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The Winner's Internet Marketing Roadmap To Super Guru Status – The Jennifer Story Part 1

By Melvin Perry

Jennifer, a young woman in her twenties, works over 15 hours a day to provide for her 2 children.

As a single mother, she struggles everyday trying to make ends meet and provide for her children. But after working so many long hours, she never seems to get out of the rat race. One bill after another torments her night and day, and it's really stressing her out. She never spends enough time with her children and it is tearing her up on the inside. So one day, she decides to start an online business selling custom made jewelry, which is one of her specialties. Her goal is to quit her job within 6 months, but she doesn't have any money to spend on marketing her website. So what should she do in order to get this done without spending any money at all in advertising?

Well, since Jennifer already invested over \$700 for a web designer to design her website, all she needs to do right now is focus on advertising. She has no money to spend, so all the advertising must be free.

And when venturing into free online advertising methods, you must first realize that even though no money is spent, a lot of time must be invested instead.

Now there is a saying that, "Time is money."

This is very true, especially when you are trying to start an online business with no advertising costs. The time you should invest, must be proportional to the money you would invest if you had any.

Also, the more time you invest in building your business, the more money you will make.

MORE TIME = MORE MONEY

Therefore, Jennifer must first come into the realization that she will have to devote at least 3 hours a day to her online business. This will give her only 6 hours of sleep. But she is determined to do this for the next 6 months in order to change the direction of her life.

Now what should she do?

Well, when starting an online business, she needs to make sure that she is constantly building up her internet marketing assets. Now an internet marketing asset, in my opinion, is anything that will potentially place money in your pocket, and sustain continual business growth. When most people start their internet business, they make the error of spending most of their time building only one major internet marketing asset. In the long run, the marketer who does this will experience success. But since Jennifer is trying to leave her job in 6 months, she must build multiple internet marketing assets at the same time.

Now there are currently 4 critical internet marketing assets that she must continually build upon in the next 6 months.

These assets are:

So based off of what we discussed, Jennifer should spend the majority of her time building each of these 4 critical internet marketing assets in the next 6 months since she doesn't have any money to spend on advertising.

She must also learn how to synergize all of these assets for the sole purpose of accelerating the growth of her online business. I call this the "Law Of Synergized Marketing" and I will explain this in my next article.

But before I end, I want to leave you with this one final closing point:

If you want to build a successful business on a zero budget, you must spend a lot of time building up each of these internet marketing assets. It is imperative that you do this. The more time you spend on building each of these assets, the more money you will make. The good part of all of this is that you will not have to spend any money at all and still be able to earn a very substantial income.

Melvin Perry is an internet entrepreneur whose been marketing online for 3 years. You can watch his free step by step online video tutorials that show you in detail how to build an extremely profitable affiliate marketing business by building a huge opt in email list. You can get these videos at

<http://www.work-from-home-businesses-internet.com>

How Information Overload And Internet Gurus Can Sabotage Your Online Success

By Jae Taylor

If you're new or relatively new to the Internet, or if you've never owned and operated your own small business before, don't make the mistake so commonly made by many would be online business owners –

Information overload!

Information overload can be a major stumbling block for lots of people who are struggling to make money online with their internet business.

The trap is a subtle one. There's so much information rampant on the internet, that you can become overwhelmed by it all in the mistaken belief that you have to learn to do everything yourself to succeed. You don't!

A prime example from history is Henry Ford. He freely admitted he didn't have all the answers but he assembled the experts who did.

You too can follow his example and use other experts who can help you out!

To find these people you will need to do research. But, this is where you can become a victim of information overload.

It usually comes in the form of the "Internet Guru".

The internet guru can be very plausible in getting you to believe that he has the "secret" formula for Online Business Success. But first you have to buy his 300–page report to be on your way to Internet profits.

After you've paid the fee read the report and tried to implement it, what do you find? Exactly! Nothing has changed. So, you square your shoulders and tread forward to take the advice of another "Guru". And another, and another....you get the picture!

Meanwhile, you've filled your head with a lot of conflicting and contradictory advice and formulae. The more stuff you read and try to stay current with, the more likely you are to fall victim to this self–defeating syndrome.

There's no question, you can and should benefit from different viewpoints. As a general rule, diversity is rewarding.

But you have to realize that no one has the secret formula to online business success. In other words, what works for one, worked for them? It will not necessarily work for you. Most people realize this after

a few months and certainly after a year or two online. No individual has the ultimate success formula.

What you need to do at this stage is to stop and become focused.

You need to sift through all this advice, weigh it up and decide what is likely or not to work for YOU!

If you've not yet had online business success, you do need a guide to follow. I'd suggest you invest in ONE good, tested and proven internet marketing training system to use as your online business roadmap.

Once you've chosen your ONE internet marketing training system, faithfully model that system's step-by-step action plans.

Follow the directions as if your future depended on it. It just might.

And stay away from the urge to try something new once again.

Until you're consistently making money with one online business, you don't need the distractions hidden in the internet marketing quicksands of more information from yet another internet guru.

Jae Taylor is a professional web marketer (<http://netprofits.making-money4u.com>) and is currently marketing the NPOD income-building system designed to show everyday entrepreneurs how to build successful online business models and to understand and profit from the internet. You can sign up for his personal newsletter here: alcheme@making-money4u.com

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I'm an Internet Marketing Guru

Is There A Guru In The House?

Online Marketing Success Formulas?

Don't Envy The Gurus – Be One!

The First and Second Adam

How To Create HOT Information Products

If I Can, Anybody Can!

HIV/Aids Healed by the Power of God

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