

INTERNET GURU TRAINING CAMP



What Internet Marketing Guru's
Do Better Than Everyone Else,
And How You Can Do It Too!

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1

INTRODUCTION TO GURU STARDOM

A Guru isn't just someone who sits around and chants to themselves. While that is certainly one type of Guru, the Guru you want to be is a little different. Okay, a lot different.

You want to be an internet marketing guru, someone who not only gets attention, but also gets paid for the things they have to offer online. These are the folks who could sell anything and make millions as a result of their name alone.

You've probably already bought their books, their videos, and their software, hoping to make yourself that internet marketing guru as well. Well, now is the time to make all of your dreams come true with the real life advice you need to not only be successful in your marketing goals, but also to begin to change the way that you look at the internet for your financial dreams.

But you need to be a part of the club. You need to make sure that you're on the insider track to getting your product launched in a BIG way.



THE SECRETS OF GURU LAUNCH SUCCESS

You're not the only one who has been pulled into the Internet Guru's marketing. There are a number of reasons why these launches have worked and many more reasons why they can reach a wide audience of people, people who are willing to pay money for these products.

THREE THINGS YOU MUST HAVE

While you might not have these features just yet as a small time internet marketer, this doesn't mean you can't learn how to cultivate them for yourself.

1. Credibility

When a person trusts a Guru (and they do because they've never been let down in the past), they are going to be more likely to take up the Guru on their next offer, no matter what it might be. Building credibility is the key to bringing customers to you and the key to bringing them back, again and again.

2. Traffic

If you don't have anyone coming to your site, you're not going to have a chance to make money. Learning how to increase your site traffic is imperative. Internet marketing gurus already know what to do – and soon you will too.

3. Regeneration

You might call this word of mouth advertising, but no matter what you call it, regeneration is going to make you big money. When one person is satisfied with your product, they're going to tell a friend, who's going to tell a friend, etc.

You're probably looking at this list and thinking that you've seen it before. Any internet marketing guru is going to give you this advice, but now it's time to really think about the advice and take it on for yourself.

As soon as you begin to establish your credibility, you will gain more traffic to your site, which is going to encourage all of those happy customers to spread the word. It's almost as if you can sit back and enjoy the profits without any work.

But you will need to work hard in the beginning.

BENEFITS OF HAVING A GURU LAUNCH

Thankfully, the benefits of the Guru launch make all of your hard work worth it. Let's talk about what you're going to get as a result of using a guru launch to get your product(s) out on the market.

Yes, you could settle for just being another marketer on the Web. And you might be able to do pretty well in your field. But then there is the Guru.

WHY BE AN INTERNET MARKETING GURU?

The truth is that everyone has the ability to become an internet marketing guru, with the right training and perspective.

And why shouldn't you too? Here's what internet marketing gurus enjoy:

- **More exposure**

When you figure out how to become an internet marketing guru, you will learn the ways to spread the word about your product, and get the word out to people who really matter. Marketing isn't just about shouting as loud as possible, but also about making sure people hear you when you have something to say. The insider's club of internet

marketing gurus already promotes itself and each other, so you need to learn how to either get into this club or how to do it yourself.

- **More income**

If you can increase your exposure with a guru launch, you will see more profits than you ever thought possible. Though you may not make millions of dollars in a day, you can begin to see thousands of dollars pouring into your bank account without any additional input or marketing from you.

- **Boost in overall respect**

The guru launch is a process which will not only drum up business, but you will begin to establish respect for yourself and for your products. No longer will you be just the small fish in an enormous pond, but you will show that you are someone to notice, someone who deserves a second look.

You already know the benefits of being an internet marketing guru. Now it's time to get into the club.

How can you get these benefits? That's the best question to ask. And that's exactly what you're going to learn in this book.

You will get more exposure because as an Internet Guru, you will have your name shared and spread around in the groups with more customers and followers.

You're going to draw in more website traffic than you ever thought possible and even only one person buys a product an hour, you're still going to be making more money than you ever did as a low level internet marketer.

Since your name will be related to someone who is already credible, your credibility is going to go up as well. If they can be trusted, so can you.

When your product is good and you can fulfill all of the promises you make,

you are going to become a respected member of the Internet marketing world.

But this is just the quick version of how it happens. You need to learn what you need to do to MAKE your success happen.

WANT TO BE IN THE GURU CLUB?

Who doesn't?

Yes, there is an insider's club where the internet marketing gurus meet (virtually or not) in order to get seen in the marketplace. They exchange ideas, strategies, and contacts, which will help them begin to spread the word about their product to the right people.

This is a club that looks after its own. They not only know the secrets, but they've written the books about marketing successfully. When you're in this club, you're going to be set in terms of long term profits and customer loyalty.

You too can be a part of this distinguished club, helping to ensure that your product doesn't just get recognized, but it gets bought – again and again.

It's time to start learning more.



2

ANALYZING BIG LAUNCHES

If you're just getting started, it's probably because you've seen other internet marketing gurus make it all look so easy. And even their stories seem to make them seem like some sort of gods rather than just everyday people who have worked hard.

A few things to keep in mind: Not everyone does internet marketing the same way. While some people use a lot of hard work, others have gotten into the market at the right time and knew the right people. With the advice you're learning in this book, you will have all of the advantages these gurus have had.

Don't let them fool you either. Though Timothy Ferriss, for example, might only work a few hours a week these days, this doesn't mean he's always worked this little. To get to the lower hour workweek, he had to spend hundreds of hours figuring out how to do it.

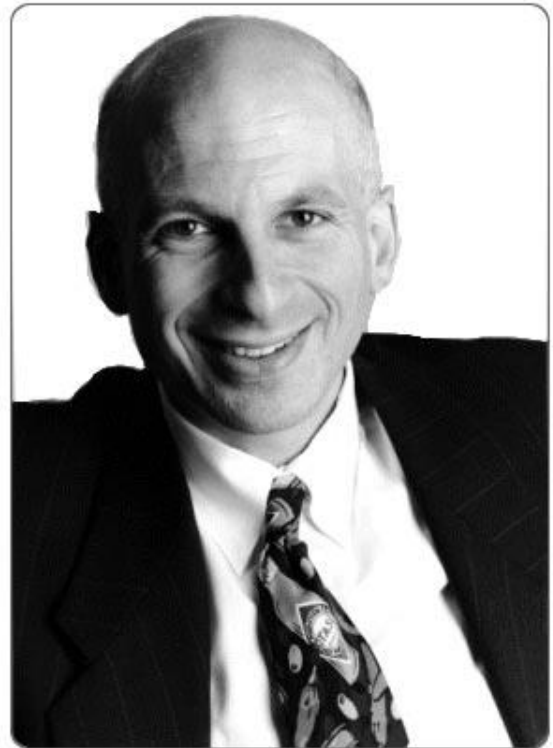
In any case, these three cases are of three internet marketing gurus who have launched themselves as much as they have launched their products. They are household names in the internet marketing world and there is much they can teach you.



SETH GODIN

If you head to Seth Godin's website (sethgodin.com), the first thing you will notice is that it's really simple for someone who's been in the internet marketing business for a while now. In fact, many say that Seth was one of the first ones out of the gate when marketing online began to be discussed.

Seth has inspired countless others to make money online and here's what he can teach you too.



WHERE SETH STARTED

Like many other marketers, Seth got his start in business school – Stanford, actually. After getting his MBA, he worked in software and book packaging, eventually creating one of the first online marketing companies, called Yoyodyne.

During this time in this business, he began to realize that the market is not a place where one can simply hope for the best. A person needed to have something really special, something that set him or her apart from the rest of the crowd in a big way.

Seth also introduced the idea that many marketers had forgotten: customers matter and they deserve to be respected. When dealing with customers online, Seth pointed out that spamming and other forms of lies were just not the best practices. Customers were smarter online and they had more power than they do in the stores, as they had more options.

Thus a new book was born.

BIG LAUNCHES TO ADMIRE

“Purple Cow” could be considered the book that started it all for Seth Godin. This book discussed the idea that having a remarkable idea was the way for an internet marketing guru to prosper. Having something which stands out from the rest of the pack, while also being something amazing, will create the circumstances for permission marketing.

(Permission marketing: A business provides something which is relevant, personal, and anticipated.)

Seth started out with only \$20,000 for his first company, but then in 2003 came upon the launch that would allow him to attract nothing but fame and notoriety from that point on – “Purple Cow.” This book has been printed 23 times and has sold over 150,000 copies at this time.

Even before then, Seth did something special for his customers, but it’s really no surprise since he’s made it clear that he considers his customers to be friends, rather than just credit card numbers – he released an eBook for free.

Though of as one of the most popular eBooks to date, “Unleashing the Idea virus” continues to be used by internet marketing gurus, young and old. It’s now sold as a hardcover and a paperback, and it’s not free anymore, though it can be found online in segments.

TIPS TO STEAL FROM SETH

What can you learn from Seth’s experience?

1. Treat customers the way you would want to be treated: When you treat customers like people, they know that you care about them.
2. Offer free books to entice people to learn more, but only if the books are valuable: The idea of a freebie will draw attention to your ideas,

but having the freebie be worth something to the reader is priceless marketing.

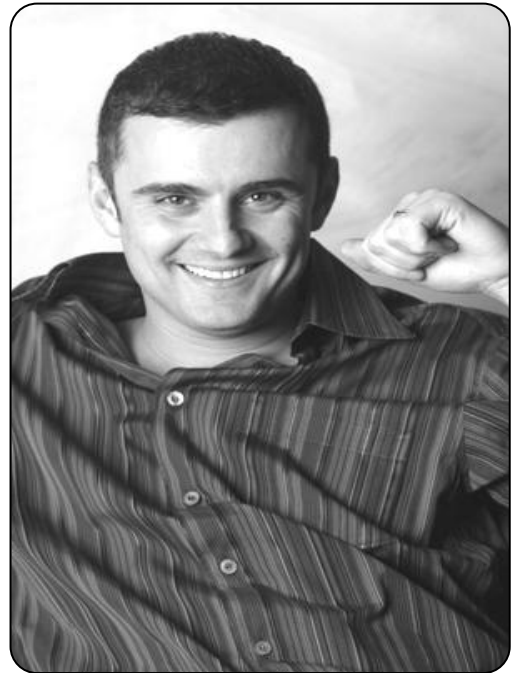
3. Ideas need to be exciting, relevant, and personal: You can't be like everyone else and hope to make enormous profits.
4. Be prolific: Seth has released 14 books as of 2010. You need to be prolific as well in order to continue to be in the minds and the eyes of the people who buy what you sell.
5. Keep your website simple and direct and interactive: Flashy websites might be fun to look at, but they can be confusing and are unnecessary when your content is strong.

