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Let's Get Started!

The Deadly 7 Mistakes That Internet Marketing Newbies Make

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The First Deadly Mistake Internet Marketing Newbies Make is...

#1 Not Having An Action Plan

The #1 Deadly Mistake that newbies make in internet marketing comes with not having an action plan and sticking to it.

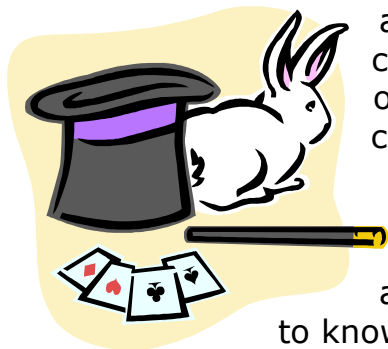
Even though Web 2.0 makes interacting on the internet a whole lot more friendly, there's a lot to consider before you jump on and throw up a site.

An action plan is your roadmap that charts the course of your business. An action plan will define your business, become a clear outline of your business objectives and goals and will provide the steps you need to take to achieve those goals.

The Magic of Understanding Your Business

Can you describe your business in a clear and concise way that doesn't put people to sleep? The same goes for understanding your business objectives and goals.

The magic really happens and things come to light when you put pen to paper and start writing down what you envision your business to be and what you envision it to become. A big connection takes place between our brains and our emotions when we do this by boosting our confidence and making our path clear.



Why do this? Because you want to maximize your profits and you want to know where you are going and how to get there. You also want to know how to back up and make corrections, which we know is all part of growth.

Ideas floating around in your head are isolated and don't have any value until they are organized and become a complete product. It is the complete product and the knowledge you have gathered along the way that you can offer to your customers.

Values that Inspire You and Your Customer

Creating an action plan provides you with the opportunity to dig deep into the values that inspire and motivate you. After all, it's YOU who you are really selling. Your customers want and need to know what makes YOU tick.

Those ideas then need to be polished and honed into concise and clear descriptions that explain your mission and what you do in just a few short sentences.

Yes, this will take some time, but here's where you put on your soldier boots and keep moving forward until you have established a solid description of your business, your business objectives and goals.



The great news is that this process brings you closer to those core values that really represent you, and enables your customer to quickly see if you are someone they can relate to.

Keep in mind that things will change and you may come back to your descriptions and do some adjustments, and that means you're growing and getting clearer on your path to success.

Now that you have developed your business description, it's time to focus on the action steps you need to take to get your business up and running toward continual growth and success.



Invest In Yourself

Investing in yourself is crucial to your success. Did you know that the bulk of your budget should be going to your training? The good news is that internet marketing has a relatively low cost associated to it, but it's still a good idea to map out your budget.

In your budget, make sure you leave room for marketing and don't forget your training. Remember, most of your budget should go towards your training and re-investing in yourself.

Moving Your Business Step By Step

Once you have established your business plan and your budget, it's now time to move your business step by step.

Develop a plan and stick to it! This is crucial to your success, so don't short change yourself here. Make the commitment to stick to your plan.

Your goals will provide the roadmap you'll need. Take a good look at your goals and give them a timeline as to when you would like to have them accomplished. Some goals will be 90 day goals, others may be longer term, say 2-5 year goals.



Don't be hard on yourself here. Life happens and things change, so be flexible enough to make adjustments but don't lose sight of where you're going.

Once your goals are mapped out, work backwards from your anticipated achievement date. For instance, if you want to get to the magic of 30 which lets the internet know you're here, writing 3 articles a week on your blog will take you 10 weeks.

I can't stress enough how important it is to be consistent with the action you take. Consistency is the key!

Remember that training budget we talked about earlier? Well, here's where it all comes together. As you learn something, apply it to your business. Learn something new and apply it. Just keep moving forward step by step.

Make yourself a 90-day action plan and put benchmarks in it and check in on a regular basis. Ask yourself, how am I doing?. Here is where you can make your corrections and push forward.

