

# "The Internet Marketing Success Formula"

*Includes...*

**"14 Common Mistakes Every Internet Marketer Has Made At Some Point Of Their Marketing Career"**

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**Let Me Help You Make This Year Your Year Of Success!**  
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## Introduction

Look, can I be straight out honest with you? Great. I am observing an epidemic today in the Internet Marketing World! This epidemic is one that is causing good, hard working, big dreaming people to lose money and chase success like a dog chasing his tail!

They are running round and round like a hamster on a wheel! Round and round, but never seeming to get anywhere!

Some are losing money...some are simply not making any money (or not very much),.....and some are seeing the light of success, but just can seem to catch hold of it. And sadder still are the ones who just give up.

Many seasoned Internet Marketers find minimal success, but wonder WHY they are not making enough yet to earn a full time living online. Or why they are not living the life of luxury that they see others enjoy through internet marketing?

Can You Relate To Any Of These Scenarios?

You will **NEVER** become successful until you know and understand the **DEADLY** Mistakes of Internet Marketing and how to **STOP** Making them so that you can turn things around in your business!

Are you making them? If you feel like a hamster on a wheel, then yes you are making them. If you are struggling in your internet business, then yes you are making them. If you are not seeing the success that you know can be yours, then.....again, yes you are making some of these mistakes and losing a TON of money while doing so!

## **HOW MUCH \$\$'s ARE YOU LOSING?**

How much money are you losing by not knowing how to stop this insanity? It is hard to say. Probably \$1000's. Lots more than you would even want to know. I promise you, if you knew your true potential and how much you COULD be making right now, you wouldn't even be able to sleep tonight!

With the proper knowledge, you can stop making the mistakes that are costing you a fortune!

## **The Internet Marketing Wilderness**

Most NEW Internet Marketers stumble around for months and even years without this knowledge. Some eventually find out how to stop this crazy cycle in their business and rise to success, but the majority either give up or continue to stumble around in the dark and coldness of the "Internet Marketing Wilderness".

## **What Is Going Wrong?**

If you ask why most internet marketing businesses aren't reaching their optimum success, you will hear many different answers.

Some would say:

- Lack of Quality Content
- Wrong Web Hosting
- Bad Web Design
- Not Having An Autoresponder System

- Having The Wrong Shopping Cart System
- Not Having The Right Product
- Marketing To The Wrong Niche
- And So On.....

While these (as well as other things that go along with having a successful online business) may be valid points, I know the **REAL** reasons that you are going round and round...spinning your wheels...feeling frustrated....and not being able to be as successful as you want to be.

I am about to reveal reasons to you so that you can take the steps to TURN THINGS AROUND once and for all!!!!

I GUARANTEE that if you are NOT currently seeing success in your business, you will find yourself identifying with at least ONE of these categories (probably many)! And I GUARANTEE that by following the steps in this "Internet Marketing Success Formula", you can turn things around in a very short period of time if you take the steps to reverse your mistakes!

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**The Internet Marketing Success Formula Is Quite Simple!**

**Are You Ready?**

**The Internet Marketing Success Formula Is To Find Out What Is Keeping You From Success And Eliminate It!**

**Period. Plain & Simple!**

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Before you say, "I thought there was going to be more to it than this".....read on.

I have the **KEYS** to the Internet Marketing Success Formula for YOUR business! I know what is holding YOU back from success and I can help you eliminate it!

What I am about to reveal to you are mistakes that almost every internet marketer makes. Even most of the VERY successful marketers have made these mistakes. To reach the success they are enjoying today, they became aware of these mistakes and found out how to **BREAK FREE!**

**YOU CAN BREAK FREE TOO!**

### **What Is Keeping YOU From Success?**

**Mistake #1** : Listening To Too Many Gurus And Going In Too Many Directions!

This is a very common problem, but it can be deadly for your business. There are lots of successful people out there all telling you how YOU can be successful too! Most of these people really are successful, but they all have different areas of expertise and different areas in which they are successful. It is so tempting to fall in to the trap of buying everything out there in hopes that the next thing you buy will be the one thing that will turn things around for you and finally make you successful! (Does this sound familiar?). Trust me... I have been there too!

