

“11 Newbie Mistakes And How To Avoid Them”

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Hello,

Thank you for downloading this special report. I really appreciate the time you're taking to gain this essential education, which is required in order to succeed online as an Internet Marketer.

I have written this report specifically for people who are just starting out in the Internet Marketing business, for those who do not have a significant amount of experience, and for those who feel confused or even misled about what they should do and how they should spend their money.

Nobody was born with the ability to market products online. We all had to learn the skills and processes that are required and put them into practice. I wish I could say it's all smooth sailing, but like anything else in life, it can be a bumpy road.

More and more people these days all seem to be asking a very common question.

“How can I make money online?”

You may be asking that too.

Personally, I do not see myself as a “guru”, but I find it very difficult to give a definite answer to such a broad question.

Firstly, there are several ways to make money online. Secondly, what works for me may not work for you, or someone else for that matter. For example, I may be good at writing while you are probably an expert in graphic designing or programming.

And the third and most important reason – which also happens to be the most compelling reason why I wrote this report... Yep... for the newbie Internet Marketers – who are not making any real money online because they just keep making the same mistakes... over and over again.

So, my primary focus throughout this report is to discuss some of the most common mistakes us Internet Marketers make. Yes, we are all guilty of mistakes at the beginning of our road to success. But as they say “learn from the mistakes of others” and from your own of course. You're bound to make a few but don't let that stop you from achieving your goals. Stay focused!

So if you consider yourself a newbie... sit tight and enjoy!

Newbie Mistake #1:

Not Paying For A Domain Name And Hosting Account:

This is not a good way to start - and yet almost ALL newbies start off trying to use free domain names and free hosting. Cutting costs is smart, but cutting them in the wrong places can be deadly for business.

In some cases this may be an option in order to make some profits if you can't afford it, but if you can, start things off the right way.

This is especially true when purchasing a domain name and hosting. Many people avoid getting a domain name and instead register through some free service that allows them to create a sub-domain on an existing domain. This is not a good business idea for a number of reasons.

The most important reason is that you have pegged the future of your business to the future of another business. If that business fails or if they discontinue that particular service, then you have to find a new domain name, which means that all of your promotional efforts were a complete waste of time.

Getting free hosting can have similarly disastrous results. While it is "cheap," it is almost always horrible, too. You will probably have to host advertisements for which you will receive no revenue.

Additionally, don't even think about adding a graphic header, a picture, or a flash presentation, as your site will load super slowly.

So what options are you left with? Clearly you won't want to start by purchasing a dedicated server; that's unnecessarily expensive.

However, at a minimum, you will want to purchase a domain name - which you can get for less than \$10 per year - and you will also want to purchase a low cost hosting service.

You can get a domain at: www.GoDaddy.com

Many companies now offer reasonably good hosting for around \$10 per month. Just make sure that the company offers a comparably large amount of storage space and a comparably good set of site features, including forum scripts, blog ad-ons, cgi-bins, and the ability to perform cron-jobs.

You can get reliable web hosting at: www.Hostgator.com

Newbie Mistake #2:

Not Bothering To Learn How To Use HTML And FTP Software:

This is yet another disastrous mistake that new Internet marketers make:

They don't bother to learn how to use HTML and how to use FTP software. You don't need to be a genius at HTML, but you do need to at least learn how to insert certain codes into your Website's source code eg: inserting an optin form. Unless, of course, you decide to pay someone hundreds of dollars to build you a website.

If you don't know how to use FTP software, you might be able to create a clean,

organized website with a lot of potential, but no one is ever going to see it, because it isn't ever going to be anywhere other than on your computer.

If you're serious about succeeding with your business, you need both of these skills.

Both HTML and FTP software is freely available to download for free if you search.

I personally recommend the following two sources: <http://kompozer.net/> and <http://www.w3schools.com/>. The first resource I listed is a what-you-see-is-what-you-get (WYSIWYG) editor, which will help you generate HTML pages on the fly.

The second resource I listed is an actual free training course you can use to learn HTML. It might seem daunting, but in reality, you can learn the basics and even some advanced HTML in just a few hours.

Two other popular webpage creation tools are DreamWeaver and FrontPage. Both of these will enhance your ability to create a clean website that actually has the potential to close sales.

Additionally, they will help you learn how to be a better coder.

For FTP programs, you will want to check out the following two sites: <http://smartftp.com> and <http://filezilla.org>

Note: Make sure you spend the time to read the directions before you use them.

