

The Gateway to Success - Internet Marketing Fundamentals



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Overview

This e-book is a collection of tested methodologies for building a sustainable network marketing organization from the ground up. It specifically will not teach you how to become a millionaire overnight - but it will guide you in your journey to developing a solid foundation for a residual, lifetime income.

At various points in this manual, I will provide links to services that I use and recommend. However, I suggest that you do some comparison shopping for services that may better fit your style, personality, and budget.

Building and maintaining an online business is not substantially different from doing the same with a traditional business. The primary difference is that it can be done a lot cheaper, thanks to the internet.

The internet provides two important cost advantages over traditional businesses - the real estate is much less expensive, and you can reach a lot more people on a limited advertising budget.

What this e-book covers:

How to choose a product or service to market

What you need to know about a start-up network marketing business

Basic business management principles

Funding your home-based-business

How to develop an internet marketing strategy

Financial management principles

Personal development and self-motivation

Selecting the Right Business

This is probably the most crucial step in the process. Finding the right product or service to market will ensure that the organization you build will lead to a secure and permanent residual income. Consider carefully the following parameters when making your selection:

Company management experience with integrity

Research the company and the principals - you can do a Google search with the name followed by the word [scam] (in brackets, just as it appears) to get an idea of how reputable the company and the principals are. Keep in mind that even trustworthy people will generate some degree of negative feedback from disillusioned marketers. Don't be misled by the number of results you receive. Take a close look at a sampling of the results before you reach any conclusions.

When you feel that you have targeted a potential opportunity, contact the company directly and ask for copies of their Policies and Procedures, Terms and Conditions, and the Compensation Plan. No reputable company should have any issue with providing this information before you sign on as an affiliate. Remember, this is a business that YOU own and operate, and as such, you are forming a partnership of sorts with the company. They should not have any problems with full disclosure of the details of the partnership.

Timing in the company and industry are very important

Avoid ground floor, pre-launch, re-launch, get-it-while-it's-hot, limited time offer, only two spots left "opportunities". The rule of thumb is - if it's good now, it will be even better in two years - providing the company is still in existence. The failure rate of these companies is astronomical, so if they survive for a couple of years chances are they will be around long enough to risk investing in.

On the other hand, too much name recognition can be just as bad. You want to offer products and services that are innovative and state of the art stuff, but with enough of a reputation that people can develop some level of trust. Companies that have been around 10 or 20 years may have great products or services and be extremely reputable, but chances are there are so many affiliates and distributors around that you could find yourself competing for a dwindling market share with more experienced entrepreneurs.

Find a product or service that is remarkable

Find something that is distinguishable from similar offerings. If it is something that people would be interested in even without the business opportunity attached, chances are it will be marketable.

The key to successful marketing is differentiating yourself and your product or service from others. Differentiating yourself will be covered in another section, but finding a product or service that stands out from the rest will make building the business much easier.

Review the compensation plan carefully

Understand the compensation plan thoroughly so that there are no surprises down the road. If you're like most network marketers, your eventual goal is to retire with a residual income at some point in your life. Many companies (especially those concentrating on direct sales of physical products) require their distributors to maintain a certain level of retail sales in order to qualify for the residual income they advertise - which means that you can never really retire.

Crunch some numbers. Ask the following questions of the company rep with which you've made contact: How much do I make per distributor if they duplicate my efforts? How many downlines do I need to make my target income?

Ensure that the company has systems for success!

How do the top earners do the business? Is it duplicable? Can it be done by the part-timers? Most people who get involved in network marketing, MLM's, or home-based-business are initially looking to supplement their income on a part-time basis. Those that are successful eventually replace their jobs and do the business full-time - but that takes some time and effort to achieve.

Home Based Businesses – Myth or Magic?

The short answer is – there are a lot of myths, and very little magic.

Any home based business you choose is going to take some work on your part...and chances are you won't get rich overnight. Some of the opportunities advertised are simply pyramid schemes disguised as a business, with specific wording included that takes advantage of legal loopholes that exist (for now).

