

# The Project Marketer Chronicles

## Internet Marketing and YOU

So what is this all about? After reading comments from people on my blog, going through all of my email for the past month, and remembering all of the most recent conversations I have had with those getting started in Internet marketing, I realized that it is probably best we all start at the beginning. I need to start at the beginning because the vast majority of people who want to make money online have absolutely no clue what they are doing.

There...I said it.

I am not saying that to purposefully ruffle your feathers or anything. I am just stating the obvious truth. It is a fact that the majority of people who come online looking to make money have no clue what they are getting into, AT ALL. They want to earn money but that is about as far as they get, and unfortunately, a large majority of them stay there too.

Let me be the first to tell you that WANTING something, even wanting it really bad to the point of it being an obsession, will not make it happen. Everyone I talk to WANTS more money, but it turns out that most will not take the time to learn and acquire the education necessary to become a marketer...plain and simple. For if you want to make money online, in any capacity, you will need to learn marketing. You will need to become a marketer. Are you ready for a new career? I mean that in all sincerity.

Here is a perfect example of what I mean. The best way is to simply show you an email I received in regards to me trying to kick someone in the butt and get them going.

I sent an email to this individual who is trying to get something going online and asked him if he was ready to begin or not. I told him he needed to start and I gave him a rundown of the basic tools I felt he needed to start. Here was his reply to me...also please keep in mind that the total start-up cost for him to begin a business was under \$150.

I point blank asked him “So, are you ready to get started or what?” He said:

“only if you have something affordable to get started with... I'm talking poverty level, not guru level...

Additionally, I don't get marketing, any of it, online or off. I've tried several plans. I go cross-eyed when I try to read the gurus; they're ALL "pie-in-the sky". There is nothing concrete to get hold of... it's all abstract and theoretical. If someone has literally thousands of dollars to work with for the long haul, they can make almost anything work. I'm retired military, I'm a technician. I didn't study business and economics and marketing. I turned wrenches and read electrical circuits. I'm a marketing dummy. And I despise selling.... the majority of profit-taking salesmen are flat out liars.”

After I read his reply I simply just deleted him from both of the marketing lists he was a member of. That is it. He won't make it period...ever. I have to show you this as an example because this man wants to earn money online but he refuses to learn how to do it. He doesn't get it...he admits that he does not know how and by his reply, it is fairly obvious to me that he does not consider that learning how is an option. He wants the effect to happen before the cause, which is an impossibility. This type of thinking is insane, but for some reason it is all the rage online!

I want you to really look at this and remember it good. What does it matter if he finds something he can afford? It is already money down the drain. If he can afford \$47 he will spend it...again and again and again and what he is looking for is exactly what he despises. How is that for a case study?

Wanting something is not good enough. Never forget that. If you want to make money online you are going to have to enter the world of sales, marketing, business and production... AND you are going to have to leave the world of buying and consumption. This is going to require a complete 180 degree turn from how you normally view the world.

You are going to have to understand money and how it moves, otherwise you won't know how to re-direct the flow of it to yourself. You are going to have to recognize that profit, as a motive for your actions, is not a bad thing. In fact, profit is your goal and thus your motivation. You WILL have to understand free market economics and you WILL have to earn your way.

The Internet is about commerce and the flow of information. The Internet is a money making machine and you have to start thinking of how much of that commerce...that flow of money, you want to direct into your own pockets. And if you want to make money online, you simply have to learn how it works. You are going to have to define your learning objectives. Lets start with a few definitions just to get your brain warmed up.

### **Marketing:**

1. The act of buying or selling in a market

2. the total of activities involved in the transfer of goods from the producer or seller to the consumer or buyer, including advertising, shipping, storing, and selling.

### **Entrepreneur:**

1. a person who organizes and manages any enterprise, esp. a business, usually with considerable initiative and risk.

### **Producer:**

1. a person who produces.
2. *Economics.* a person who creates economic value, or produces goods and services.