Newbie Mistake #3:

Not Bothering To Study Copywriting:

Copywriting is the art of inducing a "most wanted response" through carefully constructed writing... many people do not realize this, but good copywriting employs principles of both psychology and marketing.

If you want to have a high visitor-to-action ratio - whether that action is buying a product or opting-in to your list - you will have to revise your copy to the point at which it is most effective.

This normally will require several revisions - and will always require you to integrate principles of copywriting.

Many newbies set themselves up for disaster by creating a low-conversion sales page and then spending hundreds of dollars to promote it.

Just think of the difference between a 1% conversion rate and a 2% conversion rate; that's twice as many sales - and could easily be the difference between praise-worthy success and miserable failure.

Of course, if you're too busy to learn how to employ the principles of copywriting, you can always take the alternate route, which is to pay a copywriter to do the work for you; however, if you look at the average price of a relatively good copywriter (which is almost always in the thousands), you might be convinced to do otherwise.

You can find free information about copywriting on the net.

Newbie Mistake #4:

Not Building A List Of Subscribers:

Don't listen to anyone who tells you that email marketing has gone out of style or is no longer effective. Email-based marketing is definitely a lot harder than it once was, but there are plenty of ways in which you can build a responsive list, even with all of the new challenges.

If you don't build a list of subscribers, you are generally limited to direct sales, which usually have very low conversion rates, even when your advertising is extremely targeted and your copy is top-notch.

The average conversion rate for direct sales is usually lower than 1%, but varies from industry to industry.

One reason why building a list of subscribers is so effective is because you can allow them to join for free, give them free newsletter issues or products to strengthen their loyalty - and then slowly and repeatedly make your product pitch.

Almost all authority sources on sales and marketing will tell you that the percentage of closed sales increases as the number of contact sessions increases.

Each time you send out an email, you are increasing your chances of closing a sale, even if you aren't making a pitch. In fact, newsletters without pitches will likely have higher conversion rates when they do make a sales pitch.

The bottom-line is simple: if you aren't making an attempt to create a list of subscribers, your only hope is to make one-time sales. Once you miss that opportunity, you may never see that visitor again — and he could have potentially subscribed and made multiple purchases from you.

Your list is really the only asset you have in your business.

Newbie Mistake #5:

Not Paying For A Quality Autoresponder Service:

Many new Internet marketers DO start collecting names & email addresses; however,

since they are working with a small budget, they also decide to download a free autoresponder script or use a free or cheap service, rather than paying for a quality service, which is what they should be doing.

Without exception, when you start building your list of subscribers, you should use a service like: www.Aweber.com or www.GetResponse.com

With GetResponse you can start with the free version then upgrade when the time is right without any problems. But I recommend Aweber as the preferred option.

A major problem you will encounter using “free & cheap” list management options will be poor email delivery rates & horrible customer support. Without these two components, you may as well not even have a list.

Also, every email you send out will be tagged with advertisements from the company, making your email messages look highly unprofessional (basically screaming: “I am a Newbie!”)

While a good service will cost you under \$20 per month, using a so-called “free” service could potentially cost you hundreds in lost revenue and wasted time in the long run.

Newbie Mistake #6:

Not Selling Outside Of The Internet Marketing Niche:

This is a MAJOR problem. If there is any such thing as a cardinal sin in Internet marketing, it definitely has to do with selling within the Internet marketing niche before you have mastered it.

Even so, this is precisely the type of behavior that many marketers promote; and this is exactly what most newbies end up doing.

Many new Internet marketers will start blogs and subscriber lists and begin sending out junk information to other newbie Internet marketers about how they can make five million dollars in two weeks if they only buy this one product.

Not only is this unethical, but it rarely works. The Internet marketing niche is highly competitive to begin with - but to make things worse, the people who are doing well in it are some of the best, most effective, and most experienced marketers on the planet.

How is that for competition?

Rather than competing in the Internet marketing niche, consider creating a site in a niche in which you already have expertise. For example, maybe you have a passion for gardening and carpentry.

Why lie to people and attempt to "fake it until you make it" when you can simply start in a less crowded niche - for which you already have expertise and interest - and

absolutely blow away the competition with the skills you have already honed?

Remember, people selling gardening info products will not necessarily know any of the marketing techniques you have mastered. Additionally, people buying gardening info products probably haven't been exposed to such effective marketing either, which means your conversion rates will be higher, too.

