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FOLLOWING THE GURU



**Find Out Exactly What
The Gurus Are Doing To Become
Successful And How You Can Do
The Exact Same Thing!**

by Jessie McCloud

Following The Guru

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Following The Gurus

If you aren't considered an Internet marketing guru, you are probably amazed at how they manage such impressive sales figures and how all of their products seem to be huge successes. You experience launch after mildly disappointing launch with items that you feel rival some of those being offered by the "big guns."

If you are looking to elevate your results, it may be time to stop being in awe and to objectively evaluate some of what they are doing.

You can learn some valuable lessons that can ramp up even your non-guru offerings.

Consider these traits so often possessed by the gurus:

The masters create anticipation.

Think of a few big names in Internet marketing and think about their most recent product. Do you remember being surprised the day it went public? Of course not. You knew that product was coming weeks in advance.

They let everyone know that something exciting was on the way. They teased, tempted and revealed just enough information combined with infectious excitement to get everyone's attention.

The day that product went public, they made sure they had back up plans for when their payment processors or site became overloaded. Think about that. They had people lining up for a shot at that new product.

Why? Because they created excitement and anticipation.

You might not be able to muster the firestorm of controversy and interest a well-known guru can, but you can find ways to plant seeds of anticipation and to get people prepared in advance to buy your product.

You may not have to worry about server failure on launch day yet, but you can increase your odds of hitting the ground running by creating an advance buzz.

The masters don't rest after that launch.

You'd think that after a massive successful product introduction those gurus would just sit back and count their cash. They don't. They keep marketing that product. They keep it on people's mind.

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They remind late buyers that they have a second chance and they gleefully report the positive comments and feedback they have received from those who bought early.

Yes, Internet marketing does allow you to create residual income streams. However, you shouldn't confuse residual with maintenance-free. Keep promoting after the launch.

Push your product hard until it's exhausted its possibilities. Even the best don't rest upon their laurels.

Internet marketing gurus aren't on top of their field because of luck. In most cases, they aren't there because of the right product, either.

Their continued success and immediate recognition comes from their skills, techniques and persistence.

You may not be positioned to create the world's most talked about new product launch yet, but you are always in a position to learn from the best.

Examine gurus and their actions closely. Learn what they do to pull down those big numbers. Then, incorporate those lessons into your own efforts. Even by embracing just a few of the "big gun" strategies mentioned in this chapter, you can improve your performance a great deal.

Sweetening the Pot...

You have a great product, a fair price, killer sales copy and a good-looking sales page. Your testimonials are awesome, your market research clearly demonstrated that demand would be high, and there is no real competing product that can do what your offering does.

Why are sales lower than expected?

What is wrong and how can it be quickly and easily fixed?

This scenario happens a lot, and it can be hard to pinpoint the reasons for under-performance.

You might just need a tweak to your sales copy, to refine your PPC campaign or to make some other minor change. In many cases, the problem is very difficult to isolate.

It seems as though, quite often, the decision to buy or to click away comes down to a fine point.

Something small.

Who knows how many sales are “missed by an inch?” The number is probably staggering. How can you take those “almost” and convert them into sales? You might just need to sweeten the pot a little bit.

We are referring to the free bonus.

Offering a free bonus might put enough weight on the “buy” side of the scale to convert those misses into hits. By providing your prospective customers with something extra, you increase the perceived value of your offer tremendously.

Instead of just getting one valuable product, they receive additional interesting offers and products. It can be almost irresistible.

You also allow buyers to experience the sense of getting “something for nothing.” Everyone loves a free bonus of any sort, and Internet buyers are no exception. The prospect of getting more for their money can persuade those on the edge to decide to buy and can even convert those who were just mildly interested into sales.

If you feel your campaign just isn't living up to expectations, consider inserting a free bonus or two into the mix, testing it and comparing the results.

You can use related products to which you already have resell right that are “past their prime” or that didn't require you to make a significant initial investment. The more related the bundled materials are, the more likely the bonus will be to succeed.

