

# NEWCOMERS GUIDE

TO

# INTERNET MARKETING



P E T E R H O D G I N

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# INTRODUCTION

Many books have been written about how you can make money online.

There are books about achieving success on eBay, making money with blogs, building a Squidoo lens, doing article marketing, profiting from affiliate marketing, and building niche websites, just to name a few.

However, despite all these resources the vast majority of all new marketers fail to make any money online...

Not only do they fail to make money, they often end up losing a lot of money while trying to make money!

Even more importantly, they waste precious time.

They simply do not have a strong enough foundation on which to build an online business.

They lack the basic insight and knowledge required to succeed. They try to run before they can walk, or start walking without knowing where they are going.





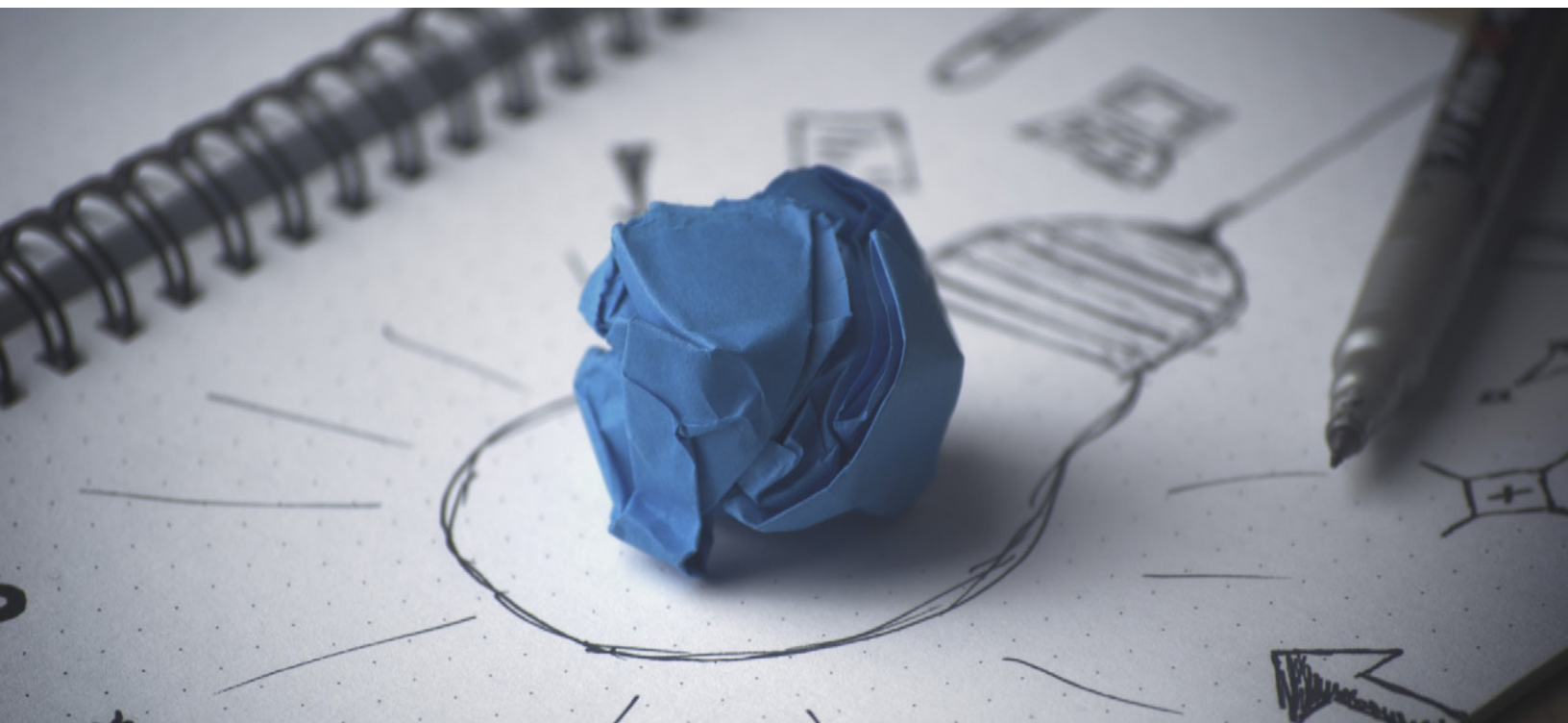
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I have no doubt that it is possible to become a successful internet marketer in a short period of time, but only if you start off with a clear understanding of the basic concepts of internet marketing, but you need to learn the basics first before you can get started .