The big think comes at the front end of your plan and the action steps are the follow up. Without action, all that brain power you put spent on the front end will be lost. The biggest loss, however, will be that your business won't go anywhere.

You don't have to be a genius or an expert. You just have to do. Put one foot in front of the other and before you know it, your business will start its engine.

Then, you can put your next goal into place, do your action steps and listen to the hum of your business smoothly moving forward.



Good Luck! And, remember, we are here to answer your questions and guide you through this wonderfully empowering journey.

The Second Deadly Mistake Internet Marketing Newbies Make is...

#2 Not Investing In the Right Tools

I'm an avid cook and will testify that the reason I enjoy it so much is that I can quickly whip up a great dinner that is very tasty. This happens because I have the right tools and lots of experience to go with it.

Cooking at home, saves my family lots of money and also insures that we are eating the best, freshest and local food. Without the right tools, more of my time would need to be spent cooking and this would hurt my internet business.

Don't put her in the kitchen without the right tools!

Building a business on the Internet is a very economical way to start a business, especially compared to a brick and mortar business. But inexpensive doesn't mean free or without any cost.



Your investment in the right tools will make your life easier and the development of your internet business smoother and with fewer headaches.

We say that with some hesitation because there are lots of things that could be done for free but the time required would make it impossible to get your business off the ground. I'm guessing you want to generate cash sometime in your life ...right ☺?...

As an example, when I first started doing my network marketing business on the Internet, I used my email to create a newsletter for my customers. Mind you it was not very sophisticated. I had a list of several hundred people, that once a month I sent a health newsletter.

No matter when you started on my list, you got the newest newsletter but not any of the previous ones. But hey, it worked and I had a high level of readership. So that was before I knew anything about auto responders.

Those days are over for me and for a very low cost. When I get a new lead they fill out a contact form and automatically get my first email message at the time of doing this, the second message on the fourth day, the third message on the seventh day and so on. All this happens even as I sleep or am on vacation.

Imagine trying to coordinate that effort on your own.

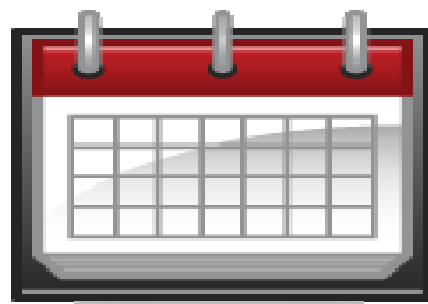
So...to start off with

You Will Need An Auto Responder

Let's start at the very beginning – What the heck is an auto responder? When I first heard that term I had no clue. It may seem self explanatory but....I still had to learn what it was, how to use it and why.

Are you there too?

Quite simply it took my 'health' newsletter process and turned it from a labor intensive process to one that was fully automated. I set it up once and then it ran 24-7. Sigh!!!



Whether you are sleeping, away on vacation, your auto responder is programmed to send out your messages to your potential customers on auto pilot according to your predetermined schedule.

Imagine getting up on Monday morning raring to go and find out you have new leads or sales. Sweet!

That's what an auto responder makes possible for your business. It's like proverbial sales people working around the clock on your behalf.

Why is an auto responder important in your business?

A key element in your business is your ability to build relationships with your list and increase your trust level. Do this well and you'll build a huge list of followers and soon-to-be customers.

Your auto responder is the tool you'll use to educate and/or offer value to your potential customer. It really is where you give them a taste of what you have to offer them. In other words, what benefits they would receive as your customer. Next...

You Will Need A Blog Or A Website – The Hub

A blog or website is the hub of your business. (Refer to #4 **Not Seeing the Big Picture**) Think of it as the central piece of real estate of your business. All your content that you put out on the Internet will lead back here. Many people debate which is best to use in your business. I'm not going to discuss that here but I will tell you that I have both in my business.

When I first started building my Internet business I had no clue what a blog was. It sounded like a blob (something out of a horror movie) and rhymed with frog. Hmmm.