Take a moment to look around at some of the sites operated by well-known Internet marketing successes. You will probably notice that the bulk of those sales pages offer some sort of free bonus to encourage immediate action.

Those at the top didn't get there by accident--their fortunes have come about by learning how the market performs and what makes buyers open their wallets.

Take a lesson, and implement the strategy. A little bonus loot might be just what your new campaign needs in order to produce the way you had hoped.

Sweeten the pot. Give a little something away.

The difference in sales might be far more noticeable than you think!

Three Successful Marketing Strategies

It seems like someone is concocting a new Internet marketing scheme every day. Often, they are selling that idea at the same time. One might think that the most successful strategy is to write about a new strategy and sell the plan to others.

That might seem a little cynical, but it is true that hosts of self-proclaimed experts are willing to offer you their special “insider secrets” and “millionaire strategies” for Internet marketing.

Some of the information and programs are valuable. Others are filled with exaggerations or simple restatements of principles already proven successful.

In order to separate the wheat from the chaff and to understand how to put new information to use as part of your marketing strategy, it pays to understand a few of the proven techniques for producing significant sales figures.

Consider these three strategies that have worked time and time again.

Selling to the List

This tried and true method never seems to fail.

A marketer will develop and cultivate an opt-in list of former buyers and prospects. He or she will provide them with quality insight and information via email, along with special offers to purchase products.

The conversion rate from lists is very high, as all people on it are prequalified prospects for the materials being offered.

The expression “the money is in the list” is an Internet marketing mantra because of this fact.

Offering a Bonus

Internet marketers learned long ago that customer’s love getting something for nothing.

The “free bonus” has developed because of that longing on the part of consumers.

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Instead of simply selling the primary product, the marketer bundles it with one or more other products that are offered along with the main item of interest at no additional charge.

A good free bonus offer can turn a mediocre campaign into a massive success. Bonuses are used frequently by the most recognized names in the industry. That is not a coincidence. They work.

Creating a Back End

Successful marketers don't let products get into their customers' hands until they are equipped with a potential back-end moneymaker. That could be a series of affiliate links embedded into an ebook, a special offer coupon for another project, a chance at a one-time deal for another purchase or something else.

The idea is to give the product residual value so that it continues to sell while meeting the customer's needs at the same time.

Keep your eyes open for new strategies and ideas. The Internet marketing world is active and always in a state of flux. However, approach new options with an understanding of what has worked in the past.

Techniques like those listed above are proven means of improving sales figures. This list, obviously, is by no means exhaustive but it does demonstrate that there are known and tested systems for marketing success.

The Rise of Niche Marketing

In the earlier days of Internet marketing, when the web was less populated, most folks trying make a living online didn't really try to target a particular population with precision.

Many of the products offered were of a more "universal" appeal to anyone online and the idea was simply to reach as many people as possible.

Now that the Internet is populated by millions of people pursuing a variety of specialized interests, Internet marketing has become far more precise in its targeting.

Today, the "buzzword" for many in the marketing business is "niche."

A niche is a subset of a larger population that shares a particularized interest. Some niches can be quite small, others may be larger.

The idea, however, that is important is that they have sufficiently similar characteristics that they can be successfully marketed to as a group.

Internet marketers look for niches that are underserved. In other words, their interest often lies with those groups that have a special core interest to which others are not yet adequately catering.

If you can find a significantly sized niche group and find out what it wants, you are positioned to make a healthy profit.

Boiled down to a simple process, the niche marketing strategy works like this. First, identify a discrete niche. Second, verify that the niche is underserved by the existing market. Third, determine the type of product most likely to appeal to members of the niche. Fourth, create, locate or obtain a suitable product.

Finally, sell the product to that niche.

Each of the five steps involves research, effort and hard work.

The results, however, can be amazing. Niche marketing is a perfect example of how many existing online marketing successes work smart in addition to working hard.

By isolating the right niche and finding the right product, they encounter little sales resistance and can post well above-average conversion rates for their efforts.

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Instead of competing against thousands of other marketers for business, they are able to work in an area that is far less competitive, giving them an edge.

There is, of course, a downside.