What ends up happening is that you are reading what guru #1 is telling you to do and you are all geared up to start taking action with his process when the next great course comes along and takes your focus and attention away. Your focus is then shifted from **guru #1** to **guru #2**, and you become confused, feeling like you will NEVER be successful. Because you are confused, you keep looking for someone who will make things “Clear” and help you get started. It turns into a vicious cycle! You begin to buy more products, or at least look at other sales pages and wonder if you should again invest in another ebook or course. Sometimes, it is an issue of money....it is draining you financially....and you are still not getting where you want to go.

You will **NEVER** get anywhere as long as you feel like a hamster on a wheel. It is a miserable place to be!

If this is you, here is what to do. First, face the fact that this really is happening in your business...you feel like a hamster on a wheel going round and round. Don't beat yourself up.....it is happening to WAY more people than you could imagine, so you're NOT alone!. Accept the fact that you are on the wheel and decide that TODAY you are getting off the wheel!

It will not be easy, because the urge to buy another info product will still be there and you will have to fight it. At the VERY least, go to a popular marketing forum and ask if anyone knows if the course or ebook that you want to buy is what you need or if it has good value and information. But, don't keep buying program after program.

These courses DO have their place. These programs are great for learning money making secrets that you can implement in your business AFTER it is already making money. It is like ongoing learning and ongoing motivation. But, by themselves are not

the answer to your needs. Because these guys are all going in slightly different directions, it is best if you are on a SOLID road to success and making money before you begin implementing EXTRA ideas into your business.

## **What Then Should I Do?**

You may be asking “Then how do I know what I should be doing?”.

Well, ask yourself, “What do I already know?” “What have I already made money with (even if it is just \$1)?” “What do I feel most comfortable with?” “What seems doable for me with my current interest and skills?” “What project(s) or websites do I already have going on?”

These are the places where you need to start. If you are confused, go to a popular marketing forum and ask for advice.

Ask, “Where should I start?” - “Where should I concentrate my efforts?”

Follow their advice...and if you find yourself still not succeeding, try to find what is holding you back. Again,...just ASK. You will receive some honest but helpful answers. Be ready to implement and take action on what you hear.

Turn Mistake #1 Around By Getting OFF The hamster Wheel!!!

## **Mistake #2 : Trying Too Many Things Before You Are Successful At One!**

This is sometimes related to mistake #1, but not always. Sometimes I think that a lot of us Internet Marketers have ADD or ADHD (I know I feel that way at least). This is not a bad thing, but we are just made a little different. We have 1000's of ideas spinning around in our heads at one time. Just before we finish ONE project, we get the idea for another and off we go!

Sometimes we try to juggle two or more websites, projects, ideas, etc, all at the same time. Sometimes we work at it all and never get anywhere with any of them! This is so frustrating!

### **This Can Be VERY DEADLY To Your Business!**

Remember that even though most of the successful marketers have multiple things going on at the same time, they did it:

**ONE Website At A Time**

**ONE Project At A Time**

**ONE Dollar At A Time**

### **IMAGINE**

Imagine with me that you have 5 plates and you want to have them all spinning....at the same time Can you make them all spin at them same time with just your two hands? I mean start them spinning at the same time? You can't do it all by yourself - no way!

What if you start them spinning one at a time? You start plate one spinning....and then after you see that it is getting some speed, you start plate #2. You then move on the plate #3...and so on. You have all of your plates spinning and your job is now to go back to each spinning plate and maintain the rotation. Heck, at this point, you can even comfortably add another plate to the mix without losing the momentum that you have going on. You know how to successfully get the plates spinning....and you know how to maintain them. But you see, the plate spinner started each of them successfully spinning BEFORE moving on to the next one.

This is EXACTLY how Internet Marketing is done! Get ONE website or project "Spinning" so to speak...get it profitable and making money....tweak it, get it to it's optimum potential, then move on to #2.

This is how you make money online!!!

If this is you.....you need to stop trying to get your plates spinning all at the same time!! You need to choose one that you REALLY believe in and focus your efforts on making it the BEST and Most profitable idea, website or project that it can be before moving on to the next.

Turn Mistake #2 around by stopping trying to start all of your plates spinning at the same time! Begin one, then once it is profitable and successful start another!

