

Part I

ONLINE MARKETING TODAY

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EVERYTHING YOU KNOW ABOUT INTERNET MARKETING IS PROBABLY WRONG

Ah, Internet marketing.

Most people who aren't Internet marketers themselves have absolutely no idea of what it's all about.

The greater problem, though, is that many of those who are in fact marketing on the Internet—or trying to, anyway—don't get it, either. They have false expectations about what's required to succeed online, and, on the flip side, they have no idea of just what one can achieve with the Internet, nor do they have the specialized knowledge to utilize it.

Let's begin with the former.

Many people who don't have any actual experience in selling or marketing anything on the Internet erroneously assume that

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it's a lot simpler than it really is. You have no idea of how much frustration I experience in working with people who have fantastic ideas for products, services, and more—along with some really bad ideas—but who are under the assumption that all it takes is a nice web site with an order button to rake in millions of dollars.

Nothing could be further from the truth.

I have encountered so many people who hear about Internet success stories and suddenly they're pushing to get a web site built and get it online. Many come to me, mostly looking for advice, but now and then someone will try to get me involved in a joint venture or partnership where I'd be doing the actual marketing.

They want to split the profits fifty-fifty, but they have *no idea* that as the marketer, I'd be doing the bulk of the work.

Don't let this scare you. Becoming successful at marketing on the Internet is not going to ruin your lifestyle or stick you with a 100-hour workweek. Not if you do it right, anyway—although plenty of successful marketers are working their tails off day and night, making “successful” a dubious term. As a successful Internet marketer, my Internet businesses now run on autopilot. I rarely ever have to do anything, freeing my time for enjoying life and recreational activities, and for projects like this book that would have never been possible had I been busy managing and maintaining my online businesses.

I built my first Internet business from scratch, with almost no money, and now, six years later, I'm living the lifestyle I've always dreamed of. I even utilized Internet marketing strategies to make my first published book, *Never Cold Call Again* (John Wiley & Sons, Inc., 2006) a *New York Times* bestseller, which has paid off big in many ways and elevated my success to a whole new level.

Of course, it's my leisurely lifestyle that creates the impression that reaching this level of success was quick and easy. That's not the way it was! But I will admit that it wasn't very difficult once I'd learned how to do it, but it definitely took time. You're not going to get instant results overnight, but you'll definitely get results—big results, if and only if you're willing to learn and execute.

The myth that all you need are a web site and a few simple tricks to succeed online has unfortunately spawned an entire cottage

Everything You Know About Internet Marketing Is Probably Wrong

industry of get-rich-quick information products, some costing thousands of dollars, promising fast and easy Internet riches.

True, there are some high-quality information products out there. You can pick those out easily because they don't promise instant overnight success, and their authors are constantly driving home the fact that they had to put in time and effort to get things rolling before the cash came pouring in. Lots of good people are putting out quality Internet marketing products and courses, but for every good one there are a dozen hucksters trying to get your money. Beware!

Now, having given you fair warning that you're not going to become an instant overnight billionaire online (although you can certainly become a millionaire if you're willing to work at it), let's address the other half: people who are in fact marketing online, or more accurately, trying, but not getting the results they expected.

The reasons for not getting results can be any or all of the following:

- Assuming Internet marketing would guarantee fast and easy riches.
- Not staying up-to-date on current Internet marketing strategies.
- Not being willing to put in the work.
- Getting ripped off by an unqualified consultant or a huckster pushing get-rich-quick products.
- Marketing to the wrong markets online.
- Not controlling advertising costs.
- Being unwilling or uninformed about testing and optimizing various web pages, web site structures, and so on.
- Not maintaining a proper automated follow-up system.
- Writing poor web site copy.

Having said all that, many people do actually succeed online. Many thousands have changed their lives forever by successfully marketing on the Internet. I know, because I'm one of those people. I know dozens of Internet millionaires, and I've met hundreds of them at seminars, conferences, and other events.

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Keep in mind that many people who will read this book are not fledgling entrepreneurs looking to get rich on the Internet. Many of you are salespeople. Sales managers. Marketing directors. Executives. And this book applies to all of you.

Whether you're a salesperson who has learned some Internet marketing strategies from my previous books and wants to learn more, or a sales manager looking to use the Internet to automate lead generation and follow-up, or a small business owner wanting to double or triple your income, you will find the answers you are looking for, as long as you remember that there is no such thing as get-rich-quick in the real world. But if you put in the time and effort to learn, apply what you have learned, and gain experience, you can easily use your newfound expertise to become an Internet millionaire yourself and succeed at anything you want!