

By Chris Cobb

---

[www.MyBonusBlog.com](http://www.MyBonusBlog.com)

## WHAT ARE YOUR RIGHTS

**NO. You cannot Edit, Resell, Copy or Claim Ownership to this Report!**

**YES. You CAN Give This Report For Free To Others Who Might Benefit from it!**

**YES:**

- Give it away as a freebie when someone signs up for you newsletter/ezine.
- Add it to your membership site (as long as you don't charge for it)
- Use it as a bonus to your products.
- Share it with your blog readers.

**ALL RIGHTS RESERVED:** You do not have any rights to sell or profit from this report. All content is to remain unedited and all links must stay intact as they are. You cannot claim any type of ownership without express written permission from the creator and only the creator, Chris Cobb. All rights to this report belong to the author only.

**DISCLAIMER:** All information contained within this report is strictly the views represented by the author and the interviewees, at time of publication. Said author/interviewee can and does reserve the right to add to, change, alter or update the thoughts and opinions stated herein. Every attempt has been made to accurately substantiate all information in said report. However, the author, interviewees, affiliates make no warranty to nor do they take responsibility for any errors or exclusions that may be contained within. Your results may differ from those expressed herein. The author does not offer legal or financial advice and anything inside this report should not be construed as such. It is recommended the reader contact the appropriate qualified professional for advice in these and any other areas should it be needed. It is the responsibility of the reader to know and adhere to any local (city, state, county, etc.) laws regarding the conducting of business. And yes, the author may benefit financially if you purchase products and services through links in this book.

**Find more actionable tips and advice at: [www.MyBonusBlog.com](http://www.MyBonusBlog.com)**

## Welcome!

I'm Nicole Dean, and I'm one of the experts featured in this series. I asked Chris Cobb (who put this project together) if I could share her video along with her notes with my readers and, of course, she agreed.

Page | 3

If you'd like to learn more from me, check out [www.EasyPLR.com](http://www.EasyPLR.com) & [www.NicoleontheNet.com](http://www.NicoleontheNet.com) I'd love to help you earn more money online.

## Introduction

Page | 4

Every new Internet marketer whether acting as an affiliate for others or selling their own products faces a similar and somewhat daunting task when starting out. What do I need to know and who can I trust to deliver good information?

In the offline world it is a little easier to size up people as to their credibility and self-interest or lack thereof because you mostly interface with people in person and you tend to interface with fewer people.

On the Internet, information is flying at the speed of sound. Your email box is crammed full of offers, tips, secrets, and everyone seems to have all the answers if you will only buy their latest Strategy, Blueprint, Manifesto, System or whatever the latest buzz word is.

I'm guessing that if you have been at this for more than 3 months, your hard drive has more PDF files on it right now than at any time in your life. "Gathering digital dust" as they say...

Eventually, you do learn all the technical parts of Internet marketing. You learn how to install a blog, ftp files to your server, include an opt-in box on your site, set up an autoresponder series, create your own PDF files, resize images, make a video, post articles, repurpose content and on and on.

You then get to the part of Internet Marketing that is more art than science and you stumble upon something that works and is repeatable—or you don't. My strategy in any endeavor is to interview people who have been successful in hopes I will learn the important things

A great place to have a captive audience of smart people is at conferences and I highly recommend you budget a couple of live conferences each year including the [Niche Affiliate Marketing System](#) workshop where I asked the question: **"What Is the One Thing You Wish You Had Known Sooner?"** I hope you enjoy their answers and some additional information to help with your education process.

## Kayla Fay - [24HourScienceProjects.com](http://24HourScienceProjects.com)

“ The thing that I wish I had known years ago is that SEO is not just for the big guys. It is do-able for people like me, and you don't have to just rely on AdWords or social networking. But you can optimize your site by using just a few easy methods. ”

Page | 5

SEO, for the uninitiated, is Search Engine Optimization. In a nutshell, the purpose of SEOing your website is to make it as attractive as possible for Google, Yahoo, Bing and other search engines to “rank” you for certain keywords. In other words, my main SEO goal for my website is to be listed in the top 5 or at least on the first page when someone types my keyword into the Google search engine box.

Google, at this writing, is the 800-pound gorilla in terms of search so most all SEO ebooks, courses, teleseminars, webinars, blogs and articles teach you how to improve your chances with Google. So if Google likes you, it is assumed that everyone else will too.

SEO involves optimizing your website pages, called on-page optimization, as well as participating in activities on the Internet to increase the perceived importance of your website which is called off-page optimization. This involves such things as getting links to your site posted on other sites which Google deems important. In the offline world this is referred to as “who you know—not what you know”.

The best ebook I have read on SEO is called [SEO Fast Start](#) by Dan Thies. Unbelievably it is actually free. Have you ever been surprised at something you have learned about a subject you thought you knew fairly well?

This is how I feel about Dan's book. It is one of those resources that you can read several times and find something new each and every time. It is in its 9<sup>th</sup> edition since he first published it in 2001.