All of these tips might seem like common sense, even too simple to use, but as you can see, Seth has used them to create an empire of sorts.

GARY VAYNERCHUK

One might say that Gary is the epitome of the American dream, having been born in the former USSR. What's interesting, however, is that many people don't realize or remember that Gary is a wine guy, not a strict internet marketing guru. You'd never know it – and that might be one of his best qualities.

At only 34 years of age, Gary shows that follow your passion is just as important as the techniques you use to become an internet marketing guru. You have to love what you do in order to work as hard as possible to make it a success.



WHERE GARY STARTED

Gary started Wine Library TV in 2006 as a way to promote wines that he loved and to appreciate wine with the help of an audience. Originally designed to review wines and to answer questions posed on his Facebook page, Gary's audience began to grow. He now has around 90,000 viewers of his daily wine tastings.

Most of the time, he's the only one in the chair, tasting the wines, but over time, he's had some other folks help him out in his duties, including Timothy Ferriss.

He's now in a partnership with eatdrinkordie.com, which allows him to produce videos about wine which are then distributed to consumers.

At first glance, Gary's story seems more like luck than anything else. After all, all he does is tape himself when he's drinking wine. But his passion

allows him to be an authentic person with whom others can truly relate. He's the big brother to the masses and an internet marketing guru as a result.

BIG LAUNCHES TO ADMIRE

While Wine Library TV is the biggest venture of Gary's at this point, it's launched other avenues for his life and business. As of March 2009, Gary signed a ten book contract deal with HarperStudio to produce books related to internet marketing and promotions. His first book, Crush It! Why Now is the Time to Cash in on Your Passion started out at #2 on the New York Times Bestseller list.

And what's even more intriguing about the book deal is that it had a low advance up front, but offers high royalties. This is a unique deal, and it might become the way that book publishers do business in the future.

To promote his book and his Wine Library TV show, Gary is relentless in using his Facebook page, his Twitter account, and his website – garyvaynerchuk.com. He's always posting something on these sites, helping to stay connected to his fans by answering questions.

He has been named a Market Watch Leader in 2003, the youngest ever, while also being someone who sits down and simply talks directly to his audience, informally.

He has one other book to date: "Gary Vaynerchuk's 101 Wines: Guaranteed to Inspire, Delight, and Bring Thunder to Your World."

TIPS TO STEAL FROM GARY

What does Gary know about being an internet marketing guru that you might want to copy liberally?

1. Be authentic: When you see Gary talking about wine on his TV show, you will see that he truly cares about wine and about doing justice to it

with the reviews he gives. He knows you can't taste it, so he tries to give you the experience you would have if you were in the room with him.

2. Promote what you love: Gary loves wine, plain and simple. This allows him to continue to enjoy what he does, even as he works long hours and interacts with all of his fans as much as possible. Energy is fueled by passion.
3. Have faith in your community: Gary knows that people want to hear from him and he has faith that they will show him the same respect that he shows them. One video diary offered the idea that Gary was going to take some time away in order to get his edge back. The positive feedback he received was confirmation of his fan's adoration, but also confirmation that honesty works.
4. Go where your fans are: By offering video shows online, Gary is able to be where the new modern fans are – online. This also allows Gary creative freedom to do the things he wants to do.
5. Interact often and in different formats: From the comments Gary requests to the live chats during his videos, he is never far from the conversation his fans are having. He responds to tweets, emails, and many comments as much as he can.
6. Be honest: At no time does Gary seem to be trying to be someone he's now. When he has a question about a product, he asks his fans what they think. He admitted how hypocritical it is for him to assign points to his wine ratings when he's said he doesn't like the point system. He's a genuine guy.
7. Passion, knowledge, and effort are what lead to success: Gary shows that his passion is the cause for his success more than any internet marketing ploy.

TIMOTHY FERRISS

When you see the title of Timothy's book – "The 4-Hour Workweek: Escape 9-5, Live Anywhere, and Join the New Rich" – it's hard not to pay attention. With a title like that, you would be an instant internet marketing guru too.

But then you hear Timothy's story and you begin to realize that this book came out of hard work, passion, and knowledge of how to use the internet effectively.



WHERE TIMOTHY STARTED

Surprisingly, Timothy holds not a business degree, but a double degree in Neuroscience and East Asian Studies from Princeton. He started out his online career by creating and marketing BrainQUICKEN, a program which was selling sport nutrition supplements.

This company did very well and was sold in 2009.

Diverse in his background, it seems that Timothy is an example of the fact that you don't need to settle on just one idea in order to be successful. You can be successful in many ideas, so long as you know HOW to market yourself and to use your time most effectively.

Then you hear that he won Wired Magazine's Greatest Self Promoter of All Time prize – and you realize that he's someone to look at in terms of marketing online.

BIG LAUNCHES TO ADMIRE

"The 4-Hour Workweek" was launched in 2007 and was heavily marketed by Timothy through the help of some bloggers. These bloggers had a personal relationship with Timothy, and they reviewed his book highly before it was released, helping to increase his sales when the book was finally released to the public.

This book is filled with ideas which seem to fly in the face of all that people thought about being a business owner and being a successful one, at that. By advocating things like virtual assistants, mini-retirements, and lifestyle design, Ferriss promotes the idea of selective ignorance when it comes to running one's life in relation to technology.

Strange though it might seem for a person who runs a successful blog (<http://www.fourhourworkweek.com/>) and who is on online programs occasionally, Timothy actually doesn't promote using digital technology to run your life or to make it more efficient. He feels that these devices serve to complicate one's life, though the internet is just the tool which made him the superstar he is today.

TIPS TO STEAL FROM TIMOTHY

With all of that said, there are a number of things Timothy can teach you about being an internet guru:

1. Streamline your business: Timothy lives by the rule that you shouldn't work more than you should. To help him work as little as possible, he hires assistants to handle tasks he doesn't need to handle.
2. Eliminate distractions: Instead of looking at your email every day, have someone else sort through it and review it only as needed. Train people to only email you with emergencies or complicated business deals.

3. Build relationships: The more you can build relationships online, the better it will be for your internet marketing plans. They will do the advertising work for you.
4. Use an idea which has worked for you: Timothy has lived the principles in his book and in his blog, helping him to be the best success story possible for the book he continues to sell. He even created an extended version for the Christmas season of 2009.
5. Spread the word on all media outlets: Timothy has gone on television shows, online videos, and seminars to promote his ideas and his book.

His book continues to sell well and Timothy continues to enjoy his mini-retirements, mastering new skills, and making money along the way.

3

ESTABLISHING YOUR PRESENCE

When you're ready to make money (and you are, aren't you?), it's time to start shouting from the virtual rooftops that you have arrived and that you are ready for business. But for most online internet marketers (note, not gurus), they barely can whisper above the din of everyone else who's already online and who is successful in their business.

But before you give up hope completely, you need to keep in mind that establishing your presence is more common sense than you think, though it does take a basic understanding of what people want and what they need from you as an internet marketing guru.

People (your customers) are slightly jaded in the Internet landscape as they are inundated with new ideas every time they click to a new screen. So you need to be BETTER than the others who are using all of the same tricks and strategies to get customers interested.

You need to get in the guru zone.

SETTING UP SHOP

Think about the last time that you heard about a product online. Chances are good you heard about it one or more of a few different ways:

- Social media
- A blog you frequent
- Word of mouth
- Media coverage

Yes, you might also have learned of the product from an advertisement, but let's put that marketing strategy to the side because it's an obvious tool for advertising.

When you want to be an Internet marketing guru, you need to operate a little on the down low, where people can find you, but they don't really think that you're trying to sell anything to them.

Think about that friend you have who recommends a new face cream to you and you always take her up on her advice. Why do you listen? You listen because she's OFFERING you a piece of information she thinks is worthwhile. The first time, you just listened to her advice, but then you heard from others her advice was worthwhile, then you followed her advice one, and now, every time she offers you something, you follow her words.

That's what you need to do online too.

Setting up shop is the first thing you need to do and you need to do it in a bold way.

GET A BOLD NAME

You aren't going to win over any customers if the name you have for your product or business is blah. Right now, you need to brainstorm to see how you can entice a customer to come to your store, to shop, and to spend their hard earned money.

A name does matter. Imagine what might have happened if Apple hadn't come up with the 'i' prefix they now put on everything. Would those products have been as catchy? Think about PCs. Not as grabbing to the ear or the eye, are they?

Today, you need to figure out how to get a bold name and then use it on EVERYTHING.

- Twitter
- Facebook
- Blogs
- Email addresses
- Website domain
- Etc.

Your name should be in as many places as possible. And even in places you don't think it needs to be:

- Local business directories
- Online website lists
- Your email address signature
- Social media profiles

- LinkedIn

You get the idea. Your name should be ever present online, so much so that people will begin to feel they can't escape it. And whenever they hear your name, they will be able to find you in a quick Google search. That's how gurus are found.

Too often, internet marketers will choose any old name, thinking they can change it later. While this is true about books you might rebrand down the line, this doesn't mean that you shouldn't pick the absolute best name now. Don't wait to become a success before you choose a successful name.

Your success needs to start right now.

Some rules to follow for your name:

- Keep it short.
- Keep it memorable.
- Research to make sure others aren't already using it.

Pretty basic and pretty smart information to follow, isn't it?

BE VOCAL

If you're going to be a name in the community of internet marketers, you need to have a voice. And that voice needs to be speaking up as much as possible, as often as possible.

You need to have an opinion about everything and you need to make sure that everyone can hear you. Yes, you already know where you can talk –

Facebook, Twitter, etc. But there are other ways you can express yourself and begin to get your name mentioned around the world, via the Internet.

Choosing to be vocal is not an option. It's a necessity.

- Write articles.
- Go to conferences.
- Offer your services/expertise for free.
- Attend trade shows.
- Network, network, network.
- Do weekly or regular podcasts and post them everywhere you can.

