

The Difference Between Success and Failure in Internet Marketing

by Jason Fladlien

I just recently returned from an internet marketing seminar in Dallas, Texas. It was “Affiliate Incubator” put on by Stu McClaren & Russell Brunson.

When you attend these seminars, you walk away with a deeper understanding of what behaviors cause a person to succeed in internet marketing and those which cause a person to fail.

There's a huge gap.

It's not a gap that can't be bridged... if you know how. And I want to help you avoid some of the traps that I have identified which stop people from making money on the internet.

Problem 1: Not Realizing that it's ALL About Making Money

We had just gotten back from dinner. One of the attendees there showed me his website. The first question I asked was “How much money is this website making you?”

He stuttered. He stammered. He started to explain that this website was more about SEO than making money.

Wrong. It's *all* about making money. If you're doing something that isn't making you money, stop doing it.

Now, understand this. It's *okay* to admit you don't make any money. Time and again people lied to me telling me they were making 'a few thousand' a month (or whatever), but their body language told otherwise.

And that's a huge problem. They equate making money or not with their ego.

Better to admit you *aren't* making money now than to try to hide it. What message is that sending to your unconscious? It's sending a message that it's okay and excusable to continue with your current behavior.

And if you're goal is to make money, then it is not excusable.

I do not think less of a person who isn't making any money online. I do think less of a person who doesn't want to admit it though, or lie about it. The fact is, I can't really help those people because their ego will get in the way.

It's when you make it excusable to do stuff that doesn't make you money, that's when the problems occur. You're justifying behavior that is counter productive to your end goal.

Jim Rohn says "affirm the truth" and I agree. It's only when you look at the situation with accurate thinking can you formulate a plan *based in reality*.

Otherwise, you'll come up with excuses. People are either really good at making money or really good at making excuses, but never good at both.

Pick one.

Problem 2: Not Understanding the "Point of Overwhelm"

You know how many notes I took in the entire three day seminar? A page and a half. And I probably won't even use 70% of the notes I took.

The fact is I know *exactly* where I'm going with my business. I'm only interested in ideas that will get me there faster, or enhance what I'm already doing by making it easier or more enjoyable.

Learning adwords from scratch will make the process *longer*, not shorter. Sure, people make millions off of adwords. But I'm not going to pretend there isn't a massive learning curve to it.

There is. One I don't want to attempt, because I'd have to completely reinvent my business to incorporate it.

Not for me.

But most people at these seminars leave with pages and pages of notes, almost a whole notebook full. I used to be one of them. You know how many times I've used notes like that? Twice.

Let's be honest with ourselves. Do we really do anything with the notes when we get home? So why clutter up your life anymore?

There is a point of overwhelm. That's when you have too much noise in your head. That's usually caused by trying to take in 20 hours of content in three days. 20 condensed *hours* covering thousands of hours of experience.

When you leave yourself open to all possibilities, you end up choosing none.

If I were starting over again from scratch, here's what I'd do. I'd go to the seminars until I heard a presentation that completely blew me away and got me excited. Then, if that speaker had a course, I'd buy.

Then, I'd lock myself in the hotel room for the rest of the seminar. I'd devour that information. By the end of the seminar, I'd already have an action plan on using that information, and have already completed several steps in it.

That means no more attending any other presentations. I'd only break at night to go network with other people, to see if they can help me by contributing to my action plan.

If I was too shy to network, then I'd just stay in the hotel room and act, act, act.

By the flight home, I'd have already put in 25 hours of work into my new internet business.

The momentum would then carry over to when I got home. With all my spare time, I'd know exactly what I should be doing. And that's all I would be

doing. I wouldn't be learning anything new. I wouldn't be buying any more products unless they could be providing immediate shortcuts on my action plan.

That's not sexy though. In fact, it kind of sounds like hard work, doesn't it? That's because it is... in a relative sense. You're going to have to dig in for a bit. But trust me. My work days are very easy these days. I don't have to paint houses. I don't have to answer to someone else. I don't have to do manual labor, and I don't have to put up with idiots.

It was totally worth those few months of solid, dedicated, action taking.