Overall: You should find some niches you're interested in, perform some market analysis, and then work from there.

Newbie Mistake #7:

Always Joining The Hottest Opportunity Available:

This dangerous habit results in more failure and bankruptcy than most other poor self-employment decisions.

Rather than working to create an effective business model, most Internet marketing newbies will be constantly pulled in three different directions by the latest product releases.

For example, one will tell them that selling physical products is the best way to make money. Another program will expose how blogging and using affiliate programs is a goldmine. And yet another report says that AdSense and natural search engine traffic is the only viable business model. Which of these is right?

To the newbie (and in reality), each of them is right... and each of them fails, since the newbie buys all three and ends up moving in three different, non-beneficial directions.

The result is complete disaster and a failure to generate any revenue whatsoever. How can you avoid making this mistake without limiting your ability to innovate and to learn?

This is definitely something you learn how to manage better over time, but the best way in which you can begin doing this is through goal-setting and commitment.

Whenever you create a business plan, peg it to a specific goal (i.e., 3000 new subscribers in the next year), and then break it down into objectives.

If you fail to reach your objectives, then alter them to more realistically reflect your final goal.

If your final goal starts to look unrealistic, revise that, too. Drill this into your head: If you don't get good at something, you won't ever succeed.

And jumping around from opportunity to opportunity is a good way to guarantee that you'll never get good at anything.

Newbie Mistake #8:

Wasting Time with Traffic Exchanges and Safelists:

This is yet another massive mistake newbie Internet marketers make almost without exception: they'll join safelists and bomb them with every offer they've been exposed to, including ridiculous multi-level-marketing schemes that yell scam.

Another big mistake almost all newbie Internet marketers will make is joining traffic exchanges - and then spending every waking hour slamming their mouses to earn points through some outrageous system.

This is horrible time management, even if you are on a small budget. So what are some solutions?

While safelists can be used effectively as a tool, they should always be used in conjunction with high-quality copy and a good lead-capture system.

If you haven't yet mastered this, go back and read the sections about HTML and copywriting. You need both of these skills to be successful in Internet marketing. What about traffic exchanges?

If you plan to get your credits by clicking like a maniac, forget about it and use other traffic-generation systems; however, if are willing to use a more realistic strategy, a traffic exchange can actually be worthwhile.

One option you have is to grow a downline. This means that you promote the exchange to other people. When they join, you are given a certain amount of credits.

Additionally, when they get others to join, you will earn credits too. This is by far one of the most productive methods through which to generate credits, which can be used to generate hassle-free traffic to your site.

Again, if you enjoy slamming your mouse, go right ahead. But you'd be ten times more productive if you simply worked for a normal wage (even minimum wage) and then used that money to purchase credits.

Another good method is purchasing credits. In many cases, this is actually a viable option, since the credits are dirt cheap. However, you will want to pick a credible traffic exchange, such as www.TrafficSwarm.com - otherwise, your traffic might be completely worthless.

Again, with traffic exchanges, you should never promote anything other than an opt-in page, which you will use as a mechanism to generate sales and up-sales.

You should never - I repeat NEVER - use a traffic exchange to promote an affiliate program directly. Your results will be dismal.

Newbie Mistake #9:

Sending Traffic To Affiliate Pages, Rather Than A Lead Capture Page:

This is yet another major blunder that almost all newbie Internet marketers make at some point. They find an affiliate program - and then send traffic to it, rather than to an opt-in page (lead capture page) on their own domains. This is a problem for a number of reasons.

The biggest problem with sending traffic to an affiliate page - or even the main page of your website -- rather than to a lead capture page on your own domain is that you are relying on direct sales methods, when you could be using follow-up series that will radically increase your conversion rate.

FACT: Most people will simply click off of your sales page; however, a much lower percentage of people will click off of a well-constructed lead capture page (which should include a brief description of the purpose of the list, an anti-spam statement, and the opt-in form of course).

Another problem with sending traffic directly to the affiliate's program homepage is that you are spending your money and time to generate leads for other businesses, when you could be doing it for your own.

Why attempt to sell someone else's product directly to a lead you paid for, when you could get that lead to become YOUR subscriber instead, which would allow you to make that same pitch in addition to dozens of others down the road?

