



Don't Be A
VICTIM

How To Avoid The
18 Most Dangerous
Internet Marketing Mistakes
That Can Kill Your Business

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Introduction

The road to success is never an easy one.

I should know. I have encountered many hurdles in the past decade, as I strived to establish a self-supporting online business. Today, I can say that I have triumphantly conquered those challenges, but not without a price.

I have failed many, many times...

... too many to count, even.

And a good number of these failures almost destroyed my then budding enterprise.

Let me share with you a secret, a dirty little bugger, one which the Internet marketing gurus would rather be mum about. This secret is, well, not necessarily a secret in the purest sense of the word. Rather, it's dirty laundry, one which online businessmen would rather not talk about for such will be counter-productive to what they wish to accomplish.

Ready?

The dirty little secret is this...

Internet marketing is NOT newbie-friendly.

Yes, Internet marketing is easy. Anyone, and I do mean ANYONE, can make a living in these virtual halls of cyberspace.

But there are certain requisites before you can reach that point.

If you're just starting out in this industry, chances are, you'll fail. Established statistics are working against you.

9 out of 10 online businesses crumble before the first five years are over, according to a report published by Emerald Business Services, LLC. Almost 7 out of 10 online businesses close shop within the first 18 months of operation, according to the very same report.

These are staggering numbers.

Again, for emphasis...

90% of Internet enterprises fail within 5 years of operation.

65% of Internet enterprises fail within the first year and a half.

That a budding online business will fail has become the general rule, considering the very high mortality rate involved.

To succeed would mean that an online business will defeat this general rule. To succeed would mean that an online business will stand on its own two feet as an exception to what has been accepted as a fact.

I failed many times on the road to where I am now.

And I don't want you to commit the same mistakes I made.

I don't want you to become a sad statistic. I don't want you to give up on Internet marketing. I don't want you to fail.

I don't want you to become a victim..

... a victim to a cycle of failure.

Hence, this eBook... a compilation of the biggest Internet marketing mistakes I have observed, some of which I have committed early in my career. It is hoped that by discussing these Internet marketing mistakes, you will learn how to avoid them.

Just imagine...

...how much time and effort you'd be able to save if you don't have to learn from your mistakes...

...how much money you'd be able to save if you don't have to suffer a defeat during the learning process...

...how much money you'll be able to make if you'd start earning instead of waiting for a slip-up to remind you of what you should know.

Welcome, dear friend. Let us learn these lessons together, for they will save us a lot of pain.

Mistake No. 1: **“Spend? I Don’t Have To Spend A Dime!”**

When I first entertained the thought of earning some cash online, my mindset was not to spend a single cent on such an enterprise, aside from the costs associated with maintaining a PC and a stable Internet connection.

Soon enough, I realized that this was a fatal attitude.

An online business is just like any other business. It is an INVESTMENT, meaning, we have to impart something - to plant something - so that we can see it grow. After all, nothing develops in a vacuum. Something should be there, from which progress will sprout.

I started out as an affiliate, simply because it was the only online opportunity back then that did

not require any form of monetary investment, at least on paper that is.

As an affiliate, I just needed to promote the link to the merchant's sales page, and for every successful sale that I was able to refer, I'd earn a commission.

It sounded great back then.

Hence, I began promoting my affiliate link on forums, on blog posts, and even by manually sending personalized emails to leads given by family members and friends.

This was more than 10 years ago, when email marketing, social networking, article marketing and other strategies that are commonly practiced today were unheard of.

After a few months of active marketing as an affiliate, I discovered that my earnings were pitiable at best.

My online income, quite simply, wasn't cutting it, and I wondered why.

At this time, I had befriended many of the first gurus in the industry, the people who published the first generation of eBooks and tutorials on Internet marketing. And they made me realize the primary mistake I was committing...

... my refusal to invest.

They told me that Internet marketing, just like any other offline enterprise, is an investment. How much you'll earn will depend on how much you are willing to spend on it.

Of course, I wasn't required to spend carelessly. There was a method to things, a way by which I could minimize my expenses.

The important thing was this, as I learned - I should be willing to spend on my business, because it is MY business.

The projected expenses would go to the following:

- creation and maintenance of a website. A website, after all, would serve as my digital store.
- a good domain name.
- a reliable web hosting service. Try [Use-Sell.com](#) as it is one of the best web hosts today.
- marketing essentials that would help me capture leads and ensure a good position in search engine results. Consult with the [Internet Marketing Cookery](#) for a crash course on this matter.
- **knowledge**

The last one, as I know now, is the most important.

Internet marketing is a constantly evolving industry. The things we master today may become obsolete tomorrow. The techniques that are popular now may be useless next week.

It is important for every online businessman to learn how to constantly arm himself with the latest knowledge and information about doing business online.

It's how he can remain competitive.

It's how he can guarantee the sustainable profitability of his online venture.