While it might seem that internet marketing gurus simply come out of nowhere, this is not the case. Nor is it true that they simply have a lot of luck. Luck is a part of the Internet market, but being a voice is another part.

Right now, take some time to look at all of the places where your favorite internet marketing gurus are. Do a simple Google search to find out where Gary Vaynerchuk is discussing something. You will find that he has not only commented on comments on his blogs and web videos, but his Twitter account is always on and others are passing on his comments to others.

That's the thing, when you start talking, others will pass on what you have said, assuming you have something of value to say. Want some rules as to what you should say when you speak up?

- **Say something important**

Don't just babble on about what you want others to do for you, share important advice and information that you think people can use. It may or may not be related to something you want to sell.

- **Speak up often**

Try to offer good advice and direction as often as possible. True, not everything you say will resonate with everyone who reads it, but the more you speak up, the more people you will affect.

- **Speak from experience**

If you're a person who wants to discuss matters of internet marketing, that's what you should be talking about. Find experts in the field and pass on their information to others. Even though you're not the one who's written the article, passing it on shows that you are committed to your field and to educating those who are listening.

Being vocal is something you can do from anywhere in the world and you don't need to travel or have high tech equipment. All you need to do is to have something to say and then say it.

BE AN EXPERT

The more of an expert you can be in the field of your choice, the more likely it is that others are going to speak to you. They are going to want to know what you have to say because they believe that you're telling the truth all the time.

Ideally, you are already an expert in what you're selling – otherwise, you're not going to come across as authentic. You can't sell a snowmobile if you've never been in the snow before.

You need to become an expert in what you're doing. You need to be the absolute best in your field.

- **Go back to school**

When you want to learn about something, going back to school seems to be the most obvious direction to take. After all, that's where

learning is structured and that's where you can learn from teachers who have been in their fields for years. You might want to just take a few community classes or you can go back for a full-fledged undergraduate or graduate degree. People do like to see letters before and after a person's name.

- **Teach a class**

If you want to learn something, sometimes the best way to do so is to teach a class about it. This will force you to take the time to learn about the subject, while also causing you to interact with others in a leadership role. You will need to be at the top of your game and you will learn as much as you teach.

- **Find a mentor**

Finding time to sit down with a mentor (virtually or not) will allow you to ask the questions you need to ask in order to become an expert, or at least more of an expert than you were before you met this person. If you can find an internet marketing guru who will work with you, all the better.

You can become an expert in something, without even going back to school. You can also learn from:

- **Reading**

Picking up as many books as you can on your chosen subject will help you to learn all that you can about a topic. Though you might find your ideas vary from the authors you read, you will begin to learn more when you expose yourself to as many new ideas as possible.

- **Navigating the web**

The internet is a treasure trove of ideas, thoughts, and discussions. You need to spend as much time as possible on the internet in order to ensure that you are finding the information you not only need to know,

but also that you need to be aware of in order to go forward. Find the forward thinkers in your chosen area of expertise and find out what they're concerned about.

- **Taking a hands on approach**

Many people learn how to fix cars by taking them apart and putting them back together. You can do the same. Though you might not want to be an expert in cars, whatever you are trying to learn, start from the ground up to learn all that you can. If you're interested in marketing diet products, learn the science behind weight loss and what happens in a body which allows for the weight loss. Dig in to make sure that you know everything possible about what you're selling.

Your expertise will take time and you will learn continuously in your life. However, starting right now, you need to begin to educate yourself as much as you can, allowing for your true expertise to develop and then it can be shared with customers, investors, and the world.

PRETEND YOU'RE ALREADY SUCCESSFUL

When you're setting up your website and your web presence, you need to act as though you're already the one who's getting all of the customers you want and need. You can't act like a small fish in a big pond because you're going to be treated like a small fish as a result.

You need to act as though your business is going to be in business for the next decade – and that you're going to be a success from day one.

Think about it: a business that simply sets up any old shop is going to cause skepticism – at least. When you see a small website with great products, but a poor layout or design, you might think twice about shopping there, even if they had a kick-ass sales letter.

That website looks like they don't have faith in themselves, so why should anyone else have faith in them too? Instead, you need to treat your website like you would treat a multi-million dollar business.

This means you will want to:

- **Spend the money on high bandwidth**

If you can't handle the streams of customers who are going to come your way, chances are good they're not going to come back.

- **Spend the money on a simple, yet customer friendly design**

Even if you're hesitant about hiring a web designer, it's worth the cost. They will work with you to create a website which your customers can use easily and a site which will allow you to connect with your customers on a more personal level.

- **Act as though your product is the best product around**

This piece of advice is easy because hopefully you've chosen a product you believe in. If you don't believe in your product, why should anyone else? If you're not completely thrilled by your product, it's time to go back to the drawing board to find one you can market with enthusiasm.

- **Look at each decision for the long term**

You want to make decisions which are going to impact the future, not just the present day.

Pretending you're already successful sounds a bit like fake it 'til you make it, and it is. But when your voice is touting yourself, others will wonder if you're telling the truth.

And since you believe in your business and in what you have to say, then others will come to you to see if you can truly deliver on all of your promises. Make sure that you can and do.

ANTICIPATE MADNESS AND HIGH PROFITS

Madness is something that many new internet marketers don't anticipate. They think they will slowly grow overnight and eventually get the profits they want.

Or, conversely, you might be an internet marketing guru who thinks they will be a millionaire overnight.

With the tips in this book, you will not have either situation happen to you, so stop thinking like a rookie. You need to think like an internet guru, someone who understands how the market works when they release a new product.

What does releasing a new product mean?

- Losing sleep a few nights.
- Needing more support.
- Expecting initial large profits.

You need to be ready for your website to blast off. You're going to be an internet marketing guru, after all. Not just some nameless figure off the street. It's going to be hard work, but you can do it and you need to do it if you want to be a success.

You need to prepare for the madness by:

- **Getting people to help you**

If you want to hire some temporary employees for the first rush, do it. They're going to be well worth the money.

- **Having orders prepackaged**

If you have physical items you need to ship, make sure the orders are prepackaged and ready to go out quickly.

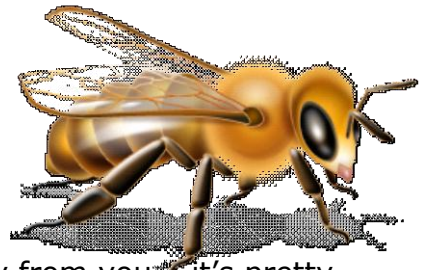
- **Checking with suppliers and warehouses**

When you have your items to sell outside of your home or office, you need to check to make sure that you can deliver these items quickly and that there is enough stock for your largest sales projects.

- **Talk to the post office or mail delivery service**

If you are handling the sending of orders yourself or having hired help do it, make sure the post office and delivery services you use know that you will need more attention. Check on their shipping times to ensure you can promise customers something you can deliver.

CREATING A BUZZ



If no one has heard of you, then no one will buy from you – it's pretty simple. If Apple never marketed any of their items the way they do now, no one would buy their computers, plain and simple.

But it's the buzz they generate – even long before product comes out – which allows them to have massive sales on everything they sell, right from the start.

BEFORE YOU LAUNCH

While you will certainly want to market and advertise as soon as your product is released, you will create a BUZZ when you begin to talk about your upcoming launch, long before it happens.

This will help you get people talking about what you are creating, even before they know what the final product might be. Many internet marketing

gurus do this. They keep people in the loop, letting them know about books they are writing BEFORE THEY WRITE THEM.

What does this do? First of all, this engages the audience and lets them know that something special is coming. Next, it helps the audience begin to see that the internet marketing guru is thinking about the next greatest thing, and everyone wants to be a part of the next greatest thing.

Finally, when you talk about your product ahead of time, you get the change to refine it before you release it.

For example, say that you have a cell phone you are creating. You begin to talk about it in a blog or some other medium, discussing the features it will have. Now, say that customers begin to tell you that they really want a phone that comes in different colors, like neon green. You can listen to the feedback that you get BEFORE you release the phone and you will attend to the needs of the customers, helping them feel like they played a part in the design process.

And you will have instant sales too since you have addressed a true need.

There are a variety of ways to build the buzz about a product before you release it into the world:

- **Start a blog**

Though some people think that the blogging platform is dying in the shadow of the social media networks, this is far from the case. While social media is great, it's not able to give as much information as a blog can. You just have more space and you can build better followings in blogs. People can read what you've written and then decide whether they agree or not. That said, there's nothing wrong with creating the same or similar content on a social media network as well as a micro-blogging service. This helps to point a reader back to all of the different outlets for information, choosing the one that works best for them. Back to the blog, you can begin to talk about an upcoming product you have once you have established a readership.

Then, over the course of months or weeks, begin to talk about the product, what it will offer, how excited you are, how it's changed your life, etc. This makes people sit up and take notice.

- **Do interviews with other bloggers**

Since the blogging world is about self-promotion and drawing attention to one's self, you will find that many bloggers are amenable to doing interviews with other bloggers. They will post the interview on their site and you can post the interview on your website, etc. Just send an email to bloggers who write about related topics to your product and see if they want to do an interview with you. Or you can write up an interview with yourself, touting your product, and just ask them to post it, with the promise you will promote their blog in return.

- **Start talking on forums**

The forum part of the internet is an undervalued part of marketing. Not only do people hang out and discuss everything under the sun on forums, but you can also insert yourself quite easily into these forums without anyone realizing you're an internet marketer. At first. Start posting answers to topics on forums, discussing things that relate to your products. This will help to create credibility in what you have to say, so when you are promoting your products, people already know about them and are curious to learn more.

- **Create a mailing list**

It never hurts to set up a website and a sales letter pages from which you can collect a mailing list. These addresses will be your target market at the start and they will hear about all of your new ideas before anyone else. You can send out newsletters to them, short emails, or sales pages at random intervals, helping them feel they are in an insider's club which will benefit them in the long run.

- **Offer free products**

That said, people do respond well to freebies. If you are giving away

high quality books or articles, people will begin to wonder what else you have to offer. These free products can be already on your website (available when a site visitor gives their email address) or they can be sent to your mailing list.

When you build the buzz before a product launches, you will have a much better chance of seeing the marketing turn into profits when the product is released.

