

10 Internet Marketing Statements You Need To Understand



Before You Give Up On Your Online Business

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Introduction

This handbook is being written to explain 10 of the most common and misleading statements used to get people to join online programs.

It is not meant to discourage you from starting an online business or to make you stop working the one you may have already started.

In fact, I've had an online business for more than 3 years and highly recommend it as a way to make additional income. It's a great way to express yourself and achieve your dreams.

Unfortunately, too many people try to start an online business with no idea about the type of business they want. They have no goal, no plan to achieve that goal and no idea of what they need to do. They just want an easy business that will make a lot of money - fast.

If you're one of those people and you're looking for the fastest and easiest way to start and grow your business, then you need to know the truth about these 10 statements because you'll be seeing them often.

To Your Success,

Susan Carroll

PS If you do decide to start an online business or have already started one, you're always welcome to join us at [FriendsWhoCare.us](http://www.friendswhocare.us).



It's Easy to Make Money Online!

One of the big selling points for starting an online business is that it's supposed to be easy.

And it is - just like:

- Riding a bike is easy.
- Roasting a turkey is easy.
- Playing golf is easy.

In fact, **Knowing How** to do anything **Makes It Easy**. And the more you do it, the easier it becomes.

Remember the last time you wanted to learn how to do something. When you tried doing it the first time were you successful? Did you get the results you wanted? Did you try to do it again and again until you mastered the skill of doing it?

Making money online is like everything else in life. You must be dedicated to learning how it's done. You must keep trying when your attempts fail. You must learn from your mistakes. And once you know how to make money online you must keep practicing until you achieve the results you want.

The real statement should be:

There's Lots Of Ways To Make Money Online!

Pick One And Learn How To Do It.



It's Not Rocket Science!

This statement is 100% true because nothing is rocket science except rocket science.

What it implies however is that something is easy to learn to do.

What it doesn't account for is that many people don't have the basic skills required to start with.

Thousands of people start online businesses every day and many of them don't know how to do basic things like copy and paste. Even more of them don't know how to create a web page. And even more of them don't know how to set up an autoresponder, set up a payment button or even mask their affiliate link. Some of these people won't even know what I'm talking about.

None of the things I listed in the above paragraph are hard and they are all basic skills. Depending on the type of online business you want, you may not need every one of these skills the day you start your business but you will need them eventually.

The real statement should be:

It's Easy!
Know The Basics And Then Learn More.



No Selling Required!

This is a popular phrase used to get people to sign up for different types of programs. And it sounds good because most people don't like to sell.

But think about it for a minute and answer this question.

If you don't have to sell anything, where is the money coming from?

The truth is, no one is giving money away. Someone is selling something and if you're not doing the selling, you're sending people to a site where someone else is.

While many of these programs are legitimate and do offer a solid business opportunity, the phrase of "no selling required" is a little misleading. Someone must buy something before you will get paid.

The real statement should be:

Somebody Must Sell Something!
Or No One Gets Paid.



Make Money While ... Reading Email! Taking Surveys!

You've seen ads to make money while reading email or taking surveys. They're true. However, what they didn't tell you was that they are going to pay you less than 10 cents an hour and fill you email inbox with hundreds of ads in the hope that you'll buy something.

Is there real money to be made with these programs?

Yes, if you're the 1 running the program or using it to send out ads to those interested in making money at home.

Unfortunately, if you're 1 of those who has signed up to get paid it's doubtful that you'll stay with it long enough to get your first check.

The real statement should be:

**I Make Money While You Read Email Or Take Surveys!
Just Read All The Ads And Buy Something.**

Free!

FREE!

This list of phrases wouldn't be complete if I didn't list the most popular 1 used today. Just about every website offers something for FREE. Free information, free tools, free ebooks, free report, etc.

And the best part about all these free things is that a lot of them are good. (I have to say that since I offer a lot of free things and I think they're good!)

Now that you know that there are a lot of good free resources available online let me tell you what free actually means.

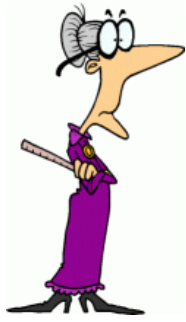
In most cases, free means you don't have to pay money however, you do have to: give me your email address and let me send you email or you have to put a link to my site on your site or you have to ...

In other words, you get the information only after you've done something that will help me with my business.

The real statement should be:

FREE!

You Get Something After You've Done Something For Me.