## **Mistake #3** - NOT Devoting Consistent Time To Your Internet Marketing – Not Treating It Like A Business

Some people try to start an internet business in their spare time. They treat it like a hobby. A few hours here... a few hours there.... ahh... just whenever the mood strikes me.

Do you really think that you can be successful like this?

If you really want to be successful, you will have to roll up your sleeves and treat this like a real business. You can choose the hours that you work, but putting in those hours are not optional!!

You CAN build a successful internet business with a handful of hours each day or week.....but it does take time and perseverance. The more time that you can put into it the quicker you will be successful.

You need to be as consistent as possible. Don't work your business really hard one week, and then neglect it for weeks at a time. That is not building a business. The guys and girls that you see who are successful put in tons of hours, sweat and hard work. They deserve to be where they are! And, believe it or not, you can be there too one day!

Turn Mistake #3 around by being consistent with the hours that you work your Internet marketing business (no matter how few or how many) and treat it like a REAL business!

## **Mistake #4** – Waiting Until You Know Everything Before You Really Give It Your All

This is a big problem that will hold you back! While it is true that you do need to know the basics of creating an online business, you can learn (and earn) as you go. Sometimes the BEST training comes from learning from your mistakes.

If there is something that you don't know, ask. But, don't let it keep you from getting started or diving in. Just put one foot in front of the other. Like Nike says..."Just Do It"!

Turning Around Mistake #4 – Just Do It! Don't let thoughts of not knowing enough hold you back! Look at those who are successful. It didn't hold them back!

## **Mistake #5** – Letting Thoughts That You're Not Good Enough, Not Expert Enough, Or Not Well Known Hold You Back

This was a big problem of mine for a long time. This holds MANY people back. It's the online inferiority complex...feeling like you are not good enough,...your work is not good enough,...you are embarrassed to let others see what you are doing, so you don't.

My advice (from someone who has been where you are) – GET OVER IT!!!! Do you want this our not??? (YES YOU DO!!!)

Yes, there are people out there who are a lot better than you! But, there may also be people out there who are not nearly as good as you who are marketing circles around you and laughing all the way to the bank! And guess what. They are learning and getting better everyday! And you can too!

Turning Around Mistake #5: Take a deep breath, face the fear....and just do it!!

## **Mistake #6** - Not Giving It Your ALL

Are you a LAZY marketer? Maybe it's not being lazy...maybe you've just got a lot of other things going on. Or, maybe internet marketing is just not your main priority.

To be successful, you have to give it your all! When I say give it your all, I DO NOT mean that you have to put 24/7 into your internet business (although a lot of us addicts do put in way more than we should). But....whatever time you do put into it, you have to give it your all and REALLY be serious about becoming successful. Don't play around with it!

Turning Mistake #6 Around : Whatever time you work on your Internet Marketing Business, give it your ALL!!

## **Mistake #7** – Reading, Listening or Watching Too Much Internet Marketing Training Without Taking Action

There is so much information (Interesting information too!) that you can read, watch, listen to...etc. This is not a bad thing at all. But, when it begins to eat into the time that you really need to be working to make your business successful, it can turn into a BIG internet marketing mistake!

It is so easy to let an hour or two go by without realizing it. And you may have only been reading post on a forum, or surfing the web, reading articles, reading an ebook, or watching an online video of an online guru. Sure, these things are fun...and you may be taking in some great nuggets of information, but you are bleeding money here! This is

time that could be making you money! This is time that could be bringing you the success that you need and want!

Turning Mistake #7 Around: Keep careful watch of how much time that you are using doing things that ARE NOT MAKING YOU MONEY! Dedicate certain times each day or each week to reading and learning, but don't let it eat away at the time you could be making money.

### **Mistake #8** - Not Setting Clear Goals Or Having A Business Plan

Create a plan and follow it to the tee! Take a little time to write a proper business plan Writing a business plan does not ensure success, but it sure increases your chances!

There's an old saying that "If you fail to plan, you plan to fail". That certainly also applies to the internet marketing field.

It is critical that you know where you are going. It's critical to have a plan. It's like a map! You can follow it step by step! Sure, you can make changes along the way, but at least you have a clear picture of what you are going to do and what it is going to take to get there.