SPREAD YOURSELF OUT

Once you know what your name is and what you're selling, it's time to get it into as many different places as possible. In the 'old' days, this used to take a lot of money and even more time. But when the internet was invented, advertising became free and easy to setup, no matter how big or small your business and product line is.

- **Social media**

If your business isn't on Facebook or other social media outlets, you are missing out. Set up a regular profile for yourself, your business, and your products. You can then friend everyone possible, building up to 5000 friends for a personal account and many more for a business account – all for free. This way, you can share information with these friends and start to spread the word about who you are and what you can do.

- **Twitter**

While this only offers 140 characters in which to speak your mind, you can set up a business account to promote your ideas and your products at all times of the day (Twitter is a good service for this). By writing up short and witty comments all day, you can interact with customers, with friends, and with those who are going to turn you into

an Internet marketing guru. Plus, it never hurts to follow the big Internet marketing gurus yourself to see what they're doing and what's working for them.

- **Business websites**

Yes, you need a website. They're so easy to build these days that darn near everyone has one of their own, it seems. But just as with your name, don't just throw up any old site. You want to set up a site which can handle the thousands of orders a day you will need – get a lot of site bandwidth, a strong webhost, and have a professional web designer do the site build.

- **Forums and message boards**

Whether you hire lackeys to do this or you do it yourself, the more you can insert yourself and your company into the discussion boards online, the more you will be able to create a dialogue which allows you the opportunity to spread the knowledge of your company.

- **Customer interaction**

One of the best ways that internet marketing gurus engage their audiences is that they talk with the people. Take, for example, Gary Vaynerchuk. He answers nearly every email, every tweet, and every posting that goes up about his company. He records videos which discuss things on his mind and then invites people to chat while he is speaking. This is a guy who knows that the more he gets down into the minds of the people, the more he will be able to convince them to buy something he wants to sell.

You need to be the name on everyone's mind and on everyone's website in order to spread the word far and wide.

But here's the dilemma for most marketers – gurus and not – do you go for as much exposure as possible or do you try to target your advertising to those who have a higher interest in what you have to sell?

THE QUESTION OF MARKETING TO EVERYONE OR TO SPECIAL SOMEONES

It's a good question to ask. When you market to everyone, you increase your exposure, which can increase your profits. However, more marketing equals more money spent in the process.

On the other hand, when you specialize your marketing and only market in the areas where you know your preferred customer might be, you have a higher chance of making money since you know (from your research) that this is a person who wants what you have to sell.

In a nutshell, you can go either way when it comes to exposing yourself and your product. Since internet marketing is so much cheaper than traditional forms of marketing, it can't hurt to spread yourself out as much as possible.

At the same time, when you target your advertising, you will look more like an internet marketing guru.



LET 'EM KNOW YOU'RE HERE TO STAY



Once you've gotten everyone's attention, what exactly are you supposed to do with it (besides fill orders)?

You need to let people know that you're here to stay, no matter how other internet marketers treat their business. Some people just get in to make a quick buck and then they're gone before you realize it.

And this isn't the way you want to run your business. You want to make sure that you're going to be someone who's in the Internet market for the long term – making money the entire time and building your business to the level where people are HUNGRY for more items from you.

That's the way to play the marketing game, and it is a game in a certain sense. A game you can win with long term strategies.

ENGAGE

The first thing you need to do when you're committed to being an internet marketing guru is to engage your audience. You need to be there for them and you need to make sure that everyone knows it. If you look at the internet marketing gurus like Seth Godin and others, you will see they are always engaged with their audience.

These gurus will do things like:

- Answer their tweets, emails, and messages.
- Recommend customer products and ideas to others.
- Attend marketing conferences.
- Continue a conversation with clients and prospective customers.

You need to be ready to be active in the way that you market yourself as well as your product. The thing about internet marketing gurus is that their image and their perceived engagement are what sell their products more than the products themselves.

Think about it. When you bought your last internet marketing book, you bought it because of the way that the author is perceived. Yes, the information was helpful too, but it was the author that really sold you on the purchase.

The author seemed engaged with you and with your needs – and that’s what you need to do with your customers as well. Be ready to be engaged with your audience as often as you can. True, you’re only human and you can’t answer every single message, but that’s why you outsource some of these tasks. (Hiring someone to answer your emails and messages might cost you money, but the benefits are priceless.)

You need to find ways to engage with your audience as you will hold their attention when you do.

INFORM

Once you have the attention of your customers and your followers, then you need to do something more than just talk about how great you are. You’ve seen the other internet marketing gurus who simply talk about how wonderful they are – and their fans think so too. But in the long run, talking about yourself doesn’t give your customers or your audience anything special.

Information will.

You need to produce and share information that will help your audience feel as though they are getting something of value all the time. You can’t just product one book or one great product and expect that to be enough.

Information is where you keep your audience engaged and you create a business for the long term.

You can inform your customers by:

- **Creating interactive discussions**

Have live web chats from time to time or have message boards where you can engage and where your customers can engage with each other.

- **Creating newsletters**

Writing up a thoughtful newsletter to send out semi-regularly to your mailing list will help you to keep your customers informed about what you are thinking and what you are selling.

- **Create free reports**

Giving away information is a way to not only keep your customers happy, but it will also keep them coming back for more.

- **Write articles**

Being the one who becomes an expert in your chosen market will be more noticeable when you write articles which can be read online or in print media. You will be show that you are someone who is always thinking.

Sharing information as much as possible needs to be a long term strategy. It keeps you a sharp marketer and someone who is in tune with what customers really need.

THINK ABOUT FUTURE NEEDS

Once you have a good idea, that doesn't mean you can rest. You need to start thinking about what the NEXT great idea is, even before people begin to ask the question.

For example, while you might be marketing a highly successful weight loss book, with easy to follow instructions, you need to begin to think of what people might need AFTER they lose the weight. You might begin to think

about maintenance plans for those who have lost weight. And then you can market this product down the line.

You need to always be looking for another great idea, generally linked to the product you've already successfully marketed. This way, your customers will also be interested in what else you have to say and they will be more likely to buy from you.

How can you continue to keep brainstorming for new ideas?

- **Sign up for your competition's newsletters**

When you're privy to the mailings of your competition, you will be able to see where they're lagging behind you and where you can sneak in to market something they haven't considered yet.



- **Research the Web**



Yes, the Internet is big. It's really big, but it's easy to research when you use tools like Google Alerts. Just plug in the words that you want to search and you will receive regular emails of web links discussing those topics. It's automatic research.

- **Talk on the forums with customers and clients**

This is the most time intensive way to keep your brain open to new ideas, but it's well worth every minute. Talking with others about what they need is the most direct way to get that question answered.



You need to be cutting edge if you want to stay in the business. The good news is that every idea that's ever been thought of is an idea which was once so-so. And then someone improved it.

You can improve any idea.

4 BUILDING TRUST

Trust is hard to build when you don't even know who the Internet marketer is. You can't meet them instantly and they just become a face or a name in a sea of business.

But to be an internet marketing guru, you need to build trust and credibility in order to be noticed and to be taken seriously. While the market has become increasingly virtual, people still consider the person on the other side of the transaction to be a vital part of their decision to buy or not to buy.

Better said: if you seem like a good person, people from more walks of life are going to listen to you.

WHAT YOUR INTENTIONS REALLY ARE

Your customers are suspicious folks and they should be. They're giving their money to someone they can't see, for a product they can't necessarily try out ahead of time.

They already put instant trust in many businesses because of their credibility, and you need to be a part of this trust as well. What you can do is start to look at trust as something that begins with intentions. If you are clear about your intentions for your business, then people are more likely to trust you.

Think about a car salesman, the stereotypical one. This person wheels and deals to get someone into a more expensive car than they might like, without being clear they want to make the most money they can.

Now, what if that salesman said they wanted to make as much money as possible, but within the budget of the buyer? Wouldn't you be more likely to buy from them as you know what their intentions were? Sure.

STATING YOUR INTENTIONS

As an internet marketer, you might not have the luxury of talking to a person directly, so you need to state your intentions in other ways. If you look at many business websites, you will see that one intention is a running theme:

I want to help people.

This is a noble intention and one which is probably the case for everyone who wants to sell something. Now, they might not want to help their customers so much as they might want to help themselves to profits, it's true.

But when you truly do have the intention to help your customers, your customers will realize it. And they will appreciate it.

Here are some ways to show your customers you want to help them:

- **Share your own story**

If you were changed by the product or the service you have to offer, then you NEED to include this for your customers to know. Think about it, would you buy a weight loss product from a person who never had a weight problem? Probably not.

- **Create a mission statement**

Having a clear mission statement is another way to state your intentions to your customers, without having to explain them again and again. This can be posted on your website. And it can help to read it regularly to keep yourself in check about whether you are meeting your own demands.

- **Be honest**

Though you can't necessarily prove that you are being honest, you will

certainly be attacked if you aren't honest. Make sure that you are honest about everything you put on your website and all that you do in your business. This will allow a person to see that your intentions are pure too.

What you intend from your relationship with your customer is the most important factor in the way that you build trust. Have a clear intention from the start and see that it shines in all that you do.

WHY INTENTIONS CHANGE AND SHIFT

Intention is something that sounds like it should be set in stone, but really, the internet as a whole is a moving target, a place where ideas change instantly and those who aren't adaptable to change are going to be left behind – like it or not.

Your intentions, while they can be consistent, should change from time to time. One moment you might want to help yourself make money, but in another moment, with another product, you might want to help your customers. And in another moment, you might want to help the world as a whole.

This is a good thing. Though it might seem that changing your intentions may cause you to look fickle in the world, this is far from the case. Instead, you will look flexible and mutable, which is the way the Internet works anyway.

Allow yourself to evolve and then see what your customers and market think of that.

KEY STRATEGIES TO BUILD TRUST INSTANTLY

When you're in a new relationship with a person, you might not trust them right away. After all, you barely know them. And while you have already shared your life story with your customers at this point, this does not mean that you are going to earn their trust right away.

TOO MUCH TRUST?

What many new folks in internet marketing don't realize, or aren't willing to admit, is that the internet has everything it might ever need on its pages. There are few new ideas, only new voices which are able to be heard more than others.

When you are looking to build trust, you need to keep this in mind since your customers have probably already heard the ordinary promises all business people make. You need to stand out as something different, whenever possible.

