

# **[THE REBEL MARKETER'S MANUAL]**

By Niamh Arthur  
Brought to You By Krista Brashear

# The Rebel Marketer's Manual

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# The Rebel Marketer's Manual

## Introduction: Your Job is Killing Your Future

A short 10 months ago I was stuck in one of the worst situations a free thinking, aspiring entrepreneur can find themselves in...

...

A half decent job.

I was working for a mammoth coffee company (yeah, probably the one you're thinking of!) and the job was just comfy enough to keep me stuck.

Why?

Fear.

Things were OK, and I was so afraid to lose OK, that I wasn't going for GREAT!

I was unhappy with my life, but I was afraid that making a big move would make me lose what I already had.

I had tried online marketing in my spare time for two years, but the pieces never really came together for me.

So I set the alarm 30 minutes early every morning, just so I could have the pleasure of getting to hit snooze 6 times instead of 4.

I came home so exhausted I could barely talk to my family and instead opted to plant myself in front of the TV to "relax".

I spent maybe 30 minutes to an hour with my two year old daughter before she would go to bed for the night.

And she would barely tolerate me because by the time I got home my hair and clothes would completely reek of coffee.

I struggled through day after day of just existing until one day everything changed.

I was just 8 weeks pregnant with my second baby, finishing up another gruelling day in work, and I started to have trouble breathing.

I had a pain in my chest like a vice grip around my lungs.

I went to my doctor who sent me straight to the emergency room.

As I sat on a rickety bed in a corridor waiting for a doctor to see me a kind male nurse sat down to talk to me.

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He told me how he had recently had a second child and that it was incredibly hard. He said you expect it to be twice as hard as one, but it's exponentially harder.

He went on to tell me how both he and his wife work 12 hour days, and have 2 hour commutes!

After he moved on I thought about what he said, and I was determined that my story would be different.

All I could think was, "It doesn't have to be this hard!"

I wanted the very best for my daughter and my son on the way.

And the very best for them was me!

Me at my very best!

They deserved a relaxed and happy Mommy who could stay at home with them...

Be there to play.

Be there to kiss them better.

Be there to be a major influence in their lives.

When the doctor told me after extensive testing that my breathing problem was simply ... stress.

I knew this was the wake-up call I needed.

I decided right then and there that I would find a way out,

That I would stop settling for mediocrity,

That I would take a risk, make a big move, and find a way to support my family from home.

The last year has been a huge learning curve, I had to push myself to learn how people REALLY make money online, and the shortcuts to make it happen faster.

Now I am earning an income from home that is increasing every month.

I am spending the majority of my day running around the house playing "Tiger" with my daughter or snuggling up to my perfect, healthy five month old son.

I have found tools and shortcuts to help me leverage my results.

I have uncovered the secret strategies that gurus are using to become more and more successful.

The following book is what I have learned, and how you too can earn a stable and steady income from home to finally live the life you desire.

You just have to make the choice for change and apply what you are about to learn.

Stop settling for safe, and start going for your dreams!

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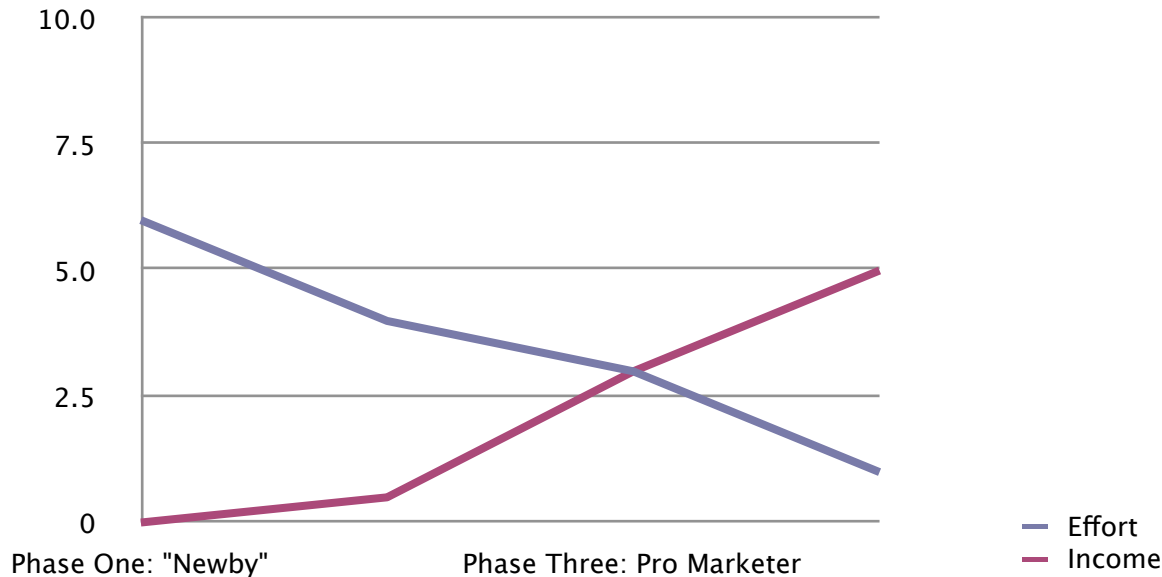
To Your Absolute Success!