Here's how you beat "the point of overwhelm". First realize it exists. Second, whenever you feel overwhelmed, stop thinking. Overwhelm only comes from thinking too much. What do you do instead of think? Take action. Just go with something. Anything is better than staying in a state of overwhelm.

Problem 3: Delaying the Decision

I hung out with Robert Plank (robertplank.com) for most of the seminar. He is aware that I follow the "60 second rule". That rule is simple: take no longer than 60 seconds to make a decision.

So we'd go out to eat with a group of seminar attendees. It'd take them ten minutes to figure out where to go, another ten minutes to organize the carpools, and ten minutes more of bullshitting before we left the hotel.

In the time I could've cooked a meal from scratch.

Whenever either Robert or I would notice someone hesitating, we'd turn to each other and say "60 second rule".

You wouldn't believe how many times we said that during the seminar.

It absolutely blows my mind how people *get comfortable* hesitating. I have conditioned myself to take action... not hesitate... because I know that taking action is a lot better thing to do than hesitating when it comes to making money.

Delaying the decision is *worse* than making the wrong decision. You can usually fix bad decisions. You can't fix indecision.

Problem 4: Mistaking “Different” From “Easier”

Since we were at an affiliate seminar, we heard the same garbage over and over again: “Affiliate marketing is easier because you don't have to create the product, write the sales letter or do customer support. You can just focus on marketing.”

That's a lie.

Since the barrier of entry into affiliate marketing is so much lower, you have *way* more competition. Affiliate marketing is not an easier business model, it's a *different* business model.

However, many people *want* to believe it's easier... because they wish it were true. However, wishing and wanting usually are the enemy to making money online. A better approach is “accurate thinking” as identified by Napoleon Hill as one of the 17 traits all successful people have in common.

Here's my philosophy: harder is easier. Since fewer people do it, less competition. I love the fact that it's “just a little bit harder” for most people to create video products. That makes my products stand out more. I like it that it's “just a little bit harder” to repurpose PLR content than to use it as is. That makes my PLR promotions a lot more profitable.

Don't think easier... think harder. Look for those things that require *just a little more effort*. Those are the things you want to do, because most people *won't* do them. And if you do enough of those things, you'll start to develop a competitive advantage.

I'm into competitive advantages.

Problem 5: Over-estimating the Importance of Information

In internet marketing, information is *not as important* as people. You wouldn't believe how many people make more money than me in internet marketing who put out inferior products, who don't try nearly as hard, and who aren't 1/10th as good of marketers as I am.

What's their secret? They are connected with the right people. People who helped them launch their career. People who have endorsed them. People who have put them in contact with the right opportunities, and gave them access to places that you and I can't get access to.

People are more important than information. Having 4 close friends in internet marketing will probably make you more money than the info you get from \$20,000 worth of products.

We all have access to good information. Everything you really need to know to get started can be found for free.

Don't fool yourself anymore. Instead of buying a product and studying it, spend more time making contacts with people. The best way to do that is to do something for someone else to benefit them before asking for anything in return.

If you do that with enough people, you'll be well on your way.

Problem 6: Not Acknowledging the “Luck” Factor

Don't underestimate market place timing. I seriously think it's the difference between making \$3,000 and \$50,000.

Almost every speaker up there seemed to catch “a break”. They practically stumbled over a hot, passionate market that allowed them to make quick money *in spite of themselves*. That's how they got their big start.

I haven't discovered such a market... *yet*.

The trick to tapping into the luck factor is simply this: the more exposure you get, the more likely your chances of stumbling upon a good opportunity becomes.

Someone once said “the harder I work, the luckier I get”. That's true. I was talking to my mentor when I got back from Dallas and I said: “It's all about deal flow. I set up 10 potentially lucrative partnerships. 9 of them probably won't amount to anything, but if only 1 goes through, then that's all it takes for me to make an extra five figures.”

What's the takeaway? It means if you're currently doing a lot of *right things*, but aren't getting massive results right away, don't get discouraged. If you stay at it long enough, you'll eventually get lucky.

Luck has a lot to do with it. Don't kid yourself.

Problem 7: Not Reducing Everything Down To Its Simplest Elements

Here's my business model: Create at least one new product a month. Advertise cheaply on certain websites, and with video and article marketing. Push my affiliate program on the back end, and cross-sell my products. Repeat process with each new launch.

