

Internet Marketing: I don't know everything – neither do you!

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By Steve Nash

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INTERNET MARKETING IS CONFUSING, ISN'T IT?
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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
:::

(not exhaustive)

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, the only products I've bought belong to 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 and Site Build It!, and would recommend his products to ANYONE!)

Don't get me wrong! (#2)

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>

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>

Monday Memo

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"Dedicated to Professionalism on the Web. It contains original articles written for this purpose..."

Editor: jl scott

Frequency: Weekly

Subscribe: <mailto:Monday-Memo-on@MondayMemo.org>

(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!

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WHAT ABOUT WEBSITES?
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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>

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

How to Choose an Internet Marketing Company

By Lester Boey

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--- Internet Marketing Determines Web Success ---

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Internet marketing is essential to the success of e-commerce sites. You can have a professional looking website but what good can it do if internet users are not able to find it when they need your products and services? That is where an internet marketing campaign comes into play.

Internet marketing is similar to designing websites– it does not require much experience to do a good job, just good knowledge and a keen eye for details. It is fundamentally important for a good internet marketer to constantly update himself weekly, if not monthly, of online markets.

--What an Internet Marketer can offer--

In short, an Internet Marketer oversees that your website is built properly for visibility and promoted with the best dollar spent on your internet marketing campaign. It is no good having a website and not appearing in internet searches. Your website has to magically appear before buyers when they need products and services. Internet Marketers deploy search engine optimisation techniques to make your website visible and targeted to internet users.

Internet marketing requires research and analysis effort for individual website, followed by optimisation of website. Hundreds of hours may be spent on each website, depending on the size of your targeted market. You are essentially paying for the amount of effort involved, effectiveness of your internet marketer and daily sales tracking of your website.

-- How to choose an Internet Marketer --

Internet marketing requires constant updating of skills and knowledge. One crude way to test if your internet marketer is a genuine or fake– Ask your internet marketer about recent events that happened in his field. If he cannot answer that, he must have a genuinely good reason to back himself as a good internet marketer! At times, it is easy to fall prey into the hands of bad internet marketing companies as happened in US and other parts of the world.

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(<http://www.definiteweb.com/>)

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