*Niamh Arthur*

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## Lesson #1: What's Wrong with Traditional Internet Marketing??

### The Internet Marketer's Path



### Phase One: Newby

Most people never get past "Newby".

A newby spends hours and hours trying to just decide what they are going to do, and then how they are going to do it.

*Most of the income in this industry comes from the pockets of Newbies.*

Does that last sentence make you angry?

It should.

You see the Gurus and Pro-marketers of the internet view the Newbies as sheep, and yes, I've even heard them called "Sheeple".

Now, you will find that most Gurus and Pro-Marketers have a genuine desire to help, but they also BANK on most newbies never getting past Phase One.

You see they can create endless info products, telling you EXACTLY how to market because they know you simply won't be able to compete with them.

If they teach you how to rank Youtube videos, they know you probably don't have the sales skills to actually convert those videos to paying customers.

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If they teach you how to create a Fanpage on Facebook, they know that it will take you months if not years to build it up to where they are.

**If they teach you ANYTHING online, they know that 90% of the time you WON'T IMPLEMENT IT.**

**Even if you've paid for it.**

So Guru's get away with marketing product after product to the same people, because the people always want the next solution or easy fix.

They haven't been able to make the last solution work, so they forget about it until they get an email promoting the next EASY marketing method.

"This isn't being done anywhere."

"You're ahead of the curve."

"It's stupid simple."

Yes, they may be able to show you stupid simple ways to rank your websites, articles, videos, create a fanpage, etc. But without the sales or copywriting skills to have something worth ranking, you can't compete!

## **Phase 2: Marketer**

These are the people who see through a lot of the B.S.

It usually takes a newby up to about 2 years to get to the Marketer status, and that is ONLY when they stop looking for the next big thing and focus on one method.

Marketers are usually selling affiliate products, and have the PERSISTENCE to have finally made a few checks.

They still are slaving away to drive masses of traffic because they often still have low conversions and poor sales skills.

Typically these people aren't even making a profit monthly, but they are making something.

Funny thing about marketers:

Often the people who are just willing to follow simple instructions get here.

The "clever" people continuously look for the best and shiniest solution to making money. But the people who just stick to one method can usually get money coming in.

## **Phase 3: Pro Marketers**

Pro Marketers are making a genuine online income.

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They no longer need to work too hard as they have typically found some form of leverage.

They can use 20% of their income to invest back into marketing and advertising to help the business grow even more.

They are starting to create info products and tell their story.

Most marketers don't start telling their story until they are in the Pro-phase.

And don't forget, a good story is what sells online.

People really don't care much about your product, because typically they are happy with the products they currently have.

But if you can tell a good story about your success, people will join you.

As marketers begin telling their story they transition much more easily into the Pro-marketer status.

People start to follow them, and as long as they keep up the conversation they will eventually reach the coveted final phase:

## Phase 4: Guru

Not everyone wants to become a Guru, but many Pro-Marketers accidentally find themselves there.

You can't make yourself a Guru, it's the people who follow you that will elevate you to this status.