Mistake No. 2: **The “Field Of Dreams”** **Pitfall**

“Build it and they will come.”

So said a legendary baseball great to Kevin Costner in the award-winning movie, Field of Dreams. “Build it and they will come.” Kevin Costner was asked to build a baseball field in a farmyard in the middle of nowhere, with the promise that, once it is done, the spirits of the baseball gods of yore will converge and play a game that’s one of the ages.

For so long, this kind of mentality has hounded online businessmen throughout the history of the World Wide Web.

Many are of the belief that Internet marketing is strictly about creating a website and everything else will follow suit: that visitors will immediately come, that customers will instantly pour in, that sales will instantaneously rock the counter.

Such a belief, of course, is fallacious.

Just because you built it doesn't mean they will come.

In fact, if you leave things as they are after they are created, the only thing that will come is failure.

Marketing - even in the concept of Internet marketing - is a proactive word. It denotes action and requires it. Marketing is more than just a noun... it is likewise a verb.

Marketing starts even during the creation process of the website. On-page search engine optimization (SEO) tactics come into play, such as the selection of the right keywords and their proper placements and usages in the web pages you will make. This is crucial in attracting the attention of the search engine spiders so that they'll fetch your web pages for every relevant search query.

80% of your visitors will come from the search engines after all.

Once your website is published, the bulk of the marketing drive will commence.

Most of your marketing activities online will revolve around link building methods. You will want to leave your website's link all over the Internet. People will only come to your website if they know where it is, and your URL is your address in cyberspace.

Naturally you'd want to leave your URL in places where people will immediately see it.

I'm talking about highly visited websites, directories, forums, informative web pages, and even offline locales... you will want people to see your URL so that they'll know where to go.

Learn more about off-page and on-page SEO through [Web Traffic Explained](#), a comprehensive guide on traffic generation techniques.

Mistake No. 3: **All That Glitters Is Not Gold**

When you're running a brick and mortar store, the tendency is to decorate it with lavish ornaments that your visitors will find very pleasing. After all, the more attractive your store is, the more people it will be able to invite. The more people who'll enter your shop, the more sales you'll be able to generate.

This mentality doesn't really apply to an online business.

When you build a website, you are in truth building a virtual store. Your website, after all, will serve as your headquarters in cyberspace. This is the place that people will visit so that they can know more about your products. This is the place that people will visit so that they can purchase what you have to offer.

Hence, when people build their websites, they are inclined to make it as attractive as possible.

For many, this means background music, lots of images, and even auto-streaming videos to introduce their enterprises.

Though these can make the website stand out, they're not really desirable when it comes to profitable business.

Bear in mind that the entire world will be your market. This includes people with fast Internet connections... and people with slow Internet connections. Indeed, a great majority of your visitors will try to access your pages on a dial-up connection.

If your web pages are populated with dozens of images, audio clips, and videos, they'll take forever to load for people with very slow connection speeds. As a result, your web pages will be driving away this significant number of potential customers.

This will be counter-productive for your business goals.

When building a website, bear in mind the following rules:

1. The simpler, the better. Your website can still look beautiful even with minimal effects. The key is making it appropriate to what you want to convey, instead of relying on a multitude of elements that can disrupt the efficiency of your website.
2. Play with colors, not with elements. You can set the mood with the right colors, instead of bombarding your pages with things that will only make it load at a slower rate.

3. "Straight to the point" should be your battle cry. Don't waste your visitors' time. Tell them what you want them to know and tell them immediately. Don't rely on audios, videos, or photos too much. Just use them when absolutely necessary. Rely on your words instead. Written words will load faster.

Mistake No. 4: **If Nothing Makes You Unique, You Won't Click**

What's your **unique selling proposition**, or USP?

If your answer is "none," or worse, "what's a USP?" then Houston, we have a problem... a VERY BIG problem.

As I've mentioned earlier, my first online venture involved affiliate marketing. Basically, I tried to promote the very same product that thousands upon thousands of other affiliates were promoting.

My initial earnings, as I've told you, were absolutely shocking. They were horrible! They were pathetic! They couldn't even buy me a bus ticket to the next state!

One of the biggest mistakes I made was failing to have that distinguishing trait that would've made me stand out among the thousands and thousands of

affiliates trying to refer people to the very same product.

This distinguishing trait is what we call the unique selling proposition, or USP as it is more popularly known.

Ask yourself this question...

What can you offer your prospects that your competitors cannot?

The answer to that question will be your USP.

This USP should satisfy 3 requisites so that it can lead to a profitable business. These requisites are:

1. The USP must be something that will make people stand up and take notice. This means that the USP must entail something valuable for your prospects, so much so that they'll IMMEDIATELY know that yours is the best deal in town.
2. The USP must be something irresistible. Winning the attention of your prospects isn't enough. You must also be able to make them say "yes" to your offer.
3. The USP must be something that will compel your prospects to act, and to act fast! The USP should be complemented with what we call as "calls to action."