## Traci Knoppe - [GenesisBlogging.com](http://GenesisBlogging.com)



*I'm Tracy Knoppe, and my website is [www.GenesisBlogging.com](http://www.GenesisBlogging.com).*

*And the one thing that I wish that I would have done when I first started my business was to join a Mastermind group, a paid Mastermind group, because within that group I have gotten a lot of great resources for outsourcing and for feedback on my site and a lot of business help.*

*It has really helped to grow my business. So find yourself a paid Mastermind group of high integrity, and that way you can grow your business.*



Page | 6

Mastermind according to the Wikipedia is another word for genius. Their other definition is "A small club of like-minded advanced talents who meet periodically for mutual brainstorming / accountability sessions."

I totally agree with Traci, a premier blogging expert and coach. I consider the two mastermind groups to which I belong to be a staple rather than a luxury. You absolutely cannot succeed to your full potential by going it alone.

A mastermind group acts as a personal coach, a mentor, a technical teacher, fresh eyes, a sounding board, and frankly people who can relate to your frustrations. Family and friends outside of the Internet marketing world just don't have a clue. They either think you are nuts and you should get a real job if you haven't made it yet, or you have some magical talent if you have made it.

So what are my two invaluable groups? And can you get in?

As of this writing, you can still get in. I'll give you one now and you'll have to read on for the other. 😊

I list Lynn Terry's [Self Starters Weekly Tips Elite Forum](#) first because it was the first group I joined (and not a moment too soon!). Until I met Lynn and some of her seasoned and successful band of elites, I was beginning to think Internet

marketing may be like “no-money-down real estate” where the people making the money were the ones selling the books and the DVD’s.


Page | 7 Fortunately they took me under their wing and showed me the way. As in any business, there are those of the highest integrity and honor, and those who, well let’s just say, need to go back to honor school. Lynn Terry is definitely in the first group. Don’t get me wrong. She is not a non-profit organization, but she is incredibly generous with her time and her advice.

The same can be said of her elite members, many of whom are on the video and have helped me with this project. All I had to do was post it on the elite forum asking for critiques and suggestions and in less than an hour, I had received several really good responses. And they continued to follow my progress to completion.


Another cool benefit of being an SSWT elite member is the private voice & chat webinar held every Thursday (and recorded) where anyone can ask for help or encouragement with a project, get valuable resources, or just laugh it up with the gang. Let’s see a show of hands of those who really look forward to Thursdays. I think it is unanimous!

Lynn doesn’t do many speaking engagements, but she has become a regular at the [Niche Affiliate Marketing System workshops](#). You want to find Lynn at NAMS? Just look for the largest group gathered after hours laughing, telling stories and generally having a great time!

## Dan Morris – [LettersFromDan.com](http://LettersFromDan.com)

 *Hey this is Dan from [LettersFromDan.com](http://LettersFromDan.com). The one thing I wish I would have understood sooner is community networking. You have a big list ... everyone talks about list building.*

Page | 8

*Lynn Terry was explaining in community networking, you learn to make the list talk amongst each other. I thought that was a fantastic point ... the difference between building a list and turning that list into a community.* 

Community networking is definitely the future of the Internet. And to take it one step further is to add commerce to the mix creating Community Marketing where both consumers and businesses can be a part of a social community enriching the experience for the user and creating a targeted market for businesses.


A member of the Forrester Research team predicted that Social Commerce would be the new model of the Internet by 2011. You can begin to learn this model now and get a head start on the competition through training at [Cagora](http://Cagora.com), the web's first Community Marketing venture.

Cagora is helping small business get known on the Internet and is helping community partners create a community of businesses whose purpose is to promote their local community or field of interest and help non-profits at the same time.

## Anita Johnson – [NetMarketingForNewbies.com](http://NetMarketingForNewbies.com)



Hi. My name is Anita Johnson and my website is [NetMarketingForNewbies.com](http://NetMarketingForNewbies.com). And the one thing I wished I had known sooner was; what did I want to do? Pick something. Not everything you see online.

Just pick what you're really passionate about, that you really know something about, and build your site and your niche around that. That would be my tip. 

Picking a niche is something many new Internet Marketers struggle with. The number one reason is that they don't believe they are an "expert" in anything. What they fail to realize is that just because something comes easily to them, that isn't the case for other people. If you are passionate about a topic, that is a great place to start because if you are passionate about it, you most likely have a ton of information to share. The next step is to determine the economic viability of the topic through keyword research. Unless the topic is obscure, you will find that plenty of other people are becoming interested in your niche every day and just need to find you.

There are numerous ways to do keyword research. The best place to start is with the [free keyword tool at Google](#). I'm a keyword tool junkie and have tried many. There are two I like the most: (1) [Keyword Research Pro](#) from Fabian Lim for brainstorming keywords. The first tab of this tool is called Keyword Brainstorming and pulls either highly searched "Products" or "Hot Searches". From there you can generate LSI keywords and create a keyword basket to use in other features like keyword competition and keyword effectiveness. Finally there is a very useful filtering tool to remove keywords by word count, strip out unwanted characters and toss out keywords that don't meet your criteria. (2) [Market Samurai](#) is more than a keyword tool. Everything starts with keywords, but this software includes the ability to track rankings of keywords, find content (articles and videos) that match keywords, and create ads for your keywords. The team over at Market Samurai is hard at work creating new features and tutorials to get the most out of the product.