Simply, and it is simple, it is a journal where you write interesting content that will speak to your target audience. You write new content often and this is what gets the attention of Google as well as your audience.

You see, Google loves fresh new content. After all, Google is in the business of providing solutions for its audience much like you.

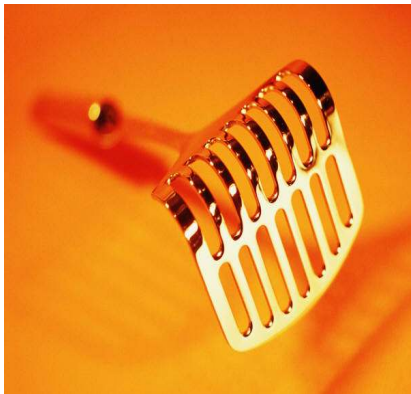
So, Google rewards sites that help accomplish that goal.

This means that Google will favor you by giving you a high standing in searches. This will lead to more traffic for you, and more leads followed by more sales.



My opinion is to get started with a blog because of the ease to do so. Then when you are experiencing good traffic and even lead generation, consider building a website.

With the experience you've gained from blogging you'll have some confidence to tackle building a website since that requires more skill.



Having the right tools to start your online business is very important. Knowing which tools to have in your tool box is important to make your business building smooth. Knowing which tools that you can't live without will also minimize wasted money on programs that sound good but are not needed.

The Third Deadly Mistake Internet Marketing Newbies Make is...

Number 3 of the 7 deadly mistakes for internet marketing newbies can truly become deadly for your business, stop you from experiencing success you deserve and keep you working much harder than you need to.

Not only that, number 3 of the 7 deadly mistakes is an easy mistake for internet marketing newbies to make. After all, you're pumped up and ready to take on the world. Fearful of losing that momentum by doing more research isn't quite what you had in mind.

So, what is Number 3 of the 7 deadly mistakes particularly for internet marketing newbies? Number 3 is not knowing exactly who your target market is.

#3 Not Identifying Your Target Market

Target Market Decision

By uncovering who your target market is and what they are looking for, you can avoid one of the biggest mistakes in marketing, and you can experience success rather than frustration.

So what is a target market and how do you uncover it?

A target market is a group of people who share mutual interests and needs. Define this group clearly and your marketing efforts will pay off.



As surprising as it may seem, not everyone wants what you have to sell. You will be wasting your time and effort trying to sell to someone who doesn't want what you have.

Want to know the secret of million dollar internet marketers? They have carefully and deliberately targeted their market or audience and understand what their audience or customers want.

Just like aiming for the bull's eye, focusing on a specific group of people means you will have to narrow your target market to qualified buyers who are interested in what you have to sell. Here are some critical questions to ask:

1. How do you define your target market? Who are they?
2. What does your target market want? What products or solutions are they looking for, and how are you going to solve them?
3. How does your target market want to receive what you have?

By now, you may be asking what makes you different from all the rest. How do you stand out from the crowd? Uncovering exactly who your target market is will help you do just that.

Good sales and marketing always starts by putting the customer first. No broad brush approach here. You will be able to stand out from the crowd when you are able to answer questions and provide solutions that are specific for your target market.

Your goal is to have your audience see you as someone who can connect with them and understand what their feelings are, answer their questions and provide them with solutions they can use. Tapping into this information, gives you a golden opportunity to become a unique Solutions Provider.

Want raving fans? Identify and reach the objectives of your target market and your audience will become devoted to your brand and your products. But first, your audience needs to feel that you are talking directly to them.

Writing down a description of who are your customers and who will buy your products is a great way to develop your brand and your marketing strategy more precisely and clearly.

Here are some questions that will help you assess your market:

1. Who is your target audience?
2. What would you like them to think about your brand?
3. How will you attract them to your products or services?
4. Who else is competing for their loyalty and devotion?