A niche, by its nature, is a subset.

It's a smaller group.

There are only so many people you can reach and sell to within the niche. Thus, its income production potential is capped somewhat.

However, most of those who succeed in niche marketing are able to produce income equivalent or exceeding that earned by those working in larger markets.

They may not have as many potential buyers at their disposal, but they make up for that fact with a higher sales percentage.

If you are considering duplicating a successful Internet marketing strategy, familiarize yourself with the ins and outs of niche marketing.

If you can find the right group and offer them the right product, you can produce a very healthy income within a niche.

Turn Your Targeted Traffic into Cash as an Affiliate

It may not be as easy to become a “dot com” millionaire today as it was before the Internet business bubble burst, but moneymaking opportunities are still everywhere. Even hobbyist webmasters have discovered that with a little bit of effort, they can transform traffic they already have into cash.

They don't sell the traffic.

They point the traffic in direction of products that will appeal to their visitors and reap a commission on sales made to those they refer. These affiliate marketing opportunities allow anyone with a visited website the potential to make money.

There are, of course, professional Internet marketers who work from an affiliate model. They scour the net for the best opportunities, hottest products and highest commissions. They use their marketing talents and a variety of well-honed techniques to send potential buyers to products for which they will recoup a commission.

It is an interesting way to make a living, and anyone with the right disposition willing to learn the trade can make it work.

However, affiliate programs are a real opportunity for the less advanced, too. A simple blog about a favorite hobby may eventually attract a substantial readership. If the blogger, even though he or she has no real strong interest in trying to earn a living online, finds and refers those visitors to a good product, he or she will profit. If the product is chosen wisely, the visitor is rewarded, as well. It is a win-win proposition.

Becoming an affiliate isn't difficult.

Many companies operate their own affiliate programs and one can often find the link at the bottom of product advertisements. Others prefer to investigate and join affiliate sites such as Clickbank, where they have the opportunity to choose a variety of products to promote--many of which offer commissions in excess of fifty percent of the gross purchase price.

Hobbyist affiliate marketers are unlikely to make a fortune, but they can make a few extra bucks while still enjoying their online efforts. Many who experiment with affiliate sales develop a heightened interest in Internet marketing and may, over time, actually blossom into professional-grade marketers who are able to earn a full-time income online.

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All one needs to get started is someone to refer--the more the merrier.

If you have a traffic flow interested in a particular subject matter, you can direct them to a product for which you receive a referral commission and can profit while introducing them to something of interest.

You won't make much if you are only sending an occasional stray guest to the affiliate program, but you can earn more as your readership increases.

Whether you are a skilled Webmaster or a beginner with a small blog that just so happens to attract a consistent readership, you can use the proven system of affiliate marketing to your advantage.

Volume, Volume, Volume!

What's the most important characteristic to make a single site profitable?

Many would argue that a high volume of traffic is right up toward the top of the list.

They'd have a strong argument.

You cannot sell anything or expect a single click on an ad if you don't have visitors.

The problem, of course, is that getting massive traffic swells isn't always easy. In fact, as more and more websites pop up every day, the online marketplace grows a little more diluted, making it harder to secure a steady stream of visitors.

At the same time, however, software advances and increased skill levels among Internet marketers have made site creation easier.

What used to take days can now be done in minutes.

Additionally, private label rights and free content is in greater supply, giving webmasters a chance to full outfit a site with relevant text with only a few clicks of a mouse.

Those two forces have led many to work from a different business model than what has been traditionally used.

Instead of building a top-drawer site, promoting it and developing a healthy readership, some are focusing on making many sites, each of which will generate a smaller number of readers and outfitting each of those sites with Goggle Ad sense as a means of producing revenue.

The strategy can make sense.

Let's work from a hypothetical example.

Let's say you can create search-engine friendly content sites that will attract twenty visitors per day. That sounds relatively easy. Let's also assume that you can place Ad sense ads on the sites effectively enough to garner a 5% click through rate (CTR). That is also pretty believable. Finally, let's say that each click will earn you a dime. That's also fairly reasonable.