This is when you have dedicated followers who hang on your every word, who can tell your story for you, who know exactly who you are and where you came from.

They are ready to buy every product you ever come out with.

These people usually stop seeing you as a marketer, and start seeing you as a friend, as someone they want to be.

A guru can create money out of nothing.

They can sell you on something that doesn't even exist yet.

It's coveted because people realize that Gurus can make lots of money, with little effort.

When you reach Guru status:

***It's impossible to STOP money from coming in.***

You will make more money by going on vacation, and posting your pictures on Facebook.

People will want to be you.

Sound nice?

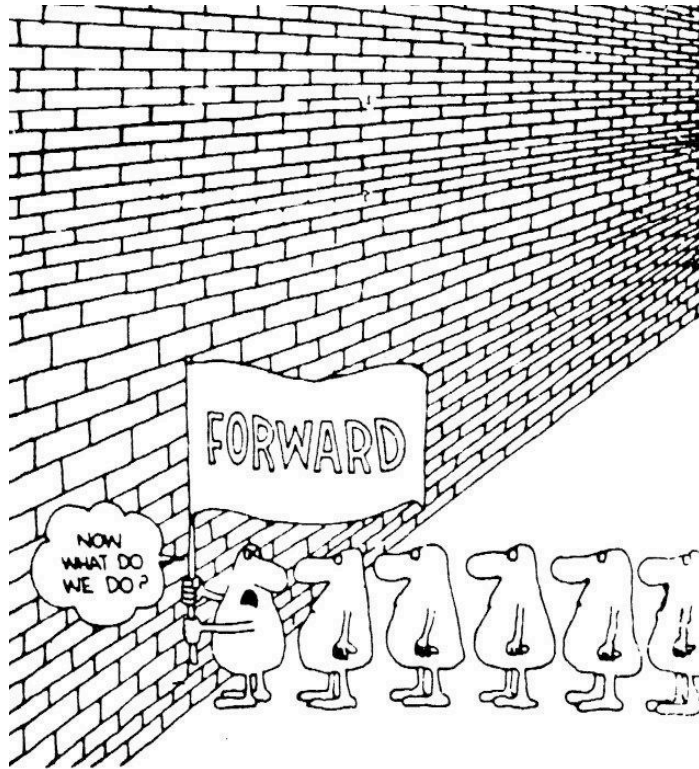


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To most people it does.

So if this is the inevitable path of your hard work, why do so many people never get there?

## Because of the Insurmountable Obstacle.



The Newby Brick Wall.

Have you ever heard this phrase from a Guru?

“Making money online is easy”

The first time I heard this, I was **fuming!**

Because it hadn't been easy for me.

And it's probably the same for you!

Because you've genuinely done everything people have told you to do and you're still not successful!

Don't panic, there's nothing wrong with you.

But guess what...

The Gurus aren't lying.

Making money online IS easy.

At least it's easy once you're on the other side of the wall.

You see online success is a Chicken or Egg type scenario.

## There is a certain formula to online success:

- A good story (and the copywriting skills to tell it)
- Proof
- Cashflow

You can't create a good rags to riches story or show any proof without having some success. And you can't get the success without the good rags to riches story, and proof!!

So you get stuck.

You spend all your cashflow trying to learn marketing and making mistakes.

And you know what, you are going to make a lot of mistakes on the road to success.

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So by the time you've learned how to market properly, you've probably run out of cashflow.

And you quit!

Splat.

*Another Would-Be-Marketer taken down by the Newby Brick Wall.*

When I first got started online I simply wanted to know HOW.

How to drive traffic to a site.

How to convert that traffic into leads.

How to make sales.

But it turns out that finding out How, *really isn't the problem.*

Now marketers have discovered that they will become Gurus much faster and achieve easier success if they share their "How-to" secrets.

Guru's will show you all day long how to use different traffic sources, and they will tell you what you need to do, but this is akin to showing someone how to cook, then locking the door to the kitchen so they can't even get in.

What's the point of teaching someone how to get traffic to a Youtube video if they can't make an effective money making video?

What's the point in teaching someone how to get an endless supply of traffic if they can't effectively turn that traffic into customers?