## Aileen Bennett – [ThatSpeaker.com](http://ThatSpeaker.com)

*“ The one thing I wish I had known earlier was how these people put up all these different websites. When I first turned up at NAMS people would be talking about having 50 and 60 websites and I was thinking how could they afford that? Then found out about sites like Hostgator where you pay one hosting fee and you can up to 100 websites depending on their size for one hosting fee which really means you're only paying the \$10 domain fee and you can have as many websites as you want. ”*

[Hostgator](http://Hostgator) is a very popular web hosting company because of its reliability, great technical support and the ability to add additional websites on the one account. If you only have one website, the Hatchling account is the best option. This can be upgraded to a Baby Croc account if you decide to create another website. Then every other website can be added to that account.

A great feature of Hostgator is their cPanel, or dashboard for managing your account, configuring email, accessing your server files and much more. It includes web management software including the ability to install Wordpress in a couple of minutes.

## Martin Sabel – [MrElderCareOnline.com](http://MrElderCareOnline.com)

*“ Hi. This is Martin Sabel. I'm known as Mr. Eldercare. I'm at [www.MrEldercareOnline.com](http://www.MrEldercareOnline.com). And the one thing that I wish I had known sooner is how easy it is to use teleseminars to make money, to use it for coaching programs, mentoring programs, and to create products. Cindi Dawson was amazing, and I'm really glad I came. ”*

Does the mere mention of the word “Teleseminar” scare you away? Me too-- until I realized that it doesn't necessarily mean a formal, organized meeting with

months of planning. It could be as simple as reading a report using your computer and a headset or even a telephone.

Once you have a recording, you then have more content which can be posted on your website, uploaded to iTunes, burned to a DVD, or transcribed to produce blogs, articles, ecourses or eBooks.

I did invest in a good microphone that plugs into my computer with a USB cable. I recommend the [Audio Technica AT2020USB Condenser USB Microphone](#).

### **Cindi Dawson - [TeleseminarSuccessSystem.com](#)**

**“** *Hi. This is Cindi Dawson, the Teleseminar Coach, TeleseminarSuccessSystem.com. This is my best tip for what I wish I had known earlier. And that is that I wish I had known that your personality helps determine what you will be good at online.*

*The reason why I say this is because if you're used to detail-oriented things and you're that type of personality be sure you focus on something that's going to require details. If you're a person who likes to write or likes to speak or likes to see things, take that into account.*

*Consider your personality when you're making these decisions. Hope that helps. Thanks.* **”**

I totally agree with Cindi. Many people when they are starting out with their new online career try to mimmick someone else that they perceive to be successful without regard to the expertise that person has in order to be successful. Take inventory of your strengths, weaknesses, passions, and interests before deciding on the type of online business to pursue. You have the chance to design your perfect business—so make it fun and interesting at the same time.

## Maritza Parra – [ProductCreationBonus.com](http://ProductCreationBonus.com)

“ Hi. I’m Maritza from ProductCreationBonus.com. And what I wish I would have known sooner is that I do have an important message to share and gifts to help lift other people and get them to take action on their dreams.

*I have a tiny story to tell, but my first actual digital product was sold because a lady kept annoying me that she wanted some meditations. And I just thought she was annoying and annoying me.*

*And then finally I realized this woman is asking me for a product. And now I see the same story repeating itself a lot with my own students.*

*They are scared to get their own voice out there and actually sell their gifts and talents and knowledge. And once they do and they see that that helps other people, it becomes a totally different story.*

*So go out and share your light with the world. And don’t be afraid to get paid for it.* ”

Here’s another good tip that I can relate to. In a previous career I had a CPA tax firm and prepared hundreds of tax returns every year. Because I had given up that job and was actually enjoying March & April again, I didn’t want to create a business online that capitalized on something I really knew well.

Wrong, wrong, wrong! I just needed to think about taxes in a different way. After attending NAMS1 and Mark Hendricks’ workshop (look for info about Mark later), I created [Pain-In-The-Tax.com](http://Pain-In-The-Tax.com), to help people file their OWN taxes.

Do not make the mistake I made early on and throw out a niche that you really know well just because it relates to a job you would rather forget. Turn that knowledge into something that will make you money and be fun at the same time.

## David Perdew – [NicheWidget.com](http://NicheWidget.com)

“ Hey. This is David Perdew at [NicheWidget.com](http://NicheWidget.com) and [NicheAffiliateMarketingSystem.com](http://NicheAffiliateMarketingSystem.com). The one thing I wish I had known earlier was just focus on one thing. Don't get spread around on too much stuff. If you do one thing, finish it.

*I started way too many things. I finished a lot of them. But I should have just stayed with one until it was the way that I needed it to be and then moved on.* ”

Does this sound familiar to you? Especially in the beginning, you learn an incredible amount and each learning curve seems to prompt you to start something new.

The “Rabbit Trail” syndrome seems to hit Affiliate Marketers hard because each great program you run into prompts the desire to promote it. That may involve reviewing the product, putting up a website, writing articles, and other traffic generating activities. Before you know it, you have several websites started and nothing finished. Take it from a super affiliate, [Lynn Terry](#). Her favorite saying is “Start to Profit”. Take that great idea and get it profitable before starting the next one.