- **Don't promise everything**

It's tempting to promise your customers something that will change their life forever. But let's face it, nothing can actually do this. What you can promise is that you are offering the best possible solution for their troubles at the present time. Get rid of things like 'amazing' and 'life changing' from your marketing since these just are ignored by customers these days. They've heard it all.

- **Offer something special**

At the same time, you will want to offer something to your customers which is going to be unlike anything else that others can offer. In doing so, you will set yourself apart and you will encourage your customers to come to you over others. Find that unique part of your product that can be the highlight of your marketing.

- **Be charitable**

When you show that you're not just about profits, you will build credibility among your customers and anyone else who might be watching you. Donate a portion of your profits to charity or support causes in your local community.

- **Encourage word of mouth**

If you offer your customers a discount for their word of mouth advertising, you will encourage more people to come check you out. Even though it seems like you are bribing people to sell for you, they do have to make a purchase first, so they're not just marketers for you, they're also customers.

- **Show testimonials**

Whenever a customer is satisfied with their experience, make sure that you showcase their comments on your website and in relations to other customers. Like peer pressure, if one person trusts a company, others are certain to do so too.

- **Offer guarantees**

People feel safer when you offer a guarantee. A customer feels you must be credible if you can offer a 100% money back guarantee since you wouldn't sell something that was horrible if people could return it at any time.

GUARANTEE TO BELIEVE IN YOUR PRODUCT

One caveat with guarantees: though they can make people less nervous about buying from you, they're not always trust builders. Some customers are going to think your product is not very good if you offer too good of a guarantee.

If you're telling people that you will give them their money back and more if they're not satisfied, you run the risk of A. losing money, or B. losing

respect. Yes, you should guarantee what you have to sell, you should be that confident. What you shouldn't be is so willing to give money back.

Be clear about what the guarantee covers and why you're offering it. Again, it's back to your intentions.

WHEN SOMETHING GOES WRONG

Trust can be built up quickly, but it can also be destroyed just as quickly when it comes to internet marketing. If something goes wrong (think about the iPhone 4.0 reception debacle), EVERYONE is going to hear about it – and in multiple forms of media.

So while you might think you need to be free of mistakes, this isn't the most realistic goal to have. We're all going to make mistakes. Learning how to handle them is the best plan of attack.

STOPPING TRUST LOSS

When something goes wrong, it's much like water going down a drain. You will probably lose a few customers before you stop the water completely from draining out.

But the key is to stop the water from flooding out as much as possible. There are many ways to ensure that you are not only fixing the problem, but also keeping your credibility.

- **Acknowledge the problem**

Be willing to speak up and say that you made a mistake. Avoiding the truth makes you look like your intentions aren't focused on the customer.

- **Fix the problem and let customers know how**

Immediately fix the problem and then let the customer know how you

fixed it and what will be done in the future to ensure that sort of problem won't be repeated.

- **More than make up for mistakes**

This should go without saying, but you need to make up for all mistakes not only with a refund, but also with some sort of reparations. Come up with something that the customer isn't expecting and give it to them. Leave a good impression of your willingness to reestablish trust.

Trust is fleeting, but it is necessary to be an internet marketing guru. Your name is what brings you customers and profits, and it makes sense that you want to keep your name as shiny as possible.

And your brilliance begins with being trustworthy.



5 GETTING INSIDE THE "GURU" CLUB

You want to be a part of the club that knows it all – of course you do. They could recommend to their followers and their customers that they were selling a glass of water and people would buy millions of them. These guys (and gals) are the pros, the professionals, and the ones who you already emulate.

But the question is, can you be as great as they are?

When you are looking to become an internet marketing guru, your life isn't just about learning the tricks and the tools of the trade, but also about getting close to those who have already made success happen.

And if you get close enough to these gurus, some of their success is bound to rub off on you too.

ASKING THE QUESTIONS

Many people are intimidated by the idea of a guru. They think this is a person who is untouchable, a person who cannot be understood or appreciated unless they are intimately familiar with them – a part of the family, even.

But while this seems to be the case, you're not the only one who feels a distinct difference between yourself and these gurus. As a result, many internet marketers who want these gurus as mentors will stay away from



the gurus, thinking that there's just no way they can begin to learn from the greats.

Or can you?

While you might not think that talking to a guru is possible or even going to yield anything more than an auto response, times are changing. Interaction with customers and potential customers is now seen as the key to your success. As a result, it seems as though your willingness to try to interact is going to be more successful than it might have been just a few years ago.

CONTACTING GURUS

But how do you get in contact with a Guru? It's simpler than you might think. First of all, every Guru has an email address – you just have to find it. Most of these addresses are going to be published on the Guru's website, even if it's not their actual, personal email address.

You can use this address as a starting point. You will also find there might be phone numbers which can connect you with the Guru, even if you have to be a little sneaky about getting through to someone.

You might want to call the customer service number, telling the agent that you lost the number of the Guru's office and you just need to find it again. No matter what you might end up doing, take some time to think about what you need from this Guru before you actually make the call you need to make.

Other ways of contacting Gurus:

- Certified letters
- Regular mail
- Fax

Find ways to gain access to the Guru first and then you're going to contact them to see if they can help you out.

You're going to come from the angle that you need direction, not that you are trying to create competition. Chances are high that you're not going to directly compete with these folks anyway, but learning as much as you can from them is a much better idea – and more profitable in the long run.

THE THINGS TO ASK

It's going to be tempting (for some) to act like a groupie when you contact an internet marketing guru. You want to tell them how much they've changed your life, how amazing they are, etc. While all of these ideas might be true, you need to also realize that these are things they hear every day.

And you don't want to blend in when you are looking for advice.

What you do want to do is to spend some time thinking about real questions you want answered, questions these gurus haven't already answered on their website or in some other form of media. You want to choose some questions which are going to show that you are an internet marketer with a brain, not just a customer who is "ooing" and "aahing" over someone they barely know.

You might want to ask things like:

- What's the one thing you would change if you could?
- Who was your greatest mentor?
- Is there anyone who inspires you today?

These are all questions which can be answered with a longer thoughtful response, and not just a 'yes' or 'no' quick reply. You want to engage your

internet marketing guru so that you can get a real answer and also so that you will stand out in their ever-cluttered lives.

You might want to craft an email like this:

Dear _____,

First of all, I really appreciate the time you're taking to read this.

I really enjoyed (their latest product) and am inspired to promote myself online as well. I'm creating a (your latest product) and wanted to get your input about just one thing.

ASK YOUR QUESTION HERE

I appreciate any advice you can give me and I look forward to talking with you in the future.

Thanks,

Your Name, website address, etc.

As you can see, this letter isn't that complicated, nor does it go into a lot of detail about the fact that you want to connect with this person. You don't want to sound like a stalker as opposed to a truly interested person. You can send this email to them and then simply wait to see how it goes. There's no need to send the email again if you don't hear back right away. Instead, send out similar letters to other internet marketing gurus to see if you can get a response.

One thing to keep in mind: send out emails only to those internet marketing gurus you actually enjoy and whose items you've purchased in the past. You

need to be a true fan and in desire of contact as if this guru decides to make contact with you, you need to be willing to be engaged in the conversation.

Not any old internet marketing guru will do.

Here are some brief tips when writing your email:

- **Keep it short**

Don't write more than a half a page whenever possible. Gurus are busy and when you have a tome that you're sending, chances are good they won't read it.

- **Thank them for their time**

It's not easy to answer emails, especially the thousands internet marketing gurus can get each day. Thank them for looking at your email.

- **Acknowledge their skills and products**

Be a true fan and comment on their latest products or another item they've said or done to show that you are interested in their products too.

- **Ask just a few questions**

Limit what you are asking of the guru. If they contact you in return, use this as an opportunity to ask something else.

- **Thank them**

It's good manners to thank the guru for their time and effort.

You might be surprised at how quickly might get an email back, even if it's a form email. Scan the form letter in return to see if there are any other contact numbers or addresses you can use if you don't hear from the Guru within a month or so.

GUARANTEE THE GURU WILL ANSWER YOUR MAIL

Can you guarantee that someone will answer your email? Probably not. What you can do is make the email or the letter so enticing that they are more likely to answer something.

Hey, that's like marketing, isn't it?

You can do a few different things in order to ensure that your guru of choice answers the email:

- **Use a compelling title**

While you might want to just stick any old, short title on the email, you want to choose something that's going to stand out from the other thousands of emails in their in box. You might want to be specific about your intentions, i.e. need to speak with you about possible business investment. You can come up with something better than that, but you get the idea. Don't just title your email "Can I talk to you?" since they probably get hundreds of those emails a day.

- **Use a short introduction of yourself**

Too often, people who want to talk to celebrities will go on and on about themselves, but the celebrity doesn't really care about the person. You are going to give them a reason to care, but if a guru opens up an email to find your life story, they're probably going to hit the delete button more quickly. Instead, choose to introduce yourself in one or two sentences.

- **Think about past actions**

Many gurus will answer your questions if they've answered questions from other people in the past. Whenever possible, try to seek out the gurus which seem to be more accommodating as you're going to get a better response rate.

- **Be specific in what you're offering**

You don't want to talk about all of the possible benefits of your working arrangement, but what you do want to do is talk about the specifics of your product, if you're asking a question about it. This way, the guru knows immediately what you're doing and how successful you plan to become.

Realizing that gurus are people too, people whose time is worth a lot of money, helps to put your communication in perspective. They need to be compelled to read what you're written.

And you can't waste any of their time.

INTERACTION MADE SIMPLE

While email is fast and it certainly will help you get connected with the Guru, chances are good that you can get even close to a person more quickly with social media.

Here's what you need to do in order to get connected with the other person:

- **Follow them on Twitter**

Nearly every internet marketer has a Twitter account, even if they set up regular tweets which aren't actually typed by them. Follow them on Twitter to see what they are posting and then make sure you are re-tweeting their posts to others on your friends list. You're sharing the information of the Guru with others, which is going to get you in good graces. More on Twitter ideas in a moment.

- **Follow them on Facebook**

Like Twitter, Facebook allows you to interact more directly with an internet Guru. This platform will allow you to create a dialogue which can begin when you 'Like' something the Guru has said or when you

comment. Make sure to check in with the Facebook page regularly to see if there are comments you want to make.