Don't overlook this step!

Turning Around Mistake #8 : Create a Plan For Your Business And Follow It To See Success!

## **Mistake #9** – Being Afraid To ASK Those Who Can Help You

“Ask And Ye Shall Receive”! This IS True!!!

You belong to a forum where the keys of success are virtually handed to you on a silver platter!

When you don't know what to do...ASK!

When you need help....ASK!

When you are not seeing success....ASK WHY!

When you need people to “Root You On”.....ASK For It!

When You Have Questions.....ASK, and YE SHALL RECEIVE!

NOTE: Before you flood the forum with your every question, utilize the search tool to find post on the topic that you are in question about. You should be able to find a wealth of knowledge through that. But, know that any help or information that you need to help you become successful is right at your fingertips!

Turning Mistake #9 Around : Utilize your favorite marketing forum's search tool, and don't be afraid to ask for help and guidance!

## **Mistake #10** – Going it Alone - NOT Finding a Mentor

Finding a Mentor is one of the most important things that you can do to make your Internet Business successful. Sometimes it is not financially possible when you are starting out. If this is the case for you, use the forum as a mentor to you. If you are

**REALLY** serious about succeeding, you will find people who know how to guide you. Again, the magic words come into play..."Just Ask"!

### **Looking For A Personal Mentor?**

If you are looking to partner with an expert mentor to personally help you uncover the secrets to building your own mind-blowingly successful online business then look no further.

Check out all the details of how I can personally help you to make this year your year of success at <http://www.PaulKleinmeulman.com>

### **Mistake #11 – Lack Of FOCUS**

Lack of Focus or sustained focus is very common in people in Internet Marketing. Something always comes along to divert our attention. An idea, training, something in our offline world...and more.

You MUST put on blinders and have "laser-focus" on the task at hand. Ask someone to hold you accountable. If you are working with a mentor, have them to help you stay focused and on task.

This is hard to do sometimes, but you must!

Turning Mistake #11 Around: Do a mental check each day and each week to see if you are on target to make your goals happen. Are you focused? If not, how can you get back on track? Focus is very important!

## **Mistake #12 - Watching Others Making Money While You Make Little Or None**

This is a mistake that I see made quite often. It is quite easy to do! This mistake is watching others make money and becoming successful while you make little or none. It is very easy to follow others' progress through blogs, websites, forums, ...we can even watch the gurus and see how their businesses are progressing. You watch others' move forward while you are sitting still.

Turning Mistake #12 Around : Remember this next time that you see someone's progress: root for them, cheer them on, and be happy for them. But, make someone watch YOUR success too! Make Someone eat YOUR Dust!! Be the GURU that everyone else is watching!!!

## **Mistake # 13 – Daydreaming and Procrastination**

Another HUGE mistake in internet marketing is spending your time daydreaming about success instead of making it happen. Sometimes we daydream as a way to procrastinate. Sometimes we daydream because we are afraid of success. Sometimes we daydream because we are afraid of failure.

Whatever the reason, the only time daydreaming is productive for you is when it is used as the fuel to shift you into action!

Turning Mistake #13 Around – If you are daydreaming about success, use it to fuel your action! STOP letting it replace your action!

## Mistake #14 – Giving Up Too Easily

It is really easy to buy into those “Pie In The Sky” stories or the “Buy My Course and Be A Millionaire in a week!” deals. It does not work that way!

Internet Marketing takes work and dedication from you. Some people give up when success is RIGHT around the corner!

Know before you begin what you want. Know that it takes work and it will not be overnight success. Know that it IS possible to make more money than you’ve ever dreamed possible, but you MUST do it the right way. There are no shortcuts to success!

Turning Mistake #14 Around: Commit to doing whatever it takes for however long it takes! Commit to being successful!

Now that you know the **Keys** that UNLOCK **The Internet Marketing Success Formula** to Success in your business, I hope that you will implement what you have learned to set you on the road to earning an unbelievable income and creating the long-term success that you desire!

All the best for your online success.

Sincerely,

Paul Kleinmeulman  
Australia

P.S. If you are not happy with your current level of online success (or lack there of)... I can help. Check out how at <http://www.PaulKleinmeulman.com>