Of course, a unique selling proposition will not be such if it is not "unique." It must be something original, or, at the very least, something that is not being offered by your competitors.

Great examples of USPs are bonuses, discounts, future discounts, special offers, one-time offers, and the like.

Mistake No. 5

Work? What Work?

In the real world, many “wannabe” businessmen are of the mistaken belief that having their own business will save them from the rigorous demands of a 9-to-5 job.

“I don’t have to deal with a strict boss,” others will shout with joy.

“I don’t have to deal with pesky officemates,” some will cry with ecstasy.

“I will have more time to spend with my kids,” a majority will dreamily say.

“I won’t have to work anymore,” many will most probably scream with delight.

The thing is, having your own online business entails work. You can’t just sit around and wait for the money to arrive once your online business is up and running. No. Having an online business is work!

Albeit...

You'll be your own boss. You'll decide the direction that your enterprise will take. You have full control over your products. You have the say when it comes to the distribution of your goods and the conduct of your business.

But all of these still entail work, and sometimes, they entail a lot of work.

To believe otherwise would be dangerous.

There are many merchants trying to sell systems that promise you the stars and the skies. Here's a piece of advice... if they're too good to be true, hold on to your doubts. There is no such thing as automatic income. There is no such thing as an instant cash-generating machine. There is no such thing as a method that will rake in profit forever and ever.

What can be offered are systems that will give you the opportunity to earn decent money on the World Wide Web...

...provided that you will work for it.

There are no "ifs" and "buts" about this. You will have to work. No exceptions. If you don't invest some effort in your online enterprise, it will sink before it can even take flight.

Remember this.

Make it your mindset.

And rest assured that your hard work in this industry will reap a lot of rewards.

Familiar with the biblical passage “you will reap what you’ll sow?” Those words are never truer than the facts in this industry.

Do read [My Early Days On The Net](#) to learn more about my tribulations when I was starting out.

Mistake No. 6: **Full Automation** **Automatically**

“Earn Money Even While You Sleep!”

This has been the selling point of countless Internet marketing campaigns hoping to win your buck for the product or package they are selling.

Come to think of it, such is an exciting proposition indeed. Who wouldn’t want to have the chance to earn some cash for minimal work? It’s a dream come true for many of us.

The proposition does tickle the lazy bone inside each of us, to be honest.

But, can one earn money even while he sleeps in this, the wonderful world of Internet marketing?

Those who have dabbled in this industry for a substantial amount of time now will answer with a resounding “yes.”

But this will not come automatically.

Nothing in Internet marketing does.

So, to believe that a system will make you earn cash automatically as soon as you implement it would be a fatal, fatal mistake. Once you read about a program that promises such, don't fall for it, or, at the very least, take it with a grain of salt and remind yourself that everything you will earn online, you will have to work for.

Earning money while you sleep is possible through a system called automation.

Every Internet marketer should aim for automation. An automated system will provide for you a business that is capable of taking care of itself. It will be able to promote the products you are selling, take in orders, process payments, and even deliver the goods that have been purchased.

Some automated systems can also take care of post-sales services such as the processing of refund requests or the redemption of promised discounts and the like.

An automated system is not established by default.

Automation does not come automatically.

You will have to work for it. You will have to do some things to build an automated system. There will be some investments that will be required. There will be some purchases that should be made. There will be some sacrifices necessitated.

But the benefits of an automated system are astounding!

Let me take this opportunity to remind you as well that there is no such thing as a "fully automated system."

There is no system that will be able to take care of itself 100% of the time, forever.

An automated system will still require input from you, the business owner. This input comes in the form of adjustments, tweaks, tests, and acts of supervision.

Also, it will serve us well to remember the human side of Internet marketing.

We will be dealing with people - real people - and how we relate to them can never be usurped by any machine.

Mistake No. 7: “Game Plans Are For Noobs!”

Yet, a great majority of online businessmen still refuse to come up with a business plan. I can relate to this. I used to dread the thought of coming up with one.

There's just something so "academic" about it. It's like I was transported back to college, where I cringed at the prospect of feasibility studies and formulation of marketing approaches.

When I started earning, first in the real world, I adopted a hands-on approach to things. If I made a mistake, I'd learn from it and move on. It was more practical for me. And for a time, it worked.

Then I started to focus on online income-generating opportunities, first as an affiliate, then, as a merchant on my own.

As an affiliate, having no business plan didn't really affect my income, though looking back, a business plan would've allowed me to increase what I was earning back then.

As the stakes got higher, what with the investments I was making on my very own enterprise, it became more apparent that a lack of a business plan contributed to the lack of direction my business was taking.

I was spending my capital carelessly. I gobbled up every offer that promised to improve my business. I was targeting markets that weren't responsive, and all the while neglecting sectors which were hungry for what I had to offer.

A business plan, basically, is your road map to success.