That site will make an average of a dime per day

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(20 visitors X .05 CTR X \$.10).

At first glance, that might seem absolutely horrible. Who wants a site that makes a dime per day, right? That's only about \$35 per year!

However, with one hundred such sites you could earn \$3,500 dollars per year on an ongoing basis without doing much, if any upkeep to the sites.

If you went hog wild and built 1,000 of these Adsense mini-sites, you'd be raking in \$35,000.

And what happens if our initial projections are low?

What if we could average forty visitors instead of twenty?

Our income would double.

If we could get that CTR up to 10% it would double again.

Suddenly, the person with a thousand Adsense mini-sites is clearing \$140,000 in gross profits annually for a project that requires very little work after initial implementation.

There are tricks to making the strategy work.

Remember, it's all about volume.

Thus, you are going to need the right software and content sources to make site construction incredibly easy.

Automation is a friend to anyone trying this technique.

Additionally, you will need to secure cheap domain names and inexpensive hosting, as well. All of those investments will cut into the bottom line. However, if you can make the proposition profitable on an individual site basis, all you need to do is multiply your sites to multiply your earnings.

How To Get Other People To Promote For You

If you have created a great product that you know could be a blockbuster hit, but lack the talent, experience or overall wherewithal to get it into the public eye for maximum sales, it might be time to enlist some support.

Fortunately, there is an army of professional Internet sales experts ready to help you out and to peddle your product to thousands of potential customers.

To make matters even more enticing, these marketing pros won't require you to make any out-of-pocket expenditure. They will work on commission, giving them an added incentive to sell your product as fast and furiously as possible.

We are talking about affiliate sales, of course.

The affiliate marketing strategy, in its most simplified form consists of a vendor (in this case you), affiliates (the sales force, who will sell the vendors product on a commission basis), and the customers (located and closed by the affiliates). It's a fairly easy model to understand, but one that produces some amazing results.

What do you need to recruit affiliates?

One of the best strategies is to open a vendor's account at Clickbank or some other affiliate program management site. You can, of course, operate your own affiliate program and that may be a desirable solution for experienced marketers, but Clickbank and other like sites work well for most marketers. You'll pay a nominal fee, and in return, you will be able to list your product, along with a sales page and a "thank you page." After approval, your product will be available for any of the thousands of Clickbank members to promote.

There are a few tricks to making it work.

You need to have a great sales page, a solid product and offer a healthy commission.

It might make you wince to offer half or more of every sale to your affiliates, but it is that income opportunity that motivates them to promote your product.

In most cases, the net financial gain after consideration of registration and commission payments outstrips what you might have been able to make selling your product without affiliate assistance.

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The management of affiliate payments will depend upon the system you use.

Some will automatically tend to pay those who log sales for you.

Others will require you to personally administer affiliate payouts.

Make sure you understand how this is handled--it is essential to pay your affiliates on time and accurately on a consistent basis.

Why try to be your own sales staff?

Sure, you may keep every penny that way, but you could be selling more and more of your products by recruiting a team of professional sales experts willing to promote your item in numerous creative and results-producing ways.

If you have a product to sell and want to see it “hit it big,” consider implementing an affiliate marketing strategy.

The commissioned sales team can find you a steady stream of paying customers for your new product.

Blogging for Profits

One of the easiest ways to start developing your experience with online moneymaking strategies is to operate a blog bearing contextual advertisements from Goggle's Adsense program.

The process can be very simple and it is a nice way to get a first taste of generating online revenue. To make the strategy even more enticing, it can be done without spending a single dime.

A simple version of the process consists of starting a free blog at Blogger.com, adding several posts, applying for a free Goggle Adsense account, inserting the requisite code into the blog's template to show advertising, and to continue blogging away.

As visitors click on the displayed advertisements, the blogger earns money.

It's a simple arrangement, at face value, and one that can generate earnings. Even the greenest newbie can implement an online moneymaking strategy.

The simplicity of the strategy, however, doesn't mean that it is a light earning dead-end. Part of the solution's attractiveness is its tremendous growth possibility. This route gives you a great chance to learn about how to garner traffic, successful ad placement, keyword research, and a variety of other online moneymaking strategies.