## Teisha Houston – [TheBusinessCoachForMoms.com](http://TheBusinessCoachForMoms.com)

“ Hi. I’m Teisha Houston, also known as Lady T, and my website is TheBusinessCoachForMoms . The thing that I wish I had known sooner was what my passion truly was. I, for 15 years, coached people unconsciously without even thinking about it. Just naturally. People were successful.

But it wasn’t until just a couple of years ago that I heard about a woman who was newly divorced, and she was going to have to leave her business to go get a job. I harassed this woman; I stalked her. “Please let me help you. Do not give up that job. Don’t give up your business. Don’t.”

And it was once I started stalking her and calling her, and we played telephone tag for a while ... that I started rehearsing in my head all the years that I helped, and all the people that I helped with their businesses and how successful they had been.

And then it occurred to me ... ding! Well, that’s what I love to do. That’s what I love to do, and it actually works. People are actually successful. And at that point I realized that is really a passion of mine, and that I can truly help people if I become conscious.

And I sat down and prayed. And I asked God to give me something that would really help people. So I have a system that I take women through that helps them to develop and grow their business.

So that’s what I wish I had learned earlier ... what my real passion was, as opposed to trying to look for my passion and search for my passion. I was living it all the time and didn’t even know it. ”

Do you ever say to yourself, “that’s easy, who would pay for me to teach them that?” What comes easy to you doesn’t necessarily come easy for everyone else. We all have different talents. If training a dog, or painting a wall or creating website banners comes easy to you...then GREAT! There are thousands of people out there that need help and are willing to pay for it. So, what are you waiting for...go out there and help them!

## Carolyn Holzman – [CDMaker.com](http://CDMaker.com)

*“ My name is Carolyn Holzman, and my website is [CDMaker.com](http://CDMaker.com). And the one thing I wish I had known sooner was the positive impact that SEO’ing my website... in the course of visitors to the website, phone calls, and projects coming in. ”*

This is the second comment about Search Engine Optimization. Here’s another source for good information about SEO. Matt Bredel is an excellent teacher and he has a program called [Tru-Guru.com](http://Tru-Guru.com) with awesome tutorials and live webinars.

If you have a bricks & mortar business, it is critical to understand Local Search as well. Local search strategies along with website SEO can help your business get more customers. A good overview of this subject is “[The Community Marketing eCourse](#)”.

## Willie Crawford – [EasyPushButtonTraffic.com](http://EasyPushButtonTraffic.com)

*“ Hi. This is Willie Crawford of [EasyPushButtonTraffic.com](http://EasyPushButtonTraffic.com). And the one thing I wish I had known sooner about marketing online is that joint ventures provide tremendous leverage.*

*I didn’t start working with other people until I’d been online for about three years. And if I had started a lot earlier, I could have leveraged their assets, their resources, and we could have all grown so much faster.*

*So that was a lesson that I didn’t learn until I’d been around for a long time. I just wish I’d known that right from the start. ”*

Where do you find these joint venture partners? Especially when you are new. Willie will tell you that you absolutely need to meet people and the best venue is conferences. I agree! I consider every single person in this video/report to be a JV partner in this project. Some I knew from the first NAMS, and some I met for the

first time when I held up my video camera and asked them to tell me “what was the one thing they wish they had known sooner”.

There are also a couple of online joint venture groups you might want to check out. Willie Crawford runs [The Inner Circle](#) on a forum platform and Chuck Mullaney heads up the [JVME Joint Venture Social Network](#).

### **Lisa Decker – [DivorceMoneyMatters.com](#)**

**“** *Hi. I’m Lisa Decker, and my website is DivorceMoneyMatters.com. And the one thing that I wish I had known sooner was more ways to drive traffic to my site.* **”**

Is there one subject more written and talked about than TRAFFIC? I think not. There are so many ways to drive traffic but one of the biggest has to be article marketing. This is the process of writing an original article and submitting it to one or more article directories. Google loves the rich content of article directories and if you are smart about using keywords in your articles, you have a great source of free organic traffic.

The best teacher of article marketing is [Jeff Herring](#), the Article Marketing Guy. He has the Article Marketing Teleseminar Club, a beginner’s course, article templates, and free webinars to help you learn this valuable traffic-driving technique.

If you want to utilize Google Adwords or PPC (Pay-Per-Click) to drive traffic, you absolutely need some instruction or risk losing your hard-earned cash. Perry Marshall’s [Definitive Guide to Google Adwords](#) is a must read before you venture into PPC.

## Bridgett Raffenberg – [SpectacularEats.com](http://SpectacularEats.com)

“ Hi. I’m Bridgett Raffenberg. My website is [SpectacularEats.com](http://SpectacularEats.com). And the one thing I wish I would have done earlier and knew more about is list building and why it’s important. I think I passed up a lot of good opportunities to get people in my tribe, so to speak.

I started that later than I should have when I really could have just done it from the beginning, even though I didn’t know what I was doing. ”

The money is in the list as they say. Well, actually, the money is made because of your relationship with the people on the list. That means getting through the stages of getting your readers or potential customers to “Know You, Like You, Trust You”. In order for that sequence to occur, you need to have a regular dialog with them so you can demonstrate your expertise and your interest in their needs. There are two good ways to do that. First is through email. The second is through social media like Facebook and Twitter.