- **Interact regularly**

While you don't want to venture into stalker territory, it helps to interact via these methods as often as possible. This way, you can make sure that your name begins to get stuck in the mind of the Guru, which might also get your email read more quickly.

- **Suggest links and helpful resources**

While you don't want to promote your product too often to a Guru (who has their own products to market, thank you very much), you do want to make sure that you are suggesting helpful items which relate to their products whenever you stumble across something. This will not only help the Guru, but it can also allow you to show that you are willing to promote other people besides yourself.

- **Attend online events**

Many internet marketing gurus will have online events for others to attend. Try to participate in as many of these events as possible. This will help to get you noticed and it will help you learn as much as you can.

Creating a virtual rapport with an online marketing guru is not as difficult as it once was. Since these are people who are online all the time, you will be able to get a hold of them more easily and you might even start a conversation which can help you both get noticed.

GIVE PRAISE WHERE PRAISE IS DUE

We all want to be noticed for the things we do, every one of us. Whether we admit it or not, we're more likely to warm up to those people who tell us we're doing a great job than to those who enjoy what we do, but never say a word.

Internet marketing gurus are the same way. They want to be praised. They want to be told they are doing good things because that only brings them more business and more profits. And those are all of the things they want just as badly as you.

Praise will get you noticed and it will get you into the club.

Praise shows:

- You are aware of new products.
- You are willing to support others.
- You aren't just about marketing yourself.



WHEN TO GIVE PRAISE

Praise is something many of us tend to be stingy with, at least online. When you put something onto the Internet, it's there forever, after all. Some new internet marketers think that if they give out too much praise, they might end up taking business away from themselves. But this is far from the case.

Giving praise is a good way to market yourself since your name is going to be involved too, even when you're talking about someone else. Your name is still mentioned and that's just as good as advertising.

But when should you praise someone else? When should you begin to tell the world about the good work of another person?

- **A new product release**

If you noticed something new came out from a certain internet marketing guru, you might want to talk about it, especially when you think it's a good idea. Ideally, however, you do want to have bought it yourself so that you can try it out and talk about it honestly.

- **A true success story**

When you've followed someone's advice and something good has happened as a result, you will want to tell your success story. This will encourage others to try out the product and it will draw business in.

- **When something is unique**

If you see that an internet marketing guru has truly created something unique and worthy of notice, you should notice it too. Even if you haven't used the product or you don't want to, praising the uniqueness is helpful.

Praise is something which will help you get noticed by others, allowing you to be seen as a person who is friendly and credible as well.

WHEN NOT TO GIVE PRAISE

At the same time, if you give praise for everything, is it still praise or just flattery? Yes, there are times when you should not be giving out praise as giving out praise for everything can make you look like you're just trying to get in good with other marketers.

(Which might be true, but...)

There are some situations in which you should never give out praise:

- **When you don't agree with a product**

If you can't support a product, you should not praise it. This will only cause you to look like you're simply saying you like everything, even things with which you do not agree. Be honest in your recommendations and you will establish your credibility and you will get your name out into the marketing world. This doesn't mean you should criticize things you don't agree with, but rather it means you might want to stay away from just praising anything that comes from a certain person.

- **When you haven't used the product**

It is difficult enough to praise something with which you don't agree, but when you haven't used the item, how can you give an honest and genuine compliment? You can't. Instead, make sure that you are up front about whether you have used the item so that you can be clear about the limitations of your praise.

Now, when you see something that you really don't like, do you say something or not? This is a tricky situation. While you might think that bashing another internet marketer might get you some points with customers, this isn't going to get you into the internet marketing club – even if the other gurus are bashing this company too.

Ideally, it's better to point out the good in others than the bad. And, like your mother always told you, if you don't have anything nice to say, don't say anything at all.

Of course, this rule can be dismissed if someone is truly marketing something which is dangerous or which is promoting false advice – and you can prove it.

But even then, it might be a better idea to keep your mouth shut until you have established your own credibility.

HOW TO GIVE PRAISE

Praising others is easy online since you have more access to more people and to more methods of interacting with people.

Some of the best ways to give praise to other internet marketing gurus include:

- **Writing up reviews of products**

If you have a blog or a website, it's time to start adding reviews of products of other internet marketers, especially when they relate to your business or they relate to your products. You will want to talk about the products, how great they are, and advise your followers to buy them too.

- **Sharing links via Twitter and Facebook**

Facebook and Twitter make it simple to share the things you've found with others. Sharing links to the products will help to spread the word, plus you can share a short comment with each link to show why you think these links are worth the time of others.

- **Writing a testimonial**

Once you've used a product and have seen good results, why not write a testimonial telling others that you have done so? This might even end up on the page of the internet marketing guru, in their advertising, etc.

- **Emailing the guru directly**

Of course, a personal note to the internet marketing guru is never a bad idea either. This might get you an 'in' with the guru or it might end up as a testimonial.

- **Writing on message boards related to the product or company**

When the product has message boards or forums related to the item, you will want to become an active voice on these boards. You will be

able to talk about your experience and you will be able to find out what others think too.

The main thing to keep in mind when it comes to praise is that there is such a thing as too much. Though you might want to praise everyone that you admire, this will come across as being less than genuine.

A good rule of thumb is to think about whether you truly like the product and want others to use it – or if you’re just promoting it because you think you should.

Sounds a little harsh, sure, but when you are trying to build your own reputation online, you need to be clear about what you really want to say and what you really don’t need to say.

And if you’re talking about how great everyone else is all the time, you’re not leaving room for great things about yourself.

PROMOTING OTHERS PROMOTES YOURSELF

Making high level connections with other internet marketing gurus is going to help your business and your product launches. Why? When you connect with others, you will give opportunities to others to promote you as well.

If you scratch someone else’s back, they will scratch yours, after all.

CONVINCING CROSS-PROMOTION

Now, you’ve praised others and you’ve begun conversations with other internet marketing gurus. How do you encourage others to promote your products as well?

- **Have a good product**

You need to have produced a good product in order to have others promote it. Make sure that you're producing something worth buying.

- **Have a relevant product**

You don't want to be producing a product that people can't use or that is already filling the market. Find a way to produce a product that is going to be relevant to the needs of the everyday society.

- **Have a complementary product**

Ideally, the product you sell is going to be one which is going to complement the internet marketing guru's product. Though this might not be your intention in the beginning, your unique idea should be one which can work alongside the products of gurus. If you have the same product, why would a person choose your product over the guru's, after all?

- **Sell the internet marketing guru's product**

Though this will not guarantee they will sell yours, it never hurts to get involved as an affiliate whenever possible. Making money for someone else never hurts.

You can't assume that praising and contacting an internet market guru is going to get your products promoted – and you might not get in the club at first.

But these techniques are going to help you begin to get noticed by other gurus and that will help you to begin to create a new future for your marketing career – one which will link you to the successful gurus online. Your business will be linked with others, which is going to help you see more traffic to your website, which will lead to more customers, more business, more success, etc.



**BIG
SALE**

6 LEVERAGING YOUR STATUS FOR CASH



Some people, and you know who they are, are able to simply whisper about a product and it's going to be a best seller. Think about Oprah and her book club. While this seems incredibly unfair when you're first starting out as an internet marketer, this doesn't mean you can't take advantage of your status as well.

All you need to do is to take some time to figure out how to leverage your status for cash. We'll make it easy on you.

WHEN ARE YOU A GURU?

But before you get ready to call yourself the next big thing, you need to make sure that you are the guru you are going to say you are. Sure, there's something to be said for simply being confident in what you have to say and what you have to sell, but this doesn't mean you can simply say you're a guru and it's so.

Or can you?

Signs you might already be a guru:

- **People are asking you for advice**

If you've established yourself as a guru, you will find that others are looking to you to see what they should do next. They will email you, call you, and begin to interact with you as though you have all the answers. Even if you don't, this is certainly a sign that your reputation is making an impression.

- **Your products are selling**

Obviously, if you're selling your products and people are buying them more often than not, chances are good you're on your way to being an internet marketing guru. Of course, you want to have customers who are outside of your family, not just those who feel they have to buy what you're selling.

- **People want to know what your next project is**

When you begin to get messages and emails, asking about your next project, you're on your way to being a guru. If you're getting people excited about what you are doing next, they are hooked into your reputation, your credibility, and your pull in the market you have chosen.

- **Other internet marketing gurus are recommending you**

By this point, you will want to have other internet marketing gurus talking about you. This is a sign you do have credibility in the world and those who are already credible are going to enhance this even more.

You can name yourself as a guru at any time, but watching the response to your work is going to be the best way to measure your current and your future success.

HOW MUCH IS YOUR STATUS WORTH?

But being a guru, how much does that pay? Just the status of being a valuable guru is something which can pay dividends in your life and for your business.

However, the biggest problem up and coming marketers seem to have is that they don't know what to do once they have this status. More often than not, they think they can coast and everything will be handed to them without any additional work.

Not the case.

Your status is worth more than just profits for your business. Your status can yield you:

- Investment offers
- Speaking engagements
- Affiliate offers
- Networking possibilities
- New ideas

Your status is something which is not the end point of your internet marketing goals, but the starting point from which you can really begin to do good things in the world.

Your status can be worth a full time salary or perhaps even more money than that, depending on what you do next. You need to learn to leverage this status into something bigger, something better than you might have dreamed of before reading this book and venturing online.

A HIGH PROFILE LAUNCH FOR YOUR PRODUCT

When you have reached the internet marketing guru status, you can begin create a high profile launch for your product. What does this mean? This means you need to do what the internet marketing gurus do – spread the word and spread it as quickly as you can.

STEP ONE: FINALIZE YOUR PRODUCT

You need to make sure your product is 100% ready to go before you send it out into the world. What does this mean? You need to make sure that your product is as flawless as possible and ready to be read, used, or experienced by your customers.

- **Fact check**

Hire someone to make sure everything you've said in relation to your product is correct. One small error and your entire launch could be doomed.

- **Grammar/spell check**

First impressions do matter. You need to make sure all of your writing is top notch.

- **Send to a few trusted friends**

It never hurts to send your product out to a few folks you trust. Find some honest people who will tell you whether you are ready to go.

- **Check the website status**

You need to check and recheck the status of your website and other internet tools to ensure they will be able to handle the crush of interest.

