

INTRODUCTION

My intent on writing this ebook is to guide and motivate anyone who is truly determined to pursue their goals and dreams by making Internet Marketing their vehicle for success.

The following segments are fundamental “keys” to high achievement in Internet Marketing. They are practical exercises, but also essential principles one needs to truly succeed in this, or any other endeavor one might choose.

Make no mistake about it...Internet Marketing takes work, and a lot of it. If you were thinking -or hoping- it did not, I guess it is best to burst that bubble up front. There is no difference between online marketing success, and great achievement in the “real” world.

You don’t get anywhere in life by sitting down and trying to slide-up-hill, and that includes this field.

There are a set of rules, guidelines, and strategies in cyber space commerce, just as there are in real space. By learning them, and practicing their potential, you will begin to see incredible possibilities, and begin to expand your mind to fully grasp that you have in your hands the power to send your life in a completely different direction.

It is my sincere wish that you take to heart the lessons herein, in order for you to become as successful as your mind can possibly achieve.

I wish yours to be the greatest story of success ever told.

DREAMS

I know what you're thinking. The last thing you need, or want, is some clown giving you a pep-talk about what motivates you. But, over the years I've heard countless people say they want to make a lot of money. They want to be rich beyond comprehension; they want nice cars, big boats, mansions on a hill... all that the good life has to offer.

Whenever I hear that, I have but one question I ask them;

“Why?”

I can't properly put into words the dumbfounded look I receive the majority of the time I ask this. Often a person will become a little defensive and begin to state the obvious; only to stop themselves as the question sinks in deeper.

You see, before I asked them that question, they thought they knew... but suddenly they realize they have not yet landed that understanding.

Many think having all those things, is the very reason to want to “have” all those things. Not true. They are just “things”. Possessions that are often not enough of a reason for someone to obtain them.

Don't get me wrong, they are nice to have, but they are “byproducts” of your persistence...mere manifestations of your driving force.

You need to know “why” before you know “how”, because the “why” will carry you through all the obstacles that **ARE** going to get in your way (notice I did not say; “might get in your way”).

Yes, that's right; things are going to get in the way of your success. Following your ambitions is a bumpy road. It is not the beaten path (that would be a J.O.B). It is a constant climb, struggle, and march toward that ultimate reason; your “why”.

Your “why” is your anchor...one that grounds you as you **FIGHT** for your dreams and goals.

There are many “how's” to make those things a reality, and make no mistake; it is possible for you to become very successful in [Internet Marketing](#), so you've already found your “how”. This can be your vehicle to make those dreams come true. All you need to do now is fine-tune your “why”.

Now, I know this statement sounds rather simplistic. The challenge is for these words to travel the inches between your brain and your heart. This has long proven to be the most difficult distance we must conquer. You may capture this truth with your mind, but it needs to get into your heart. It needs to get into your belly!

I know most of you reading this will say to yourself;

“Yeah, OK, so it’s possible to make a lot of money in Internet Marketing...but can “**I**” be the one to make that kind of money?”

That truly depends on you, and your “**why**”.

It depends on how bad you want success.

Is it a burning desire within you, or just a great idea? Are your dreams so real that you can “touch” them in your mind, or are they vague, distant thoughts that would “be nice” if they happened?

In this frame of mind lies your success... and unfortunately, it can also carve out your failure.

I’m sure you’ve all heard this before. Likely so much, you feel a very strong desire to delete this ebook, so you don’t be lectured on it again! But, instead of just reading these words, I want you to really understand them. I want you to truly grasp what is being conveyed here. You need to fully understand how important it is to change your **mindset**, and begin to attract into your life the necessary tools to help you reach your life’s ambitions, and the very first thing you must do is define your “**why**”.

You must realize your ambitions and aspirations are not just silly whims you occasionally day-dream about while sitting at your desk at work. They are not just fantasies as you imagine yourself on a crystal-clear beach somewhere. They are as real as you want them to be, and they must be “**real**” to you before they can be “**real**” to everyone else.

