

The Unspoken Truth of Internet Marketing

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About the author:



Patric Chan is a best-selling author, international speaker and world-class internet marketer who has trained thousands of students worldwide through his courses, live events and training. In the internet marketing community, his product has been listed as #1 for Affiliate Marketing in ClickBank and commonly appear as a super affiliate in product launches.

What's the Truth about Internet Marketing?

You have a goal, a dream.

You wanted to start making money online with internet marketing.

You've heard about how amazing it is, and yes, IT IS that amazing. I've been doing this for 15 years now and I can honestly tell you that I've been so blessed to make a small fortune from this business.

There are many ways to make money online.

If you're a newbie, the easiest would be affiliate marketing, where you'll get a cut of commission by promoting someone else's or a company's product.

Now, this is not an affiliate marketing eBook, but it's about how internet marketing is *failing (But don't worry, it's not all gloomy, there's always an opportunity in times of trouble)*.

But in order for me to lead to that part, let me cover some things about affiliate marketing...

You can go to the websites below to find products to promote as an affiliate to earn commissions:

Amazon Associate Program – This allows you to promote Amazon.com's products

ClickBank – Probably the biggest affiliate network for info-products

Commission Junction and LinkShare - Affiliate networks used by big companies

Independent Affiliate Programs – There are many other websites that manage their own affiliate programs internally where you can join too.

I usually choose ClickBank and if you're somewhat new, it's more convenient to just start with ClickBank.

So the technical steps to make money from an affiliate program are simply these:

Step #1: Market research to uncover the demand for a particular product.

Step #2: Find an affiliate program that is suitable to promote.

Step #3: Further research on the affiliate program to make sure it can convert well to make money for you.

Step #4: Build a website and put content that's related to the market or the product you're promoting.

Step #5: Promote your website. This is where you'll need to learn how to get traffic (free or paid traffic).

Now, assuming you've completed all of the 5 steps above, there's still the possibility that you don't make any sale because there are so many reasons why someone may not want to buy!

So whatever the effort, time and money you've put in, it will all go down the drain...

So some internet marketers started to become smarter when approaching the affiliate marketing business model.

They no longer try to convert the traffic on their website to sales, **but into subscribers.**

In our internet marketing world, we call these subscribers as a "list".

Because if they don't buy, at least you can still capture them as "prospects", where you can follow up with them later on.

Marketers started building lists.

In order for them to do that, they'll need:

1. To setup an opt in page
2. To come up with some kind of enticement to get them wanting to subscribe into the list
3. Learn about autoresponders like Aweber, GetResponse, MailChimp, Ontraport, etc.

But it doesn't ends there.

The marketer must then learn the skills and knowledge of email marketing because the sales are only made **when you're able to send out "convincing" emails to your list to buy.**

Then you'll also need to learn about managing your list and that's another whole story to begin with.

Now, don't get me wrong...

This is the IDEAL method for internet marketing but let's face it...

How many newbies can actually do this?

I mean, if you've invested in some kind of "business in a box" program or system, I have no doubt this is doable. For instance, something like the [CB Passive Income License Program](#).

If not... if you're going to do this from scratch, what is the likelihood you'll even reach second base?

You see, if you're an experienced marketer, **everything's good**.

But if you're a newbie, doing internet marketing is actually not that easy.

It requires A LOT of hard work.

Truth be told...

Internet Marketing is failing.

Okay, perhaps, you may be able to "get started" or "setup".

But the competition for promotion is **fierce**.

Let's say you're competing with other affiliates for an upcoming affiliate program launch.

Just do a Google search and you'll see there are hundreds of competitors, easily.

From YouTube videos to websites.

WHATEVER you're doing, other affiliates are doing the same too.

After all, most of them are trained in the *same way*.

In other words, assuming that you're able to overcome the "getting started" phase, the promotion is another big phase you need to overcome.

And when you get the traffic, it still doesn't mean people will buy.

So you may be thinking...

"It'll be far better for me to promote my own product."

Wrong. It's actually a very bad decision, unless you're a pro.

Here's why...

If you're already struggling to make sales for **a great product that has been made to sell**, how do you think you'll do better with your own product?

Because if you were to believe this, it means you're suggesting that your product and the entire marketing system (the webpage, sales copy, email follow ups, etc) are more supreme than the affiliate program's product.