Newbies are FINALLY learning HOW to market their business, but they still don't have:

- Cashflow
- A good "rags to riches" story and the copywriting skills to tell it
- Their own personal proof

This is why, occasionally, you get an unethical newbie marketer that lies, that steals someone else's work, that invents proof.

That does not uplift the industry, it gives it a bad name.

So we need to unlock the door to the kitchen and get everyone COOKING.

The best way to do this is to bootstrap your way to success. You just need a small amount of leverage to be able to work your way up.

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If you can just get access to a good story and delivery system for your marketing (and it turns out you don't even have to make this yourself) you can use it to build your own list and make some sales.

This could be through marketing an ebook that tells someone's story, or marketing a video sales page, etc.

The point is, you can capitalize on the story and success of your mentors (obviously with their permission) to make your first sales online.

You can use the success of your initial sales to both learn, how to present your own story, and use the success as your proof for your customers.

All you need is that first step.

The first step CAN be the hardest, but that is where the new movement to ethical marketing comes in.

With a small amount of leverage and using the skills other people have built up over time you can skip the first step and start building your proof and your story.

The next sections will teach you how to avoid the "Newby Brick Wall", market effectively, and use leverage to jump the hurdles and create your own success story!

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## Lesson #2: Stop Shooting Yourself in the Foot

This is one of the most important lessons for your success...and if you “get” this, you will never struggle again.

*It's more important to **feel good** about what you are doing, than to make a lot of money.*

While it's true there are people out there with no morals, willing to make money by scamming others, that is probably NOT YOU!

People generally want to feel that they are doing something good for the world.

If you choose to operate a business that you don't feel good about, or that you don't believe is genuinely helping people you will fail.

Why?

Self-sabotage.

When I first started trying to make money from home I joined a business selling high-end personal development products through direct sales.

The huge payoff was massive commissions.

The downside was the cost of the products was more than the average person could afford.

I would get leads for the business and find myself NOT CALLING.

I would see a lead come in and get a sick, sinking feeling in the pit of my stomach.

I knew that to be successful I would HAVE to follow up with these people, and I felt an enormous amount of guilt about being too scared to make phone calls.

So what happened?

I started to do half-hearted marketing.

I truly thought I wanted to be successful, but found myself never really going for it, and never really learning how to properly market because secretly...

**I didn't want leads!**

I didn't want to feel responsible for someone going into debt to buy these products.

I believed that the company was good, and the products were good, but the price points frankly felt just too high.

I didn't feel right about what I was doing.

Deciding to quit that business was like having a weight lifted from me.

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Ever since then I have ...

- ONLY marketed products that I felt GREAT about!
- ONLY marketed products that were at a good price point
- ONLY marketed products that I use myself
- ONLY marketed products that were higher in VALUE than cost
- ONLY marketed products that truly uplifted and helped others

Why is this such an important lesson?

Marketing takes work, dedication, and true belief.

Don't even bother to get started if you're not going to feel good about what you are doing as it will eventually bring you down.

To build a true, solid, sustainable income from home you have to build an ethical business that genuinely solves people's problems.

I'm assuming that the majority of people reading this book are **GOOD PEOPLE**.

You want more than just to make money from home.

You want to be part of a bigger vision.

You want to be a force for good in the world.

You want to help and uplift others.

So find that vision, latch onto it, and go for it 100%.

I believe in you...

**You can do it!**

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## Lesson# 3: Representing ONE Clear Message Opens Up Multiple Streams of Income

I often see newby internet marketers trying to be everything all at once.

They market products from multiple niches and don't understand why they can't get good at marketing any of them.

Think of it this way:

When I say "Tony Robbins" you think "Personal Development".

When I say "Mike Dillard" you think "Network Marketing".

When I say "Robert Kiyosaki" you think "Wealth Creation".

Now all of these people market MANY different products, but they represent one clear message.

This means that when someone decides they want to learn more about how to create wealth and retire early, they think they should pick up a Robert Kiyosaki book.

When someone decides they want to have more confidence in life they book a Tony Robbins event.

Why?

Because most people who are willing to spend money on something **want the best for themselves**.

So whenever they want a solution in a particular area they go to a *specialist in that area*.