It is an easy-to-use platform for online learning. Many eventually expand their simple blogs, customizing them, adding posts based upon their research, and even using them as a foundation from which they can begin experimenting with affiliate marketing.

The scaled down version of this plan can also be adapted with some adjustments, by more experienced individuals.

They may want to claim their own domain and host their own blog using a platform like Word Press. They may opt to use their Adsense-bearing blog as a means by which to promote another website or product.

The options really are limitless, but the same basic strategy stays in place.

That strategy is attractive because it tends to work.

For a variety of reasons, sites structured as blogs seem to be traffic magnets.

The blogging community offers some unique opportunities to gain readership, as does the very structure and typical use of the sites. Blogging is one of the hottest things online right now, and that is not the byproduct of empty hype.

Bloggging is growing because it can, and does, produce real income for thousands of people.

Will a single Adsense blog make you rich? Probably not!

However, it can post some significant earnings.

Some well conceived blogs based on this strategy could earn several hundred dollars per month with very little ongoing maintenance after initial construction and promotion.

Additionally, this technique is well supported.

Its popularity and success have led to countless guides, ebooks and other information sources offering insight about ways to make the strategy more successful.

Earning with an Adsense-bearing blog is not necessarily a road to riches, but it is a great introductory moneymaker that provides an awesome opportunity to explore various aspects of online wealth production.

Selling Informational Products on Ebay

Ebay is well known as the world's most successful and highly frequented online sales and auction site.

In many cases, we think of it as a place to buy and sell household items and collectibles, but its potential with respect to informational products shouldn't be overlooked. One can generate profits by selling ebooks and similar items via Ebay.

Think about it. One of the most difficult parts of successfully selling your own product is generating an adequate flow of traffic to your sales page.

Often, this requires the use of an advertising campaign, affiliate program or other methods.

Ebay, on the other hand, is already visited by millions of potential buyers every single day. The traffic flow is already there for you, and if you can put the right product in front of that audience, you can reap the rewards.

A cursory examination of the informational products offered on Ebay may dissuade some online entrepreneurs from pursuing the strategy.

They will note that hundreds upon hundreds of ebooks are listed and often they are sold for only pennies. It doesn't seem as though any profit potential exists. That view, however, may be shortsighted.

Many of the bargain-basement listings are for older materials or ebooks that have already reached their zenith and are now in decline.

Many were sold repeatedly with resale rights, flooding the market with copies of the same material. If you have an exciting and new product, you may be able to avoid that fate.

Additionally, even those penny sales can turn into big money if your product is properly designed.

You can think of Ebay as a pay-per-click advertising campaign with fringe benefits. Buyers may snap up your book cheaply, but in return, you will be putting your text in front of an interested reader who may be quite likely to follow the affiliate links or up-sells offered in your ebook. The initial purchase may not actually be the part of the deal that makes the real profit.

Thus, Ebay provides two ways by which one can profit from selling their informational product.

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A new item may have a great chance at reasonably priced up-front sales.

Then, there is an added opportunity to make a residual income from the back-end of each sale. The combination can make selling your product at the auction site a moneymaker.

The information product on Ebay is crowded, but that popularity is not an accident.

It is because the system can, when used properly, work.

There are millions of visitors to the site every single day and many may be just the customers for which you have been looking.

If you have written or own an ebook of your own, selling it on Ebay may be far more lucrative than peddling your old golf clubs or that stray piece of grandma's fiesta glass. There is money to be made with ebooks on Ebay.

Doubling, Tripling, or Quadrupling the Value of Your Informational Product

The money is in information.

That's what you have been told and the people preaching that gospel have been very persuasive. It motivated you to write (or commission) a fantastic informational product in a hot niche and now you are ready to see that investment pay off. Before you try to sell a single copy, however, take a lesson from the greats of Internet marketing and optimize your ebook for success.

That doesn't just mean good design, quality content, a great sales page and eye-catching graphics. It means actually going back into the ebook and properly outfitting it with information and links that can make it an effective residual income generator.