Everyday millions of people come online looking for information...they search for answers to their questions. They look to buy products and services which fill a need or a want. This number is going to increase each and every year without fail, and this is what we call traffic. Because of this traffic, fortunes will be made and will continue to grow.

But no money will be made by anyone who does not, or who will not take the time to “do their homework” and learn to acquire the skills necessary to make this money. I am talking about long-term skills here. You need to understand what a marketer is, what a marketer does, and what will be expected of you to earn this money. It does not fall out of the sky nor materialize just because you need it or want it.

**There is no such thing as an easy fortune. The Internet is too big for you if you come with the plan of playing it small.**

So in a nutshell, here is what you don't do...

**You DON'T:** buy crap that promises easy riches only to realize that you actually have to learn something about marketing to make money in marketing. (Imagine that!)

**You DON'T:** Then decide that this is too much work to acquire the skills needed to earn the money you want (to become a marketer) and go and buy another ebook or opportunity that will hopefully, this time, give you what you want without having to earn it.

**You DON'T:** try another new program, or ebook, or system for another 20 days or so, only to realize it also requires a bit more knowledge and work than you were hoping and then quit that one as well so you can once again buy something else that promises you won't have to actually learn the skills necessary to earn the money.

**You DON'T:** do this over and over again for several years until you come to the conclusion that everyone is out to get you...conclude that those damn “Gurus” are nothing but crooks out to steal your dream and your money from you...start calling everything a scam.

**In other words You DON'T expect the effect (wealth) to come before the cause (the knowledge and education needed to achieve that wealth.)**

You CAN make money at will...you CAN make thousands over night. You CAN write your own paycheck and get rich quick, but ONLY IF you recognize that it is impossible for you to have the effect before the cause. You cannot expect that once you earn the money you will then have time to learn what is needed to...ummm...earn the money! Man...I hope that sounds backwards to you because it is!

There are many reasons why people fail online. Some of the reasons are:

- 1) Information overload (a refusal to learn one thing at a time)
- 2) No step-by-step system (there ARE proven ways to make money online)
- 3) Can't do technical stuff (FTP, HTML etc.)
- 4) See reason #1

Look, the list goes on and on and I don't really feel it is helpful to get into it here because you can actually lump it all together into one real easy truth...

**The #1 reason why people fail online is because they NEVER recognize that it is all up to them to do it. They refuse to acknowledge that they will have to learn a new skill set. They refuse to learn how to navigate in this new world. They refuse to become a marketer.**

**So to put it another way: The #1 reason why people fail online is because they never start.**

How can you expect to win a race if you never leave the starting block?

If all you do is consume products how do you ever expect to earn the income of a producer?

People who refuse to educate themselves on HOW to get where they want to be, end up despising those who do educate themselves. There is no greater example of this than being forced to listen to the "Guru" bashing going on.

Not everyone who makes money online is cheating their way to the top. In fact, marketers do not cheat anyone. They just choose to produce the things you value and purchase. They choose to see the world from the other angle...the 180 degree difference. They took the time to learn the necessary skills to earn.

Real scams rarely happen to people. What happens is someone buys a product, refuses to do what is necessary to earn the incomes talked about in that ebook, or program etc. and then moves on to the next ebook or program so they can refuse to learn that as well.

How many times have you heard someone say to you that they have tried so many programs

online and none of them worked. What? Are you kidding me? None of them work? You mean it is all just one BIG LIE?

Let me clearly state the truth for you right now in BIG BOLD PRINT...

## **You Either Work Or You Do Not**

**You cannot expect the unearned.**

You cannot expect wealth (the effect) as if wealth can bring you the skills needed to create it (the cause.)

I really hope this makes sense. I have just given you the reason for the massive rate of failure online. You can do with it what you will. I just hope that you take this to heart. If you do you will be able to actually begin and you will be able to use everything that comes your way as a stepping stone to your success online. You will write your own story and be the master of your own destiny.

Now that is valuable.

And if you don't take what I just said to heart...?

Go and have a good day anyway, but keep your day job.

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