They are the cornerstone of your success.

Every great idea, concept, achievement, invention, business, city, state, country, on and on, all began with a dream. They all began with a vision. Somebody had to dream it **before** it was reality.

Thomas Edison failed over 3,000 times before he invented the light bulb. When asked about all those blunders he quipped;

“I didn’t fail 3,000 times. I now know how not to make a light bulb 3,000 different ways.”

Now that’s a dreamer! That’s true commitment! And, it all started with a burning passion...an idea that he refused to let go of.

Henry Ford said; “Failure is simply the opportunity to begin again, this time more intelligently.”

He ought to know... he was no stranger to failure. Could you imagine if he just gave up and climbed into his horse-drawn buggy and trotted off home? Where would we be if it weren't for his dream of a horseless carriage?

Did you know that Walt Disney was once fired from a Newspaper for lack of imagination? What if he had listened to that Editor? What if that man's words would have convinced Walt that he was without creativity, and should just give up?

If he had, we would have never heard these words;

*“To all who come to this happy place: Welcome. Disneyland is your land. Here age relives fond memories of the past, and here youth may savor the challenge and promise of the future. Disneyland is dedicated to the ideals, **the dreams**, and the hard facts that have created America, with the hope that it will be a source of joy and inspiration to all the world.”*

—[Walter E. Disney](#), July 17, 1955 4:43pm

We would have never known what we had lost, and a hundred-and-sixty-acres in Anaheim would just be another sub-division today (not to mention 35,000 acres in Florida!).

In a more modern example, one has to be amazed at [J.K. Rowling](#), author of the “Harry Potter” book series. Hers is an amazing story of determination. Penniless, she wrote her novel living out of a car. She submitted her novel to 12 different publishers, all of them turned her down (I bet those publishing houses kick themselves now). The thirteenth publisher agreed to 1000 copies, all of which fell flat.

Instead of throwing them away (which the publisher suggested) she insisted they be donated to libraries across the country. Shortly there after, the libraries reported a long wait for the book, and requested more and more copies. The word spread, and lo-and-behold, she now holds the world record for the most copies **SOLD** in a 24 hour period.

But, she never would have obtained that title if she hadn't ever envisioned it was possible. She never would have made it, if what kept her from giving up wasn't so powerful that she simply refused to take no for an answer. In her mind, some how, some way, her books were going to be immensely successful, no matter what.

She was right. Beyond her wildest dreams she was right. But, had she given up and thrown away “[Harry Potter & the Philosopher's Stone](#)” her dreams would have died in the trash can.

It takes a firm belief in one's self to be able to have the courage of J.K. Rowling, but more importantly, it takes a belief that you can never doubt. A dream you can never let die.

Now, let us imagine for a moment that Harry Potter handed you his wand with a “cheeky” grin and said;

“Here, you can now have everything you’ve ever wished for. There is one catch however...you have to believe it’s possible.”

How many would wave that stick with absolute faith? Would you be of them?

It has been said the richest place on earth is not the gold, silver, or [diamond mines](#)... it is the graveyard. For dreams are buried there...forever unfulfilled, without a trace of how they would have bettered our lives had they been realized.

What is it in your life that means so much to you that nothing in this earthly realm will ever stop you from obtaining it?

This is the single most important question you can ask yourself. This is where the rubber meets the road. What is it in you, that will keep you going through all the rejection, doubt, pain, struggle, frustration, exhaustion, ridicule, money problems, strife, and failure?

Before you read any further, ask yourself what will keep you trying after 3,000 blunders, if that is to be part of your growing process?

Find the answer to this...and you will find the true “key” to your success.

AN UNWAVERING POSITIVE ATTITUDE

I know what you're thinking; "Not another pep-talk... the last thing I need is a cheerleader." You might even be rolling your eyes as you say it.

I know how you feel. This is the area in which I struggled most. I had such a serious case of "stinkin' thinkin' that it's amazing I ever got out of bed in the morning, let alone became successful at anything. So rooted was my negativity, that when I first started Network Marketing (long before the Internet) I looked for all the ways I could be successful *without* being positive!