STEP TWO: CREATE AN INTERNET STRATEGY

You've already learned where you can begin to be vocal about what you have to share. But it never hurts to create a timeline of how you will approach it. Here's a suggested schedule:

- **Day One**

Schedule Twitter post about new product, every six hours or so, with unique titles and links.

- **Day Two**

Create blog postings to put on several blogs and to send to friendly bloggers.

- **Day Three**

Send out newsletter for those on mailing lists or who have already expressed interest.

- **Day Four**

The website goes live, if it hasn't already.

- **Day Five**

Continue creating blogs, Facebook announcements, etc.

This might sound like a pretty basic schedule, but the more you reach out in waves, the more interest you will grab. You don't want to do everything on one day since not everyone is online every day. Spread your marketing campaign out over weeks, weekends, and holidays. The more you do, the more response you will get.

STEP THREE: WHISPER ABOUT THE LAUNCH

You might also want to begin whispering on forums and blogs about your upcoming product release.

- Make comments on related blogs about a product you've heard of (under another name).
- Start asking about a product similar to the one you're marketing on forums (under another name) and then explain about your product.
- Create Coming Soon signs for your website, Facebook pages, etc. Create a countdown which increases excitement and anticipation.

Begin to create rumors of your own product and people will 'arrive' for the opening day.

STEP FOUR: TELL YOUR GURU BUDDIES

Since you've already gotten some guru buddies as a result of emailing and other forms of contact, you want to tell them about your new product and ask them if they want to help in spreading the word.

Of course, offer to promote their products as well and continue the internet marketing connections you've made.

STEP FIVE: LAUNCH AWAY!

When the day arrives for the ribbon to be cut off the website, it's time to launch and then to make sure that orders are filled easily and without delay. You will want to be up and ready to handle any problem yourself.

Repeat the process as needed.

TURN YOUR REPUTATION INTO PROFITS

Once you have a reputation, it's time to make sure that it turns into profits, not just some good buzz that fizzles out in a few days.

PROMOTE YOURSELF

Once you have a reputation, you need to make sure everyone knows it. If people have spoken well of you, make sure that everyone and anyone can find these comments on your website, your blog, and any other place where you're promoting yourself and your products.

Many so-so internet marketers suffer from the delusion that their product is the only thing that matters. While this is certainly a part of the issue, you also need to be aware of YOURSELF.

Your products will come and go, but it's your reputation that is going to make the difference in the long run. If you're not able to promote yourself and who you are, what you have to offer, etc., then you're going to be one of those businesses which simply disappear in a few months or years.

That's not what you want.

You can promote yourself by:

- Always having your biography/story with your products.
- Introducing yourself with the product name.
- Being visible at all times in relation to your product.

Your picture should be near your product as should your name. You need to become the most important part of your marketing campaign because you are the internet marketing guru.

LINK YOUR REPUTATION TO YOUR PRODUCTS

Your reputation needs to be something people think of first when they think of your products.

You can begin to state your case to prospective clients and customers by making sure that your reputation is a part of all of the sales letters, newsletters and other promotional materials.

Talk about:

- Who's supporting you.
- Your credibility.
- Your experience.



Again and again, make sure that customers understand that your reputation is what they should trust. And once you get them to agree to this idea, then they will come back for more.

BE VISIBLE

Once you have your product in the hands of others, you need to continue to be visible. This is not a process in which you hope for sales and disappear. If you want to be an internet marketing guru, your actions need to be about more than just today. You need to be concerned about tomorrow, the day after, etc.

To make sure that you are investing in your future, it's time to be visible.

- **Look for feedback**

Along with your website, you will want to create some sort of forum where people who have your product in hand can begin to talk about what they think. You want to create a place where they can discuss any ideas and where they can interact with others who have the product as well.

- **Respond to feedback**

It never hurts to be a part of the conversations and the feedback

about your own product. In doing so, you will show that you are interested in your customers, not just in their money.

- **Defend, not defensively**

When you are confident about your product, make sure that you defend the things you said or are selling. This is not the time to get defensive as you want to focus your energy more on the people who LOVE your product than on those who have troubles.

- **Be open to questions**

You do want to listen to the concerns about your products, of course. Answer the questions you can and begin to create a dialogue with those who will become your future customers.

- **Continue to talk about the product**

Even though the product is done and over with, you will want to continue to talk about it after the launch. Begin to discuss new ideas which have resulted from that product and begin to discuss how you came to the idea in the first place. Continue to be a part of the discussion.

No matter what, your launch needs to be full of energy, discussions, and interaction. And the more you bring into the launch, the more you will get out of it.

7 SNOWBALLING YOUR



RESULTS

But just making it big in the beginning isn't the end of this internet marketing guru story, now is it? When you think of gurus, you think of the people who have been around for a long time, those who have worked hard at what they do and now all they have to do is come up with next biggest idea.

And they have plenty of people waiting to hear what that idea is. You too can begin to create a snowball effect for all of your success. Because your first big launch shouldn't be the only thing you do.

You have plenty more to show your audience of customers and clients.

THE NEXT BIG THING

You've had a good idea. You've marketed it and it got a great response. Now, you can rest on your laurels, can't you? Not so fast. While you will want to stop and enjoy the success you've earned, this is also the time to start cooking up the next big idea you want to present to your audience. This is the time to begin to think about what ELSE you can do, rather than just waiting for the applause for your work to die down.

If you don't jump on this opportunity now, you will find that your audience wanders off to try something new, to listen to someone else. And you don't want to lose them.

While you still have their attention, you want to make sure you're giving them something special, something ELSE that's special.

CREATING A NEW IDEA

While you might be exhausted from coming up with that first idea, now is also the time to come up with something new. Use the energy that you're feeling from your current success and find a way to channel it into brainstorming. Look around the market to see what people now want as a result of what you've already begun to sell.

You might want to:

- **Read the forums**

Get out and begin to listen to what people are saying about your product and the things you have done. In those comments are certain to be suggestions for what else you can do and what else you could create to really wow people. Since no one is every completely happy, you always have avenues left to explore.

- **Read your emails**

In the beginning of your product launch, you will begin to get emails

after emails about what you've done, how you've helped, etc. This is the time to lose some sleep and read and answer all of your emails. You want to be engaged in the aftermath of your product launch so as to really find out what you can do even better the next time. No one is perfect – and that's good. If you produced a perfect book the first time, you'd be out of things to do at this point and that might lead to a pretty boring life.

- **Create a long list of possible ideas**

Right when you launch your first product, take out a piece of paper and begin to write down all of the ideas you can think of that you want to launch next. These ideas can be related to the product, not related to the product; it doesn't really matter. What does matter is that you're constantly coming up with something else which is going to help you boost your profits as well as your standing in the community.

- **Always have another idea in mind**

Ideally, when you have your product launch planned out, you want to now only have that idea ready to go, but also another to immediately follow it. There's no time like the present after a product launch to pull people in and to pull them in while they're already buying what you have to offer.

The next great idea is just around the corner, though you will have to figure out what it is. Having a new idea right now will allow you to snowball your success and keep you moving upward as opposed to stagnating or moving downward.

AN EXTENDED EDITION

Some people rush out their first product as they are so excited about it and they just want to see what the reactions of others might be. There's nothing wrong with this approach.

However, if you're feeling like you left out a lot of ideas from this first product, your follow up might be an extended edition which can fill in the gaps you feel you left. Or you can update your book to include new figures and ideas which have changed since the last time you worked on your product.

With the clear marketing that the follow up product is basically the first book with some additions, you can help to create a new and energized product without having to reinvent the product altogether. Adding just a few pages will enhance the value of the product and allow you to increase your profits.

Here are some ways in which you can extend your book or product or service:

- **Add more details**

The more ideas and pages your book can have, the better it will seem to a new buyer or to an old customer who has the original book. For example, if you talked about email in your last book, you might want to talk more about social media or micro-blogging in this book. And if you talked about those platforms, you might want to talk about the modern trends in advertising and marketing. Update everything to add value.

- **Update all statistics, facts, and figures**

Since the numbers change often, updating the numbers in your product or service or book will allow a person to have the more accurate information possible. They will be able to use this information to make decisions which will allow them to succeed in whatever they are trying to do.

- **Choose new photos**

Just changing up the packaging of a product can help to make it seem more exciting and helpful. Though this might seem a little dishonest too, letting the clients know that the packaging has changed, but the content has not, allows everyone to know what you've done.

- **Rebrand your idea**

Changing the name and adjusting the content of your program or book will help the material seem brand new to brand new customers. If you have an old program sitting around, one which you've sold under another name, it never hurts to try to sell it under a new name to see if the name really was the sticking point for buyers.

- **Change the ingredients or materials**

When you adjust the content of your product, you offer users and customers the chance to have a different experience than they did before. For example, a cookie that's now organic is going to appeal to the same customers as well as to new customers, but it's going to change the product and make it worth buying once more.

- **Add more services**

You need to add more to your product in order to revamp it for a new product launch. Add more services to the service, add on more support, etc. Find a way to add MORE to the product you're selling and people will continue to buy it.

- **Offer add-on products**

Of course, the best way to continue to use the same idea to make a profit is to offer add on products. Instead of selling A book, sell a series of books which can help the reader build on what they've already learned.

You have a lot of options from which to choose, but any of the options above are going to help you continue your momentum.

NEW DIRECTIONS OR THE SAME DIRECTION?

A lot of people when they are thinking about new ideas will be confused about whether they should go in a completely different direction or in the same direction.

While it can be hard to keep up with the consumer market and what they want, it's easy to see that offering the same sort of product to an audience who already likes the product is probably going to be the easier sell.

On the other hand, if your audience wants the newest and the latest thing, they might want you to try something different.

So, what do you do?

Well, this argument is one that only you can resolve because only you know your customers well enough to understand what they want and what they don't want. And if you're not sure, then it might be time to find out more about your customers instead of simply guessing. If you've had a successful product launch, you've seen the feedback and you're probably leaning in one direction – the same one.

People enjoy buying the same things again and again, especially when they've enjoyed the first one they bought. While new ideas and new products have their place, sometimes what people know is much easier to sell and to produce than what they don't know.

Why create a completely different product if it's going to cause you to use up more energy and more time to create it, but you have no idea whether a person or your audience is even going to like it?

Maybe the same direction will work for now, until you have exhausted the ideas you have in your mind. And when that happens, it's time to take a new direction.

