

# The Newbie's Online Marketing Manifesto

*Discover For FREE  
How To Make Money Online With  
No Prior Experience And A Tight Budget*



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## Legal Stuff



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This report is based on the author's personal experience regarding Internet marketing and results may (will) vary. I sincerely hope you experience more success than I do, just don't shove it in my face. Instead, write me a testimonial and e-mail it to [mark@internetmoneymap.com](mailto:mark@internetmoneymap.com). Then come on over to my blog and teach me something. [www.internetmoneymap.com](http://www.internetmoneymap.com).

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This report also includes affiliate links in certain cases. If you choose to click on these and purchase products or services, the author may receive a commission, and deservedly so I might add!

Just so you know ☺.

## INTRODUCTION

First off thanks for checking out my Newbie Marketing Manifesto!

What I am trying to do in this brief course is fill in some of the gaps that I've seen in some of the great training I have had on Internet marketing over the last year.

It is hard for me to think of a person who could not potentially benefit from reading this and applying some of the techniques and principles inside.

If you want to start or continue to [build an on line internet marketing business](#) and work from home, then this course will definitely help.

It's not a complete or comprehensive manual because there is no such thing. On line marketing evolves every day and new strategies are often a function of the imagination.

It will, however, give you a great roadmap and a list of excellent resources to get you started or back on track depending on your situation.

Having poured over a ton of on line training I noticed that many of these marketers who are VERY successful are so skilled at their processes that they take certain things for granted that newbies like you and me don't know.

I have tried to take the mistakes I have made and turn them into opportunities for you! It's mindset stuff that is critical in creating an environment in which you can flourish.

The second piece of this manifesto is some direction toward some of the best resources I have used and researched so you have a

legitimate starting point in the enormous world that is on line marketing.

It's not a knock on any of these experts at all. It's just impossible to cover everything in any one course and you can't foresee certain things when you start that are really helpful to know in hindsight.

The best people in this business simply gloss over things that are critical for newbies because to them these things are second nature. I really wish I had this when I started!

I hope you enjoy it!

## Mark Aylward



### **My Story-Why Me?**

**My entrepreneurial journey** - I have over 20 years of marketing and sales experience in the offline world so I know a little about marketing. I have taken, seen, written, developed and taught multiple different marketing courses in the offline world.

I am not technical so my advice will resonate with students who are not technical. I can also testify to the claim that you don't have to be technical to succeed-but you do have to learn a few things!

I have started two sales organizations from scratch and sold both of them, which gives me some great insight into helping you start your own business.

**My Personal Journey** - You don't get to be 48 years old and not have a boatload of life experiences to share. I have lived, loved, been a millionaire and been broke. I am a father, son, brother and friend. I have experienced hardship and lived to tell about it.

I'm going to share more of this story in some of my other content. Believe it or not I'm pretty sure if I approach it properly it could be a sweet bestseller. You'll have to wait and see....

**What You Will Get In This Course** - I'll help you save a ton of time and money if you are serious about [Internet marketing](#). **How?** I'll share with you where and why I wasted time and money and why and how you shouldn't!

You will get all the information you need to benefit from the advice of the experts I will recommend in this course. I am not yet an expert in certain fields within Internet marketing, but I know the right people to point you to. I will share this with you over the course of this course, of course...:)

You will get direction from me about who is good in what areas of training and what their style is.

Keep in mind I can't possibly be comprehensive. Good people are popping up all the time and some people that are good now are becoming great-so this is a starter list and you will develop your own "trusted advisors" over time

A whole lot of no nonsense advice and information from a middle aged, non-technical marketing expert who just finished one year

of intensive self study on Internet marketing and made his first sale.

**What I Get Out Of This Course** - Before I answer this, let me highlight that this answer is also a very easy and solid strategy for you to use when you are starting out.

In marketing as in life, you get out of it only what you put in. This strategy reflects that philosophy.

I truly do love to train and help others. It would be kind of stupid if I had no plan to make money though right?

I mean your not looking for me to teach you how to be generous are you?

I have placed links called affiliate links throughout this course to various sites and pages where information exists about the topic I am referencing.

The pages that these links bring you to will have a few things in common;

- I will have researched or used the product or service extensively and approve of it as exceptional.
- They will more than likely offer a level of advice on a particular topic that is initially free.
- This FREE level of service will be substantial and enough to take you to a much higher level of expertise and proficiency in that particular area of Internet marketing.
- Once you want more from that service and choose to buy an upgrade, I will likely receive a commission. - You will NOT PAY ANY MORE than you would if you purchased directly from the owner of the service - This is called **Affiliate Marketing** and is one of the better ways to get started in online business. Mark Ling is a favorite of mine-check him out here-[Affilorama](#)

- The provider of the service or training will speak and write in a way that resonates with me. What I mean is that the way the message is spoken, written or presented will be straightforward and easy to understand.

The most important thing I get out of this is **validation and "referencability"**. By reading and benefiting from this you validate that what I say has value, you trust my judgment and chances are we will cross paths again and both benefit from it.

***That is EXACTLY how you should be thinking about building your business. Look at that, you get a lesson and an answer at the same time!***

So moving forward if what I am sharing with you makes sense and you would like to hear more from someone who knows a lot more than I do (for now:)).

***CLICK ON THE HIGHLIGHTED LINKS IN THIS COURSE AND GET SOME GREAT FREE TRAINING***

You will be transported to the next steps in your wonderful voyage to making money on line

Finally, if you would like more access to my thoughts on success in business then come on over and see us at my website;

[www.internetmoneymap.com](http://www.internetmoneymap.com)

Sign up for my free newsletter course and I will send you the latest free weekly tips right to your inbox on a variety of online marketing topics to supplement your ongoing education



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## Chapter One      Expectations

This is a game of little tiny steps taken one after another over and over again every day, every week and every month, getting a little better with each step.

Unless you have the money to outsource the work and pay other people, you will need to understand this.

There is a Japanese word for this; ***Kaizen***. Westerners place a high value on the achievement and maintenance of perfection, a flaw in the framework of the kaizen philosophy, under which perfection can never be truly reached. It is a philosophy of continuous and incremental improvement in working practices and efficiency.



On line marketing is the perfect example of this.

Henry Ford has a fairly well known quote about this;

*"Nothing is particularly hard if you divide it into small jobs".*

I started in the [on line marketing world](#) with a little voice in my head that told me there was a quick way to make money. In spite of my offline

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