So as a solutions provider have you satisfied needs, solved problems and have you made your customers feel good about themselves, then you have developed a precise and clear target market and you have avoided the Number 3 of the 7 deadly mistakes that internet marketing newbies make.

Congratulations!

The Forth Deadly Mistake Internet Marketing Newbies Make is...

#4 Not Seeing The BIG Picture

Building a successful business online can actually come to a screeching halt if you make this deadly mistake along the way...

The path to making money online is mapped out but if you haven't learned how each step along the path to success relates to the big picture, then you will be making a deadly mistake. It is too easy to get lost.

You *will* get lost in the maze of online offers, the latest new system, etc. To stay on track, avoid deadly mistakes, follow what we have mapped out for you.

For newbies, it is way too easy to take a wrong turn and miss your destination completely. So if marketing online is unfamiliar territory for you, then let us guide you. So here's the BIG picture and your passport to online success. *Don't leave home without it!*



The BIG Picture!

You Are Here...

We always begin your journey to success right where you are on the map. The "You Are Here" arrow can be any where on a map, right?

As long as you know where you are, you can get to where you're going IF you have a map! So let's get started where you are. Check the boxes beside your online marketing knowledge at this point in your journey and find each destination on the map:

- I know what a blog is. (Website)
- I know what SEO is and what hyperlinks are (Technical - SEO 1.0)
- I know what social media marketing is. (Social - SEO 2.0)
- I know what selling online looks like. (Sales Funnel)
- I know very little about all of this. (That's OK)



Your Passport To A Successful Business Online

Let's look at your passport. Is it stamped with "already have a blog?" Have you been there, done that? If not, we recommend starting your internet business with a "blog," short for "web log." A website or blog is the hub of your business. We can help you with that.

Next, you have to drive *targeted* internet traffic to the hub of your business. We teach you how to get the right people's attention – the online equivalent of billboards, newspaper ads and TV commercials.

Half of the "billboards" we teach you to create are for getting search engine attention, like Google, for example. It's called search engine optimization or SEO for short. It's pretty technical but we make it easy.

Technical Search Engine Optimization (SEO 1.0)

Search engines like the technical things we teach you to do inside your blog and inside articles outside your blog that link to it. That's was the original way of putting up "billboards" online to



“advertise” your website. It’s called the first generation of search engine optimization. What a mouthful! Just think of it as way of linking articles to your website so that people can find you when they search Google.

Once people find you and your blog or website by searching the internet, you want them to:

1. like your place of business – your website or blog
2. spend money there by using your “shopping cart” or sales funnel (Refer to **#5 Not Having a Sales Funnel**)
3. AND come back often!!

To have a website or a blog that will make money for you, several QUALITY things need to be in place - at least these 3:

1. Quality Website or Blog
2. Quality Online Marketing
3. Quality Products and/or Services

A quality website isn’t as hard as you might think. And learning to create quality online marketing isn’t difficult either. Quality products and/or services are probably the easiest of the three. Actually, all 3 are not hard if you know what to do.

Let’s say you now have a great website that is set up to get search engine attention and bring in your target market. Remember we said that in order to be the website that your target market searches for online, search engines have to find you first, like Google. And the technical way to make that happen we said was SEO 1.0.

Well now there is a 2nd generation way to make that happen and it isn’t technical. It’s social.



Social Search Engine Optimization (SEO 2.0)

Would you believe that the newer search engine robots can tell if your website has what we call “social proof” of being cool!

That's right. Google can tell now if real people really like hanging out at your website. It's called search engine optimization from social media sites like Facebook, Youtube, and many others. SEO 2.0 is another strategy that is a very important piece of the BIG picture but few internet marketers understand it. We do. And we can help you with that.

To complete the big picture, your site not only has to be optimized both technically and socially in order to have quality marketing in place but remember, you also have to have quality products/services for sale! In other words, you need a sales funnel to complete the BIG picture.



The Fifth Deadly Mistake Internet Marketing Newbies Make IS...

#5 Not Building A Sales Funnel

It is so normal to start “selling” too soon. DON'T be normal. Newbies often make the mistake of trying to sell to early, which is totally understandable.