Are you linking to another product you are offering within the ebook?

If not, why not?

Your readers, if they like the material, are going to be pre-sold on buying from you again. Give them an opportunity to make that purchase easy.

Provide the link to other sales pages in which you have an interest. Use your great ebook to sell your other great products.

If you don't have a complimentary product of your own, become an affiliate of a few nice matches and provide the links to your sites for those sales. A successful ebook can easily produce a nice cache of affiliate sales if you have tapped into the right products.

Provide some way of using the ebook to build your list, too. If your sales process doesn't involve getting your buyers on your mailing list, change that. Offer another chance via a link within the ebook. If you can get a list of prospective future buyers, that is money in the bank.

The trick, of course, is to find a way to do all of this without compromising the integrity of the ebook.

You don't want to transform a great informational source into an affiliate catalog.

It cheapens the look of the book and waters down its message.

Instead, you will need to find a way to seamlessly integrate additional offers and opportunities within it in a way that does not appear to be a mere sales ploy. That takes style, effort, and talent--combined with a level of sincerity.

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Countless Internet marketers will tell you they have sold ebooks that didn't initially produce the kind of numbers for which they had hoped that produced very successful results on the back-end.

As you prepare to launch your new informational product, be sure to outfit it with back-end opportunities that can multiply its value.

Selling your text is fine, but that is a one-shot deal.

By offering an opportunity to produce additional sales, you make it a long-term earner! The money is in information, but a lot of that money doesn't come up front. You need to optimize your informational products to grab the income you deserve.

Viral AdSense Attack Plan: A Low-Overhead Earner

If you are looking for a lower-overhead means of producing some extra revenue while simultaneously improving your search engine result placement for another project, consider combining the power of article marketing with AdSense by implementing a viral attack plan.

Article marketing is one of the best possible ways to promote your sites and online moneymaking efforts.

You are probably already doing some article marketing. The process is simple. You write an article, distribute it to various article directories (including a brief biography and a link to your site). Not only does the material appear on the directory itself, it also spreads virally, as other webmasters use the article on their own sites--publishing your link along with the material. In other words, it spreads virally.

One great article can produce scores of back links.

That's really only half of the story, though.

Those articles can also produce a direct traffic flow.

If you've been involved in article marketing, you have probably noticed that your sites receive a surprising number of hits from those articles directly. We often think of using articles only in terms of increasing SERPs, but they can also produce a nice traffic stream.

Now, consider the fact that almost all article repositories will allow you to include more than one link in that bio box.

You could use it to promote any one of your other sites, but perhaps some of the articles in support of a project don't really seem to fit with your other efforts. Or, maybe you are only working with one major endeavor and don't really have any other great places to send that traffic.

That's not a problem. That is an opportunity.

You can build a small website--maybe even a single page mini-site--devoted to a related topic that has relatively highly paying keywords.

That site can then be outfitted with Google AdSense. Those who find your article on any of the countless sites upon which it might eventually appear can follow the bio link to the mini-site. You get laser-targeted traffic as a result.

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You can ramp up the value of the site even more by providing visitors an opportunity to opt in for your email newsletter or announcers.

That formerly unused space in your bio box is not creating AdSense revenue and building your list at the same time--the ultimate source of low-maintenance future sales.

Meanwhile, it is still building your back link total for your primary effort.

Oh, and of course, you might even find your mini-site nabbing some search engine traffic because of all of those links, too.

Active article marketers add at least a few articles to directories weekly.

Within a few months, you can create a healthy AdSense bonus by applying that viral tool to a specially created (and easy to make) mini-site.

The process costs virtually nothing to implement and can produce some compelling results.

The List: A Key to Internet Marketing Success

There are a million ways to make money online.

You can blog about your hobby, toss up some AdSense and find yourself turning a few bucks.

You can take your skill as a coder public and generate income as a freelancer.

Combine an informational product with a sales letter and an AdWords campaign - if you did your homework right, you can reap rewards.

The options are limitless.