You Don't Need A Web Site!

Getting a free website to offer a product or program sounds like a good deal to many, but it is?

Unfortunately the answer is No. Just like when you were in school and the teacher caught someone copying answers, sending people straight to your copy of an affiliate site is not good.

True, you may have to use this site to make your affiliate commissions but advertising your affiliate site has 2 Big Problems.

1. Your link is extremely long and looks like an affiliate link.
2. Sending people straight to you affiliate site will result in very few sales.

While it is true that many people make thousands of dollars every month through affiliate sales, it is also true that none of these super affiliates do it by advertising their affiliate link and sending people straight to their affiliate site.

They make their affiliate sales by having either their own site or some form of re-direction service where they can re-direct people to their affiliate site. In addition, they don't advertise the affiliate program products to anyone except to people who already know them.

The real statement should be:

You Do Need A Web Site!
To Promote Your Affiliate Sites.



No Experience Necessary!

This is a popular phrase for MLMs, network marketing, downline building and some affiliate programs.

They offer you a "free" website and "free" training so if you don't have a website or any business experience this sounds like the perfect business.

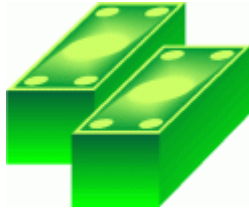
All you have to do is fill out a form with your contact information, take some of their "free" training and start referring people to your "free" website. (Hey, there's no selling either!)

However, unless you become a really good salesperson who not only knows how to sell but also knows how to recruit others, your odds for building a successful business are around 5% or less.

The real statement should be:

No Experience Necessary For Failing!

Only Those With Experience Or Good Marketing Skills Will Succeed In This Business.



Make \$5.00 Over And Over!

First there was chain mail and then it became illegal.

Then there was chain email and then it became illegal.

Now there are chain websites and some of them are barely legal.

Basically, you pay someone \$5.00 for a website and possibly some other online product or tool and then advertise your site so others can pay you \$5.00. To be barely legal, you have to offer something besides the \$5.00 website.

These types of sites are always popping up and last for a few months before being replaced by a new one.

These sites are not a real business and are only designed to make a quick buck.

The real statement should be:

Spend \$5.00 And You Can Sell This Crap Too!
A Fool And Their Money Are Soon Parted.

Easy As:

1

2

3

3 Easy Steps To Make Money Online!

Want to know the 3 easy steps? Well here they are.

1. Get Affiliate Products (Sign up for the ones listed. Some of the affiliate programs are free - others have a monthly fee.)
2. Get Your Own Domain Name and Hosting Account (You must get your domain name and hosting account from the places recommend.)
3. Sign-Up Here To Get Your Money Making Website (Give your email information.)

After you've done the above 3 easy steps will you have made any money?

No, but the person giving you the advice has. They made some affiliate commissions from the affiliate programs with a monthly fee. They made some affiliate commissions from the domain name and hosting account. And they now have your information so they can offer you more advice on how to make money online.

What they neglected to mention was that you'll have to advertise your Money Making Website and get others to sign up before you'll make any money.

But don't worry because when they give you that Money Making Site they'll tell you where and how to advertise it. Of course, they'll also make some affiliate commissions or get more email information from others from the places they recommend.

The real statement should be:

3 Easy Steps For Me To Make Money Online!
You Do These And I'll Make Money.



We Do All The Work For You!

Wouldn't it be nice if there was someone who would go to work for us and we still got the paycheck?

But how many people do you know are willing to do all the work while letting someone else get paid?

And here's another question to think about. If they're doing all the work, why don't they want all the money?

The truth is, they've done a lot of the work but they're leaving the hard part for you.

You've got to find others to send to their website. And while they may tell you this is not hard, until you know how to find people who are interested and will sign up, this is the hardest part of online marketing.

The real statement should be:

We Do All The Easy Work For You!
You Do All The Hard Work.

Epilog

Now you know the truth about 10 common online statements.

I hope I didn't discourage you because having a successful online business is within the grasp of most people.

All it takes is:

A DESIRE



An IDEA



A GOAL



A PLAN



SOME WORK



I hope you've enjoyed reading this little handbook and learned how to interpret some of the statements you'll encounter on your journey of having an online business.

The journey is not always an easy 1 to start and the road is sometimes bumpy. But as you travel toward your goal of being successful, remember, you're always welcome at FriendsWhoCare.us - where your success is what it's all about.