When new internet marketers see the potential of creating wealth with an online business, it's frequently hype.



It might be true that they have “made a killing online, selling information products to people all over the world in the comfort of their own home with nothing more than a computer.”

Subtracting the emotional hype, it's true, but you have to know how to pre-sell first. Before selling, learn to pro-sell.

Pre-sell First Then Build Your “Sales Funnel”

In other words, don't go knocking on “online” doors, so to speak, until you have done a lot of “give-aways.” Give away very valuable information that leads up to your sale.

Consider the mind of your potential buyer.

Address all the things that's going on in their mind. Pre-selling could be just as simple as writing several short articles. On a blog, these articles are called posts . You could write a post that talks about your prospect's thoughts.

Jump the gun and talk about their suspicions, such as “what’s the catch?” and “how much is this going to cost me?”

- “*What’s the catch?*” We teach you how to explain the “one time only” offer so that “scarcity” works for you, not against you.
- “*How expensive is it?*” We show you how to tell people why the product costs so little (or so much.) Telling prospects why *before* they ask is PRE-Selling.

Don’t forget the psychology of buying and selling. Did you know that people love to buy but hate to be sold to?

Just think about how you feel and what happens in your mind when you see “*it*” coming. You might think, “Oh no, here comes the sales pitch.” Don’t you immediately want to start backing up?

But if instead, you were getting the idea that you could really learn a lot from this person, you would probably want to learn more. This is a more positive, attractive way to interact with your potential customers. It’s called attraction marketing and it pre-sells your prospects so that when they do find your sales funnel, they are ready to buy.

What Is A Sales Funnel?

When your prospect is pre-sold, they want to buy from you. They’ve convinced themselves that they need what you have. They are ready to buy and it’s their idea, not yours.

In other words, your prospect has entered your “sales funnel.”

A sales funnel is really just a process that turns prospects into customers. For example, after being pre-sold by some of your great information that they found while searching the internet, now they are ready to buy.



We teach you how to add links, attractive banner ads, etc. onto your website so that they can do exactly that – buy from you!

Remember, having a web of content out there in



cyberspace that pre-sells you and what you have to offer will lead people into your “sales funnel” over and over again. It takes time to build it but that is exactly what pre-sells your target market.

And once you build it, they *will* come. And many people who come, will buy! We show you how to make that happen!

The Sixth Deadly Mistake Internet Marketing Newbies Make is...

#6 Not Having a Strategic Attack

Prospecting and trying to sell to anyone and everyone is a sight out of the movie 'The Birds.' It's a picture of the old methods of Network and Internet Marketing prospecting.

Attacking *Everyone* With Your Opportunity

My husband and I were on a cruise ship to Alaska with a group of marketers who had won the company incentive. As we approached the port of Ketchikan the scene was quite ominous. It was a very dreary day in October with the threat of rain. As the ship released its passengers to the unsuspecting residents I was reminded of a scene from Alfred Hitchcock's 'The Birds'.

If you are an Alfred Hitchcock fan, you may remember it well. Melanie and Mitch are leaving a small coastal town in California as a huge flock of birds fly overhead. This is after there have been all kinds of attacks by these birds and they have decided to leave the area to avoid further attacks. Hitchcock leaves you hanging because the expectation is that there is no stopping 'the birds'.

In every shop, restaurant and excursion you could find a zealous marketer on the hunt to prospect somebody...employees, shop owners...I have to say it was a little bit embarrassing. Well, ok...it was very embarrassing. It was at this point that I started rethinking everything I had been taught to do.

This type of marketing had taken its toll on my family. My teenage daughter refused to shop with me. On too many occasions she was embarrassed when I would strike up a conversation with strangers regarding my business opportunity or nutrition product that everyone needs.

Does any of this ring a bell for you? If you haven't been unfortunate enough to take part in this type of activity, you probably have been victimized by it.