It will ensure that you will go where you want to go, without any unnecessary deviations. Additionally, a business plan is a motivational tool, as it will contain your goals for the foreseeable future. It is an excellent guide to track your progress, whether you are achieving those goals or not.

If you want to spend your capital on something, you can refer to your business plan and ask yourself...

"Will this help me achieve my immediate and/or long term goals?"

"Will this increase my bottom line profit?"

"Will this be consistent with what I have set out to accomplish as written on my business plan?"

With a business plan, you're sure to find your way even at the steepest of turns. Just refer to it and remind yourself of the path you have chosen to take to arrive at your desired destination.

Mistake No. 8: **Beating Around The Bush**

Internet users are an impatient lot.

What with the wonders of the digital age where everything is served with amazing speed, people have become accustomed to fast times and fast service. Whereas a decade ago, people were contented reading about the minutest details of something that caught their fancy, nowadays, people just pick what they want to read and make a decision immediately.

This is one of the biggest mistakes that a novice Internet marketer can make...

He often takes his sweet time to get to his point.

If he's selling a moneymaking system, for example, he'll talk endlessly about the economic situation of the world and how difficult opportunities are to come by.

Is this what his prospects want to read?

You only have 3 seconds from the moment your visitors load up your landing page.

Just 3 seconds.

Within those 3 seconds, the visitors will decide if they'll stay longer to read your landing page, or if they'll go visit another website. Your goal is to make them stay longer. And this goal will be achieved by the catchiest headline possible.

Indeed, your headline should be able to pique your visitors' interests IMMEDIATELY. You don't have time to beat around the bush. You don't have time to badger a point. You don't have time to present a long-winded introduction.

Get to your point QUICKLY.

Not only that, you should also make sure that your headline will be able to move your readers into a particular action: to read further.

The next spot that your visitors will focus on is the header. Once they read your headline and once their interests are piqued, they'll tend to get a quick idea of what the piece is all about.

Headers, traditionally at least, contain information about the page.

A header can have the title of the product, the name of the business, a tagline that introduces the page, or even all of the foregoing.

If your header is attractive enough, visually speaking, for your readers, and if it contains the things that they need to know, then chances are, you'll be able to make your visitors keep reading.

The third stop for your readers' eyes will be the body of the landing page, that part where the content is laid out for them to study. This is the meat of your web page, the pinnacle of your sales pitch.

The fact that your readers have reached this third stage means that they nurture a certain degree of interest for the solution you are offering. This is good. The readers who've actually stayed through this third stage are "targeted prospects," leads who have the highest probability of purchasing your offer.

Concentrate on these 3 areas and you will have your prospects hooked, long enough for them to discover your business message.

Formulating a headline is not as easy as it might seem. Even the most jaded copywriters take days to come up with a stimulating and scintillating header that will immediately capture the readers' fancy. I would recommend [Scott Britner's Headline Creator PRO](#) to make things easier for you. Scott's powerful tool can generate very effective headlines with a few inputs from the product owner.

Also, there are other resources that will help you with your copywriting skills. [Ewen Chia and Dan Lok's Underground Sales Letters](#) can make you a good copywriter in a matter of days. [Yeo Feng's How to Sell just about Anything Online](#) is more encompassing, but for this part of our discussion, I highly recommend that e-book's section on writing magnetic sales letters.

Mistake No. 9

Failing To Write Appropriately For An Online Audience

For all the years we have spent in school, studying the English language's structural and even colloquial rules, we have always been trained to write for people who will read printed publications.

These are people who will have a hardcopy of what they will read. They have the luxury to bring it anywhere, to read it anytime they please.

At first, a novice online businessman will mistakenly write a piece online using the very same rules that have been ingrained in his being throughout the years... he will write for the offline audience.

This is a mistake... a very big one at that.

As we have discussed earlier, the online audience has grown weary with long-winded pieces. They have become impatient. They are demanding to be spoon-fed with the information you want to share with them.

If they don't get this, they will not read your piece.

How, then, can you write your page in a way that people will actually read it?

It can be done. The methods may be quite unconventional when compared with offline writing techniques, but do bear in mind the print materials can be taken everywhere - in the car, in bed, in the bathroom - and they can be read at anytime that suits the reader's leisure. But online materials, they are more or less static. They are stuck on the monitor, and people can only read them from the said monitor.

The screen can be stressful to the eyes. Add this to the fact that, yes, people have grown impatient, and any copywriter will indeed find it a challenge to ensure that people will actually read what they prepare.

Here are some guidelines that can help you secure their readership, however:

- Write copy that can easily be scanned. Your readers will not read your piece from one word to the next. They won't even read it from one sentence to the next. They will scroll through your letter and they will only stop to read once they find something interesting.
- To make important statements stand out, distinguish them with bold fonts, bigger font

sizes, or distinct and striking colors. Do not be afraid to mark as many statements as you want. The important thing is that the readers will not miss the statements that they are not supposed to miss.