The good news is that there are many legitimate opportunities advertised – in fact, so many that selecting one could drive a person crazy. So how does one go about choosing a home based business that will work for them? Ask yourself the following questions when determining whether a home based business that you're looking at will be appropriate for you:

- Does it sound too good to be true? If so, it may be...on the other hand, that should not be the sole determining factor in your decision. There is a lot of money to be made out there, and it is easier than you think.

- Are you willing to do what it takes to recruit the way you're being recruited? For example, if someone spends 30 minutes on the phone with you and gives you the hard sell routine, are you going to do the same? Many of these opportunities involve a great deal of phone time; if you're extremely uncomfortable with that you should look at something else...but keep in mind that whatever you choose, you will have to develop new skills and talents.
- What are the actual costs? When someone is trying to recruit you for a particular business, ask a lot of questions about average operating costs, the amount of time and effort it will take to realize the profits they're claiming, and details about the compensation plan. If they are reluctant to give you this information, there may be something fishy going on. Answers to these questions should not be part of the training process after you buy into the business.
- Can you realistically make time to do what's required? Don't fool yourself into believing that you'll do this in your "spare" time – most of us don't have any...but if you are willing to cut out some of the leisure activities in your life (at least temporarily) you can be sure that down the road you'll have more recreational time than you do now.
- Do you like the person that's trying to recruit you? Most home based businesses require you to spend a lot of time interacting with your sponsor. Figure out if you like them...you may not like all the people you work with in your 9-to-5, but this is a little different. You are going to become a partner in many ways with your sponsor/upline, so be sure he or she is someone you are willing to spend time with.
- Can you afford the initial investment? Using the rent money to start a home based business is risky – if you're confident enough that you'll recoup your investment in time to pay the bills, great – just be aware of the risks and have a fallback plan.

These are the most important factors to consider when looking at a home based business. Another thing you need to keep in mind...almost every program you get involved in is going to stress personal development. There is good reason for this, and some of the things they ask you to do may sound goofy (like telling yourself aloud every day how great and successful you are). The truth is that this concept has been around for a long, long time, has been proven highly effective, and will be an integral part of your success.

I started in Network Marketing in the fall of 2005 - and like most, I fell flat on my face the first time around...and the second. Then a couple more times. I finally decided that my best bet was to retreat a bit and study what the successful network marketers were doing - and what they weren't doing.

When I finished my research, I started looking for a company that fit the profile of what I had determined would make a good, solid opportunity, and also fit my style and personality. It didn't take long to find one. There is a multitude of legitimate concerns doing business on the internet, in a wide range of industries. The company I chose as my primary business is [Success University](#). I'd like to invite you to take a look at what they have to offer - simply click on the in-text link and your browser will take you there.

The Necessary Skills

Starting any new business will require you to gain new skills and develop new talents. The good news is that there is a lot of help available. If you've been careful about choosing a sponsor/upline, he or she will be able to provide guidance to assist you in developing the skill sets you need to be successful.

Begin with something that looks relatively easy, even if it's completely outside your realm of experience. Get comfortable with it, gain a little proficiency, and move on to the next thing. You don't have to be the world's greatest at any one of these methods to be a success in your online business; you just need to do them consistently.

You'll find two things to be true as you start to make progress. First, as you begin to learn new things, your mind will become used to processing new information and the next course of action you take will become easier. Second, you'll gain confidence that you can accomplish things that seemed formidable when you started out, which will in turn, add to your momentum.

You also need to realize that not everything you do is going to bring immediate results...so don't get discouraged, and don't sit back and wait for things to start happening. When you're confident that you're doing something moderately well, keep doing it and take the next step. Complacency and procrastination will kill a start-up business before it even has a chance to take root and begin growing.

Strategic and Tactical Planning

Any business you undertake, whether online or offline will require you to develop a strategic and a tactical plan. Strategy is a broad overview of the tasks you need to complete in order to build and maintain your business; tactics are the details of how you intend to achieve those goals. As an example, advertising your business with a pay-per-click campaign is a strategy, the detailed list of how you're going to implement the campaign is your tactical plan.

A method I have used for many years is to write down the major tasks needed to get a project implemented from the ground up, then go back and fill in the details. There are two schools of thought on this phase of the planning process - bottom-up, and top-down. I prefer the bottom-up approach, and recommend it because it is less likely that you will omit a crucial step in the process you are creating.