That's it. Simple. I could write it on a post-it note. I really only do 4 or 5 things in my business. But I do those 4 or 5 things *very well*. I am an expert at them.

I am *not* an adwords expert. I am not a joint venture expert. I am not a banner ads expert. I am not an affiliate marketing guru. I don't know squat of search engine optimization. Social media remains a mystery to me for the most part.

But I am a master at writing good copy in 3 hours or less. I am a master at creating a *high quality* product in 1 to 2 days. I am a master at using free content through video and article marketing to drive traffic to my site. And I'm a master at managing my time to get the most done.

Wow, that's not a lot, is it? But it's *all* you need. Really, just master a few simple elements and put them together into a business model.

Almost every single newbie at these conferences was trying to learn everything about everything. I said to Robert Plank that if I had as much noise in my head as they did when I sat down to work on my business, I wouldn't get anything done either.

You want to clear your noise. Be able to write your business model on a post it note... If you can't do that, you're doing something wrong.

Problem 8: The Desire to Start From Scratch

Go with what you got - that's my motto. It's crazy, but everything thinks they have to start over when they enter internet marketing.

Here's an example from the seminar. The first night I met a lady from Canada who was trying to find her niche. I asked her what she used to do. She used to sell in the corporate world. I told her to do one of two things. The first thing is to write a free report "The 7 Sales Secrets I Learned While

Selling In a Cutthroat Corporate Environment”, and then use that to build a list, and to promote affiliate products to.

Or, do this. I asked her “do you know any really, really good sales people that you’re friends with?” She said of course! So I told her to call them up and interview them, then compile that into a product.

The beauty of this method is no research, no building resources, nothing! She could literally get the report done in a day because she’s writing from personal experience. She could bang the calls out quickly. No learning curve.

I was doing this with everyone I came in contact with. They thought I was a genius. But I know a secret - everybody has some sort of expertise that other people would pay money for. So use *that*!

Let me give you some examples in my own life. If I had to start over from scratch again, what niche would I enter? Well, I am a big chess nerd. I own about 18 chess books and I pay a yearly fee to be part of an online chess club.

I’ve played a few grandmasters before at this chess club. Here’s what I know about grandmasters - they’re broke, and would do just about anything to try to sell some lessons or books.

It wouldn’t be hard for me to interview 20 or 30 grandmasters, and compile that into a product. Not hard at all.

Or, I could go in the music niche. I ran a record label for years. Along the way I learned how to book college gigs that pay up to \$2,000 a show. I know other musicians would die for this info. I could write this report up in two hours and immediately begin to market it.

Or, I am a very good cook. When I was a monk, a big part of my worship was preparing meals for the deity. You don’t want to prepare anything less than the best! So I know some really great ways to make all natural foods quickly and make them taste delicious! I could create a quick video product of that, and tie it into an affiliate program.

What else could I do? I can do pretty good graphic design. I can build websites. I know how to use a complicated music production system that I could create a course for. I am a pretty good public speaker.

And on and on and on.

Go with what you have. This will cut the learning curve down dramatically. It will cut research done dramatically. I know where all the popular chess sites already are. I now where all the musicians hang out online. I know exactly where to start to get my stuff out there as soon as possible.

Learning marketing is hard enough. Don't make it harder by learning *everything* from scratch.

Resources

If you enjoyed this report, here are some other products I might you might like:

“How to Create an info product in less than 48 hours that you can sell for \$47-\$97”. You can find that at <http://www.48hourreport.com>

Also, for article writers I have “How to Write An Article in 7 Minutes or Less” at <http://www.instantcontentcreation.com>

Also, discover how I write winning sales letters in one sitting at <http://www.3hourad.com>

To check out a swipe file I created of Gary Halbert Ads, and to see 55 videos of ad analysis of Gary Halbert's best copywriting strategies at work, go to <http://halbertswipefile.com>

To learn all my time management secrets, go to <http://imtimemanagement.com>

And “How to Become a \$40 an hour internet ghostwriter in Less Than 7 Days” at <http://www.ghostwritingsystem.com>

To learn a simple system I used to go from \$0 to over \$50,000 in under six months, go to <http://www.internetmillionairerecipe.com>