The internet is huge and growing every second. As it grows, previously held reservations about making online purchases are disappearing and options for creating online incomes are exploding.

As with most ways of making money, however, generating an income online does require effort.

Very few win the internet marketing lottery and find themselves rich overnight. Usually, it requires consistent effort and a great deal of work to become a success.

That does not, however, mean that you need to resign yourself to the idea of working sixteen-hour days until you slump over your keyboard, exhausted.

You will need to work hard, but your results will be multiplied if you work smart at the same time.

One of the smartest ways to market successfully in the long run involves the creation of your own mailing list.

“The money is in the list.” You have probably read that sentiment repeatedly if you have investigated Internet marketing at all.

The reason for the saying's popularity is the kernel of truth it contains. Money is in the list. Having a great list doesn't guarantee wealth and success, but it's a lot easier when it's there.

Here's the basic strategy.

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Over time, you collect email addresses from individuals interested in your products, services, or information.

You convince these individuals to allow you to mail them occasional announcements, interesting tidbits or outright sales pitches.

Over time, you cultivate that list.

You provide your list with opportunities and values and develop a level of trust and credibility.

Then, when you have something to sell, you tell your list.

Predictably, list-members tend to buy your products at a fairly high rate.

Everyone is looking for targeted traffic.

They spend fortunes on pay per click campaigns or for link placement in areas they think will get them that targeted traffic.

Your list is like having a ready base of prequalified buyers to whom you can speak directly without having to persuade them to visit your site.

You can get quality buyers in a number of ways, but the easiest is by managing a quality list.

If you are marketing and don't maintain a list, immediately search for ways to start building that collection of prospects.

Treat them well; offer them something of value, and eventually you will be able to rely upon them as a smart way of working hard to make money online. The money isn't really in the list--but it sure comes to you with a lot less effort because of it.

Can you be Your Own Product?

In order to close a successful transaction, you need two things:

A product and a buyer.

The rest tends to take care of itself.

However, that simple arrangement can be difficult to create.

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One common problem for many looking to make money online is finding the right product. The best results usually come when one is offering something unique, valuable and about which they know a great deal. That can be hard to find.

Perhaps you are struggling to find a product that is a perfect fit?

If so, that great offering may be reading this article right now.

You may very well be your own best product. You might prosper by selling yourself.

Many marketers have a valuable skill set that they can offer as a commodity.

Are you one of them?

Can you do any of the following things exceptionally well?

Market research

Keyword research

Site or template design

Programming

Article Writing

Copywriting

Audio voiceovers or other recordings

Graphics design

If you answered yes, you might want to consider earning at least part of your living online by offering your skills as a freelancer.

Not everyone is equally skilled at doing all things.

As a result, many webmasters and marketers are more than willing to hire someone else to take care of those aspects of their online business at which they don't excel.

Others may simply not have enough time to do everything they need to do, or they may simply dislike some aspects of their business. Regardless of the motivations, many people are looking for others to help them and are willing to pay for the privilege of outsourcing those tasks to a freelancer.

Following The Guru

Freelance work isn't necessarily easy. It comes with a host of challenges.

One must find work, price it correctly, and make sure they are paid as promised. It can be a somewhat tricky career path.

For some, however, it can be a huge success. Others may market their special talents on a need-only basis, using them as a means of supplementing their income as they improve their marketing systems and strategies.

One nice aspect of the decision to generate online income via freelancing is the fact that you can apply your Internet marketing talents to the task.

You will be marketing yourself, and you can utilize all of the strategies you have picked up while working on other projects to help you build a client base. Many freelancers lack that sales and marketing background, affording you an opportunity to get a head start on much of the competition.

If you are looking for a great product to sell and cannot seem to find the perfect fit, consider freelancing.

You may be a great product and you will probably be better able to promote yourself than you can any third party informational package or software project.

The Folly of Being an Island

Internet marketing boasts a robust community.

Hundreds of other marketers are also trying to crack the code of online success and they are willing to share their ideas while exploring new perspectives along the way. Unfortunately, many new marketers tend to believe that they are better off keeping to themselves, staying quiet.