The bottom-up approach is this:

- Envision and document your desired end result
- Determine the last step needed just before that vision can become a reality
- Determine the step just before that step
- Keep going until you come to the logical first step
- Reverse the order of the tasks you've come up with, and you now have a tactical plan!

You may find in the beginning that you've still missed a couple of steps while creating your tactical plan. Don't worry too much about it, that's just part of the learning curve and you'll get better as you gain experience in your business and the planning process.

Now that you have a plan in place, schedule the tasks that need to be completed for you to achieve your stated objectives. Be realistic, and if things don't go exactly according to plan, don't worry. Adjust as you go along, and keep plugging away!

Keep in mind that as your business grows, your strategic and tactical plans and the schedules to implement them will change and grow as well. Nothing is written in stone - remember, it's your plan and you can do anything you want with it!

You are going to need a website...

and I'm not talking about the ones that are directly linked to your business or affiliate program. I'm talking about a custom website, for **you**, by **you**, and about **you**.

The core concept is that Network Marketing is all about relationships. Not the product or service. Not the company. What you REALLY need to be marketing is yourself, and you had better make sure that you're worth the investment. If you're truly in this for the long haul, you'll have to establish some credibility in the marketplace. If all you have are a collection of flash pages linked to affiliate programs, no one will take you seriously...and there are so many copies of these pages that the search engines ignore them, which means that they will never be indexed or ranked. I'll expand on this theme a bit more later on.

Don't let the idea scare you. There are many ways to go about getting a custom website. You can build one from scratch using free tools and advice from a number of good sources on the internet. You can also purchase templates that make the job a lot quicker and easier, or you can pay for a turnkey webpage done by a professional. This last option could be costly, but if you're interested in exploring that avenue, you can usually find some enterprising college student that will do quality work for a little extra spending money.

I created a custom website in under an hour with no prior experience using the [Global Domains International](#) platform. I have since learned to create a website using an HTML editor and templates I downloaded from the 'net - both free - and it didn't take very long to come up to speed. I have kept my original service for the business opportunity it presents, and I can use the server space as a vehicle for advertising.

You will have to develop some writing skills

While this may sound beyond your reach, I can assure you that it is not. I have read many books, articles, and forum posts on the subject, and they all say pretty much the same thing - sit down at your keyboard and write like you talk! It's that simple to start...although I recommend you carry it a bit further.

After you've got a chunk of text written, go back and do a little editing using the following guidelines:

- Break the text up into readable paragraphs of three to four statements. You want the reader to stay engaged, and if your paragraphs look too long many readers will move on without hearing what you have to say.
- Now make sure your sentences read well. I personally have a tendency to ramble, so I need to be very careful of sentences that run on and on and never seem to end which gives people a sense that I'm completely unaware of what a period is from a grammatical point of view, plus it tends to be very confusing and your readers will probably forget what you're trying to tell them by the time you get to the end of the sentence which is definitely not what you want when you're trying to make something easy for people to read and understand. Get my point?
- Come up with a catchy title or headline. You can do a little research on what will hook your reader, but what typically works for the moment are things like "How To...", "7 Tips On...", "Great Ways To...", and so on.
- Structure your content so that it flows. The generally accepted rule is - give the readers a preview, give them the main idea(s), and then recap what you've just told them.
- When you're done with the previous steps, run it through a spelling and grammar check. The idea behind writing is to get people to read what you've written, and come away with the notion that you know what you're talking about. If your content is full of glaring misspellings and poor grammar, you will not create a good impression. On the other hand, don't be so compulsive about it that you sacrifice readability on the altar of perfect punctuation.

So there it is in a nutshell. Writing can be easy, and with a little practice can be fun and profitable. Just keep in mind that your primary goal is to catch and keep the reader's attention for the entire length of the article, and you'll do well!

Your writing skills will serve you in a variety of ways. Articles and Blogging are ways to get free exposure in the marketplace, and will bring some long-term, residual income in the form of traffic to your website. Just write about something the same way you would talk about it. Do some research on the internet if you need to learn about a particular subject, sit down and plunk away at the keyboard. I promise you it gets much easier with practice!

Phone skills

If you're like most people, you hate the idea of picking up the phone and calling someone to pitch them on your business. However, if you utilize the tools outlined in this e-book and develop some of the skills discussed here you'll have people either calling you, or inviting you to call them.

