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I'm an Internet Marketing Guru

By Richard Wall

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I trained as an accountant so I'm not used to being excited about my work.

I've changed careers and I'm now an Internet marketing guru. I've got all the right tools in my bag... I've written an eBook, I have a direct response web site AND my very own opt-in newsletter. I've also joined some great affiliate programs. In short, I know what I'm doing and I can teach others to do the same. All I have to do is sit back and watch the money roll in. I'm excited!

I'll just check my hit counter for today. Hang on, there must be a zero missing... they must mean 50 hits not 5. And how many eBook sales today? Only one. That's odd – I've got some great testimonials for the eBook and I've told loads of people about it. And only \$40 in affiliate sales so far today. The affiliate programs are for some of the best Internet marketing products you can find. What's going wrong?

1. I'm more excited than most of my potential customers.
2. There aren't enough of them.

Having great products and a great web site is about as much use as a chocolate fireguard if I don't have traffic. It's a bit like me opening a McDonald's halfway up Mount Everest; however good my burgers are, I won't get many customers.

OK, so I'd better downgrade my status. I'm no longer an Internet marketing guru. I just know a lot more than someone starting out

with an online business. Now I come to think about it, the real gurus don't even call themselves 'gurus' or even 'experts'. And none of them reached the lofty status of respectability in a few weeks; it took months and in most cases years. Most of them say they are still learning.

The Internet marketing hype stories are getting taller, just as the promised timescale for online millionaire status is getting shorter. I get many emails which suggest that if I invest just \$39.99, \$14.99 or even \$zero, I can make thousands of dollars a month within a few weeks. I can master the art of Internet marketing in one course or one eBook and 'hey presto' I will be

successful, with lots of money rolling in on autopilot. In some cases I'm told I can just sign up without doing any work.

The Internet gives us a powerful potential source of income, however, like any trade or profession, it takes time and effort to learn how to succeed. It took me 5 years to qualify as an accountant and with my new career it has taken me just 6 months or so to get a successful business going... but it wasn't 6 WEEKS and no, I'm not earning millions yet.

In any home-based business you obviously need a good product or 'formula'. There are three other essential ingredients which are often omitted from the success recipe:

1. Realistic expectations.
2. Motivation.
3. Action... doing not just hoping!

Most people who quit a home-based business have unrealistic income expectations.

Motivation is often overlooked... do you NEED your online business to be successful or do you just want it to be? If you don't need – or have a burning desire – to succeed, you probably won't. The low investment doesn't help here either. What have you got to lose – \$39.99, \$14.99 or even \$zero?

And as for action, well it's time for me to DO something... back to traffic building school.

Is There A Guru In The House?

By Joe Myna

The Internet has given us many marvelous advantages in international marketing, from the speed and convenience of email to the ease and economy of product downloading.

Yet these wonders pale by comparison when you realize the sheer volume of Gurus that inhabit the Web.

As a young boy growing up in Ohio I was impressed by the rarity of those mystics who with one utterance, could place in a nutshell all worldly knowledge.

On the other hand, there had always existed plenty of "experts."

In olden days folks were forced to rely on the now outdated, 'expert' for knowledge and virtuosity.

When it comes to Internet marketing there are no experts, only Gurus.

You remember what an 'expert' is, don't you!

Well, as a distinguished Chinese gentleman named Charlie Chan, once said, "An expert is a person who provides quick answers that are sometimes correct."

While, as Charlie says, an 'expert' may only from time to time, correctly assume a fact, a Guru never ever suffers from this fallacy.

A Guru just knows all!

You see, the only quality the 'expert' lacks is perfection, otherwise he would be a Guru!

There is one other distinguishing characteristic you'll notice when sorting out a Guru from an 'expert'. An 'expert' is either, self designated or quickly proclaims the title, while a Guru leaves that function to his associates.

As a lad I was just naive enough to believe that the world only offered us one or two true Gurus.

Naturally, I had heard of the mysterious Dalai Lama with his universal wisdom, and maybe about a couple of odd characters hanging out in Tibet, but that was it.

I truly believed that these few individuals summed up the entire Guru population. Then I discovered the Internet.

What a revelation!

When it comes to Internet marketing, the supply of Gurus gives the impression of being endless.

I'm an Internet Marketing Guru

Every day I read of several new Gurus who have recently startled the Internet community by unearthing the 'real' secrets of marketing success.

Thankfully, these Gurus are graciously releasing their deep dark secrets of Internet prowess, even though it may be for a limited time only, and at a compensation said to be ridiculously low for a Guru of their obvious stature.

The Internet is amazing, even Gurus mark down their wisdom!

For awhile, I feared that once these 'secrets' were released our favorite Guru would quickly pack up and take their meditation elsewhere.

But not to worry, as new hidden secrets of Internet marketing are needed, more and more Gurus appear to permeate the Web thus eliminating any major concern of a shortage.

I often ponder, can this abundance of Gurus last, is there a University somewhere that grinds them out, a sort of Guru U!

Perhaps, we ought to just count blessings and gleam as much as we can from these modern day wonders of the cosmos.

After all, shouldn't we be content that there are helpful Gurus everywhere on the Internet, with or without a toga.

They seem to be everywhere these days. In fact, while shaving this morning, I could swear I spotted a Guru in my own bathroom mirror!

Joe Myna is webmaster at The Virtual Warehouse of in-demand products –

Author of FREE eBook "Internet Profits The Quick Way"
Download now at

Joe Myna is webmaster at www.anezbiz.com and involved in direct marketing for the past 30 years. Mr. Myna first went online in 1996. Mr. Myna is author of several well known marketing titles

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How Information Overload And Internet Gurus Can Sabotage Your Online Success
Why You Should Only Follow One "Guru" At A Time!
Marketing "Gurus": Do You Need One?
What is a Guru?

Key Secrets to Setting Up Your Own Automatic \$ Making Machine!
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