They may fear having their ideas co-opted or stolen.

They might just be worried about seemingly silly or uninformed within the community. Regardless of reservations, however, the notion of being an isolated island of a marketer is a poor one.

Take a moment and look at some of the biggest names in the industry.

Consider those Internet marketing gurus.

They seem to know everyone and everyone certainly knows them.

They are "out there," networking, exchanging ideas, answering questions and even asking a few of their own.

If there's one thing we all know, it is that we can take a lesson from those who have succeeded. By modeling our approaches, to at least some extent, after theirs we can usually find a faster route to our own success. If you are tempted to be an island, think about that and then consider copying the proven strategy of involvement.

Consider these advantages:

First, you can make friends and improve the overall quality of your marketing experience. It may not be quite the same as socializing around an office water cooler, but it does add a human component to your online business and that is worth its weight in gold alone.

Second, you can learn new strategies, techniques and ideas.

You can also discover the ways other people have successfully dealt with the challenges you may be facing. You could reinvent the wheel every step of the way, but it does make a little bit more sense to borrow the blueprint from someone willing to offer it.

Third, you can create business contacts that will mean money later.

Countless affiliate arrangements, joint ventures, barter and other profitable business moves have been constructed because of participating in an active exchange with others in the internet marketing field.

Who knows, your answer to a question might just land you a chance to partner with a big-timer on your next deal. If you don't interact, you'll never have those opportunities.

Take a lesson from those who are excelling in internet marketing and take the time to join a few of the respected forums and to spend some of your time networking and interacting with others in the field.

You'll find that those opportunities are both very educational and potentially profitable.

Interaction is a great way to get help with problems, learn how to avoid common pitfalls and to get a stronger overall sense of the industry while gaining a variety of other unique advantages.

Doing it alone isn't just harder; it's less profitable, too.

When Swiping isn't a Bad Idea: Learning from Proven Successes

We live in an individualistic culture.

On top of that, most of those who decide to pursue a personal business as an Internet marketer tend to be attracted to doing things our way and on our own terms.

Those are great traits, as they encourage self-reliance and lead to far greater satisfaction along our path to success.

Unfortunately, these great traits can also be a hindrance to success.

Too often, we instinctively want to learn things ourselves and to do things our own way without taking previous efforts and proven techniques into account. Learning is perceived as an individualized matter and is based on trial and error.

Those errors, though, slow us down and prevent us from reaching our potential more quickly.

The idea of learning by copying may be distasteful to us on some level, but in reality, there are times when swiping is perfectly acceptable.

This does not, obviously, refer to outright theft of ideas, plagiarism, or other unethical practices.

Instead, it involves closely observing and copying overall directions and strategies used by other successful marketers and then putting our own spin on them, and making them our own.

In a way, it the old adage of “not reinventing the wheel” put into practical application.

Take, for instance, advertising copy.

Whether one is talking about solo ads or sales pages, learning the overall structures, techniques and strategies by emulating those who are successful makes perfect sense.

Copywriting is an insanely difficult process and trying to learn the underlying psychology of sales and how to translate that understanding into successfully converting words on a page from the ground up would be a lifetime process.

That's why even most professional copywriters maintain a "swipe file."

They fill it with successful ads and models from which they can work for their own projects. Instead of learning through countless failures the importance of a headline and how to construct one properly, they are able to absorb working strategies by carefully studying and evaluating other ads that meet with great success.

Another example is the creation of an affiliate program.

One could try to devise his or her own system for managing an affiliate program, but there are ready-made options and software packages available that cut the learning curve down considerably while remaining quite successful. This doesn't mean that one shouldn't strive to do something more or better. Instead, it demonstrates that one can efficiently begin to build their success without having to do everything from scratch or without a thoughtful understanding of what others have done.

You can be an individual and learn on your own, but you are more likely to experience a degree of success and to learn more valuable lessons if you rely upon others and their tested methods instead of feeling as though everything you do must be a product of your actions alone.

To Your Lifetime Of Sales Success!

Jessie McCloud

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