

INTERNET MARKETING IS CONFUSING, ISN'T IT?

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INTERNET MARKETING IS CONFUSING, ISN'T IT?

By Steve Nash

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Wherever you go, Internet marketing sites proclaim that they have the solution to your money-making woes! These sales-letter sites all know how to CREATE AN AVALANCHE OF SALES, all know how to SKYROCKET TRAFFIC. They all claim that they, and only they, have the answers. (Some even have answers to questions you hadn't even thought of – now **that** is confusing!)

The trouble is that there are SO MANY marketing sites, and they often contain conflicting information; it **is easy** to feel confused and overwhelmed by it all. So WHAT do you believe, and WHO do you trust? And HOW do you learn?

After all, none of us know everything about Internet marketing and we all need help. And, with hard study and application on your part, some of these sites, some of these individuals, can really HELP YOU succeed online. Yes, but which ones?

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LOOK FOR THESE NAMES
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Ken Evoy Corey Rudl
Jim Daniels Marlon Sanders
Mark Joyner Rick Beneteau
:::::
Yanik Silver Wes Blaylock
:::::
(not exhaustive)

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== Aside ==

A much more complete list of gurus, each offering some fabulous tips, can be found in Harvey Segal's free ebook *Guru Magic*. Download it free, when you sign up to my newsletter!
<http://www.AnyoneCanSellOnline.com/newsletter.shtml?guru>

== Aside ==

I have visited sites (and read the free newsletters) belonging to Evoy, Rudl, Daniels etc., enough times to realise that these people **KNOW WHAT THEY'RE TALKING ABOUT**. They understand Internet

marketing, and all offer products, services and advice that shares this knowledge with you.

Don't get me wrong! I haven't purchased products from all of these people, but I do subscribe to their free newsletters. In actual fact, I have only bought products from Dr Ken Evoy because he was offering information that I wanted to know at a great price – *Make Your Words Sell!* – with a genuine and trustworthy voice!

(I have since purchased *Make Your Site Sell!2002* and *Site Build It!*, and would recommend his products to **ANYONE!**)

Don't get me wrong! (Again!)

I don't expect to be as successful as Dr Ken Evoy after reading his books. And that's simply because I am not as clever (or hard-working) as him! (You only have to read one of his books or newsletters to know that the man is, to say the least, talented!)

But I can still be **MORE SUCCESSFUL** on the Internet, from reading and understanding his words ***and*** putting them into action!

And that is the point. **ALL** of the above individuals are very bright, hard-working folk. They all understand Internet marketing – they know what works, and what doesn't (and they probably have their own gurus who help them too!). They all offer to share their knowledge and skills that **CAN HELP YOU** be more successful online.

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WHAT ABOUT NEWSLETTERS AND EZINES?

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So who else do I turn to for advice?

Well, I subscribe to a LOT OF newsletters to do with all aspects of Internet marketing. I recommend all of the following publications which are pitched between beginner and expert.

Only subscribe to a few; but find authors or editors you feel comfortable with and trust. And then learn from them. ALL of the editors below put a lot of time and effort into their publications simply to help you succeed online! Take advantage, and learn!

So, in no particular order:

Merle's Cyber Promotions Press

"Stay on top of what's happening in the world of Internet Marketing and Promotion and learn how to increase traffic to your own site."

Editor: Merle
Frequency: Twice a month
Subscribe: <mailto:subscribe@mcpromotions.com>

JimWorld Gazette

"The Web's fastest growing FREE traffic and marketing newsletter, full of the latest news on site promotion and e-commerce."

Editor: Jim Wilson
Frequency: Twice a month
Subscribe: <mailto:join-gazette@lists.jimlists.com>

The Sitepoint Tribune

"If your business success relies on the Web, you can't afford not to receive this newsletter!"

Editor: Matt Mickiewicz
Frequency: Weekly
Subscribe: <mailto:subscribe@sitepoint.com>

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Associate Programs Newsletter

"Crammed with insider tips, news on affiliate programs and marketing tips."

Editor: Allan Gardyne

Frequency: Weekly

Subscribe: <mailto:associateprog@add.postmastergeneral.com>

THE iCop WHISTLE BLOWER! (Formerly MONDAY MEMO!)

"Be 'Street Smart' on the Web!" Dedicated to professionalism on the web.

Editor: jl scott

Frequency: Weekly

Subscribe: <mailto:whistleblower-on@mail-list.com>

(Again, this list is by no way exhaustive, but it's a start.)

It is *very easy* to unsubscribe from all the above publications. So why not try one out: I get something valuable from each!

WHAT ABOUT WEBSITES?

Here are some more online resources about Internet marketing you will also find valuable:

<http://www.sitepoint.com>

<http://www.wilsonweb.com>

<http://www.clickz.com>

<http://www.iboost.com>

IS THAT IT?

YOU CAN succeed on the Internet, and there are many people willing to help, quite often for free! Find a few 'voices' that you trust, via a newsletter or website and learn from them (ignore the rest).

Don't kid yourself, though! It takes a lot of hard (and smart)

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work to succeed on the Internet! But all of us can learn from others, either gurus or smaller voices like my own!

Why You Should Be an Affiliate of Several Products

By Dennis Eppestine

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If you're like me, you're probably an affiliate of several different products. While managing several of them can lead to a bit of confusion at first, I still believe it's better to be involved with more than one.

Why? More income! While I may be promoting Internet Marketing products, it really doesn't matter WHAT area your interests lie in. For example, on one of my other sites, I'm promoting something entirely different. Never-the-less, I am promoting 5 or 6 different affiliate programs, and it's not even finished yet!

Why should you do this? Like I said, more income, but let's break it down. Why does it necessarily mean more income if you belong to more affiliate programs?

Because everybody is looking for something different. A couple of examples:

1) You may have been marketing on the Internet for awhile, but your sales aren't what you'd like. You've examined every detail and come to the conclusion that you need better sales copy. So naturally, you're looking for marketing tools about sales letters or sales copy. A general overview of Internet Marketing would do you no good. If I can provide BOTH, then I can sell products to more people.

2) You're looking for a job and want a professional resume, but you don't have a lot of extra money. In that case, you need help writing your OWN resume. On the other hand, you could be currently employed, with no time for learning how to write a resume. In that case, you might be looking for a resume writing SERVICE.

As you can see from the above examples, it just makes good sense to promote more than one product.

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Now, how to manage them? Belonging to several affiliate programs can get confusing. It's easy to forget the URL or the username and password. Here's what to do:

- 1) Write down every affiliate program you belong to. The list is probably longer than you think!
- 2) Open up Word (or whatever word processor you like) and start listing each complete URL to EVERY affiliate program. Then, beside each one, enter your username and password.
- 3) PRINT THE LIST! If you join a new one, enter all the information, and print a NEW list. If your computer has troubles, you won't believe how glad you'll be that you printed this document!

Think you won't forget a detail? You will. Maybe not at first, but before you know it, you'll belong to several affiliate programs, and you'll forget a username or password. Then you'll have to frantically search through hundreds of old emails, crossing your fingers that you didn't delete it.

So join as many affiliate programs as you need, just keep track of the details.

Dennis Eppestine operates his website at <http://www.products4profits.com> You can join his newsletter by sending an email to subscribe@products4profits.com

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