As I think back over my four years of conducting my business in this way, the most enjoyable times were when someone would call me and want to get started on my product. I had relationships with these people and as a result, they trusted and valued my opinion. My focus was how my product would help them solve a health problem they were dealing with.

This is marketing at its best.

I love to buy from people I trust and have a relationship with. I bet you do too. You know the type – someone who gives you great advice even when they don't stand to make a sale. Sometimes that even means giving up a sale because it's what is best for the prospect.



It is about building relationships that result in trust. And then when the circumstances are right for your prospect, not you, a sale is made.

It's about the prospect not **YOU**.

Unfortunately, when most people move their businesses onto the internet, their bad habits follow them. One of those bad habits is called **spamming**.

Spamming is defined as uninvited email messages advertising money-making schemes, or sales of any kind.

And doing it on the internet is a big no-no!

Anywhere that you go on the internet, you will be spammed by marketers who have not been taught the basics of building relationships with people and offering solutions to the problems they are having.

You'll find it everywhere including social marketing places like Twitter, Facebook and My Space.

The #1 reason people come to the internet is to find solutions to their problems. Capitalize on this, by offering quality information in your web of content – articles at article directories, your blog entries, web pages, etc.

You'll be valued and people will reciprocate by buying from you rather than the majority of spammy marketers who are in it for themselves.

Remember - **People love to buy but they hate being sold.**

To be successful at leading with value, building relationships and being a solutions provider not a spammer, you will need to learn some new skills.



By investing in attraction marketing training and learning how to use it in your business you will soon rise to the top leaving your competitors behind.

The Seventh Deadly Mistake Internet Marketing Newbies Make is...

#7 Not Overcoming Common Hurdles

As a newbie internet marketer, the road to success is paved with gold but along that same path are many speed bumps and some pot holes. These represent potential obstacles that can lead to discouragement, lack of focus and even throwing in the towel and giving up.

The road to success is very narrow and few find it. This is simply because most are not willing to do what it takes to achieve their dreams.

Learn how to overcome the most common hurdles and continue along the path without ever giving up is how you will find your own way to success. You must find your own way using the tools and training that are widely available.



Knowing and identifying these hurdles can help you identify strategies that will help you overcome them.

OBSTACLES TO SUCCESSFUL NEWBIE INTERNET MARKETERS

You must be committed to continual growth and development.

Since we live in the information age, things are changing more quickly than you can keep up with. So...if you are not constantly investing in education, you will be left behind.

The big question is how much time should you be investing in your training?

The 80-20 rule will help you answer this question.

You say, what is the 80-20 rule?

According the **80-20 rule**, you will get 80% of your results from 20% of your efforts. This is very important to take note of. Look at all your daily activities and realize on what activities you spend time.

So, if you spend 5 hours a day on your business, this would equal 4 hours spent on developing content for your web of content and the other hour on training.

Develop goals and a plan for success, such as our 90 day action plan. This is a step by step action plan that directs your steps and results in building your own internet real estate that is uniquely yours.

By failing to plan you will plan to fail.

Not writing enough content for the Internet

You will get the most bang for your buck by writing content and posting it on the internet.

Time how long it takes to write an article or blog post etc. After all, posting content on the internet is your real estate that will bring in your leads. So this should be your priority.

Learn the basics of search engine optimization, apply this to your writing and watch the leads come rolling in. You do not need to be an SEO expert to have the success you desire...just knowing the basics will serve you well.

The name of the game is having a large web of content.

Getting stuck in learning mode When you are new to internet marketing it is very easy to think that you don't know enough before you begin taking action. If you wait until you have all your duck's in a

row you risk never taking action. You will never have arrived. It is much better to put into action what you already know and then come back and make adjustments as you learn new things.

You can have great results without perfection!



Very importantly, take action, action and more action. Action is what will get you to success. Erase the word perfection out of your vocabulary. It is not necessary, and will only result in paralysis.

Take a deep breath, relax and go out with the knowledge you have and write an article.

And remember to have fun.