Organizational Skills

Starting and running a business takes a lot of time and effort. Developing good organizational skills will save you a lot of valuable time and make the administrative tasks of operating your business much easier.

Arrange your desktop - the virtual and physical ones - so that you have easy access to the information you need on a regular basis. Set up a method to track expenses, whether it's an off-the-shelf software package or a series of spreadsheets.

Manage your time wisely. You've developed strategic and tactical plans and the schedules to implement them, now you need to be diligent in keeping to those schedules as closely as possible. It's easy to become distracted by that e-mail you just got about "The Greatest Thing to Ever Hit the Internet" that promises to make you a millionaire by the end of the month. Chances are if you've gotten this far into the material you're reading, you've realized that you're not the one that's going to get rich from that particular scheme. Keep on track, and keep focused!

Tools You Will Need

There are a number of tools available that will make the building and maintenance of your online business easier, and allow you to grow quickly.

Broadband Internet

If you don't already have it, you'll need a high-speed Internet connection. You will be spending a lot of time on the 'net, and dial-up will slow you down. The good news is that the cost can be justified as a tax write-off.

Long-distance calling plan

This is a judgment call in terms of timing and cost/benefit, but is a service that you will eventually need. Research what an unlimited calling plan will cost you and when it becomes clear that your spending more money (or time) than your measured-rate calling plan can justify, make the switch. By the way, it's another tax write-off.

Website creation...

is easier than you might think. As I've mentioned before, I started out with [Global Domains International](#) just to get my name and content out on the internet. Their platform also introduced me to some basic HTML coding, and I eventually downloaded a free HTML editor called [SeaMonkey](#). There are also many, many free templates available on the internet that you can download and use to create a very professional looking website that the search engines will find, index, and rank automatically.

What is crucial to getting a website indexed and ranked is content. Content is king. It doesn't have to be grammatically perfect, but it should read well and contain keywords and phrases relevant to your business. More on that later...

Another key factor in getting your website indexed and ranked is linking. This is a process by which you and other websites catering to similar interests link to each other. The ultimate is to get others to link to you without a reciprocal link back - but for someone just starting out, that may be a little tough. Linking will make it easier for the search engines to find your website.

You need an auto-responder

This service provides a way to automatically send e-mails to people who sign up for information you've offered, usually about a product or service you're selling. You've seen the front-end of these on many webpages - the place where they ask for a name and e-mail address, sometimes even more information.

These are called "lead capture" or "squeeze" pages, and they allow you to build a list of people that are interested in what you have to offer. There are a number of good auto-responder services out there, which will include the tools you need to generate the lead capture scripts for your website.

The service I use is [GetResponse](#), but I also took a close look at another popular service called Aweber. Some internet marketers use both; I prefer to stick with one vendor in this case. Do some comparisons on various services, and make the choice that works best for you and your business.

SEO - Search Engine Optimization...

is something you will need to know something about. You don't need to be an expert, but you should understand the basics. This is where keywords and keyphrases come into play - while your content has to appeal primarily to the human readers, it is also a good idea to include popular words and phrases for people who are conducting a web search for someone like you. Including the appropriate keywords and phrases will result in your website being noticed by the search engines, indexed, and ranked for the humans that are looking for what you have. [Google](#) will assist in keyword generation, or you can download a free copy of [Good Keywords](#) to install on your computer desktop.

Advertising your business...

will take many forms, ranging in cost from zero dollars to the-sky's-the-limit. Keywords/phrases will play a big part in how effective your advertising is, and how well the readers respond. Which brings me to another necessary tool for the aspiring network marketer - ad tracking. You need to be able to measure the response to each ad for every method you use to determine how effective it is. It may be possible to do this manually when you first start out, but when you get rolling you will need some type of tracking software or service. I use and recommend [AdMinder](#) for this purpose. It is reasonably priced, and is easy to set up.

I'll cover the various forms of advertising in more detail later. For now, concentrate on the basic tools and skills that you need to build your organization. These skills should be acquired pretty much in the order presented, and will tend to build on one another...and believe it or not, there are thousands of experienced internet entrepreneurs out there that are willing to share technical tips, design ideas, etc. with the novice marketer. Tap into blogs and forums about any subject you want to research and you'll find more information than you could possibly imagine!

