

Top 10 Secrets For Internet Survival

By
Marcey Low

Who Is Marcey Low?

I've been involved with network marketing since 2002. My original intent was to replace my full time income, quit my job and allow my husband to find a job where he was home during the week. Something in me struck a bell as we sat together and followed the steps to learning more information about Herbalife. Now I can't believe I did all that because I never did sell anything in that business and in fact quickly moved on to another business which held more interest for me. I've worked other opportunities with varying success since then and continue to learn new things and meet new people. Along the way I've gone through the school of hard knocks and learned some tips for survival on the internet. I'd like to share those with you in this free report.

1. Rome Wasn't Built In A Day

If you've been on the internet very long you know that everyone has the ability to make a six figure income in their first year and we should all expect to live in the big house by the lake or golf course and drive that luxury car or RV.

If you believe this, I have some great real estate..... If you're realistic you know that anything worth doing is worth doing right and that things take time. Because the internet is all about selling you on the newest, greatest deal there are lots of voices calling to you on a continual basis. Just as Rome wasn't built in a day, neither will your internet business. Patience and persistence will become your best friends.

Take the time to decide what you really want and set some realistic goals. This includes an honest evaluation of the amount of time you have to devote to your business on a weekly basis. Block this time out in a scheduler just like you would any other business appointment and then stick to the time. Make sure your family and friends respect this time and that you treat it as important time for yourself. Have your work space set up just as you would your office at work with all materials you need and consider this your work time. It is after all – when you accomplish your goals this will be where you spend all your working hours and you will be able to determine just what hours those are.

Now that you have things set up you have to ensure you actually spend the time you have set aside to work on your business. This may sound overly simplistic but it is the main thing which separates the successes from the failures. You can have all the tools and training plus the best program(s) in the world. But if you're not doing what is required to bring your product or program to the attention of others on the internet, you're not going to sell anything or make any money. Most of us are starting on the internet in a part time capacity so we're using our leisure time. If you have kids screaming or the television blaring in the background you won't accomplish much. Eliminate the distractions and spend the time you have set aside in working on your business. Just as you prioritize things with your full time job you will need to prioritize the time you spend working on your internet business. Because the time you have available for this business is generally considerably less you need to ensure you are using your time wisely and recognize that some parts of your business take a LOT of time.

Start each work session with a goal in mind and stick to it. Recognize that the motivation will not always be there and accept this reality. I have found

it very helpful to have emails on a daily basis from a couple different sources with motivational messages. Print off the most applicable ones and post them in your work space. Do this with your goals and don't be afraid to make a chart to keep a record of your accomplishments during the week.

Sources for Inspirational and Motivation Emails

Your Daily Motivation

<http://www.successway.com/sample.cfm#querystring#>

Insight of the Day

<http://insightoftheday.com>

2. Be Yourself

There are thousands of people entering the internet world everyday and they all have their own reasons. Remember that over 95% of small businesses on the internet do not survive beyond the first year. This is no different than the real world and this is where your creativity enters the picture. You are unique in the world and you have skills to offer which no one else does. I'm sure you're heard this from the time you were a child and it definitely holds true here. Because there are so many people you are competing with you must give people a reason to buy from or do business with you instead of the 50 other people who appear to be offering the same product or service. You will hear this over and over on the internet and it is called Your Unique Selling Proposition.

Make a list of your strengths and skills and develop confidence in your own abilities. You will have many abilities you carry from your paid job, volunteer work and life experiences. The more you recognize these skills and abilities as assets the better able you will be to bring them to the table in developing your business.

3. Admit What You Don't Know and Keep Learning

Along with the list of abilities and strengths which came to mind in reading the last section there were surely an almost equal number of areas where you felt deficient. The wonder of the internet is that there are always people who know more and less than you do and the opportunities for learning are unparalleled. The search engines need to become your friend and you need to use them often. Also, learn to bookmark sites you visit often. Staggering amounts of information are posted daily in the form of articles, newsgroups

and recordings and much of it is free for the taking. Over time you will make your own decisions about personalities and philosophies with which you are comfortable but along the way there are many opportunities to make these determinations. Don't be afraid to sign up for reports and message series on a variety of topics. These are free and allow you to get to know the person behind the product. Learn to skim ads and then do research on items of interest. I've learned many things through the initial enticement of an advertisement.

During the year there are several conferences hosted throughout the USA with leading internet marketers and others as guests. Preview calls are held on a weekly basis with a different member of the faculty speaking on their chosen topic. The staff usually changes from one conference to the next so there is always new information being made available.

Examples of these are:

Focus 4 The Future Seminars

Website <http://focus4seminars.com>

This set of seminars is being held in Seattle, Dallas and London, England in 2006. Put together by Robert Puddy and Richard Taylor this is a seminar which will focus more on general topics in Seattle and get into more specific subjects in Dallas like search engines and adwords. I personally expect to be in attendance at both because there are different speakers at each one. I have rubbed shoulders with the Organizers and some of the presentors for this set of seminars and have been very impressed with their willingness to help. Very reasonable price with excellent information promised.