Pathetic, huh? The reason I felt that way is I looked at the statement "Be positive" to be an empty gesture, meant to pick you up when I was down, and to be honest, when I was being negative, I didn't want to be positive! Make sense?

Also, it seemed like such a hassle to be positive all the time. In my mind, I thought I'd be the first one who ever got rich being a negative, mean old screw!

Over twenty years ago, I was shown how to change my thinking, but I didn't really see the value in "Positive Mental Attitude material. I figured reading [self-help books](#), and keeping positive was simply a way of making you feel better if things weren't going right. So, if you were losing, they made you feel "OK" about it, and I didn't like that. I didn't want to feel "OK" about losing, I wanted to win, and I didn't need a bunch of "rah-rah" books to help me do it.

I figured if things weren't going right, I should face them, not hide behind some pages, or some motivational cassette tape (I guess I just aged myself with the cassette thing, but at least they weren't 8-tracks).

I thought it to be a façade, nothing more than a phony attempt to deny and ignore if things weren't all that great in any given area in my life.

Then, I learned the true importance of being positive. It's not an act Ladies and Gentlemen... it's the **KEY!**

It is literally how your business will grow, or how it will die. Next to *hard work* it is literally one of the most important elements to success. It is the path to abundance and wealth. Why? Because being of a positive state of mind "attracts" positive things into your life, being negative, attracts negative things, and your success can not grow in negative ground, *PERIOD!*

We've all heard of the law of gravity, right? You throw a ball into the air, and it must return to earth. It's not something we can change, or alter. It is law. Eventually, everything that goes up, must come down.

There is another law in play. One we cannot change, nor tweak, nor shift, nor alter...a law that is always there, whether we realize it or not.

It is the "[Law of Attraction](#)".

When you are of a positive "vibration" (if you will) you will attract the necessary tools, people, assets, and opportunities to reach your goals. Your business will thrive in that fertile soil! Just like if you are negative, you will repel those vital attractions, and draw to you negative things, and your business can and will not only stall or stop, it may even reverse itself.

If you focus on what you want, and not what you don't want, you will draw a positive outcome to you. By the same token, if you concentrate on what you don't want, you will draw that to you. In essence, you need to harness your thoughts. Be careful what you concentrate on for it will come to pass. It always has...it always will. It is a law that can not be broken, simple as that.

It is that simple, and yet it is difficult at the same time. Most of us have been so conditioned to worry, stress, fear and fret over what *might* happen, we forget what we *want* to happen. We forget to focus on our "*why*" and what we are striving to accomplish.

We've all heard the saying; "Be careful what you wish for". This is exactly what I'm talking about. It's not the "positive" you need to be careful with, it is the "negative" that is the curse.

"So a man thinketh in his heart, so is he." The Bible tells us.

There is tremendous power in positive thinking, and focus. So much so, it has literally been referred to as the "[SECRET](#)" to obtaining what you want out of life.

The greatest gift you can give yourself is to learn this "Secret" and apply the principles it teaches. Nothing will ever change your life more. Nothing will bring your life more happiness, contentment, and success than this truth. Nothing!

You need to understand, it's not just a "hobby" to read positive material. It is not just wise to focus on your goals and dreams in a positive light. It is absolutely crucial!

So, how do you keep from slipping back into the "Forget it, I'll just work my job for another 30 years and retire" mode, or an "It won't work, so what's the use" frame of mind?

First: Secure your “*why*”. Then, scour the internet and watch every video on self-improvement, and positive motivation you can find.

Personally, one of my all time favorites is [Les Brown](#). He is an amazing example of the power of positive thinking and the passion of believing in your dreams.

[Zig Ziglar](#) is another speaker who changed my life forever (more on how, later in this segment).

[Denis Waitley](#), and [Tony Robbins](#) are fantastic motivators, both with different styles, yet equal determination to help you realize your true potential. (A word of advice: be careful listening to Robbins around young and sensitive ears, for he has a tendency to tell it like it is, and sometimes his vocabulary can become a bit salty).

