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"The 9 WORST Internet Marketing Mistakes

By Talbert Williams

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Have you ever wondered how can you possibly figure out how to market your Internet business when you're bombarded with so much conflicting information? Lots of "how to" advice applies to many online businesses.

But avoiding common marketing mistakes will work for EVERY business. If you make even ONE of these mistakes, you're leaving money on the table:

Mistake #1: Believing, "You can make a fortune online while you sleep."

This mistake has a sidekick or two: "Make millions in just 2 hours a day!" or "Give us a month; never work another full day again!" and "Make a living working less than 2 hours a day!" These are tempting; they're all dangerous.

But these promises aren't the most amazing part – what's outrageous is the number of people who buy into them - with their time, their money and their hearts.

Avoid Mistake #1: Ignore pie-in-the-sky promises - you'll have to spend serious time on a serious Internet business.

Mistake #2: Believing, "You can support yourself online with just a small investment."

This headline captures attention, but that's all it does.

Your Internet business is just that - a business. Develop a budget you can afford; don't take a risk you cannot. Almost everyone loses some money along the way to making their business successful. Plan for that.

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Avoid Mistake #2: Spend a realistic amount of money to grow your business.

Mistake #3 "Get in on the opportunity you're excited about FAST - before it's too late."

For an Internet marketer, this is probably the worst piece of advice. These pyramid-like "business opportunities" sound too delicious to be true, and they are. It's never "too late" to begin with a solid business opportunity, and they are likely to generate profits whenever you set up shop.

Avoid Mistake #3: Do your homework before you do anything else!

Mistake #4: Having no marketing plan.

With a little help, anyone can write one. Get started by making lists: a daily task list, a weekly to-do list, monthly benchmarks, and so on. Figure out what you need to do every day to get the number of emails

out, flyers distributed, ads placed, press releases written, and articles published to achieve your goals.

Avoid Mistake #4: Outline your battle plan and follow it to the letter.

Mistake #5: Not getting enough visitors to click on your site.

I'm sure you've read story after story about people who make mega-bucks on just a few hundred hits a day. Yes, it's possible you could break the records, too. But it's quite unlikely you ever will.

If you build your website, they will NOT come. You've got to push them there.

Avoid Mistake #5: Use as many methods as you can to drive traffic to your site.

Mistake #6: Sending out sales and recruiting emails all day long.

Some say marketing is a Numbers Game. Is it? Not exactly.

You can calculate the number of prospects you must have to get the number of hits you need to get the number of click-throughs necessary to end up with enough visitors who read your sales message. From there, you can determine how many visitors you need to convert one into a paying customer.

Everyone needs to know their conversion rate, but it's not about pushing tons of warm bodies to your site. It's about getting the RIGHT eyes to examine your offer.

Avoid Mistake #6: Get as many targeted leads as you can afford.

Mistake #7: Using weak headlines.

Weak headlines are deleted or ignored. If they're going to bother to read your copy, you'd better knock `em down flat to get their attention first. Don't spend more time writing sales copy than on writing an

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attention-grabbing headline. If your headline makes someone open your message or web page, you're well on your way to making a sale.

Avoid Mistake #7: Learn how to write irresistible headlines.

Mistake #8: Not building a personal prospect list.

The mere fact that someone came to your website, and maybe even skimmed it, is a victory for you! Why let them click away? Make your traffic generating investment worth its weight in gold.

If you wouldn't dream of asking someone for their email address because you just hate doing that, you're trading principles for profits. You probably have a WEALTH of information about your niche that your visitor would gladly release their email address to receive.

Avoid Mistake #8: Provide an opt-in mechanism on your site so you can follow-up with every prospect.

Mistake #9: Once a prospect becomes a customer, they're yours.

Wrong! People are fickle, they constantly search for greater value, and they won't be loyal to you -

especially online. On the Internet, it's fast and easy to click onto the next guy's offer and then the next guy's.

After all the time, energy and resources you've invested in getting them to purchase from you, don't ignore them after making the sale.

Avoid Mistake #9: Don't drop your paying customers from your marketing plan.

Talbert Williams has been involved in Internet marketing for almost 5 years. During that time, he was the #2 salesman for Living Young Today. Generating over \$741,183 in sales. (Yes, he was #2, and he DOES try harder!) Talbert is currently running a very successful online marketing service, Leads and Traffic. He's researched, tested and acquired countless marketing resources. With the expert team he's assembled, Talbert can provide you with: Guaranteed targeted leads State-of-the-art traffic generation software Headline-building templates and techniques Proven methods to streamline your business; making every minute and dollar you spend work its hardest for you All the free training you'll need to use all of this, and more

In addition, Talbert and his team will teach you strategies and techniques to organize and run your Internet business, from now on and into the future – turning it into a money-making machine. Plus, Talbert is personally available to assist all of his clients.

Mistake-Proof YOUR business. Don't take our word for it – Check out www.leadsandtraffic.com, take a test drive, and prove to yourself that it's the best business-building investment you'll ever make.

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MISTAKES

By R J Farey

Don't worry about making mistakes.

Everyone makes mistakes.

Why should you be different.

The person who never made a mistake, never made anything.

Mistakes can be costly. They can also be educational.

Look upon your mistakes as an asset.

Life is a learning process. Learn from your mistakes.

Profit from them and you will not only make more money, you will also become a better person.

You must face the fact that from time to time make the odd mistake.

As long as they are not life threatening, pick yourself up, dust yourself down and get on with your life.

Just remember to not make the same mistake twice.

As I said before, "Learn from your mistakes."

Better still, learn from other people's mistakes.

There are people out there who have become millionaires working on the internet. Do you think they never made mistakes? They are only too willing to admit to their mistakes and to explain how they resolved them.

If you want to get to the top, and I presume that you do, study those who have already made it to the top. Study the way that they did it. Copy the methods of successful people. They will not be too proud to explain the problems they encountered on the way. Problems that you will surely meet as you progress and gain experience.

Disregard the `overnight gurus' trying to sell you the latest get rich scheme. If you listen to them you will be making the biggest mistake of all.

The old adage 'Learn to walk before you try to run.' Holds good in any type of business venture.

The main difference when setting up a business on the internet, as against setting up a conventional business, is that on the internet there is no shortage of genuine advice for the newcomer to take advantage of.

Good advice is there for the taking. Don't disregard it just because it is free. Some of the very best things in life are free.

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Just make sure that you take full advantage of them.

Relax, nothing is so bad that it can't be fixed.

Here's to your great success. Bob....

R J Farey

Bob has been on line for over five years. He loves affiliate programs because all of the technical stuff is done by the owners of the programs. Leaving him free to concentrate on the promotion side of the business. If this article has set you thinking. Take a look at:

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