- Use bullets and numberings as much as you can. This will make your copy more readable since your important messages will be properly enumerated and segregated.
- Keep your sentences and paragraphs short to make good use of negative space. Negative space refers to the space between words. This blank space allows your readers' eyes to rest. Their eyes will be exposed to more stress, after all, because they will be reading your piece from their computer screens.

Remember, your readers will not really read your copy, they will simply scan it. So make sure that your important points are conveyed even if your copy is merely scanned.

Indeed, online readers rarely "read" web materials. Instead, they scan them for something that will interest them.

Mistake No. 10: **They're People,** **First And Foremost**

Because of the rather impersonal nature of the Internet, where anonymity is the name of the game, novice Internet marketers often fail to remember that they will be dealing with people - real people, with real needs, real expectations, real feelings, and real lives.

Because of this, many newbies in this industry fail to bag sustainable sales. Worse, even if they manage to sell a few products here and there, they fail to capitalize on them.

What should be done is this...

A personal relationship with your prospects/customers should be established.

This should be one of your primary goals.

Though it is more convenient to hire someone to man your help desk, you should strive to do such a task

yourself from time to time. Personally communicate with your customers and assure them that you - the owner of the business - will be taking care of their complaints.

This will make your customers feel more secure, knowing that the head honcho is on their case. It can even be an overwhelming feeling that they'll share with the people they know, and soon enough, you'll have the reputation of a businessman who takes a hands-on approach.

And that is a good sign, in any business, in any playing field.

Also, one of the problems in doing online business is the fact that it's harder to win the trust of your prospects, because they can only rely on the words you type more often than not.

You can remedy that.

You can film yourself delivering a message to your visitors. Or you can maintain a video blog, or vlog as it's more popularly called, where you can update your visitors about the latest happenings in the industry you are tackling.

Let them see you.

And trusting you will be easier for them.

Now, some people may not be comfortable with the idea of filming video messages. If you're one of these people, you might want to consider recording your voice instead. With compression technology reaching its peak in this day and age, you can easily transmit your voice recording to a wide, wide audience.

If you want the vlog approach, without the videos, then you may want to consider a podcast. A podcast is just like a vlog, only, you'd offer streaming or downloadable voice recordings instead of videos.

Mistake No. 11: **Rainbow Shines So Bright, Yet You're Stuck Under An Umbrella**

When I was starting out, I used to treat a sale as the end-all and be-all of online business.

Whenever my PayPal account registered a purchase, I rejoiced. For me, at that time, such was the pinnacle of success, and it was just a matter of collecting episodes of that success to turn in a profit.

Boy, was I wrong!

A sale is more than just a single purchase.

A sale is when you touch base with your prospect. It is when your relationship with him evolves into something deeper. If you only see the sale for the profit it will yield, then you are just focused on 15% of what you can potentially earn.

The fact that a prospect decides to become your customer means a lot.

It means that he has given you his trust.

What does this mean?

Simple.

It means that you'll have an easier time winning his sweet "yes" if you invite him to try out your future products.

Statistics show that over 60% of an online business' total sales, on the average, comes from repeat customers. Hence, it is very, very important that you KEEP IN TOUCH with the people who buy from you.

How can you do this?

Consider the following suggestions:

1. Establish an excellent after-sales service that will provide magnificent support for any hitches that your customers may encounter when it comes to the products they have purchased. This is your way of telling them that you continue to care, even after the sale has been consummated. This is your way of telling them that you're always open for business whenever they may need anything else.
2. Get their contact details. Send them freebies from time to time. Inform them of your special offers. KEEP IN TOUCH. Don't allow them to forget you.
3. Capitalize on the point of sale (POS,) that moment when the would-be customer has drawn his

credit card and is willing to buy. This is the point when he is most amenable to additional offers you will make. I used to neglect this, but now, a good portion of my sales come from it.

For subsequent offers, you can try tactics like back-selling and cross-selling. Back-selling is the offering of existing products in your inventory. Cross-selling is the offering of products - which may or may not be yours (as is the case if you're an affiliate for a particular merchant) - which are relevant to what the customer has purchased.

A prospect doesn't cease to be a prospect just because he has evolved into a customer.

Rather, the moment he becomes a customer, the more of a prospect he should be!

Mistake No. 12: **One Hit Wonders**

Suppose you have all the marketing techniques rolling, and you are generating visitors, lots and lots of them in fact, to your website.

Does this mean that you can rest on your laurels and enjoy the success you are sure to attain?

No!

Whatever success you will achieve will not be sustainable. It will only be temporal. It will be finite.

This is such a big loss, considering you can replicate that bit of success over and over and over again. Yes, a visitor doesn't have to visit your website just once. He can visit your website as often as possible!

You see, relying on new visitors alone would be disastrous for your online business.

