

INTERNET MARKETING STRATEGIES



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PREFACE

I wrote this book for my good personal friend and business partner, Chris Young of GetMightyNow.com, in order to give him a general overview before going into specifics of our internet marketing strategies.

I am giving it away for **FREE** because I know that it will be useful for many people that I know who are also trying to get some traffic to sell their own products and services online.

Since Chris wants to learn all about Internet Marketing for his own success, I have decided to teach him everything I know that is worth knowing.

But why stop there?

I may as well leverage the work I am doing with Chris, and share it with all of you who are close to me. Therefore, I will be sharing all of the lessons that I teach to Chris with you as well if you are a member of [my mailing list](#).

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INTRODUCTION

Like a lot of other Internet Marketers, I spent several years thinking and learning about this business before taking action. When I realized that it was far easier to provide a little value to millions than a lot of value to a few people, and that I could provide this value on a recurring basis, my focus was changed forever.

The beauty of Internet Marketing lies in the lifestyle it can provide if you are suited for the work involved. Imagine talking all day with people that have similar interests. You share stories about the latest and greatest ideas, products, and experiences. When someone has a problem that you know about, you tell them how they can fix it. When someone has an excellent idea, you help them develop it. And when someone has a great product, you help them promote it. If this sounds like a good fit, then Internet Marketing may be for you.

But what if you are a small business owner, coach, or own a personal practice. How can Internet Marketing be beneficial to you? Well, do you have more clients than you can handle so that you have to constantly refer business to your friends and colleagues? If yes, you may want to read *The 4 Hour Workweek* and remove yourself as a bottleneck so that you can do more business. Then you can use Internet Marketing to reach even more clients. If not, then Internet Marketing can help you get you achieve the earlier "problem" of having more clients than you can handle.

The hardest thing to do is get started and play the waiting game. Making sales at first means going out and getting traffic, often spending hours adding value in forums, article

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directories, and promoting search engine friendly content just to get one person's attention.

However, over the weeks and months, one person becomes two, two become four, four eventually turns into a hundred, and a hundred turns into tens of thousands, maybe even millions. As the number of prospects increases, prospects turn into clients. As clients increase, free referrals (word of mouth) leads to more prospects, clients, and referrals. You can reinvest your earnings with great effect, leverage your clients to attract more prospects, and enjoy free referral business along the way. Eventually, you get free, organic traffic, and Internet Marketing works for you 24 hours a day, 365 days a year.

The hardest part is the first year, where you will literally work several hours every day with little or no reward. You may think that you have what it takes when you start, but few will make it a month, fewer can do this for two months, fewer still make the 6 month mark, and almost nobody makes it a full year when the sales finally start to trickle in.

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This book has

5 Objectives

1. To teach you about what Internet Marketing is and is not.
2. To teach you the basics of safe investing.
3. To let you know the actual costs of Internet Marketing.
4. To teach you how to succeed in Internet Marketing.
5. To give you a few methods to choose from when you start.

In short, I want to be upfront about what Internet Marketing is and is not, what to expect, and how to succeed. The next bit shares some of my personal history, so feel free to skip over it if you want to get to the meat and bones of this book.

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My History With Internet Marketing

(for friends, family & other interested parties)

In 2008 I moved to London with my wife. The idea was, she would do her masters degree while I supported us financially. I was excited for the job which sounded so good at first, but quickly became my daily nightmare.

The work was far different than I had anticipated, and I wanted to consider other options. However, I did not have any money saved up, and could not easily find another job nor could I afford any time without my current income. We lived from paycheck to paycheck and made the most of life.

In retrospect, the job itself wasn't really as bad as it felt; I learned a lot and grew as a person. But at that time, I HATED my employer. More accurately, I hated myself for being trapped in a job that I did not want to do. I hated not having options, not being free.

One day, I resolved to do something, anything to take my focus away from the day to day drudgery, and to give me hope for the future. I resolved to find ways of working and saving so that I would never be in this same position again, and among my deliberations, I realized the true potential of the Internet.

I knew what I wanted; the ability to travel anytime without being tied to any one location; the ability to work from home and not take orders from anyone; to pursue the things that I find interesting, and to add value to the lives of friends, family and strangers alike.

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I realized that if I could make a living working online, I could have all of these things. I was a bit short-sighted, but it was a step forward in the right direction. I taught myself how to be a web designer on weekends and after work. I started experimenting with my skills and my first several projects for others were free of charge. As I got better, I started doing low-cost projects for friends and family.

Now, I exclusively work on personal projects and corporate web development as a part-time job. I am also currently a teacher, and consider this my second part-time job since it takes 20 hours of my time each week. I am also an Internet Marketer.

Through my web design, I realized a few very important things. First, I am successful online. I could make a living right now, independent of location, doing web development. However, I also realized that this too is a very short-sighted goal and makes the bigger goal harder to attain; residual income.

Residual income is money you make from something that you put time in creating once, like this eBook. You put time into creating something, and then you focus on selling it. Authors that are successful make paycheck after paycheck, year after year on their books without having to do much beyond the initial authoring and promotion. Once a good book is out there and people are buying it, it basically sells itself. You can do this too with your website or product. Get traffic to it now, and reap the benefits for years to come.

Consider this example. Let's say you spend one hour of your time doing a task that will pay you one penny per day for the rest of your life. An hour for a penny may sound ridiculous at first, but if you live 30 more years and make a penny a day (that adjusts with inflation), that's about \$109 for your hour of work; more than many of you are currently making.

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Now, a penny a day isn't a lot, it's a lot less than most Internet Marketers make if they stick with it. At a penny a day it would take 1000 hours of work to make \$10 per day when really, this should be attainable in 200 to 500 hours of work, meaning that you can start making about \$200 to \$500 per hour from the start if you look at the return over 30 years and do things right from the start. This number only increases as you reinvest, leverage your money, and get free referral business. The more successful you are, the easier it is to make more money; the hardest part is getting started.

I have now read several books on Internet Marketing, watched hundreds of hours of videos from top Internet Marketers, and spent a few hundred hours putting what I have learned into practice. The hardest part of this game is sticking with it because it is a lesson in delayed gratification. Work now, start getting paid next year for today's work. There may be exceptions, but this is the general rule, and it flies in the face of what everyone wants; instant gratification. That is why **99% of Internet Marketers do not stick with it.**

I am one of the **stickers** because I know from experience that I can stick to what I set my mind on. I ate a raw foods diet; nothing cooked for a year and a half and water fasted without food every Wednesday and for 3 to 4 days at the beginning of each month until I decided to get stronger. I have now been going to the gym consistently for almost six years between two and eight times per week, depending on my program. I now spend at least 2 concentrated hours on Internet Marketing daily, and will continue to do so well past the point of financial independence. I'm not only cut out for this, I love it. It is easy and natural to be good at something if you are motivated, and I haven't been this motivated since I first laid eyes on my lovely wife, Eunju.

However, it's not just the roses of success that motivate me. I am still in the first year of working with little or no reward. I'm furious that I have not yet eliminated my \$120k of debt in student loans, and use that rage to fuel me on. I refer to as the overeducated

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