

Just the Facts, Ma'am



Cutting Through The Crap

**...and Finding Your Way in Internet
Marketing**

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Introduction

This is a quick and easy to read advice guide that will save you money as you start out in your journey towards making a living on the internet.

Just in case you wonder what I know about the internet and marketing, I can tell you that I have been online since 1990. Mind you then there was nothing like there is today. Tim Berners-Lee invented the World Wide Web in 1989 and it was deployed at the end of 1990. But that's not why you are reading this.

I've been a freelancer most of my working life and have had some great fun being my own boss. When internet marketing started to be the way of the future, I began studying it. I've bought so many guides and guru information that I could write a whole book about that.

But I won't.

I am just writing this short guide to help you get past the aggravatingly simple problems that we run into when we want to start up a business online. Now, I am not running down the experts who provide their wisdom to us. I'm just saying that they provide the information in what they think is crystal clear language but to us is complete gibberish.

Okay – here's an example. You buy an ebook with great reviews and step-by-step descriptions on how to set up your own online kingdom and one of these things happen – or maybe more than one:

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- Suddenly the language seems incomprehensible. What do they mean – “Squidoo”? “SEO”?
- The whole plan seems fine until they say “register a domain and get a hosting account.”
- You’re told to write 10 articles and submit them.
- You’re told to set up a WordPress blog. Or Blogger blog.

Well, you know what I mean. You’ve likely run into many other stumbling blocks calling for more study, expertise in web design and writing, and extensive knowledge of the whole social networking world.

And this is from a basic, step-by-step, introduction for newbies.

Next thing you know, you are dabbling in marketing programs, affiliate programs, creating ebooks, or who knows what. And each time you see a new well written sales letter, you think – aha, that’s the one for me and if the promise is hundreds of dollars almost instantly, away you go, leaving your unfinished previous project on the back burner for the time being but the fact is that people rarely go back to those unfinished projects.

Next thing you know, you have spent a lot of money \$27 at a time. And you feel like you are just not catching on and your confidence plummets. And you return to the drudgery you were trying to escape.

The Top 7 Mistakes Newbies Make

1. Thinking that internet marketing (IM) is all about selling IM information. After all, most of what you read online about setting

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- up your IM business is written by people whose business is selling information on IM.
2. Thinking that this is the way to instant riches – where you can make money while you sleep.
 3. Trying to follow a cookie-cutter plan for creating a business without making the commitment to finish each step before jumping ahead.
 4. Believing that spending big bucks on a training course or seminar will speed their progress to making money while they sleep.
 5. Unwilling to set a schedule and stick to it.
 6. Not exploring the competition.
 7. Not having a business plan.

And the solutions...

1. ***Thinking that internet marketing (IM) is all about selling IM information. After all, most of what you read online about setting up your IM business is written by people whose business is selling information on IM.***

SOLUTION:

Choose your own specialty and stick to it when you start reading about how the latest guru came up with a listbuilding/SEO/web flipping/whatever plan. These gurus are often master writers and their words are incredibly persuasive. They got where they are because they learned an essential element in IM – find a very hungry audience.

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Their audience is the person who desperately wants to make money online and thereby change his or her life dramatically. There is something compelling about following their whole workplan and too many fall into that trap.

What you need to do is think about YOUR desperate audience. What do you know? Scrapbooking? Golfing? Cats? Camping? Listen to the marketing advice but stick with you plan to write what you know.

2. *Thinking that this is the way to instant riches – where you can make money while you sleep.*

IM is work. No two ways about it. It is work. But you can start slowly with 10 minutes a day if you like. You are more apt to spend 10 minutes every day than you are to spend even half an hour. Set a time and stop as soon as it rings.

Before long you will build the habit of doing your online work on a regular basis – it takes about three weeks to establish a habit. Then you can add more time to your daily routine.

It takes time to set up your plan but it is worth it because you are more likely to prosper if you build a strong foundation.

3. *Trying to follow a cookie-cutter plan for creating a business without making the commitment to finish each step before jumping ahead.*

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Revved up by the step-by-step plan you bought, you want to make it happen now. Let's face it, most of us don't like long projects. And if the second step is boring to you, it's human nature to jump ahead to step three or four. But if you don't finish all parts of the process, it is not going to work.

4. Believing that spending big bucks on a training course or seminar will speed their progress to making money while they sleep.

It is not a matter of spending more money to learn the tricks you think are missing in the information you already bought. It's a matter of just doing it. Take the hour you would spend finding the perfect solution, sit down away from the computer and start working on your plan.

5. Unwilling to set a schedule and stick to it.

This was mentioned above in #2 but it bears repeating. Make a commitment to a schedule and make it work. If you only have one day a week, set aside time on that day and do not break your appointment with yourself. If you cannot discipline yourself to your own schedule, you will have a very hard time making IM work for you.

And, no, surfing the web mindlessly or answering emails is not part of your scheduled work.

6. *Not exploring the competition.*

What? I can hear you asking “what kind of massive task is this?” It’s not. Take the topic that you want to work on marketing and do a basic Google search and see who and what in this field shows up on the first couple of Google pages. Skim these sites and make a list – notebook at your fingertips – of the ones that appeal to you. See what they are selling, what they are writing about, and what colors and styles they use.

Keep notes about what you liked and disliked about them.

7. *Not having a business plan.*

This is the number one problem. You are travelling without a road map. It does not have to be anything massive and no, you don’t need to buy a special program for business plans. A pen and a piece of paper is all you really need. It can nothing more than a word about your topic (“kittens”) and your schedule (“Weekdays: 9-9:15 a.m. Weekends: 2-3 p.m.”) and a task list

1. *What kitten topic?* – feeding, cleaning, health, etc
2. *Where to get content?* Write it, buy it, use Ezine Articles? etc
3. *Where will I locate my site?* Free like Squidoo, Hub Page, Blogger? Buy a domain and hosting?)

Or it can be elaborate.

The Essence of it All

You see the secret is not in the process. But in you. You have unique and special knowledge and there are people out there who are willing to pay you for it. All you need to do is find a way to move it into the world wide web and let people know about it.

One of the hooks in IM is that the guru wisdom is often presented by people who know all about the magic way of selling to you. (Okay it is time to let you know something about me that shows that I know what it is like to get caught up in the web of seeking endless advice and never moving forward. – there is a particular pair of marketers I love. Their offerings are so well presented that I have purchased the same product TWICE from each of them because they marketed to a desperate audience of which I am a charter member so well that they hypnotized me into buying the same product not once, but twice. Now that is good!)

I benefited from this by learning what hooked me and emulating their approach in my own niche.

Conclusion

I know that there are still questions out there and they are likely about creating your product, advertising, and accepting payment. There are several ways to deal with this – there is good information on these things, you can hire this out, or you can find out how the competition designs their attractive/appealing sites and copy their approach.

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Also, I will be creating a series of these reports and will post them on my website where you can download them for free. You can either bookmark my site (<http://geekgranny.com>) or sign up for my updates.

Future Offerings

- Location of your website
- Where to get content
- Finding the perfect sales page

These are free to you – I will email them to you at the address you use to order this. Or you can download them from my website.

Any questions on what puzzles you in this report – email me at askcomputerquestions@gmail.com.

Now get out there and start building your new life where you become the person you were meant to be.