. I remembered making a post on the Warrior Forum about this phenomenon, stating that the more famous marketers all seemed to come from less-than-desirable backgrounds. It's just that marketers who didn't have financial problems don't **publicize** that fact, simply because it isn't significant!

Kevin Riley also mentioned that the rags-to-riches story sounds better than a riches-to-more-riches one. It's hard to imagine anyone saying "I used to earn \$1,000,000" a month... Now I earn \$5,872,864!"

I got over the name problem by realizing that it's **my** name and I should be proud of it. (Don't get me wrong, I've never felt ashamed of being Chinese!) At that moment, I decided to enter the game and brace myself for the dip. I braced myself and bought the domain [www.KangWeiAng.Com](http://www.KangWeiAng.Com). And it stayed dormant for a long time indeed.

How time flies. I've had it for about one year already. And I'm coming out of the dip. I've never looked back since.

Remember. **Identify** what's holding you back. Then try and rationalize your thinking. Don't be afraid. If you can't rationalize it and convince yourself, well, simply start thinking the other way, and try rationalizing in **that** direction. It works for me!

## **the two types of internet marketers**

Granted, there are way more than just two types of internet marketers out there, but here, our focus is on two particular types. Understanding this difference may just be your key to attaining success in this field.

These two types are: Marketers marketing to **non-internet-marketing-related markets** and marketers marketing to **the internet marketing community**.

This distinction may seem very “duh” at first glance but is very important, because the nature of these two broad types of markets are vastly different.

Sure, there are many schools of thought regarding the path that beginning internet marketers should go, and sure, each has its own pros and cons, but hear me out and you decide yourself and see if my theory makes sense.

I think beginners should definitely start out in a **non-internet-marketing-related field**.

Many reasons why I think so, but I will talk about only two of them, which will hopefully be more than sufficient for you to convince yourself.

### **ONE**: Competitiveness.

I could write an entire ebook about evaluating competitiveness and the pros and cons of having competitors and what types of competitors are good and which types are bad and so on and so forth, but again, we are trying to be simple here. I'm going to sum everything up into an experiment which I want you to follow along.

Step 1: Go to google.com and type in “viagra” without the quotes.

74,000,000 “competing” sites. For your information, the viagra niche is a very very competitive one, and there are tons of people resorting to blackhat methods to rank for the term. Getting on the first page of google for this term is next to impossible.

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