Another one of my all time favorites is [Andy Andrews](#). Here is a man that can prove to you how important you truly are in the thread of life!

Listen to these experts, and you will start to feel your mind change in a very short period of time, where nothing will shake you from your goals... and I mean ***NOTHING!***

These amazing gentlemen have the power to change the way we think, and propel us toward our future, *if* we just have the discipline to listen to them.

For me this was a problem, so I had to force myself to listen in the beginning. You may have to do the same. Understand that listening to the lesson’s they teach will soon become an important part of your daily routine, and moved you out of your present circumstances and mindset into a different frame of mind, where you will begin to see that ***YOU*** can win at your goals and dreams!

Secondly: You should read! You should make it a habit to read at least 10 pages a day from books such as “[Think and Grow Rich](#)”, [An Enemy Called Average](#), [Success Through a Positive Mental Attitude](#), just to name a few. These are absolutely essential in keeping your thought process on tract and your mindset focused!

Combine both books, and motivational videos/audio and you will have a tremendously strong armor to reach your goals!

Third: You need to check your [mindset](#) daily! Stay confident and above all **KEEP LEARNING!** Keep growing. Your mind should be like a sponge, sucking up every bit of positive influence you can find!

It takes a big shield to ward off the arrows of negativity we are exposed to everyday. It takes some pretty big canons to defeat our thoughts when they begin to eat us alive with doubt. Always keep the wolves away with positive affirmation... you will need it in your war against mediocrity.

There is so much more I could add to this principle, but I will close this segment with a personal story:

In the spring of 1990 I became involved in Network Marketing. I won't mention the company's name, but it had to do with peddling soap, a board and easel to draw circles on, and standing in a strangers living room surrounded by people who looked at you like you were from Mars! (Yes, this was LONG before the internet. Trust me, clicking a mouse and typing on a keyboard is a walk in the park compared to it... and a whole lot less awkward).

A major business seminar was being held in Dallas, Texas in July of that year. Now, being of a "blue-collar-background" I didn't know what a "business seminar" was, and it sounded rather boring, but I was told over and over again that I needed to be there no matter what, and I soon learned it was going to cost me \$300, not to mention the transportation to get there!

I lived in Los Angeles at the time, and three of us in the "soap gig" couldn't afford plane fair, so we decided to pitch in on a rent-a-car and drive.

While traveling through Albuquerque, New Mexico, we were involved in a pretty serious car accident. The driver's leg was hurt, I racked my jaw against the dashboard, and the back seat passenger was rattled badly. And the car... well, it was toast!

After that, we contemplated hoping a flight back home and forgetting about going to Texas. But, something told us we had to press on. Instead of catching a flight to L.A. we spent the rest of our money and bought one-way tickets to Dallas.

Some would say that's crazy, and, maybe it was in the moment. Later that night however, I knew exactly why we needed to be there.

That evening I found myself in a ballroom of the "Double Tree Hotel" in Dallas, Texas, surrounded by 6,000 network marketers that were fired up on life, and genuinely happy to be in each other's company. I had never seen anything like it. It was exhilarating!

The first guest speaker was a man by the name of [Zig Ziglar](#). I had never heard of him, but I sure found his name amusing.

However, something happened as I listen to him teach about "attitude" and "perseverance". Something clicked in me as he spoke of "character", "determination" and "drive".

Most of all, I was moved to tears when he told me how important my dreams were. Why? Because no one had ever taught me these things. No one before him had ever told me that it was not only OK to have dreams, but it was absolutely necessary to have them! He told me I was a winner. I had never heard that before...not even from my parents.

I was always convinced that no matter what I did, I would never be anyone important, but that night [Zig Ziglar](#) told me differently... and here is the most important part;

I BELIEVED HIM!

And that, Ladies and Gentlemen, changed my life!

I realized in that moment how important it was to never surrender my ambitions.

