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**10 Common misconceptions about marketing on the Internet**

**By Pam Renovato**

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1. You will get rich quick. Marketing on the internet takes a lot of work. This is not a get rich quick scheme. It takes much time learning and failing before you will succeed. Your success is entirely up to you. You will reap what you sow.
2. You won't make any money. Again you will reap what you sow. Your key to success is through consistency and persistency. If you are willing to learn and accept failures from time to time, learn from your mistakes and apply that knowledge– the money will come. Don't give up. There are lots of people who truly do make money this way.
3. Anyone can do this. If you tell your self there is nothing to this , you will set yourself up for guaranteed failure. A profession such as this takes a lot of discipline and most of all the willingness to learn. It takes a lot of hard work and an open mind. You have to be willing to embrace new ideas as they come and take this seriously.
4. Not everyone can do this. This is also not true. As long as you free your mind to skepticism such as these you have taken your first step. While this profession takes time to figure out, it is not hard to figure out. Remember the only person stopping you is you!
5. It is to hard. Look within your self. There is an online business in you. What do you know? What do you like. What

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do you need that has not been created yet? Answers to these questions and questions like them are the beginnings of you having the ability to set yourself apart from the crowd.

6. It will be easy. It will get easier, but you will have to do loads of studying. Spend many hours brainstorming. You will spend many hours reading, writing, and learning what works and what doesn't. It will get tedious and hard to stick to. Persevere, your reward is coming.

7. It will only require 2–3 hours a day. At some point you will be able to automate most of your efforts. In the

beginning, long hours are not unheard of. I have spent many 18 hour days in front of my computer.

8. This is not a real job. Yeah right! You will come across many skeptics. Or worse than that, people who do not reveal skepticism but merely look at you funny. Believe me this is a real job. You will be just as exhausted from working and researching all day as you would slinging 50 pound sacks of flour all day. When you are mentally exhausted you will be physically exhausted. You work hard, don't allow the people who minimize your efforts get to you.

9. The only good reason to do this is for the money. That could not be further from the truth. There is a lot to gain, the money is a plus of course. Learning will always make you a better person. If you are happy with your self, everyone else will be to. You can't beat the hours.

10. It takes years to learn online business. Not true. The best suggestion is to study hard. Read your newsletters and the articles in them. Listen to those who are already successful. They are already telling you what to do and how to do it. Now you just need to listen and learn.

### **3 Popular Niche Marketing Misconceptions**

**By Steve Schwartzman**

Specializing in Niche Markets has never been as crucial as it is today. Long gone are the days when you can target general, broad markets and make money from them.

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To make money in today's Internet Marketing environment, one must specialize in well defined niche topics.

Lets examine a few misconceptions when it comes to niche marketing.

Misconception #1: You do not have to be an expert in the Niche field you choose!

Everyone says you should only choose a Niche that you are an expert in...nonsense!

The Internet is so impersonal that you can easily appear as an expert and not know anything about that particular niche topic. The key is to appear as an expert. How? You can outsource, build niche sites with no interaction such as blogs, purchase resale rights to an ebook in a particular niche. You see, you can choose to profit from any niche you like.

Misconception #2: Choose one niche market and stick with it.

Not true! Once you establish yourself in one niche and develop a profitable system, choose another one and run with it. You can even choose a pen name if you like, it's common practice to do so.

Niche marketing is a numbers game. Once you find a profitable niche put it on auto-pilot and choose another niche market to get into.

Misconception #3: The best way to make money in the niche game is to promote niche products as an affiliate.

Wrong again! Sure, becoming an affiliate and promoting niche products can be very profitable, but if you are doing this, you're not maximizing your income.

You need to promote your own landing or squeeze page where you collect the e-mail address of the visitor, and then sending him or her to the niche product you are promoting. You should also send out an e-mail course with informative information pertaining to that particular niche market to gain the visitors trust. Since your subscriber now trusts you, you can recommend products in that niche again and again, knowing your recommendation holds a lot of weight.

Those are three popular misconceptions when it comes to niche marketing. Follow the tips above, and you will be more likely to succeed. Remember, it is important to find a profitable niche, set it up so it is on auto-pilot, then move on to the next niche.

Not all niche markets will be a slam dunk, so don't get discouraged.

Even if one out of ten become really profitable, sit down and smile, you've hit the jackpot.

Steve Schwartzman is a veteran Internet Marketer and founder of the popular membership site Niche Time. He will take you by the hand and show you how to profit from at least 3 different niche topics each month, even if you know nothing about them! Build many e-mail lists and profit from them for

years to come. Visit



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