Don't be overwhelmed by the amount of stuff you need to learn about this industry - take it a step at a time, learn each element moderately well before you tackle the next one. You will gain skill with practice, and remember that the best way to eat an elephant is...one bite at a time!

Funding Your Business

Many network marketers fail because they give up just short of the goal...and keep in mind that the goal is PROFIT. Not just revenue - bringing in more money than you're putting out. One of the major obstacles to establishing any profitable business is getting to the point where it is a break-even proposition, and then turning the corner into generating profits.

What most people don't realize is that there are a myriad of tax incentives to ease the financial burden of running a home-based-business. Congress has enacted a number of laws designed to encourage entrepreneurs to establish and maintain a business from

home that will provide a secondary income. This is a win-win situation for everyone involved - the owner of a home-based-business gets to write off a LOT of things that most people do not, and the government reaps the rewards from those who do it well enough to make money at it in the form of tax revenues.

The average person can realize tax savings of \$4000 to \$7000 per year if they own and operate a home-based-business - that's a minimum of \$16 per workday (based on a 5-day workweek and a two-week annual vacation).

These are legitimate tax breaks authorized by Congress, specifically designed to encourage entrepreneurship in America. One of the bills passed allows you to calculate your savings and change your W-4 to realize an immediate increase in your take-home pay - which you can use to fund your business!

Most CPA's are not aware of these legitimate deductions. Then again, with a tax code that comprises over 18,000 pages, it's no wonder that they can't keep up with everything. A conservative estimate of the tax dollars OVERPAID by the self-employed and small business owners in the US is [\\$160 billion dollars](#) annually!

There are also ways to generate income by doing actual, paid work on the internet. Be very careful about the "data entry from home" schemes. There may be some that are legitimate, but I have yet to hear of any. I've resisted the urge to purchase any of the information these ads are selling, but I've gotten a lot of input from others that indicate that they are scams. What they neglect to mention is that "submitting" your "data" or "ads" to the companies that are listed in their "report" actually amounts to you paying for advertising as an affiliate for a host of other peoples' businesses. If your advertising is effective, you get commissions. If it isn't, you lose.

Other plans have you join hundreds of free affiliate programs and then advertise on free ad spaces. These are so ineffective that you'll end up working long hours for next to nothing...but the person that sold you the "report" just made a tidy little profit from you, and probably hundreds of others like you.

There is real work available! You can make money by writing articles. Below is a list of websites that will pay you for articles that you write on an unbelievable number of subjects - anything you can think of, and some you haven't.

These are free services - I personally use the first one listed. I am not making a fortune writing articles, but it brings a little money in the door each month, which helped keep me going during my start-up phase. The added benefit is that you will gain experience in honing your writing skills, which will serve you well in all your future business endeavors. The editorial staff will even provide writing tips to help improve your skills.

[Associated Content](#) - no fee, \$3 - \$40 per article accepted.

[Jungle Page](#) - no fee, about \$5 per article, academic subjects.

Freelance referral pages:

[Freelance Writing](#)

[poewar](#)

[SUNOASIS](#)

[WorldWideFreelanceWriter](#)

[WritingWorld](#)

[FreelanceWritingOrganization](#)

[TelecommutingJobs](#)

Managing Your Business

The one place where many entrepreneurs fall down is in the basic management of their business. Being successful in any business venture requires at least a minimal amount of management skill.

The most important thing...

is to keep track of your money! Knowing where your money is being spent, and how effective those expenditures are in generating revenue will often mean the difference between success and failure. At the very least, keep track of your cash flow on a regular basis - cash in, and cash out. No business on the planet can survive without knowing what their financial status is at all times.

Keeping records is a big pain...

however, not keeping records is an even bigger pain. When tax time rolls around and you need to figure out what kind of profit your business has generated, you will understand this completely. There are software programs available that will assist in record keeping for your business, or you can use spreadsheets to do it manually.

Record every expenditure related to your business. Website subscriptions, hosting services, educational materials, stamps, envelopes, paper, printer cartridges, etc. Keep track of the miles you drive related to your business; it is a [tax write-off](#). Running a legitimate home-based-business will entitle you to write off a portion of your housing expenses, whether you're an owner or still renting.