We could have easily gone home after that car accident, and no one would have blamed us. However, we chose the right path even though it didn't make sense at the time. We decided...**I DECIDED** nothing was going to stop me from realizing my goals, not even a violent car crash.

Why? My dreams were simply too powerful for me to quit. They wouldn't let me buy that ticket home!

If you're going to make it to that place you hold deep in your thoughts... deep in your heart...the place where all of your dreams are alive and you are living every moment of them, then your dreams have to be at least that tough!

This leads me to this segment's ultimate point:

You can't quit just because something gets in your way, because something will ALWAYS GET IN YOUR WAY! Life has a very tricky way of trying to throw you off course in order to test your resolve. Don't let it! Hold steadfast to your "why", stay positive, stay focused, and **NEVER SURRENDER YOUR DREAMS!**

MARKETING

I bet you thought we'd never get to the nitty-gritty, huh? You probably thought this entire book was going to be on motivation and attitude.

Well, surprise! Here we are, and it's time to get down to work <cracking knuckles>.

The first thing you need to know about marketing online (or off-line for that matter) is it's a numbers game. That's a simple enough statement, but you'd be surprised how many people really don't know what I mean by that.

Let's look at your local supermarket for a good example:

Your local market sends out thousands of mailers, flyers, and coupons -not to mention television and radio advertisements- to attract customers to their store. All of these methods are marketing, and all of these techniques have funding allotted to them.

The first thing the [marketing](#) director knows is that not every flyer will bring in a customer. They realize that not every commercial will cause someone to jump in their car and race down to the store to buy something, whether they need it or not.

They know only a *percentage* of people will ever receive their advertisements, and only a *percentage* of those people will read or pay attention to the coupons or commercials, and only a *percentage* of those people will ever go to their store and buy something.

Does this discourage them? No. They do a weekly, bi-weekly, and monthly marketing blitz and realize that they will reap a *percentage* of what they sow.

So it always amazes me when Internet Marketers *barely* try to market their product and get discouraged when only a trickle, or no traffic, comes their way. It's a numbers game. This means you have to do the **NUMBERS!**

You have to advertise (market) your product or opportunity in every single fashion you can possibly think of -both on and off the Internet- in order to bring in customers/associates in ratio to the amount of advertising you produce.

Make sense?

It's remarkable how many people become despondent and quit because they placed ten ads on a free classified site, and nobody got into their business. They throw their hands up and claim; "I knew it wouldn't work" after they post their opportunity an additional three times on Facebook and nothing happens.

Can you imagine how many flyers your local supermarket sends out on a weekly basis to people who have no intention on shopping there? Do they throw their hands up and claim; “What’s the use, they won’t buy anything”. No! They flood the mailboxes and airwaves across the city/town and take what they can get. That’s effective **MARKETING**, and it’s exactly what **YOU** need to do when advertising online. Flood the internet with your opportunity (and no, I am not advocating spam, there are many ways to do it without going there) and a percentage of the traffic you generate will either buy or get in business with you.

It’s that simple! No need to complicate it. No need to get all caught up in the “but what if they don’t join” or “what if I advertise and no one buys?” If that’s the case, **ADVERTISE MORE!** Work harder! Think of more and effective ways to get your opportunity or product in front of the masses until you get the results you are looking for!

If you practice this, your momentum will be such that customers and associates will be running to catch up with you! Remember, no one wants to get on a train that isn’t going anywhere, they only want to get on board when you’re moving **SO GET MOVING AND KEEP MOVING!**

This leads to yet another problem I see far too often in Internet Marketing; people not getting the results they want because they have not put in the time and effort to do so, and then they become desperate to market their opportunities (through spam methods etc.).

This is a near epidemic in social media sites such as Facebook.

Nobody likes desperation. Moreover, people can smell it! If you give the slightest hint of being desperate (desperate for new customers, desperate to recruit, desperate to make money etc.) no one will follow you. No one will join you, even if the opportunity you are promoting is amazing! You **MUST** give off an aura of expertise and confidence, even when you’re not confident, and don’t know what the heck you’re doing! This is critical!

