



Project

Internet Marketing

Video #1

4 Misconceptions

By Joni Waseity-Beadle
<http://www.incomeinsiders.com>

Hi Guys, Joni here . . .

In video #1, I centered around some of the misconceptions we all buy into when being introduced to the Internet marketing world to build our business.

There are many more misconceptions but the few I mentioned I think are the most important ones . . .

1) It Doesn't Cost Much

Yes and no.

You can find many free available resources online to get you started; Websites - hosting - autoresponders, etc. However, you do get what you pay for . . . especially when it's free.

Many of these resources do not have the functionality of the paid services so please, keep that in mind. Just say you wanted to add an image or a video to your website. Being a free service, that might not be one of the things you can do unless you upgrade to a paid service. Another example could be a free autoresponder. (Where you automatically send out emails to your subscribers)

In this case, you might only be allowed to send out a maximum of say 100 emails before you have to upgrade. Or the service's delivery rate may not be all that great, meaning not all your subscribers would receive all your emails.

So usually, the cost of doing business to start is around \$50.00 per month. (This may vary) Getting a domain name, building a website/blog, and autoresponder and so on . . .

There are other costs if you so choose like outsourcing the copywriting - graphics - videos etc.

2) No Work Involved

Yea, right!

Always use your common sense and your inner gut to lead you on this one. Yes, there is work to do even when you have hit the big-time. But if you're just starting out on the Internet, you have a learning curve as does everyone. Hold that thought no matter what. Even some of the products that are the so called "set it and forget it." Set it? Hmm. Yes, you have to take the time to set it all up before you can forget it . . .

3) My Website Will Sell

Unless you are one of the luckiest son-of-a-guns out there, it takes time for anything to sell. You need people to see your offers which means driving traffic to your website. You need to make sure

it's SEO friendly; that the search engines recognize it and review it. Just by making your website live does not mean that it will land on the first page of Google without making a conscious effort to get it placed there. This all takes time . . .

4) I'll Be Rich Instantly

The only reason I'm bringing this one up is because we get hit hard with sales copy that we interpret as such. We all go after it because it sounds so wonderful and that's actually what we desire. Become rich with no work involved. Well guys, it ain't gonna happen.

5) Why Does It Take So Long?

Internet marketing is made up of so many pieces that all work together, like a rockin - souped up engine. One piece builds off the next and the next, etc. There are many, many shortcuts but I recommend not taking those shortcuts until you get a handle on how this all works. A step at a time guys . . . and you'll get there before you know it.

However, you might have some kind of specialized knowledge in one area or another in marketing and that's awesome. Then of course you can use those shortcuts.

Conclusion:

By forming the "right" impression and knocking out the "wrong" impression of the Internet playground, you'll be that much ahead of all the starry-eyed dreamers that will quit as soon as something doesn't go their way quickly.

Remember: Internet Marketing does take additional money - There is lots of work involved when starting out - Your website won't sell automatically and You won't get rich instantly . . . but by mapping out who you are, what you want to do and a way to get there, it won't take as long as you think.

Joni

IncomeInsiders.com