**The NEWCOMERS Guide to Internet Marketing** I share many of the important lessons I learned during six years learning internet marketing.

I trust that you will find many gold nuggets in this book and that it will give you a good understanding of what internet marketing is all about and prepare you for the road ahead.





# CHAPTER 1

## STRIKING GOLD - IS IT POSSIBLE?



Many people consider internet marketing as one of the best ways to strike gold. And you know what? They are right it is possible.

Where else can you set up a business within a couple of hours at virtually no cost and start making money 24 hours a day from customers all over the world?

### A VALUABLE LESSON FROM HISTORY

The California Gold Rush started in 1848 when James Marshall spotted something shiny in a river. It turned out to be gold, and, despite trying to keep the find a secret, it triggered a massive gold rush.

What a great way to get rich quick! Gold nuggets lying around for the taking. Must have seemed like a dream come true for most gold diggers.

The reality was slightly different...



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Traveling to California was not easy in those days.

There were basically three options, namely by boat via South

America (six months of misery), by boat via Panama (if you were not too concerned about malaria and Cholera) or overland (a 2000 mile journey). Once you got there, working conditions were terrible. Lack of supplies meant that prices for basic foodstuffs soared. Many miners died hungry and poor...

What has the 1848 gold rush got to do with internet marketing? As in the case of the gold rush, many new marketers think that internet marketing means easy money. Similar to the gold rush, most new internet marketers do not actually end up making any money.

## WHAT CAN WE LEARN FROM THIS?

The better prepared you are the bigger your chances will be to strike gold in internet marketing. The more you know about internet marketing the less likely you will be to make stupid mistakes and fall for “get rich quick” schemes.

New marketers do not have the slightest ideas on where to start, and a lot of them are not willing or able to invest a start up capital in their online business. However, it is almost impossible to start an Internet business without spending some money on basic infrastructure such as web hosting, domain names and so on.

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## KNOWLEDGE IS POWER

I think most gold rush miners would have done things a lot differently if they had a better understanding of what they were getting themselves into. Having a great idea or noticing an opportunity is one thing. Turning the idea or opportunity into a profitable business is a different story.

The first and most important thing to do is to list out all your skills. What skills do you have? You may have picked up these skills through daily life (for example languages), through your job (hands-on knowledge on a specific niche) or from your hobbies (for example fishing). It is most vital to list down skills or knowledge that you have and might be in demand elsewhere. For example, you love fly-fishing and you do it every day after work. You may build your Internet business upon this: writing an instructional guide on fly-fishing, teaching people how to do it, etc. Best of all, you do not need to spend money to acquire this knowledge: you already have it.

So, the very first option, if you have no money or very little to start off your online business, is to earn some capital using your already existing skills or knowledge. You can give tuition to students on your dominant subject in college, you can teach stuff about your hobby to people who are interested, you can write guides on knowledge or skills you picked up through experience and cannot be found in theoretical books. Hope fully this will help you fund your start up.



## BUILDING A STRONG FOUNDATION

### MISTAKES PEOPLE MAKE

Before you can ever hope to build a successful online business you need to first lay a strong foundation. This means building your proverbial house on solid rock and not on sand.

### WHY PEOPLE GET SCAMMED

Short answer? Lack of comprehension. New marketers often simply do not understand what they are getting into. Being gullible will always make you an easy target for scammers and the internet has no lack of those.

Imagine going on holiday to China. You don't know or understand the culture and language. You have no idea how much to pay for goods and services. You arrive at the airport and take a taxi to your hotel. The taxi driver charges you \$100. Is this a fair price? Are you supposed to tip the taxi driver? How are you supposed to know?

You see, the problem is you do not have a point of reference...



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You cannot compare the cost of a taxi in China to the cost of hailing a cab in New York, Paris, Sao Paulo, London or any other city. Every single city is unique.