There will come a time when you will have exhausted every means to invite new users to visit your

website, and you'll be caught in a dead end. You must have a system set up that will compel previous visitors to grace your web pages again. This will give you the surely sustainable traffic that you will need.

It is an established fact that only 2 out of 279 visitors, on the average, will decide to make a purchase. What will you do with the other 277?

If you allow them to walk away, then chances are, you will lose them forever. So the solution is very simple.. as much as possible, don't let them walk away!

How are you supposed to do this?

Veteran Internet marketers use a follow-up system to capture the contact details of their visitors so that they can somehow convince them to visit their websites again at a future time. A follow-up system captures the email addresses of visitors and collects them in a subscription for a mailing list.

The heart of every follow-up system is an excellent autoresponder service. An autoresponder service will allow you to prepare your messages beforehand and deliver them according to the schedule you set.

Additionally, an autoresponder service will also allow you to personalize your messages, well, automatically. Your recipients will be referred to by their given names, and on certain occasions, the autorepsonder will even greet them on their birthdays. This, added to the act that an autoresponder service will take care of the subscriptions on auto-pilot, makes it an essential investment for every online business.

But not all autoresponders are built alike. Some are simply better than others. I would like to recommend [Aweber](#) service, which has been garnering raving reviews since its inception. Simply, they don't come any better than Aweber, plus, you'll be able to avail of its benefits at a price that won't be a burden to your budget.

Mistake No. 13

Follow-Ups Gone Horribly Wrong

Indeed, email marketing should be an integral part of your online business system. Email marketing will allow you to follow up on your leads so that they'll learn how to trust you and buy from you, and allow you to keep in touch with the people who have given you their trust so that you can woo them again for subsequent sales.

But some online businessmen use email marketing the wrong way.

Familiar with the following practices?

- Sending offers at every turn. Often, once a day. Sometimes, multiple emails within a 24-hour period.
- Treating subscribers as potential customers.. and being blatant about it with a glaring "buy from me" mentality.
- Always mentioning how one's deal is the best in town.

Email marketing is often abused. Many online businessmen treat it as a way to sell their wares on the World Wide Web. Though this is true, what makes things bad is the attitude that such is the only purpose of email marketing.

This shouldn't be the case.

Email marketing is a method of following up with people.

"Following up" means warming them up so that they'd get to trust you and eventually buy from you.

"Following up" doesn't mean reminding them to buy whatever you offer every chance you get. This will just make them resent your emails. They'll dismiss your messages as spam. They'll become oblivious to your emails. They won't read them. Worse, they may not even open them.

Here's what you should do: categorize the emails you send into 3 groups:

1. Greetings;
2. Freebies; and
3. Offers

Greetings are messages that attempt to establish a closer relationship with your prospects. Greet them every holiday, on their birthday, on special days pertinent to your business. Greet them just to share with them something noteworthy that happens in your life. Make them feel that they are special to you.

Some of your messages should also offer free products for your subscribers to download. Why is this important? It's because you want them to feel

that you're not after their cash, that you are also generous enough to share things with them. Ensure, however, that the freebies you will distribute are possessed of value and not just throwaway junk.

The key is to schedule your messages in such a way that your subscribers will warm up to you before you deliver your actual offer. An email to greet them, followed by a download link for a free product, followed by another email that will ask them if they were able to download the said product without hitch, would be an excellent sequence to prepare them for an offer you will thereafter send.

With email marketing, it's not about sell, sell, sell.

It's about building relationships.

Mistake No. 14: **Quantity Over Quality**

Many actually believe that the success of an online business depends on the number of visitors it is able to generate for its website.

This is not true.

What's important is not the quantity of visitors. Rather, the quality of the visitors is what counts.

There is a world of difference between general untargeted traffic and targeted traffic.

TARGETED TRAFFIC refers to the volume of people that you have specifically aimed for in your marketing campaigns. These are the people who have the highest likelihood of purchasing your products.

For example, if your online business is catering to dog grooming, you will have to aim for dog owners. If dog owners visit your website, you could say that you're successful in generating targeted traffic.

Being able to garner targeted traffic will require some marketing research. Knowing where your target market can be found is an essential first step. Concentrating your marketing strategies to this target market will fetch for you quality visitors who have a greater possibility of being converted into paying customers.

UNTARGETED TRAFFIC, on the other hand, refers to the volume of visitors which you have tried to win en masse, meaning, your marketing strategies focused on generating general traffic regardless of the demographics and projected preferences of your market.

It is easier to garner untargeted traffic, but the percentage of successful sales you will get from them will be substantially smaller. It's still a good approach, however, as like what we've discussed earlier, traffic at its core is still a numbers game.

Before deciding on which marketing strategies to employ, you have to study what kind of traffic would be best for your online business?

If your online business relies on the sheer number of visitors to, say, click on your PPC ads, then quantity is very much superior to quality.