And besides, if you've just created a product and you're expecting affiliates and JV partners beating you to the doorstep to promote your product, unfortunately, you'll be very disappointed.

Every day there's a product launch by an internet marketer.

Furthermore, you're trying to compete with the Gurus who have been established for many years.

"So how did others do it?"

One word – **sacrifices.**

They are able to withstand all of the challenges, including having enough funds to see them through.

On average, that person should be able to withstand for at least 6 months with ongoing internet marketing training.

Now of course, that's not bad at all, seeing that 6 months is a relatively very short period of time for the reward you're going to get...

It goes beyond this manuscript to teach you about mindset and attitude.

But if you don't want to fail, be prepared to strengthen your mindset and have the right attitude towards success.

There are plenty of books to read or seminars to attend on this topic, DO THAT for your own benefit.

You need every single ounce of positivity to see you through because the slightest negative thought will be ENOUGH to convince you to drop out.

Seriously. YOU NEED THAT.

“Is A Sale Enough?”

Making a sale is great. Earning some money every month is marvellous. Who wouldn't love that!

But if you have a family to take care, bills to pay... you better come up with a better plan. A single product won't make you rich or even give you stable income.

Frankly, I don't have this problem. And you probably won't have it as well if you have **a sales funnel** in place for your internet marketing business.

But if you're peddling to just selling a single product with no backend or upsells, it's going to be really tough.

Here's how your sales funnel should look like, at bare minimum:

1. Entry Offers

You can call this front-end products if you wish. Basically, these are low cost products like books or short courses. They should be sold for about \$10 - \$30. They're good products where your customers will enjoy consuming the content of it.

2. Core Offers

These should be sold from \$30 - \$100. They are comprehensive programs, from A to Z on a specific topic. So let's say someone buys a book (an Entry Offer) called, "20 Ways to Make Money from Blogging", your Core Offer could be a complete course on how to launch a blog and promote it.

3. Follow Up Offers

Follow Up Offers are basically programs that are very specialized in their topics. For instance, a copywriting course that can be offered to someone who buys a course about blogging (because they can improve the skill of writing on their blog). This copywriting course can also be sold to someone who just buys an Entry Offer about anything else that can be related to copywriting.

So if you have multiple product offers, *you're in good hands*.

Because not only can your customer buy more products from you, you have "multiple streams of income" from the sales funnels that are automated.

But how many marketers actually have this figured out and implemented in their business?

“It Sounds so Gloomy...”

Not really.

Internet marketing is probably the best way to start **creating a new stream of income.**

And it's likely the ideal option to start a business by using the internet.

It's low cost and it has a lot of leverages.

So it's still the finest choice you've made to start internet marketing.

But you need to know that the world of internet marketing is not as wonderful as how it has been painted for you to see.

Be prepare to invest your time and resources.

It requires TIME to nurture it. Because it's internet, it doesn't means you can start something from nothing and expect to make money in 48 hours.

The trick is, if you can hire a coach (if you can afford it) or get a “business in a box” package to buy, grab it.

That will accelerate your speed a lot.

Saving on the minor money will give you deeper cuts into your finances. They call it, ‘penny wise, and pound foolish’.

But you don't need to hire me or buy my system. It could be anyone's.

I'm only encouraging you to do that, especially if you are a newbie because I don't want you to be part of another “internet marketing failure”.

There are already many casualties in this business, you don't need to add onto the numbers, but instead, you need to inspire others than YOU CAN DO IT.

A Shortcut

As you know, there's no one magic pill to this business.

There is a lot of hard work and testing (but well worth it). But this can be shortened drastically if you have some sort of a system to use, especially one that has been proven.

You need to start having a system to capture leads from the internet and follow up with them. Then have an incentive for them to help to build your list. The most convenient incentive is probably money. Devise a way how they can get paid for building your list.

Next, you should promote affiliate programs or someone else's products because that's the EASIEST WAY to make money online.

Of course there are other parts of internet marketing you need to sort out in order for you to have a system.

But if you want a true shortcut, you can just clone my internet marketing business with the CB Passive Income License Program.

Then later on, you can model my business and the funnel to build your own system.

To check out this turnkey online business, go to:

<http://cbpassiveincome.com>

Your friend,

Patric Chan