Nothing will kill your business and your spirits quicker than desperation!

How do you deliver such a presence? You focus on your “why”, listen to motivational material, read positive affirmation books, and **WORK, WORK, WORK!**

See how it all ties together?

When your mind starts to slip back into; “I guess my job isn’t that bad” remember this formula. Make it a habit to improve yourself daily and you will begin to see the results you are looking for.

Never forget success in Marketing is all about numbers, numbers, **NUMBERS!**

MLM & THE PYRAMID MENTALITY

Ever heard the saying; “Don’t judge a book by its cover?” This has never been truer then with **Multi-Level-Marketing**.

The strange thing is, for some weird reason, the initials **MLM** have become a four-letter word in many peoples minds. There’s even groups on Facebook that pride themselves in boasting that they’re not involved in one. That is nothing short of tragic. To think of all these people who believe they are right, and are letting an opportunity of a lifetime pass them by because they are too ignorant or narrow minded to find out the truth before passing judgment. Sad.

When I was in that soap **MLM** twenty years ago, all I heard left and right was “That’s a pyramid!”

I heard it so often, I thought I was in Egypt! (Ba-dump-bump) <Sorry, I couldn’t resist>.

What didn’t make sense to me about that claim was; a pyramid scam is illegal, but what I was doing back in 1990 had been around for 30 years, was affiliated with fortune 500 companies, highly accredited with the Better Business Bureau, and had a mountain of products.

That’s not a pyramid scam. That’s not even close to a pyramid scam. And, the **true MLM opportunities** on the internet today are NOWHERE NEAR pyramid scams.

I quickly realized the majority of people don’t know what a “Pyramid Scam” really is, they just use it as a lazy metaphor. Often as an excuse when they don’t understand the opportunity that is being presented to them.

The term “Pyramid Scam” (or scheme) originated in the 1970’s and initially had to do with bogus stocks on Wall Street. Today we refer to them as “Ponzi-Schemes” or “Bernie Madoff’s Retirement Plan”.

Somehow that phrase migrated off “Financial Row” and mutated, attaching itself to any opportunity that did not involve working for someone else. This astonishes me, because a J.O.B. (**J**ust **O**ver **B**roke) is one of the biggest pyramids known to mankind!

Think about it; you have the owner of a company at the very top of the pyramid and he makes the majority of the money. Then you have his/her front line managers who make the second most money in the company, then you have those who report to them who make less, then those below them, on and on, until it gets to the guy/gal who punches a clock and works for peanuts.

Now THAT’S a pyramid! But it’s not a scam (the ones punching the clock may disagree).

Why?

One very simple element makes it legal. All businesses must have one of two things;

They must sell or offer a product or service in order to be a legitimate entity in the eyes of the **Federal Trade Commission**.

Wikipedia defines it as such:

*“A pyramid scam is a non-sustainable business model that involves promising participant’s payment, primarily for enrolling other people into the scheme or training them to take part, rather than supplying any investment or **sale of products or services to the public.**”*

So there you have it. **Multi-Level-Marketing** (as a whole) is not a swindle. It is a legitimate business structure when it has products and/or services, and is one of the single best ways for an “average person” to become successful in today’s marketplace.

Look at “[Herbalife](#)” for example. It is a perfectly legitimate, and very profitable MLM structure, which has produced hundreds of millionaires since it’s conception in the late 1970’s. In the beginning, people scoffed at it’s marketing structure calling it a pyramid, and a silly little vitamin scheme. That silly little vitamin gig reported sales of 2.7 BILLION in sales in 2010! Not bad for a guy who started it by selling vitamins out of the trunk of his car!

You just need to remember, when entering a MLM, you need to be diligent in your evaluation, and do your research, but by all means, DO NOT judge it by it’s cover.

There are several MLM businesses online that look kind of cheesy, that [are true moneymakers](#), and then, there are those that flash like a million bucks that I would not touch with a ten-foot pole!

It can be rather tricky to know which concepts you shouldn’t become involved in, and which ones are the best investment of your time and money. Thankfully, there are ways to narrow down the gauntlet.