Sales revenue is NOT profit...

I see so many ads on the internet and have heard so many sales pitches talking about the money these guys are raking in, complete with screenshots of their accounts to prove they are getting rich. What you don't see in these ads is what it took to get that revenue in the door. For example, if I pay \$5,000 for an ad campaign and invest 100 hours of my time, and my sales revenue from that campaign come to \$5,100...I just spent 100 hours of my life working for a dollar an hour. You get the picture.

Speaking of profit, the government is going to want some of it. When you get past the break-even point and start generating profits, make sure you tuck a percentage of it away in an interest bearing account so you can pay your taxes when they come due. Too many small businesses have had to shut their doors because they end up scrambling to find the funds to pay their tax bill when the time comes.

Your business revolves around information...

your financial records, business contacts, websites you've bookmarked, etc. Protect it well! Store the information you receive and generate in relation to your business in more than one place. I recommend at the very least that you get an external hard drive and do a weekly backup of the data vital to the running of your business. There are also services available, some free, where you can store critical files. You can also burn the information to a CD and keep it at a friend or relative's house.

Your most important physical asset is your computer.

Safeguard against accidental or deliberate damage to that asset by investing in the proper protection. Buy a surge protector for your computer, preferably one with a battery backup built in that will allow you to shut down gracefully in the event of a power outage. One can be purchased for less than \$100, and can potentially save you a lot of grief. And get a good anti-virus program! I personally recommend PCcillin by Trend Micro...I've used both of the other, more popular brands and have had my computer infected with viruses that I didn't even know existed.

Manage your time effectively and you will experience much less frustration in the overall management of your business. Schedule a timeslot for every business related task and stick to it as closely as possible...including the administrative tasks discussed here. It may seem like it takes a lot of time away from doing the things that will generate revenue, but in the long run the time you invest now will more than pay for itself.

Internet Marketing Strategies

Before we get into marketing methodology, let me say that although it is vitally important that you create and publish your own website which will become your primary marketing site, it is perfectly acceptable to start advertising any and all of your products and services before you get your webpage up on the internet. At the very least, you will start

to get an idea of what it takes to get your name out there, which will be great practice for when you have all the proper components in place.

Remember that the primary goal of advertising is to get people to view your website - the one that markets **you**. The ultimate goal is to get them to sign up for the products and services you are offering.

I've spoken of the importance of developing writing skills in order to become an effective marketer, and your advertising will depend heavily on how much time and effort you have devoted to this. Remember that it is important to use some method of tracking the amount of response to your advertising, so that you can measure its effectiveness.

Free Methods

Bloggng - blog is short for web log, and is simply a venue for commentary and discussion on any subject you can think of. Publishing a blog is easy - go to [Blogger](#), sign up and start writing! As a network marketer, you obviously want to write about your experiences - and then invite others to join in via other forms of free advertising. This is great exposure, but be sure not to play up on any lack of knowledge you think might be a deterrent to others joining in your discussion. Look for other blogs related to Network Marketing, and invite the author to trade links.

Article Writing - as I've mentioned on this website, I do some writing for pay at one of the sites for which I've provided a link. When I submit those articles for pay, I make sure that I indicate that it is NOT for exclusive use - which means that I am free to publish the article elsewhere. I can then take the same material and submit it to article directories for publication. In fact, I use a service called [Article Marketer](#) that submits my articles to multiple directories, but this is something that can also be done manually without too much effort. Conduct a web search and you'll find hundreds article directories.

The key to monetizing your articles is the resource box - when you submit an article, there is a special "about the author" section that you'll need to complete. Write a short (and complimentary) blurb about yourself, and include a link to your website. Remember that you are a network marketer, and image is everything. Even if you're not "successful" in whatever terms you feel are applicable, THINK of yourself as a Network Marketer and write about yourself in that regard.

Forum Marketing - there are too many forums out there to even start listing them. I recommend you do a Google search with subject+forum - choose any subject you like; there are thousands of things that are of interest to network marketers. Visit a couple of forums for ideas on what those subjects are, and then do more Google searches. The key to being successful in this arena is to find forums that have active, current and relevant postings and make a real contribution to the discussion. Blatant advertising will not bring the results you seek, and may get you banned from the forum.