Unless you live in that city and “know” the taxi tariffs you can be scammed without ever being aware of it. Hey, for all that you know, the taxi driver might have taken an unnecessarily long route or might have driven around in circles for half an hour!

Without a point of reference it is very difficult to know what to believe.

Many new marketers are attracted to internet marketing by flashy sites, banners and ads that promise them “easy money” – Ads such as “Make \$100,000 per month”. They simply have no way of knowing what to believe. \$1000 days? Yes, but not on your first day.

The old saying “If it seems too good to be true, it normally is too good to be true” applies here.

Is it possible to make \$100, \$500 or even \$1000 in a single day? Yes, but not on your first day and it is highly unlikely you are going to make it every single day.

It takes time to build a business. The internet is a great marketing tool but there is no magic recipe for instant wealth.

There are simply no real get-rich-quick schemes. It takes a clear head and some careful planning to succeed online. In fact, just like in any other business.

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There are many people that have made \$1000 in a single day. However, what is often not mentioned is that it took them several weeks, even several months, even years depending what time you have to learn all that's involved to get to the point where you are able to start earning some decent income online.

Think about it logically. Assume you want to make money selling e-books online.

Chances are that if you buy the resell rights to an existing e-book, there are hundreds of other people competing with you.

Many of your competitors will be experienced marketers. Many of your competitors will be selling the e-book for only \$0.99 although the recommended price may be \$47.

How do you compete? How are you going to get your sales up to a level of even only \$100 a day?

An alternative is writing your own e-book on a topic that you are passionate about. Even then, you need to research whether there is a demand for such a book.

What are people prepared to pay for the information? It can take quite a while to write an e-book and promoting it may be more difficult than you thought.

**Bottom line:** you can earn a good living online but it will take some time to get established.

I am convinced that most new marketers simply give up too early because they have unrealistic expectations from the very beginning.



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I sincerely believe you cannot fail in internet marketing, you can only quit!  
Not every single project you undertake will be successful.

There will be many flops. However, if you are really committed you will  
succeed.





# CHAPTER 2

## INTERNET MARKETING IS HUGE...



One of the most important points that new marketers have to understand is that internet marketing is a very wide field!

Try to picture internet marketing as a university. Within this university there are many different faculties or departments. Some dealing with advertising, others with website design, copy writing, market research, etc. A very long list indeed!

A student does not simply decide he wants to become a doctor and then attend classes at random on the spur of the moment as and when it suits him. No! He gets a “general”

training that is well structured and that he has to complete before deciding on any area to specialize in.

This is where so many new internet marketers get it wrong... They try to go off in all directions at the same time. They read a little bit here, experiment a little there, and although they gather bits and pieces of information along the way they are actually not building a solid foundation.

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Not knowing enough about a topic is sometimes more dangerous than knowing nothing at all!

This also applies to the field of Internet marketing.

Not being prepared for what you are about to undertake can cost you a lot of time and money.

Internet marketing can be a profitable, full-time business but you need to approach it from the right perspective.

## CREATING A SELLABLE PRODUCT

Many marketers have created or acquired products that they thought would sell well and, in their enthusiasm, set up everything from sales letters to websites to getting traffic.

However, a lot of these marketers have forgotten the single most important factor that will affect their product sales

the "sellability" of the product.

When you begin creating products or buying rights to a certain product to sell, the most important factor you must take into account is the demand of the product. Do people want your product? It is simply stupid to waste a month's time preparing a product, setting up the website and required sales techniques only to find that people do not even flick an eyebrow at your product!



## THERE IS NO EXACT RECIPE FOR SUCCESS

There are many different recipes! How many recipes are there for roast chicken? Certainly not only one! The same can be said about internet marketing!

## THERE IS NO “BEST” WAY TO MAKE MONEY

One of the biggest traps new marketers can fall in is falling for hype. Many successful marketers write such good sales letters that a new marketer can easily think he simply *HAS* to buy the product if he wants to succeed.

You may recognize some of these examples:

**“If you are serious about making money you simply have to get this...”**

**“Order now before your competitors use these techniques against you.”**

**“You simply cannot afford to miss this limited opportunity...”**

Now don't get me wrong. Some of these products are actually good. The problem is that many new marketers fall for the hype thinking they simply have no choice but to buy the product if they want to make money online.

You always have a choice!

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