The only challenge is; “which one do you choose?”. There are hundreds of them all over the Internet. Let’s dive into some techniques of weeding through these opportunities:

❖ [Google it.](#)

Trust me; if there is something wrong with a business, somebody’s gotten mad enough to write about it. “[Rip-Off Report](#)” is one avenue where people vent their frustrations.

Another way to investigate a company's legitimacy is to punch it into Google (or any other search engine) search box and look it up.

Others will even blog about their unfortunate tangle with the unscrupulous. But, even here you must take all things into consideration. If a company has been around for ten years, and two people didn't like something that seems rather inconsequential, then chances are it's not the company who's in the wrong. Sometimes people are disappointed in an opportunity because of their own expectations, and nothing more. To me, a company is a scam if they don't pay me what they promote, and if they keep my money and don't refund it if I am unsatisfied.

Also:

- ❖ Check to see if they have a rating from the Better Business Bureau (BBB) and what it is.

Naturally, the "A" listed ones are the best.

If they are not accredited with the BBB, then check to see if they are registered with the DSA (Direct Selling Association). This organization is very thorough and has its fingers on the pulse of the industry. It is just as well to have a rating from the DSA, as it is with the BBB.

- ❖ Ask around online.

Here you have to be careful. When I say ask around, I don't mean ask your friend who thinks everyone online is on the take. Don't ask the guy/gal who thinks all online opportunities are pyramid schemes.

Remember, there are "ill"-informed people who think everything online is "ill"-legitimate. They pay no attention to the fact that an opportunity has [been positively featured on News programs](#), or in high end [Magazines](#).

Regardless of these truths, they think you are trying to "pick-pocket" their wallet via an internet connection. This is just the way it is. You can open their eyes, but it takes time.

I remember I had one gentleman (actually, he wasn't all that gentle) tell me point blank; because it was an online opportunity, it simply had to be illegal.

How silly is that? That's like saying; "Because I don't like a certain food, it can't taste good to anyone else."

That's ridiculous! This guy was stuck on stupid! It wouldn't have mattered if I was marketing **Walmart Gift Cards**; he would have balked at the very idea that it was an electronic promotion.

Now, he is one of my top producing associates.

People change. They can, and do grow. You just can't let their negativity stop or slow you down. If I hadn't been patient -yet persistent- he never would have joined the opportunity I was promoting, and his and my life would have been far lesser because of it. Obviously the truth could not be farther away from his thinking at the time, and he now knows it. The Internet is loaded with very real and incredible opportunities, some of which can actually help you [fund your marketing campaigns](#). But, if the mind is stuck in the "scam syndrome" then there is little chance a person will open it enough to take advantage of those opportunities, or even learn what they are about before passing judgment.

So don't ask just anyone. Ask professional people that will give you a well-rounded, honest evaluation of the company/opportunity you are investigating. There are many people online who will be happy to deliver their decent and unbiased opinion.

Another thing you need to look at is the cost:

- ✓ How much does it cost to get involved?
- ✓ Is it a one time fee, or is it reoccurring (weekly, monthly?)
- ✓ Are there any hidden costs such as promotional tools, banners, ads, etc?
- ✓ How difficult is it to market?

Arguably, the last in this list is the most important. Many online opportunities don't cost much to get in. **One of the best I know** of, only costs \$10 to join, and [another one costs only \\$6!](#) These are easily marketable businesses, because they cost so little to get involved with (and in one case nothing at all) making them what is known in the industry as a "no-brainer".

But, if the opportunity costs too much then it can be a hard sell, even for seasoned marketers, and even if you can afford it. Remember, the name of the game in "Network Marketing" (especially in MLM programs) is duplication. High dollar initial investment is not very duplicatable, especially in this economy (let's face it, in this economy the term "high dollar" is relative).

I STRONGLY encourage you to not be enticed by these types of programs, **UNLESS** you can afford them, and you have the knowledge and skills to market them quickly and effectively. If not, you are wasting your, and your up-lines time, because all you will end up doing is stagnating, getting frustrated, and eventually dropping out of the program.