CREATE A CONTEST FOR IDEAS

Sometimes the best way to come up with new ideas to continue the snowball effect of your success is to let others come up with the new ideas. Your audience already knows what they want to see and they're good at seeing things you might not have already thought of in the market.

You can't look at everything that's for sale right now, anyway.

USE YOUR MARKETING PROWESS

While the dust might be settling from your initial internet marketing campaign (hopefully not too much, though), it's time to use the skills and the avenues you used to get your product into the hands of your audience in order to get this contest started.

Here is a simple ad you can use for Twitter:

Want to help me with the next BIG idea and win a free prize? YOUR WEBSITE LINK

Here is a simple ad you can use on your Facebook group page:



I'm looking for the next big idea to market to YOU. But why not help me figure out what the next hottest idea or trend might be. By submitting your idea in 100 words or less, you will get a chance to not only help me brainstorm, but you'll also win a chance to get your idea chosen and then receive the product for FREE. Plus, I'll get in contact with you over the phone to talk about your idea. Be a part of something BIG! YOUR WEBSITE LINK

You get the idea. You want to sell the idea of helping you come up with the idea you will use. And as you do this, you will save yourself time and energy.

Post the content listing to as many sites as you can, allowing yourself to spread the word far and wide. You might want to have a time constraint on the ideas, however, like one month or thirty days. This way, you have ideas quickly, but you can also get started on a hot idea before the end of the contest if you see something you really like.

(And have people sign over permission to use other ideas which are not chosen as the winner. You'll get a huge bank of possibilities.)

In fact, you might just want to start this marketing campaign a week or so after the initial launch. People are excited, you are excited, and you're bound to get fresh ideas inspired by the product that's already been a success.

OFFER A PRIZE TO THE WINNER

In the advertisements above, it's suggested you offer a free product to the person who 'wins' with the best idea. Or you might want to schedule a sit down time to talk with each other. This helps you in a couple of different ways:

- You stay engaged with your audience.

- You look like someone who cares what the audience thinks.
- The buzz doesn't die down.
- You create rapport with one customer who is then going to tell his friends and family...
- You can encourage others to submit their ideas the next time you launch a product. In fact, you might just get more ideas when the contest winner is announced than during an actual contest.

You want to be the one who cares what OTHERS think, rather than seeming like a guru who only cares what YOU yourself think. True, it's a good idea to care about what you think, but it's an even better idea to think about what your audience thinks.

When you ask them to speak up, they will. And not only will you listen, but they will listen to you more as a result.

CREATE OPPORTUNITIES FOR EVERYONE TO BE INVOLVED

The ideas which will come as a result of the contest are great, but it's not so much what you gain in terms of ideas, but rather what you will gain in terms of community building.

When your customers and audience are involved in the creation of a product, even if they're not the 'winner,' they feel like they are a part of something bigger. They begin to feel invested in what you have to say and what you have to share.

It's like you asked all of your customers to build a house together. And while not everyone can live in this house, they can all step back to appreciate it. They know they have been vital to the building of the house and to the eventual end result of the house.

They look at that house with pride and they are satisfied with themselves as well as the person who designed it.

As an internet marketing guru, you become less of a mythical creature to them. You aren't out of reach like so many celebrities are in the world. Instead, you become a guru of the people – and that can bring you lifelong success.

In fact, this might just spurn you on to involve your community of followers even more.

Here are some ideas:

- **Support community fan groups and forums**

Make sure you're a regular visitor to your own groups and forums, inspired by your ideas.

- **Have fan meet and greets**

Though it sounds a little strange to meet people in person when you're an internet marketing guru, it's a good way to showcase who you really are beyond your marketing and your online pictures.

- **Have question and answer sessions via teleconference and web cam**

Since the community will always have questions, make sure to schedule time to answer these questions as often as possible.

- **Showcase community members who have had success because of your products**

Make sure to promote those people who have really changed their lives because of your products. Promote them on your blog, your website, etc. And not just as a testimonial.

- **Encourage community members to work together on charitable causes and offer to support these efforts**

Working together is the key to building strong relationships with your community.

When you work together with your community, you will find they become all the more invested and devoted to you. This makes your chances of long term success all the more realistic and all the more

HAVE ADD-ONS FOR YOUR PRODUCTS



When a snowball rolls down a hill, it grows bigger because it picks up more and more snow as gravity takes it down the incline. Getting heavier and heavier, the snowball is prone to take on more and more snow as time goes on.

Your product launch should not stop at the top of the hill. And it's the add on products you create which will help you build a larger snowball and start moving down the hill.

You want to create add on products which are:

- Valuable
- Helpful
- Complementary

- Thoughtful

If you've taken the time to look around the internet, you've probably realized one thing: some gurus just add on any product and hope that people buy it.

They take advantage of people who think that once they buy everything you have to offer, then they will be 'fixed' in some way. Though this is certainly a logical way to think, if you want to be a bonafide internet marketing guru, you want to offer add-ons which not only help your community, but which are going to continue to enhance your credibility.

WHEN TO OFFER ADD-ONS

The best time to offer add-ons would be at the end of the initial purchase since the person is already committed to buying what you have to offer. However, some newer internet marketing gurus (including you, perhaps) can feel like this is a bit too pushy and they don't want to scare customers away.

Fair enough. If you're going to offer add-ons, the best time to do it (besides right after the original sale) is a few weeks after people have had time to use, to read, and to explore the item they've already purchased. Once that initial shine has worn off, that's when you should try to hit them with something new or something that will complement what they're already doing or thinking of doing.

You might offer this add on:

- Via a special coupon.
- Via your newsletter.
- In an individual email.
- Through your website.

No matter how you offer the add on, make sure that you are targeting those who have already bought from you in the past since they will be more likely to buy from you in the future.

But spreading the information around to new people will also encourage them to think about making a purchase of your initial product, the one that launched all of the exciting add-ons.

This add on should come right as the sales are starting to level off or when they are slowing down. That's when people are ready to buy something new and they're ready to expand the reach of the items they've already begun to enjoy.

ADD ON IDEAS

Many new internet marketing gurus have so many ideas; they don't know where to start. Let's look at some of the add-ons you could use to help enhance the experience of someone who has already bought an item from you.

- **A smaller book of tips**

This smaller booklet will give the buyer more ideas about how to follow through on the advice they've learned.

- **Strategy sheets**

When the product is related to starting up a business, for example, you might include sheets about how to strategize for this startup.

- **Calendars**

If you have certain items which need to be done in a certain order on certain days, it can't hurt to include add-ons with these steps clearly marked.

- **30 Day Programs**

Many people love information, but then don't know what to do with all they've learned. By including a thirty day startup plan, they will know exactly what to do, when to do it, etc.

- **Tools To Use**

If you need to include certain tools to use (i.e. weights for an exercise program, etc.), then encourage people to buy those after you have sold the initial product.

- **Software**

When you want to give your community tools they can use on a computer, that's a great add on. These might include discs of actual programs or simply a disk of files which can be used for future endeavors.

- **Videos, Audio, Handouts**

Many internet marketing gurus are offering things that will continue to teach the owner of the product. This might be videos of you speaking about your product and giving more instruction, audio files of speeches you've given, etc.

There are many things you can offer as add-ons which will allow you to have the most impact on those who have already bought from you or who are thinking about buying from you.

These add-ons should be high value, offering content people can truly use, not just freebies which are going to be useless and make you look less credible as a result.

FREE OR PAID?

That brings up a good point – should people pay for add-ons or should they get these add-ons for free. Honestly, this is entirely up to you. But if you look around at other internet market gurus, most of their add-ons which come after an initial product launch are going to be things customers will pay for.

Paying for these add-ons makes sense when they are truly valuable. If you are offering solid and additional information to your customers, then it makes sense to ask for payment.

Also, when you put a price tag on something, it increases its value in the eyes of outsiders.

These add-ons should not be too pricey or be more than your original item, but a small cost for your time and effort will make them popular with your community and it will help you to continue to make money, even after the initial launch excitement begins to die down.

NEVER STOP

When you want to snowball your success, it all comes down to one basic and simple fact: you cannot stop.

Marketing is not something you can do and then walk away. Internet marketing takes time, patience, and dedication. You need to be visible at all times so that you're visible for the long haul. And while you might not think that you need to do a lot of work once the momentum begins, those who settle for what they think they can get usually end up with less.



People have a lot of choices on the internet and when you stop innovating and making yourself available to the community, people will move on. They will move on to the next greatest thing.

Make sure the greatest thing is always you by continuing to do the things you've learned in this book – and finding new ideas to continue to attract community and profits to your doorstep.

Like Winston Churchill is quoted as saying, "Never give in. Never give in. Never, never, never, never--in nothing, great or small, large or petty--never give in, except to convictions of honor and good sense. Never yield to force. Never yield to the apparently overwhelming might of the enemy."

CONCLUSION

Becoming an internet marketing guru looks like magic to the outside world. It just seems like anyone can do it and anyone can become a profitable marketer if they only knew the secrets these people do.

And now you do.

With these internet marketing strategies, you will be ready to promote any product, sell any service, and move any idea you have. You will build communities, increase your visibility, and begin to garner praise. There is no time like the present to begin to use the internet to make your future stable and secure.

While this is a process that takes hard work and dedication, you can and will be a success when you employ all you have learned in Internet Guru Training Camp.

Time's a wasting, so get started NOW!



Internet Marketing Resources!

[Setup Up My Resell Rights.com](#) – Free 2hr webinar shows you how to set up your resell rights products so you're ready to start collecting payments!

[Killer Preseller.com](#) – Free membership provides you with affiliate pre-sell templates every month to help you promote ClickBank products in various markets! Optional upgrade for presentation videos and audio – well worth considering!

[1 Day Product Creator .com](#) – Learn how to create your own highly profitable digital product in 24 hours or less and have affiliates promoting you!

[Internet Marketing For Newbies](#) – (IM4Newbies.net) A full suite of over 120 video tutorials that'll show you everything you need to know about setting up a virtual business – recommended for beginners!

[Instant Site Uploader.com](#) – The perfect all-in-one solution for absolute beginners who don't want to edit any HTML or graphics or do any market research. Professional websites are created for you every week, so you can simply upload and promote! Full traffic training provided!

[ClickBank Approval](#) (CBApproval.com) – Complete video series on how to submit your product to the ClickBank marketplace without going through rejections!