Setting up an email system is not nearly as hard as it may seem. First, I suggest that you create an “ethical bribe”. That is a free report or newsletter that you will give visitors to your website for free in exchange for their name and email address. This report should be highly targeted to your typical visitor. If you have a pet supply website, perhaps a report on “Getting Rid of Fleas Forever” would be interesting. Then you need to set up an account with an autoresponder service like [Aweber](http://Aweber) where you can create a series of emails or newsletters to automatically go out to your subscribers at designated intervals. This allows you to do the work once and then let the system take over for delivery.

Social media, for many people, has become as important as the more traditional email system as a list building tool. The proliferation of Facebook fan pages and Twitter accounts has exploded. The beauty of social media in terms of building that trust factor is the ability to have two-way conversations rather than the mostly one-way emails. And you can build Twitter followers faster than you can build an email list.

There are an incredible number of resources for learning how to use Twitter in your marketing strategy. If you are completely new to Twitter and need to learn how to set up an account, browse to YouTube and search for Twitter where you will find many videos on the process to set up an account.

You can download a free report on some useful Twitter tools called “[Twitter Helper](#)”. If you want a more complete course on Twitter to teach you everything from setting up your profile, to getting thousands of targeted followers, to monetizing your Twitter marketing efforts, check out [Coup de Twitter](#).

### Nicole Dean – [NicoleOnTheNet.com](#)

“ Hi. I’m Nicole Dean from [NicoleOnTheNet.com](#). And the one thing that I really wish I had done sooner in my business is to outsource. I only have 24 hours in my day, and I assume you do, too.

*So we run into a little problem as our business grows. And we start to get punished for our own success because our bottoms end up sitting in that computer chair for more and more hours every day...*

*... because as your business grows, your customer support grows; your affiliate management grows; everything grows. Your marketing grows; everything grows!*

*So unless you can clone yourself, the next best thing is to start outsourcing. And you’d be amazed that the projects that take you forever can now be done so much quicker, and dare I say, better, if you’re outsourcing to highly skilled, competent people.*

*So I highly encourage you to do that. Thanks for listening.* ”

Nicole is one of those people on the Internet like the Energizer Bunny. She has so many irons in the fire that outsourcing is a necessity. Not only does she have her own blog, but she guest blogs for others, has several very successful Internet product ventures and is the affiliate manager for Jimmy D. Brown.

Her point was that she should have started outsourcing much sooner.

If you don't know where to start, Nicole & Jimmy have a free 5-day mini course "How to Avoid Costly Outsourcing Mistakes that Can Sabotage the Future Success of Your Business". They also have a complete one year course in weekly installments to show you exactly how to identify the perfect outsourcing tasks, how to find people to do the work, how to train them, documents to use and much more. You can access the free mini-course and the weekly course at [OutsourceWeekly.com](http://OutsourceWeekly.com).

### **Loretta Oliver – [LorettaOliver.com](http://LorettaOliver.com)**

**“** *Hi. I'm Loretta Oliver of [LorettaOliver.com](http://LorettaOliver.com). The one thing I wish I knew sooner was the impact which a Master Mind group would give me. Networking with like-minded people has helped me very much.* **”**

My other Mastermind group I consider essential to my business is Mark Hendricks' [Internet Success System](http://InternetSuccessSystem.com) or ISS. Mark is another one of those hugely successful Internet Marketers as well as a very successful businessman. You get two very important features as an ISS Gold Member. First is Internet business training both in tutorial format and personal coaching in the form of teleconferences and live conferences. There is not enough room here to list all the benefits of this program—you will just need to read about it on the website or join the free [ISS Social Network](http://ISSSocialNetwork.com) and interact with the members there.

The second is being assigned to a small Mastermind group that meets on a teleconference every other week. If you need technical help, need to brainstorm a project or a sales page, need the best resource to learn how to do something, or you need a swift kick in the pants to get that ebook written, they are there to help and keep you accountable.

### **Adela Rubio – [SelfCareMastery.com](http://SelfCareMastery.com)**

**“** *Hi. I'm Adela Rubio and my website is [www.SelfCareMastery.com](http://www.SelfCareMastery.com). And the one thing that I wish I would have known sooner is that perfection*



*is a continuum. Just get started and dive in and have fun and watch your business evolve.*

Oooh! That one hits the mark for me, because I tend to be a perfection freak. I have a cartoon on my desktop, where a man is sitting at his computer and his wife standing behind him says, “I realize you like to take time to polish your article before submission, but don’t you think four years is a little excessive?”

It’s never going to be perfect anyway, so get out there and adjust later if need be. You will never catch any fish until you put your hook in the water.

### **Michael Shultz - [SharpPixelDesigns.com](http://SharpPixelDesigns.com)**

 *Hi. Michael Shultz from [SharpPixelDesigns](http://SharpPixelDesigns.com). One thing I wish I had known earlier before that I know now is connecting with the right people. And it’s really important to find the right connections in your business and your life. NAMS here, the Niche Affiliate Marketing System, has helped me to do that and really great.* 

I have to tell a funny story about Michael who at this writing is 17 years old. I met Michael at NAMS1 and during one of the sessions, David Perdew was trying to divide us up into smaller groups based on our interests and skills. He asked us to raise our hand if we had expertise in web design, SEO, Wordpress, copywriting, etc. I think Michael raised his hand for every subject! And it is really true—he has gotten the nickname of Magic Myke among the NAMS regulars.

