

The Myth of Internet Marketing: aka "The Golden Carrot"

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The Myth of Internet Marketing: aka "The Golden Carrot"

By Cathy Smith

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Why am I so mad I could throw my computer right out of my upstairs window?

Well, I'll tell you. But first I want to tell you who I am.

My name is Cathy Smith and I work at Lake Superior State University in Sault Ste. Marie Michigan. In the past two years the Governor of our state has cut the state funding for higher education by a whopping 20%. This has resulted in layoffs and job eliminations at our university.

We used to have a four person office but now thanks to university DOWNSIZING we only have a two person office.

I am one of the "lucky" ones who survived the cuts and still have a job. I not only have my own job but the jobs of the two people in our office who were eliminated. So now I have three FULL-TIME jobs. See how lucky I am?

I am so lucky to come home very night too exhausted to spend quality time with family and friends, too exhausted to devote any time to my hobbies, too exhausted to do any of the things I love to do. My health is suffering from stress and overwork. I have developed migraines and IBS. I can't sleep at night.

Are you a victim of "downsizing"? Do you hate your job? Are you sick of coming home too tired to enjoy your life?

Then listen up!

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I decided to do something about it. I got on the internet and started looking for ways to start my own home business. I figured if I'm going to kill myself working, it might as well be for myself!

I typed in home business and a whopping 40,000,000+ webpages popped up. Wow! I thought I must really be on to something.

So I started to read some of these webpages.

And that's how I found the "Golden Carrot"!

Here's how it goes...

"Make \$10,000 While You Sleep"! (or some other jazzy title)

Hi

My name is (insert name here) and I am an internet marketing (insert "expert", "guru", "millionaire"). I made millions last year selling (insert program, ebook, software, etc.) and I can show you how to do it too. It's so easy a baboon could do it!

For only (insert price here) dollars I can show you how to make (insert a large dollar figure here) in only a few weeks.

Quit your job and have your own home business. Make a fortune. Learn how to do it from an expert.

Send me (insert anywhere from \$9.95 to \$5000) of your hard-earned dough and I'll show you how to get rich in 7 easy steps.

Click here to order!

I figured that I'm at least as smart as a baboon, so I ordered!
And I ordered, and I ordered, and I ordered.

Now I have an entire collection of "Golden Carrots" taking up hard drive space on my computer!!

Am I rich? NO! Am I still stuck in my exhausting job? YES!

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Am I \$4000 poorer? YES!!

Now do you know WHY I want to throw my computer out the window??

So what is the "Myth of Internet Marketing"??

The Internet is NOT a Magic Carpet that can help you market some program, product, ebook or widget and guarantee overnight riches.

Internet Marketing is still "MARKETING". HELLO!!

Do you have a degree in Marketing? No? Neither do I.
Do you have a degree in Advertising? No? Neither do I.
Do you know how to design a website? No? Me either.
Can you write sales letters? No? Nope, Me either.

But if you believe the Internet Marketing "Experts" who dangle their "Golden Carrots" in front of your face you'll believe that you can be successful in internet marketing. All you need are enough carrots and you can realize your dream.

Have I given up on my dream to have my own home business?

Absolutely Not! I'm working at it everyday but I'm doing it the right way. The way I should have done it in the first place.

If you have a "Golden Carrot" story, I'd love to hear it.
I'll be publishing the best ones in my "GoldenCarrotMonthly" Newsletter.

No this isn't a ploy to collect your email address and send you MY "Golden Carrot"!! I genuinely want to share the experiences of people just like you and me who are looking for help in realizing their dream of a home business.

email your story at cathy@upwholesalers.com

The 10 Myths of Successful Selling

By John Mitchell

The 10 Myths of Successful Selling by John Mitchell

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Myth #1 You should close early and often

Myth #2 Sell features to get a higher price

Myth #3 There's no methodology to selling – it's pure art

Myth #4 Objections are a sign of customer interest

Myth #5 Open questions are better than closed questions

Myth #6 You can't teach a person to sell

Myth #7 You have to understand the difference between wants and needs

Myth #8 Great products sell themselves

Myth #9 Making a benefit statement is the best way to open a sales call

Myth #10 All customers make up their minds in the first 4 minutes

Want to know more? Read the full Myths each month at our website www.inclusic.com – just go to articles & news!

John Mitchell is President and CEO of Inclusic, a company providing sales and marketing outsourcing in the UK and USA. He was a top performer in IBM sales for 5 consecutive years; Chief Marketing Officer of a Fortune 500 company; and CEO of a NASDAQ listed consulting company. John has written for the London Economist and has been guest lecturer at NYU, London Business School and Swiss Banking School.



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