But if your online business is about selling products, then you need targeted, if not highly targeted, traffic. Conversion rate should be your main concern. Conversion rate refers to the number of purchases you will win vis a vis the number of prospects you will be able to generate. A lower volume of traffic composed of highly targeted prospects will yield a higher conversion rate when compared to a high volume of traffic composed of general visitors.

Mistake No. 15: **Making Them Think**

We have previously discussed how Internet users have become an impatient lot. With the digital speed by which things are served these days, it seems the Internet users no longer have the patience to sit through an online experience if it will provide for them even a semblance of difficulty.

Here's a simple but very efficient tip when it comes to the different aspects of Internet marketing...

Don't make them think!

Let them know, IMMEDIATELY, what you want to share.

Drama is not your friend. You don't have to create undue hype before delivering your message. You don't have to scientifically discuss the existing conditions today just to pave the way to the introduction of your product.

A convoluted interface is not your friend. If the navigation options of your web pages are not intuitive, then your visitors will just leave as soon as they load up your website.

Written pieces with vague details are not your friend. If your readers don't see what they're looking for early enough, they'll give up and look for other materials.

So... don't make them think.

Know what your prospects want and give it to them as soon as possible, the earlier, the better. Make it easy for them to navigate your web pages. Avoid undue tidbits that will only divert your readers' attention away from the point you wish to make. Do away with unnecessary components on your website which will only confuse your visitors.

Don't make them think.

Lead them to where you want them to go.

As an online businessman, you should have the initiative to take their hand and guide them until they see the point you want to deliver.

I can't emphasize this point enough. I see a lot of novice Internet marketers who commit the mistake of making their websites look complicated, with the hope perhaps of creating an impression of professionalism and class, yet backfiring on them because everything becomes frustrating for the visitor.

There is a movement that is currently sweeping the Internet. It's called Web 2.0. It's a brand new digital culture that emphasizes 3 points:

1. User input;
2. Minimalism; and
3. User-friendly design

Experts predict that Web 2.0 will take over the Internet within the next 3 years, if not sooner.

And Web 2.0 is all about making it easy for Internet users.

Mistake No. 16: **Premature Expansion:** **The Dangers Of Spreading** **Yourself Too Thinly**

What will your online business focus on?

It may seem like an easy question, but, believe it or not, a majority of Internet marketers have failed to ask themselves this very basic and very important query.

As a result, their online business lacks a sense of direction. They may dabble on one particular subject today and a completely different one tomorrow. Worse, because of the shifting focuses, they'll tend to abandon projects at an alarming rate.

Remember the saying "jack of all trades, master of none?"

It's best applicable in this case, where an online businessman decides to tackle many things at the same time.

The lure of certain niches may be too great, especially when you hear other NETrepreneurs praising that market with words like "I earned \$10,000 in one week," or "there is no competition here." Those niches become so tempting that some of us will decide to take them on as soon as possible.

Likewise, the temptation of expanding your online business is too great at times that we have no choice but to succumb.

After all, who can say "no" to the thought of doubling, tripling, and even quadrupling your income? Who can say "no" to the thought of expanding your market by as much as tenfold? Who can say "no" to the excitement of coming up with new products for an entirely new market?

Expansion, for many, is a logical phase of a business' life. It's evolution. Ultimately, your online business will have to expand to progress.

I have nothing against expansion.

In fact, I promote it 100%!

What I'd like to warn against is the prospect of expanding prematurely.

If you decide to conquer new territories without being ready, you'll run into a lot of trouble. Worse, you will be jeopardizing your existing business, which will curtail your profit rate.

Before expanding your online business, ask yourself the following questions:

1. Is my current operation stable and self-sufficient enough to allow me to venture into other markets?
2. Have I done my homework? Do I know everything there is to know about the market I want to conquer?
3. Do I have enough capital for the expansion, without compromising the operational costs of my existing enterprise?

These three questions must be answered favorably before expansion can be considered. Otherwise, you'll risk destroying your existing business as well as your planned metamorphosis.

Aiming for two birds with one stone is well and good. Unfortunately, with premature expansion, those 2 birds symbolize your enterprises.

Mistake No. 17: **ROI Gone MIA**

We have previously discussed that you have to be willing to spend for your online business. An online business - just like any other business - is an investment. How much you'll reap will depend on how much you'll sow.

But spending isn't the key activity here.

Rather, methodical spending is what is required.

Your expenses shall be deducted from your capital. You should maintain a revolving capital from which you will garner the expenses associated with the continuous operation of your online business.

This revolving capital should be preserved. It should never be compromised.

Mistake No. 18: **Misused Measurements**

One of the biggest advantages of doing business online is the ability to measure the performance of your digital enterprise.

This is an option that is very much available for you.

If you do not use this option, you'll be throwing away the golden opportunity of being able to improve your online venture.

Primary of these measuring benefits is the ability to gauge how much traffic you generate for your website.

To know the number of users that visit your website, you will have to rely on some third party tools that will fetch such statistics for you. Your web hosting service usually gives you such stats, but these won't suffice for a more discriminating businessman.