One day, I was on a [Lynn Terry webinar](#) and posted in the text chat that I needed help creating a banner for my website. One of the other members sent me a message that he wanted to introduce me to another member who he believed could do a good job for me. As it turned out that member was Michael and he not only created that banner, but two more and a video. Making connections in this business is indeed very beneficial.

## Karen Ferrante – [JewelryMakersNetwork.com](http://www.JewelryMakersNetwork.com)

“ Hello. My name is Karen Ferrante and my website is [www.JewelryMakersNetwork.com](http://www.JewelryMakersNetwork.com). If there’s one thing that I would have done differently or wish I’d known before I got started was to identify exactly where my passion is and start to focus there.

*I started in some other activities ... not to say that I didn’t learn a lot along the way. But if I had just gone to what I really had passion about, which is jewelry making and teaching people how to make jewelry, I think I would have had a lot more fun, and I would be a lot more along on the path of getting to a successful website and strategy.* ”

This seems to be a common theme, don’t you think—trying to find your niche. In fact when I survey my readers, trying to find a niche is always among the top challenges for new bloggers or affiliate marketers.

Besides the other comments and suggestions already mentioned, let me add Paul Evans’ [Nicheology](http://www.Nicheology.com) to the mix. This is a membership site that has an incredible amount of training and resources to take you step by step to discover, design and deploy an online business that fits you perfectly. So if you are unsure about doing the research necessary to pick a profitable niche, this program is for you.

## Mary Jo Wagner – [SmartKidsSmartParents.com](http://www.SmartKidsSmartParents.com)

“ Hi, I’m Mary Jo Wagner and my website is [SmartKidsSmartParents.com](http://www.SmartKidsSmartParents.com). And I just discovered all the possibilities with affiliate marketing. I had my head in the sand when I thought about affiliate marketing. I wasn’t going to do it, and it didn’t have anything to do with me or my services or what I did.

*And it fits perfectly. So that’s what I’m most excited about learning here at NAMS.* ”


Mary Jo is one of those folks who developed a website around a topic in which she had expertise and developed her own products. She’s now discovering the lucrative world of affiliate marketing where you sell other people’s products and


collect a commission for the sale. There are no products to ship, no inventory to buy and no customer support—just send the customer to the merchant, collect your fee and be on your way.

Page | 22 We've talked about one super affiliate to learn from and that's Lynn Terry. Another one is Rosalind Gardner, whose book, "[Super Affiliate Handbook](#)" is a long-running favorite and a must read for new affiliates.

If you are just starting out and want a solid step by step tutorial from one of the top marketers in the business, Jimmy D. Brown, you should join [Affiliatenaire](#). The material in this ecourse is extremely thorough with real world examples in every lesson. I have taken this course and can highly recommend it.

### Rebecca Wilcox – [RollingTStores.com](#)

 *Hi. I'm Rebecca Wilcox, and I own Rolling T Stores. You can find me at [www.RollingTStores.com](#). What did I wish I had known sooner with internet marketing?*

*Well, with having an online store, I wish I'd known about blogging because then I can put my articles down, inform people about products. I can do reviews, and then I can have the links that go back to my store where they can find that product and actually buy it. So that's what I wish I had known sooner.* 

Most marketers would agree that having a blog on your ecommerce site or on a separate website is essential in today's Web 2.0 environment. Not only does it help you interact with your visitors and help them to "know" you, but Google loves blogs and all of their content which helps to get your content ranked higher. Getting started with a blog can seem daunting at first, but there is plenty of help out there.

An excellent blogging course is taught by Traci Knoppe called [Beginner to Blogger in 4 Weeks](#). Through video and text tutorials, Traci takes you step by step through getting your domain name, setting up your hosting account, installing the most popular blog software called Wordpress and starting to blog.

If you have a small business and want some help with getting started on the internet with a Wordpress blog and getting traffic to your blog and your business, Cagora has very attractive small business advertising packages. The [Local Search Dominator Ultra](#) even comes with a guarantee of a first page Google placement.

### **Lisa Roberson – [HippieSpelunker.com](#)**

**“** *Hi. I'm Lisa Roberson, and my website is [www.HippieSpelunker.com](http://www.HippieSpelunker.com) And the one thing that I wish I had learned sooner, and, Okay, that I wish I would learn now, is how to focus because I get my eggs in too many baskets. And it's not good.* **”**

This is a common ailment for Internet Marketers—starting too many projects and not finishing. Lynn Terry of Self Starters Weekly Tips and ClickNewz.com always preaches “Start to Profit”. That is, work on a project until it becomes profitable and only then start on another one.

One good way to stay focused on one project is to subscribe to a weekly or monthly newsletter that will highlight an area of your Internet marketing strategy and offer improvements and enhancements. Kathleen Gage has a program called the [VIP Club](#), “A Step-By-Step, 52-Week Training Program For Starting And Running A Successful Six Figure a Year Online Business!” that can help focus your efforts and keep all those eggs in one basket.