MLM Mastermind Event

Website <http://www.mlplayers.com/mastermind/>

As indicated by the title, this event is focused on network marketing and MLM. They have an amazing 7 days cruise planned this year. Art Jonak and Big Al Shreiter pull this even together at another amazing price. Check out the faculty .

Armand Morin's Big Seminar

Website <http://www.bigseminar.com/>

Armand Morin is more noted for Affiliate Marketing and he has brought a number of excellent website tools include Audio Generator to fruition. This event does have a more rounded focus including general time management and motivational speakers.

MLM Teleclasses

Website <http://www.mlteleclass.com>

This site features an ever-changing list of guests with expertise in different areas on the internet. They offer 1 hour free tele-classes and once registered you will receive a monthly listing of the upcoming classes. I have spent many hours listening to the classes offered here.

Please note, although the title is MLM Teleclasses, not all the classes are strictly for network marketers. For example a recent month featured a class on Money Magnetism and one on getting The Equivalent of a \$10,000 subsidy from the IRS.

Two great forums you can visit to discuss business related topics are <http://www.moneymakergroup.com/>. and <http://netmarketingforum.com>. Both forums are places you can meet others and discuss everything from search engines to traffic exchanges to new programs and training and education. An excellent resource for anyone regardless of your level of experience in internet business.

In addition to the above suggestions, many people recommend setting aside at least half an hour a day for personal development. Books like Robert Kiyosaki's *Rich Dad, Poor Dad*, Napoleon Hill's *Think and Grow Rich* and *The Science of Getting Rich* by Wallace Wattles offer a starting point. The latter two titles are available for free download in pdf format if you do a search at google.com; Amazon is also a great place to search for materials.

4. LISTEN

I have spent much of my working life on the telephone. Unfortunately the work I have done has placed me in a position of authority where I've made the rules and done much of the talking. Probably my biggest obstacle on the internet has been learning to let others do the talking while I sit back and listen.

Programs of all types are designed with websites which explain products and benefits and often include audio and video tools. Many companies also hold regular conference calls to give a general overview of the business which can assist both the marketer and the prospect/customer. Information is provided visually and in writing to accommodate the two main ways in which people learn.

Becoming a good listener is an acquired skill. Most of us are uncomfortable with silence and we often step into a conversation with a comment simply to cover the silence. People need time to process what they have been told and giving them the necessary time to do this can make a great deal of

difference in your success as a marketer. Keep in mind the saying that we're given two ears and only one mouth.

5. Learn To Handle Rejection

This is one of those simpler concepts to understand but much harder to master. Regardless of whether you choose MLM (multi-level marketing), direct sales, affiliate marketing or some other form of business on the internet you will constantly come up against rejection whether implicit or direct. The sheer volume of traffic suggests that not everyone will be interested in what you are offering. Although there will be many discouragements as a result of rejection you cannot take it personally. Remember – Some Will, Some Won't, Move On... Next! You will also hear the term SINALOA – Strength In Numbers and Law Of Averages. Both of these terms are solid reminders that there will be far more 'no's' than 'yeses' in your marketing. Although these acronyms apply mainly to the mlm arena the same principles apply, they're just not as obvious in affiliate marketing as the rejection is unseen until you look at conversion stats.

In an earlier section I suggested subscribing to a couple daily emails of a motivational nature. There are definitely days when you feel like throwing in the towel that those messages will make the difference in what you accomplish. Just because you're supposed to be able to handle rejection doesn't make it any easier when that's all you've experienced in the time period you set aside for your business that day. Discouragement and disillusionment are part of life and not every day is a winner.

Another things to do on those not so good days is to visit the forums or contact another internet business person. As much as we wish that our spouses and family understand what we're doing on the internet, most of the time it takes someone with the proper experience to really relate. Reach out to them!

6. Research, Research, Research

The internet is a place of hidden treasures as well as hidden identities. The majority of those who have been successful with internet businesses have been burned once or twice. It is as true here as in real life – if it sounds too good to be true, it probably is. Learn to stick with programs recommended by someone you have grown to trust. Although we have all been know to make a wrong recommendation, most of us do not knowingly do so.

When dealing with an affiliate program where you are selling products for someone else research comes into play in determining which products are actually selling. A quick keyword search on Google will show you the number of websites which contain the word you've selected. For more exact searches go to <http://inventory.overture.com> where you can determine how many times a word has been searched in the last months as well as related searches for that word. There are several programs available for sale which have niche products and marketing support for them.

Another tip when starting out is that it is often better working with the smaller entrepreneur as they have more time to spend with you. It's great to have a fancy website, a long list of resources and a great track record but it's also very valuable to have someone you can talk to. Most of the very successful marketers are so busy you would never be able to contact them to ask a question.

Check out the program to learn about its principals, where the website is registered, whether or not a physical address is used. Also, beware of opportunities which don't spell out the activity in which you'll be involved and work at home opportunities which ask you to send money to obtain further information. Do the same homework for an internet program or investment that you would do in the real world – the venue may be different but the principals and principles do remain the same in both environments.