Remember, this is a business. You are investing in it, and it may take some time before you see a return on that investment. I suggest you stick with the ones that won't cost you an arm-and-a-leg, and won't do the same to any of your prospects. As a general rule, in the beginning, you should probably stick to the ones that **only cost \$10-\$25 a month** and can return your investment in the quickest amount of time.

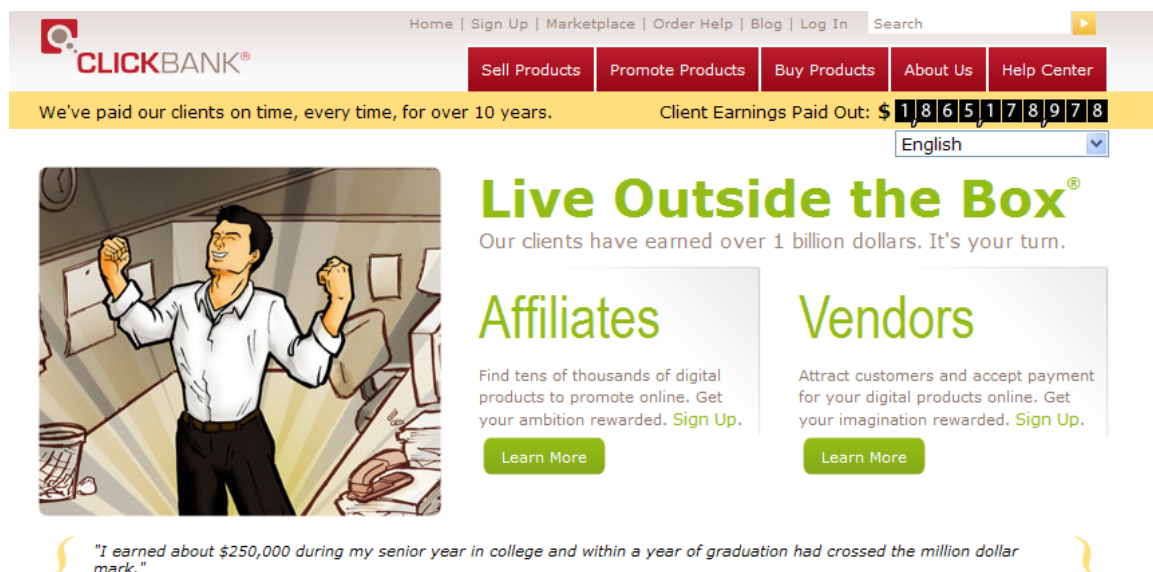
AFFILIATE MARKETING

Unlike Multi-Level-Marketing, Affiliate Marketing is based on commissions, and is not residual driven. There are situations however, that produce what is referred to as “up-sales”, which is an additional sale, after the initial one, by means of additional products etc. but it is not residual income.

Don't let the lack of residual income blind you to this opportunity, for it is possible to make a GREAT deal of money with this method. As a matter of fact, some “**Super Affiliates**” make six and seven figure incomes with this method.

If you feel this field suits you, then you need to learn several key elements in order to succeed. If done correctly, Affiliate Marketing can be a lucrative and rewarding career... if done incorrectly, it can be a very frustrating experience. That's why we are going to cover how to do it correctly right off the bat, in order to save you time and money, and perhaps even a few gray-hairs.

First thing you will need to do is head on over to “Clickbank.com” and sign up for an affiliate account. “Clickbank” is the most widely recognized online affiliate platform, and has a great deal of products to promote.



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"I earned about \$250,000 during my senior year in college and within a year of graduation had crossed the million dollar mark."

Sign up under “Affiliates” and set up your account. Once signed up and verified, go into the “Marketplace” by clicking on the tab. Once inside, read the tutorial carefully on how to find products to promote:

Make sure you chose a product with a gravity of 50 or better. This is an indication that the product is converting (selling) well:

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