### **Gary Huff – [ReluctantProjectManager.com](#)**

**“** *Hey. This is Gary Huff with [ReluctantProjectManager.com](http://ReluctantProjectManager.com), helping regular people handle projects and not be project geeks. And I can tell you the thing that I wish I knew way back when is that creative people really can utilize project management to be able to get things done.*

*I have a guy I work with right now ... super-creative guy in a communications group ... and he's, “I don't do that project stuff.” If I had realized back when I was doing things that doing project work helps me*

*open up and get things off my plate, so I can be more creative ... And he's finding the same thing out.*

*So there is a method to being able to get in that project mindset and not being so overloaded with work and being able to focus on real creative things. Love it. Thanks.* ”

Whether you use a formal project manager, a mind map or a yellow pad and pencil, you will find that having a plan can keep you on the road to success and focused on the necessary tasks. The other benefit of planning out, in writing, your website or your Internet marketing strategy, is that you will be able to identify areas in which you need more training or help. That way you can pass on all the enticing offers in your inbox that don't directly help with your current project.

### **Anjanette Fountain – [AnjanetteFountain.com](http://AnjanetteFountain.com)**

“ Hello. My name is Anjanette Fountain. My website is [AnjanetteFountain.com](http://AnjanetteFountain.com). The one thing that I learned this weekend would be pretty much how to go ahead and manage your business and look at it from an aerial view. And see if you can definitely explain it to others, so they can look down on your business and pretty much understand the whole dynamics of it. ”

Internet businesses are no different than any other business in terms of creating a long-term business plan and creating your unique selling proposition. A fantastic course to develop a successful Internet business is offered by Mark Hendricks' [Internet Success System](#). This is a 13-part course which will take you step-by-step through the planning to implementation phases. Even experienced Internet marketers re-read the entire course from time to time to stay focused with new projects.

## Elizabeth Ashe – [HotStartMarketing.com](http://HotStartMarketing.com)

“ Hello. Elizabeth Ashe here [HotStartMarketing.com](http://HotStartMarketing.com) and [InternetMarketingStrategyDiva.com](http://InternetMarketingStrategyDiva.com). And I’m here today at the NAMS, Niche Affiliate Marketing System workshop in Atlanta, Georgia. And I have the pleasure of seeing Lynn Terry, Mark Hendricks, David Perdew, Cindi Dawson, and a lot more great mentors.

*And the one thing that I can say is that I’m really glad I came, that I made this investment in myself as a marketer, as a mentor myself to help teach you and help you learn.*

*The one thing that I can say is that I have learned to get out of my own way.* ”

The most successful Internet marketers will tell you that they had mentors in the early stages of their careers and even consult with them years later. Starting out, the cost of a private mentoring session is out of reach [for](#) many, but there are lower cost ways to receive valuable training from experienced marketers. These would include forums, blogs, teleseminars, ecourses and even a subscription to a free newsletter. Check the [resources](#) section at the end of this book for a list of links to great mentoring.

## Ellen Britt – [MarketingQI.com](http://MarketingQI.com)

“ Hi. This is Ellen Britt from [MarketingQI.com](http://MarketingQI.com). I’m here at the Niche Affiliate Marketing System put on by David Perdew in Atlanta. It’s a fabulous event. And someone just asked me a fabulous question about what I wish that I had known earlier in my internet-marketing career.

*I didn’t have to think for a second. The one thing that I wish I had known was to start building my list earlier. My list has been such a blessing to me. I can make money any time I want by sending a simple e-mail. If I had just known all those years, I could have been building lists. Who knew?* ”

Building a list can be a daunting task for a beginner which is why many don't do it. But as Ellen says—her list has been a blessing to her. I won't kid you; building a list is a project that needs to be thought out, planned and executed properly. It involves setting up an autoresponder account, building a form for your website, deciding on a freebie (“ethical bribe”), creating autoresponder emails and developing a strategy to find website visitors.

One resource for helping newbies with this entire process is [List P.R.O.F.I.T. System](#). This ebook has all the components and takes you step-by-step through the process. You must not be reluctant to start this important marketing strategy.

### **Natalie Apkele – [Cuddlebuggs.com](#)**

**“** *Hi. This is Natalie Apkele with [Cuddlebuggs.com](#). What I wish I had known sooner was it's not that hard. I made this whole process extremely difficult, and I am realizing that I didn't have to. It's pretty simple. So that's what I wish I had known.* **”**

We've heard this theme several times already, so that should be a clue that it is truly a problem for new marketers. The reason many new Internet marketers find it difficult in the beginning is that they spread themselves too thin rather than working on one project until it becomes profitable and is in maintenance mode. There are so many ways to make money online and your inbox gets full of them. If you start a new project every time a new idea pops in your head, you will get “rabbit trail” syndrome. Keep it simple!