The above principles are especially important in dealing with the newer HYIP and auto-surfing programs. They have pretty much replaced the doublers and do offer ways to make sizeable returns as long as you're willing to accept the risk. New programs pop up every day & some people make their living getting in and getting out right at the start. A former colleague started a doubler program after talking to a young man who was making his money with the doublers and doing very well. Unfortunately not all of his research and advice was sound and he walked away from the experience with a much tarnished reputation and very empty pockets as he had been scammed by his programmers!

There is an excellent article on protecting yourself from scams at <http://workathomesuccess.com/scamalert.htm> This site covers everything from banking and eBay fraud to discussing different types of internet programs which are poorly disguised illegal schemes.

7. Build Relationships

Tens of thousands of new users from all countries sign up for internet usage daily. Many of these people are signing up for social reasons but an equal number are joining to cash in on the promised income possibilities. Consider these fellow surfers your friends and potential customers. Regardless of your knowledge level you will at one time or another both be in a position to teach and to learn. Sharing what you know is one of the keys to success - the majority of the people you encounter are friendly and helpful. There are a number of groups which have been established for the purpose of networking; there are also newsgroups and forums on almost any topic imaginable. The more people you know, the more opportunities will come your way. Yahoo news groups are a great place to start. Go to the main page yahoo.com and you can fine tune your search from there.

Another couple networking websites are <http://adlandpro.com> and <http://directmatches.com>. These sites give you the opportunity to browse through the memberships and find others with common goals and interests.

Instant messaging through MSN and phone communication via a program called Skype are other great ways of building relationships at little or no cost.

Over the years I have established some great relationships with people I will probably never meet in person. Just as in any face to face relationship, you will gain according to how much you give and great rewards await you. These online relationships can become your life line unless you are fortunate enough to join a program where you can meet people locally. You may find someone who you can consider a mentor but it's just as important to have a friend who will help to motivate you and allow you to bounce ideas off them. Working a program with someone else just seems to make the work easier and more fulfilling.

8. Keep Up With The Times

The world of the internet is constantly changing both in the people who are in the know and the technology available to assist you. Pay attention to the ads being shown while you surf and constantly be on the watch for new and interesting things. One example is pop up ads which have now become considerably less common due to pop up blockers. Pop up ads are being replaced by hover ads which follow you across the page and flip down ads such as those used by Gizmo. Audio and video are becoming much more

popular and you need to be willing to learn how to make the most of these tools and ensure your computer can support their use.

Many of the technological tools have free trial periods. Take advantage of these and test out the alternatives. This applies for everything from audio generators and VOIP phones to auto responder systems. Google is your best source here – do a search for the product in question and then do your due diligence to find the option which works best for you.

9. Diversify

You will hear opinions on both sides of this principle as you work on the internet. Many will tell you that if you are working a major MLM business that you must focus on just building that business and do not look elsewhere. If you want a large downline and are prepared to put in the time to train and develop that group then the advice is sound. You will need to keep up to date with product changes and developments for marketing those products.

On the other hand, with so many options available for earning money, I have been happiest when I am working more than one program. I tend to be involved in more than one area and you may find this is true for yourself as well. As you become more comfortable and find your niche on the internet you will know what is right for you. Because the internet is not static and neither is your mind, you may start with direct sales and do very well and then decide to start building websites and marketing your own products or become an affiliate. If you choose to create an online investment portfolio then diversification is key so you can even out your risks. In this arena you have a number of choices ranging from the active investing in forex and the stock markets as well as the more passive investments opportunities in various programs including autosurfing. There are some very reputable programs available.

10. Build A List

I have left this topic until last as I feel it is the most important and it is often overlooked. By this point in our report you will have hopefully given some thought to why you are on the internet and what you hope to accomplish. As said previously, goals are very important and well set and monitored goals will keep you going when the motivation level sags.

In order to be a successful marketer of anything on the internet you need an audience who will buy your product or service. Some of the first people on your list will be contacts made while doing research about programs. This will be your core group and they may stay with you as long as you work the internet. As we discussed earlier, people need to have a reason to follow you instead of any of the other millions of business people on the internet. You must start by building trust with your prospect and the first step is often something of value for free on a website you have created specifically to build your list. As people find that what you are offering has value they will start to believe in you and there the relationship begins. Over time you will be able to offer them products and services and earn money from their purchases. Start small and build to the better offers, always providing quality customer service and treating them with respect. You want these people to be your customers through life and many a fortune has been created through having a list of only 1000 loyal subscribers.

Building your list is an ongoing task and there are a number of programs available on the internet to help you with this important part of your business. My recommendation is a step by step guide which is available at <http://www.optinmastercourse.com/marcey>. I came across this course early in 2006 and have found it to be an excellent resource. Mike Paetzold and Tim Whiston have put together the ultimate guide to building your list and provide both the written material with several message series you can sign up for on different related topics as well as two seminars per week on various topics. There's always a key group of people in the conference rooms with great insights.

Conclusion

This concludes this free report. I hope that you have found this information useful and wish you much success as you travel on the internet.

Please do not hesitate to contact me via email if I can assist you.

Marcey Low
lm1ow@shaw.ca

<http://ChinookMarketing.com>
<http://abizforme.com>
<http://learncurrencytrading.com>
<http://myonlinegamebiz.com>

