

My husband didn't believe me when I received my first order!

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**By Milana Nastetskaya**

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You know, when last November I told my husband "I am going to write a book", he laughed. What kind of a book could a former music teacher possibly write? Especially the one he is married to :-). Who cares if she has a computer degree!

I got all my smarts together and in 3 months completed my first book on how to make a web site for newbies. My husband was still laughing. He kept saying, "just show me the money!" A week after I released my new book, I was able to show him the money.

When my first order came in, I was jumping up and down (after all, I was too a bit skeptical about making money with this book). My first customer was very excited to be the first one. "What do ya know! I am the first at something!", he said.

After that many more sales came in, but that first one was absolutely unforgettable. The feeling of making something on your own and having people like it and pay for it, is absolutely incredible (sometimes I think it's better than sex! :-)

It is August now. I have finished my 3rd book for webmasters. I am still enjoying my sales (slow but steady) and so far have made over \$10,000 selling my books. I know it is not a 6-figure income. It is not even enough to quit my full-time job. But hey, it has only been 7 months

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since I started my business and this figure is realistic. And as they say in Russia, "the slower you go, the further you'll get!"

The scariest part is behind. What was the scariest part? Making the first sale. The rest was easy! I have learned a lot more about having a successful web site since I started my business. It doesn't take much. Only one thing: consistence. Sounds simple? Yes, but not everyone has the patience to keep going.

Personally, I don't think I stopped even for a day to take

a break. Every day I do something to promote it – exchange links with other webmasters, submit my site to Search Engines, write an article, improve my web site, place a classified ad... The list can go on and on. The point is, if I can make money on the Web, anyone can. I know it sounds like a cliché, but believe me: work DOES bring money. Smart work brings a LOT of money. I'll just have to get a little smarter yet :-)

I hope this letter inspired you as much as someone's newsletter inspired me once. Before I wrote my book, I received a newsletter from someone. It started like this:

"Tomorrow my wife and I are moving into a new house. I have finally been able to quit my job and devote all of my time to my business... My wife is staying with our newborn at home. Life is grand!"

Milana Nastetskaya is a full-time web developer and the author of 3 books: "Create Your First Business Web Site in 10 days!", "65 Instant Web Answers!" and "How To Install and Troubleshoot CGI scripts". <http://www.firstbusinesswebsite.com> <http://www.instantwebanswers.com> <http://www.installcgi.com>

## **Anatomy of an Online Marketing Failure**

**By John Taylor**

Wife: "I'm getting sick of these harrasing bill collectors who call me all hours of the night and day."

Husband: "I know Sweetheart. I'm going to turn things around financially for us. Bill, down at the office, says that there's lots of money to be made on the Internet. I think I'll go to him for some advice and see

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if this is something I can do."

Wife: "Well something has got to change. The mortgage company said that if we were late one more time with our payment that our credit was going to be ruined."

Husband: "Don't worry. I'll figure something out."

**\*\*Next Evening At Dinner\*\***

Husband: "Well Bill says that on the Internet that there are companies who will pay you cold hard cash just for reading their email and that it's as easy as pie to get going and to start making some big bucks pretty fast."

Wife: "Get paid to read email? Sounds like a scam to me!"

Husband: "Trust me this can really work. He told me the website to go and join up at. Can't wait to get started!"

Wife: "Alright I guess you have nothing to lose by trying. And wouldn't it be great if they really did pay out in hard cold cash?"

**\*\*Four Weeks Later\*\***

Wife: "The mortgage company called again. How's your paid to read email business coming along? We really need to catch up on some things. Where's the cold hard cash we need right now?"

Husband: "The good news is that my first check is in the mail!"

Wife: "Great! And the bad...?"

Husband: "The check is for \$5.68."

Wife: "What? Holy Cow! You've been reading hundreds of emails for almost a month! How much do you get paid for each email?"

Husband: "For most of them I get a penny."

Wife: "#\$\$%%^^@#!!!"

Husband: "Don't worry, honey. One of the emails I read talked about making big money in online network marketing. This company that I just joined last night has a great plan where you get residual money just for signing up people."

Wife: "MLM? For crying out loud!"

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Husband: "Just give me some time to fill out my 7x7 matrix and then we'll be sitting pretty. I saw where one guy just won a trip to Europe! Wouldn't that be nice?"

Wife: "This better work this time or else..."

Husband: "Don't worry, honey. Just give it time."

**\*\*Four Weeks Later\*\***

Husband: "Great news! I've got over 100 people in my power line and now I qualify for a commission check that should be here shortly."

Wife: "Finally! On 100 people how big will your check be?"

Husband: "Well only 3 people actually bought any products so my first check should be \$38 and some change."

Wife: "But you spent \$49 to get into this darned thing!"

Husband: "Don't worry honey. I'm branching out so that we can get multiple streams of income. I heard that Big Online Bookstore has an affiliate program where you just send people to their site and if they buy anything you automatically get commissions!"

Wife: "I'm warning you! Something has to change here. I'm getting sick of this I tell you."

Husband: "Don't worry. With the MLM and affiliate program I'm sure things will turn around."

**\*\*Three Months Later\*\***

Wife: "You received a check in the mail today from Big Online Bookstore. Open it so we can go cash it. Finally your hard work is paying off. How many people did you say you sent that bought books?"

Husband: "The last 3 months I've sent people to their site who've purchased over \$1000 worth of books! Let's rip this baby open and head to the bank!"

Wife: "What's wrong, honey? How much is the check for?"

Husband: "\$69.15."

Wife: "I'm going to STTRRAAAAANNNGGLLEE you!"

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John Taylor is a writer and publisher and his work includes The "Testing & Tracking" Special Report that explains what to test and how to test it (

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Amazing Marketing Tools web site where you will find an incredible range of resources to help you to develop the knowledge and skills to become a successful marketer.(

) John also publishes the

weblog and

he also runs

and

Anatomy of an Online Marketing Failure

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