## Maurice Rigaud – [MauriceRigaud.com](http://www.MauriceRigaud.com)

**“** My name is Maurice Rigaud from <http://www.MauriceRigaud.com> and the one thing I wish I would have known sooner is that it's okay to ask for help and that you don't need to know everything. It doesn't have to be 100% perfect. **”**

If you tend to be the analytical type, this can be a problem for you. More times than not, getting your project up and running quicker will be more important than it being 100% perfect. In fact, it probably won't ever be perfect. Don't get hung up on one technical issue because you can't figure it out or make it work. Help is a mere click away or you can outsource that one part to a virtual assistant or graphics/web designer. [Traci Knoppe](#) has a team of folks ready to help you if you have a technical issue or need help on a regular basis. There really is no need to struggle.

## Kevin “Mr. eBay” Johnson – [MyFastMoneySystem.com](http://MyFastMoneySystem.com)

**“** Hi. This is Kevin “Mr. eBay” Johnson from my website, [MyFastMoneySystem.com](http://MyFastMoneySystem.com) and the one thing I wish that I had known sooner about making money on eBay is finding a product that is consumable and can be purchased for under \$20 and that can be sold over and over again.

*And that's what I teach people what to do now on eBay is to find that type of product. Just go to my website, and it will give you all the details.* **”**

Another way to find consumable products to sell is to look at your own or your friends' online purchases, go to that website and discover whether they have an affiliate program. You can build a niche website around this product or add it to an existing website if it is compatible with the existing subject.

If you are interested in building a niche website as an affiliate and want to use Wordpress, check out the [Affiliate Theme](#) which has features specifically for promoting affiliate products.



I hope you enjoyed hearing and reading what other marketers just like you finally learned that made a big difference in their success. Perhaps you can take a lesson or two from them and jump start your Internet marketing projects. The following section is a listing of all the Resources in this book.

## **Resources:**

### **Internet Marketing Mastermind Groups**

[Self Starters Weekly Tips Elite Forum](#)

[The Inner Circle](#)

[Internet Success System](#)

### **Internet Marketing Social Networks**

[JVME Joint Venture Social Network](#)

[ISS Social Network](#)

[Self Starters Weekly Tips Forum](#)

### **Website Development Tools**

[Cagora](#)

[Hostgator Web Hosting](#)

[Aweber](#)

[SharpPixelDesigns.com](#)

[Local Search Dominator Ultra](#)

[Affiliate Theme](#)

[Traci Knoppe's Web Tech Support](#)

## **Software & Hardware**

[Audio Technica AT2020USB Condenser USB Microphone](#)

[Keyword Research Pro](#)

[Market Samurai](#)

## **Books, eCourses, Tutorials**

[SEO Fast Start](#)

[Tru-Guru.com](#)

[Jeff Herring - Article Marketing](#)

[The Community Marketing eCourse](#)

[Definitive Guide to Google Adwords](#)

[Twitter Helper](#)

[Coup de Twitter](#)

[OutsourceWeekly.com](#)

[Nicheology](#)

[Super Affiliate Handbook](#)

[Affiliatenaire](#)

[Beginner to Blogger in 4 Weeks](#)

[VIP Club](#)

[Internet Success System](#)

[List P.R.O.F.I.T. System](#)

## **Conferences**

[Niche Affiliate Marketing System](#)

## **Niche Websites**

[24HourScienceProjects.com](http://24HourScienceProjects.com)

[NetMarketingForNewbies.com](http://NetMarketingForNewbies.com)

[MrElderCareOnline.com](http://MrElderCareOnline.com)

[TeleseminarSuccessSystem.com](http://TeleseminarSuccessSystem.com)

[ProductCreationBonus.com](http://ProductCreationBonus.com)

[Pain-In-The-Tax.com](http://Pain-In-The-Tax.com)

[NicheWidget.com](http://NicheWidget.com)

[TheBusinessCoachForMoms.com](http://TheBusinessCoachForMoms.com)

[CDMaker.com](http://CDMaker.com)

[DivorceMoneyMatters.com](http://DivorceMoneyMatters.com)

[SpectacularEats.com](http://SpectacularEats.com)

[SelfCareMastery.com](http://SelfCareMastery.com)

[JewelryMakersNetwork.com](http://JewelryMakersNetwork.com)

[SmartKidsSmartParents.com](http://SmartKidsSmartParents.com)

[RollingTStores.com](http://RollingTStores.com)

[ReluctantProjectManager.com](http://ReluctantProjectManager.com)

[HotStartMarketing.com](http://HotStartMarketing.com)

[MarketingQI.com](http://MarketingQI.com)

[Cuddlebuggs.com](http://Cuddlebuggs.com)

[MyFastMoneySystem.com](http://MyFastMoneySystem.com)

## **Blogs**

[MyBonusBlog.com](http://MyBonusBlog.com)

[RetiredBoomerBlog.com](http://RetiredBoomerBlog.com)

[GenesisBlogging.com](http://GenesisBlogging.com)

[LettersFromDan.com](http://LettersFromDan.com)

[ThatSpeaker.com](http://ThatSpeaker.com)

[NicoleOnTheNet.com](http://NicoleOnTheNet.com)

[LorettaOliver.com](http://LorettaOliver.com)

[HippieSpelunker.com](http://HippieSpelunker.com)

[AnjanetteFountain.com](http://AnjanetteFountain.com)

[MauriceRigaud.com](http://MauriceRigaud.com)