Newbie Mistake #10:

Falling for "Guaranteed Traffic" Scams:

It's hard not to fall for one of those "1,000,000 hits for \$97" scams, but yes, they are scams - and they will not help you. With that being said, almost everyone falls for them once. In the cases where you actually do receive traffic from these scams, it is almost always complete garbage.

The people being redirected to your site are sent there by some sketchy pop-under that they always close before your site even loads.

Plus, in most cases these visitors won't even be able to read English - not because they never learned it - but because they're not human beings at all; they're robots!

That's right: some of these "guaranteed traffic" scams actually just slam your site with robotic spiders that crawl your pages and register as "hits" - and there you have it: robotic spiders crawling all over your website for only \$97. YUCK!

Whatever form of *guaranteed traffic* you buy - they all have one thing in common: they

produce no results whatsoever. You won't ever earn a penny with these programs, so don't even bother.

Newbie Mistake #11:

Never Considering The Possibility Of Creating Their Own Products:

While many experienced Internet marketers make money selling affiliate products - especially with the high-end releases, such as Traffic Secrets, and Butterfly Marketing - almost all of the successful ones sell their own products too.

Here are just two of the reasons why not selling your own products is a huge miscalculation:

Most affiliate products only offer a commission of 50% or less.

This means that you have to sell a product that costs twice as much than you will actually earn per sale.

Now, at face value, this might not seem shocking - but think about it again. If you're struggling to break even selling an affiliate product for a 50% commission, you could EASILY have a 100% profit margin if you were selling your own product for the same price.

The biggest problem with not creating your own products is that you cannot use them for joint ventures.

What you don't hear in most traffic generation courses is that successful Internet marketers almost always generate traffic for successful product launches with joint ventures - not through pay-per-click campaigns or search engine optimization methods.

They do this because joint ventures are the fastest, cheapest, and most effective way to generate sales or opt-ins. In order to actually have a successful joint venture, however, you must also have a good product (that is your own) and a good sales page with an opt-in form and a follow-up series (as we already discussed).

Creating Your Own Product:

There's one thing you absolutely must take into consideration when creating a product - and that is the quality of your product.

If you're a newbie to Internet marketing, do NOT create an Internet marketing product, unless you plan to interview experts.

As I mentioned earlier, there are thousands of different profitable niches you can select, some of which you are already an expert in. Many Internet marketing newbies also do

not know this, but you can actually hire a professional ghostwriter through <http://www.guru.com/> or <http://www.elance.com/> to write a book on almost any topic for much less than you would imagine.

Additionally, you can solicit the services of a skilled programmer to create any software application you can imagine.

This means that creating a product doesn't actually have to be hard. All you will have to do is create specific instructions to ensure that your programmer or ghostwriter creates the exact product you have in mind.

Another way to start marketing your own products is by using PLR products which you can turn in to your own product quite easily. This is probably the best way to start if you are new to the Internet Marketing business.

Conclusion:

I've just pointed out 11 mistakes that cause almost all newbie Internet marketers to waste tons of time and money -- and eventually to give up.

Now that you've mastered the pitfalls, let's turn it around into a list of things that you MUST/SHOULD do to be successful:

- 1) You Must Purchase a Domain and Hosting for a Reasonable Price, from a reputable company
- 2) You Must Learn HTML and How to Use FTP Software
- 3) You Must Study Copywriting Techniques
- 4) You Must Begin Growing a List of Subscribers
- 5) You Must Purchase a High-Quality, Professional Autoresponder Service
- 6) You Must/Should Select a Niche Outside of Internet Marketing
- 7) You Must Stay Focused on One Idea and One Business AT A TIME
- 8) You Must Use Traffic Exchange Programs & Safelists Properly
- 9) You Must Send Traffic to a "Squeeze Page" or an Opt-In Page
- 10) You Must Use Reputable, REALISTIC Systems for Traffic Generation
- 11) You Must Create Your Own Products (this is not a total "must" at the beginning, but it should definitely be one of your future goals). You can start off by using Private Label Rights products which you can market as your own.

And there you have it: the eleven deadly things newbies MUST avoid to be successful; and the eleven things newbies MUST do in order to be successful in Internet marketing, regardless of their selected niche.

Finally, note that these are just some of the many mistakes I know newbies make. And how do I know? Well, I was a newbie once and I made many mistakes myself.

Luckily, the most common mistakes have been exposed, and I trust that you are now strongly convinced by my insights and experience.

I hope you enjoyed this report.

Until Next Time!

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George G

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