As with article marketing, the signature page (like a resource box) is where you will enter information about you and your business. Join 3-5 forums, and post to them often. Once a day would be ideal, several times a week at minimum.

Free ad spaces abound on the internet. I've used them with limited success, but considering the cost (free!) it is a good place to invest a little time when you're getting started. Simply conduct a Google search for **free classified ads** and several variations of the term, and select sites that look like they get consistent traffic - which will be evident if there are constantly new ads being placed. If you've developed or are utilizing some method of tracking, you will start to learn what is effective in your advertising and will be ahead of the game as you move into the paid advertising spaces.

Paid Methods

Ezine ads are a good way to get exposure in the marketplace, but you need to do some basic research on the publication to make sure you're selecting the right one. As always, make sure the ezine publishes content that is relevant to Network Marketers. Contact the owner to ask some questions:

How many subscribers do they have?

How many new subscribers weekly? Monthly?

How often is the newsletter sent out?

Have ads for the same or similar businesses run recently?

Pay-per-click (PPC) advertising is a very effective way to drive traffic to your website. Rather than go into a lengthy discussion of this method here, I suggest you download [Maximum Effect](#), the definitive guide written and published by the folks at Google. It's free, and has a ton of good information.

At the risk of sounding redundant, I want to emphasize one last time the key concepts of effective advertising...

Market Yourself!!!

Content is King!!!

Track your advertising!!!

Success Principles

Creating an online business and building it to the point where you can quit your day job takes time, effort, and even a little money. It's easy to get discouraged, especially when you're doing all the right things and nothing seems to be happening. In the words of one of my mentors, when it seems like the best idea is to just chuck it all and get a second job...

"DO NOT GIVE UP! DO NOT GIVE UP! DO NOT GIVE UP!"

He compares his success in internet marketing to an Angel that will visit you after you've proven that you have what it takes to stick to your guns. Suddenly, as if out of nowhere, success lands on you!

Attitude is key!

Believe in yourself and your capacity for success. There are a ton of personal development books, programs, websites, etc. available - tap into a variety of resources to keep a positive mindset going.

Ignore all the "dreamkillers" that you run into – the easiest way to fail is to allow someone to convince you that you can't succeed. Even if they believe they have your best interests at heart, or have tried and failed themselves, doesn't mean that you can't do it!

The Power of Visualization

We have all heard of the tremendous power of visualization - the process of creating a mental picture of what you want as a means of acquiring or achieving something you desire. While it may seem like a lot of metaphysical mumbo-jumbo, I would challenge you to reflect on the goals in your life that you have realized and conclude that visualization was not an important part of the process.

Create a strong mental image and bring it to mind several times a day. As part of my personal development program, I have documented what my goals are. I have them stored on my computer, and have a program that causes it to pop up several times a day. At first, I was just reading them, but an odd thing started to happen after about a week. As I read them, I unconsciously brought up the visual image I had created. In my mind's eye, I actually see the ultimate outcome of goals I have set for myself.

Three vital aspects that cannot be overlooked in order to make this process work are:

- Visualize. Picture the detailed end result of having reached your goals, whether they are tangible objects or intangible objectives. View these pictures often.

- Verbalize. Say them out loud, even if only to yourself. This will make the goal more real to both your conscious, and more importantly, your subconscious mind.
- Share. If your family and friends aren't particularly supportive, find people who are. The internet abounds with forums where you can find positive input from people who are of like mind - and they are quite often able to provide tips and advice to make the road a little easier to traverse.

Even if you are skeptical about this method being effective, you should give it a whirl. I guarantee you that nothing bad will come of it, and the potential for astounding things to happen is mind-boggling!

Network Marketing Requires Willpower!

"Champions aren't made in gyms. Champions are made from something they have deep inside them - a desire, a dream, a vision. They have to have last-minute stamina, they have to be a little faster, they have to have the skill and the will. But the will must be stronger than the skill."

This is a quote from Muhammad "I am the greatest!" Ali...and you may be wondering what it has to do with Network Marketing.