You could consider a more powerful tool for the purpose. The more comprehensive the statistics you derive from your web traffic, the more specific the tweaks you can make on your website.

Let's take a look at the benefits of an ideal visitor-spying tool:

- You will be able to know the exact number of users who get to visit your site.
- You will be able to distinguish each visitor through their logged IP addresses.
- You will be able to know how much of your traffic is unique visitors and how much is recurring visitors. If you're getting more recurring visitors, it means that your website is perfect, but you need to intensify your marketing campaigns. If you're getting more new visitors, it means your marketing strategies are performing according to expectations, but your website leaves a lot to be desired and adjustments are necessary.
- You will be able to know how long each visitor stays on your website. If your visitors stay on your web pages for a relatively substantial amount of time, it means that your content is good enough to merit their attention.
- You will know the referring URLs of your visitors. This will tell you if the focus of your marketing strategies is correct.
- You will know the links that your visitors are clicking. This will inform you if your visitors are going where you want them to go. If your website is enrolled in a PPC program,

this stat will be essential in weeding out the non-performing ads so that you are able to replace them with more profitable ones.

- You will know the exit URLs of your visitors. Are they going to a competitor's site, or somewhere else? This will give you a better idea of the often fickle nature of visitor behavior.

Knowing what your website does right and what it does wrong is a prerequisite for improvement, and constantly trying to improve your website is a key to winning, and eventually sustaining, profitable traffic for your web pages.

Traffic, being so crucial to your online business' success, will merit an investment on a powerful visitor-spying tool. It would greatly help you review your website's performance so that you can make corresponding tweaks to garner the traffic that you need.

A good friend of mine, Jonah Klimack, launched his ultra powerful [Adtrackz](#) program to serve your need for a super efficient visitor-spying tool. With this nifty program, you'll be able to get all the information you'll ever need about your visitors. Ask any marketer online or offline and he'll tell you that consumer behavior is the one factor that can never be predicted. Well, that changed when Jonah came up with [Adtrackz](#).

So I highly recommend this breakthrough of a product that only a few know of. It will not only give you the edge, it will give you the power to increase the volume of traffic that can be generated for your website, and consequently, will give you a good boost in your online sales.

There are tools that are easily accessible, of course. You will need your own website and you will need your own web server. Your web server of choice is sure to have tracking options that will help you determine the basic details about your website's performance. Again, web servers usually give access to the mere basics you need to know. If you desire more comprehensive tracking options, you might as well subscribe to TurboWWW.com.

One free resource that is absolutely thorough and amazingly innovative, however, is [Google Analytics](https://www.google.com/analytics/). Be forewarned, though, that Google is limiting the number of its users. You can apply for an account, but there is no guarantee that you'll get in. But if you are indeed granted access, prepare to be blown away with the sheer number of features available at your disposal.

Conclusion

The Biggest Mistake: People Stop Dreaming

Allow me to share with you this story...

Once, I had a subscriber who sought my advice. He was down on his luck and was about to give up on Internet marketing altogether. He had stopped dreaming.

I asked him why.

"I can't seem to do anything right," he said, "and I am afraid that what I have isn't enough to make a mark in this industry."

I gave him one piece of advice...

***There are no limits as to what you can do...
what restricts you are the limits you put on yourself.***

Six months later, he sent me a postcard with a picture of his family having a vacation in Bali, Indonesia. The card read:

*You made this vacation possible.
Thank you.*

I replied via email, as I never knew his mailing address:

*No.
You made everything possible.
I just reminded you of things.*

Indeed, I merely reminded him of his dreams.

This, I believe, is the biggest mistake that novice online businessmen make: they stop dreaming.

Once they establish their online enterprise, they stop dreaming. They stop wanting more. They become too preoccupied with the rigors of the business they have set up that they forget the reasons why they decided to pursue it in the first place. Worse, they forget the reasons why they want to be the best they can ever be.

And as a result, at the slightest sign of failure, they give up oh so easily.

Do not commit the same mistake!

Never stop dreaming.

I have created a ship that will help you sail the field of dreams to transform them into reality.

I call this ship the [TurboMembership](#). It's your total solutions package that will give you everything you will ever need to succeed online.

You read that right, dear friend. You will be given everything. From products that you can sell with new ones being added on a monthly basis to a fully functioning website loaded with amazing scripts to the most excellent web hosting service this side of God's green virtual world to a technical support that is ready to assist you anytime, the TurboMembership is a business that you can pull out of the box to start earning you money immediately.

This isn't a sales pitch. I just sincerely want to make things easier for you.

And I'm not going to lie to you.

You will have to work and you will have to work hard to attain a level of success in the online field that would rival any amount you could earn in the real world.

The good news is, it can be done, and it doesn't take an Einstein to do it.

It just requires pure hard work.

And your dreams.

John Delavera & {--your-full-name--}