When someone decides to build a house do they go to the discount store to buy their tools?

No.

They go to the hardware store.

Because the hardware store not only has the right tools, but the right KNOWLEDGE to tell them which tools are going to help them build a more stable house.

The house MATTERS! It's going to be around for years to come.

It's true someone building a bird house as a hobby might go to the discount store, but guess what...

That's because it's a hobby and it doesn't matter much to them.

The people who are really willing to spend money on something take it seriously, and they typically want the best.

What message do I represent?

*Creating multiple streams of income online from home.*

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This gives me amazing scope for my marketing, but it also keeps me focused.

I'm not suddenly going to start talking about how to start a pizza franchise, and I'm not suddenly going to suggest that people run around Walmart promoting themselves.

I know my target market wants:

- Easier ways to make money online
- To use the internet to leverage their efforts
- To have more free time to spend with their families
- To find cheap ways to market and start businesses with low start up costs

They DON'T want:

- Difficult technical set-up
- To spend their days on the phone to sales leads
- To have their home business become as demanding as a full time job

This leaves me open to suggest tools, training, and resources to help them achieve their goals.

And guess what, if the tools, training and resources actually help them...*they come back for more!*

**You are 8 times as likely to sell to someone who has already bought something from you, then someone who hasn't!**

Remember that person building a house?

Well they don't just buy a hammer and a few nails, they need a screwdriver, they need a wrench, etc.

And when they need new tools they go back to the hardware store where they got good advice!

It becomes incredibly easy to build up many, many streams of income when you have a clear message being delivered to your target audience.

Decide what you want to represent, it doesn't matter if you start out knowing nothing...it only takes a little bit of work to learn.

First, you need to pick your niche.

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## Lesson #4: Find TRULY Profitable Niches

You've probably heard it from "Gurus" before: you need to find your online niche.

This is absolutely true.

However I would add that you need to find your online PROFITABLE niche.

**Here's a little secret: Not all niches are created equal.**

Why do Gurus tell you to go sell products on dog-training, bird houses, etc? Because *they don't want you in their niche!*

They don't want to create competition.

Now you can make money in just about any niche, but if you want a long-term sustainable income you need to pick an evergreen niche.

**An evergreen niche is one where people spend money regardless of the economy, regardless of the time of year, regardless of trends.**

There are three commonly agreed upon *evergreen categories* that you can pick a niche within:

- Health
- Wealth
- Love

No matter what is going on in the world, people spend money in these three areas. You just need to pick a niche within one of these.

For example, you could pick the *category* of Health, and the *niche* of weightloss, or body building, or increased immune system, etc.

You could pick the *category* of Wealth, and the *niche* of Forex trading, or smart investing, or (like me) making money online from home.

Why is choosing your niche so important?

This is where you decide what your "one clear message" is going to be.

*What are you passionate about?*

*What can you GET passionate about?*

*What problems do people have in these three areas?*

*How can you solve those problems for people?*



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It's best when choosing your niche to focus on your heart more than your head.

You will need to write about your niche and learn about your niche on a daily basis, if you aren't interested you're dead in the water.

Most Guru's will not come right out and say this, but it's true:

**The most profitable niche is how to make money online.**

There, I said it, and it's so true.

Gurus will tell you over and over to use other niches like dog training, and how to get back with your ex, or how to get six pack abs. And guess what, there is money to be made in those niches.

But it's NOTHING compared to the making money online niche.

The reason they don't tell you this is they don't want you competing with them directly in their own niche.

If they are giving you education on driving traffic, they want you to drive that traffic to a non-competing website.

But I know you deserve to make the most money out of your efforts,

And no one spends money like someone trying to build an online income.

Staying in this niche will allow you to use the "learn then teach" method that can bootstrap you to success!

You can learn about being successful online and teach your followers as you are implementing the same strategies.

You will begin to come up with your own ideas and your own teachings as you make mistakes and learn lessons.

***Nothing will catapult you to the forefront of a niche like being in the trenches every single day!***

Making money online from home is the **Dream of This Generation**....are you going to be a part of the movement?

Think big.

Play big.

Don't be afraid to get in the trenches with the big boys!

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