If you are new to the world of Network Marketing, you are going to have to develop some new skills to ensure long-term survival. Writing skills, website creation, search engine optimization, ad copy writing, and basic business management skills will all become crucial to your continued success.

Regardless of your age or your level of life experience, you can probably think back to something you have learned in the past and come to the realization that you didn't do it well the first time. Whether it was playing baseball, riding a bike, ballet, knitting - you name it - it took some practice before you did it with any level of expertise. Even in your current job or profession, you probably started at rock bottom and moved up as you gained proficiency in your newly acquired skills.

You're going to be doing the same thing in your new business, with one major difference - you are going to be the primary motivator in your quest to improve upon your abilities. You are going to be your own boss in your Network Marketing venture, and you have to be a little tough on yourself if you're serious about achieving your goals.

Which brings me to what I consider the most important part of Muhammad Ali's statement - "the will must be stronger than the skill." You have to have a strong desire to succeed, and the will to carry you through the difficult times. You need to be willing to accept failure, learn the lesson it offers you, and move on.

How to Overcome Network Marketing Paralysis

Will Rogers said, "Even if you're on the right track, you'll get run over if you just sit there."

This is true for all aspects of your life, but especially in your online business. The problem is that there are so many things to learn, so many things to do to get the ball rolling, that it is easy to become overwhelmed. People get so paralyzed by confusion about what they should do, and in what order, that they end up doing nothing at all.

There is a popular mantra used by Network Marketers: "It's simple, but it's not easy." This may seem like a contradiction, but what it means is that the methods you need to use to get your business going are not rocket science...but getting started and gaining momentum can be difficult.

I have my own mantra that has served me well over the years. "It takes less energy to change direction than to overcome inertia." I don't remember enough about my high school physics class to know if that's strictly true, but from a motivational perspective, I can tell you that it works. The trick is to quit thinking about doing, and just start doing.

Whatever business you're in will require you to do things you've never done before...create an advertising campaign, write articles, build a website, etc. The list of new things you will have to learn to do can take on the appearance of an invincible monster. The best way to defeat the monster is to start taking action.

Begin with something that looks relatively easy, even if it's completely outside your realm of experience. Get comfortable with it, gain a little proficiency, and move on to the next thing. You don't have to be the world's greatest at any one of these methods to be a success in your online business; you just need to do them consistently.

You'll find two things to be true as you start to make progress. First, as you begin to learn new things, your mind will become used to processing new information and the next course of action you take will become easier. Second, you'll gain confidence that you can accomplish things that seemed formidable when you started out, which will in turn, add to your momentum.

You also need to realize that not everything you do is going to bring immediate results...so don't get discouraged, and don't sit back and wait for things to start happening. When you're confident that you're doing something moderately well, keep doing it and take the next step. Complacency and procrastination will kill a start-up business before it even has a chance to take root and begin growing.

So get on the right track, and keep moving! Don't let the train run you over!

Recommended Reading

[Dare to Dream and Work to Win](#) by Dr. Tom Barrett

Dr. Barrett is an entrepreneur that clearly understands and explains in a straightforward manner the business and psychological workings of success.

[The Four Agreements](#) by Don Miguel Ruiz

Medical doctor and shaman Don Miguel Ruiz explores and explains the ancient wisdom of the Toltec and how it applies to our present-day lives. Fascinating reading and incredibly enlightening!

[Think And Grow Rich](#) by Napoleon Hill

Originally published in 1937, the principles outlined in this work hold true today - a virtual blueprint for success.

[Left Handed Soldiers](#) by Gary Eby

The message that is conveyed in this work is invaluable to those that are constantly battling the specter of the past. The words contained herein give new hope that it is possible to achieve what others may think is impossible.

[From the Hood to Doing Good](#) by Johnny Wimbley

This highly successful entrepreneur and motivational speaker chronicles his journey through an extremely difficult beginning to generating enormous success in life. A must-read for anyone that thinks their past is holding them back...

In closing...

I hope you've enjoyed this material as much as I've enjoyed producing it, and find it useful in the creation of your online business ventures! I will be updating the work periodically, so check the download page once in a while for new material.

I would love to get your feedback! Please post your comments to [The Gateway Blog!](#)

Thanks, and here's to your incredible success!

Bill Cox