A few weeks ago I asked folks what they see is missing in most training out there for internet marketers . .

I was really trying to brainstorm and get at the issue of the rampant failure we see in this niche . . .folks who take training after training and work hard and just can't break through . . .

I got some very insightful responses, and I asked those folks if I could share their thoughts if I thought they might be able to help others . . .

So here are some of the responses to my question about what they see is missing in most internet marketing training programs or courses:

About your question regarding what is missing in training for internet marketers: I think there are several factors that come into play that keep individuals from succeeding.

I think there is a certain population that simply don't realize that internet marketing is a job, a career path that needs a skill set that must be learned. There are small tasks that can be successful (make an affiliate sales site, drive traffic, make money) but the long haul requires the ability to create a successful lead/capture page, create a list, etc. This group probably sucumbs to simple overload.

Driving traffic. For me, this is the hardest part and I think it is a hard core hurdle to overcome. You attacked this problem with article writing but today, article writing does not bring the same results that you achieved. Google took care of that. Sites with voluminous and quality content do pretty well, but it takes a long time for people to discover the site. And writing is not everyone's bag.

In all these things, as a novice, how are we to tell if the lead/capture page is effective? How are we to know if the last 100 posts we've created are going to hit the mark? Is the email campaign that we've spent the last three months developing going to be effective? How are we to know unless we fail, fail, fail, fail and fail again?

People just flat run out of steam. And then there is the cost of it all. How long can someone buy solo ads with ineffective emails that they don't know are ineffective?

In my individual experience, I know that I can make money using the internet as a medium. The internet is just a tool just like having a booth at the fair where I can sell the produce that I grow. But even at my booth at the fair, I need great signage, a good product and be willing to do a little carny barking to get the flow of traffic over to my site to encourage them to buy. It is likely that most individuals see the internet as some border-line magical portal and it is not.

A couple of years ago, I bought a WSO by Erica Stone about doing Amazon affiliate mini sites on Squidoo. I created 300+ of them. In my third month, I made over $400. Then Squidoo shut down. PHhtttttt! Everything gone overnight.

I have published about 8 Kindle books which do a pretty steady $30 - $50 / month. But nowhere near a living wage.

So what, after all, keeps us plebes from gaining any real success in internet marketing?

I am terrified of solo ads because I don't know if I will just be pouring money down a rat hole. So, because it requires only an investment in time, right now I am using traffic exchanges to build a list. It is slow going but my list is building little by little. The numbers are intimidating however. It takes about 5,000 ad exposures to get one subscriber. The positive aspect is that it only takes about an hour a day to run everything.

Before everything can be run, though, I have spent hours and hours researching what a good ad should be, how to set it up, finding a good responder service, building landing pages, etc. How many hours have I spent? To be honest, I don't really know. A lot. And it may all be in vain if my ads don't work.

For someone just beginning, if they had any clue how many hours it was going to take, most would just go to the bar and have a cigarette before going home to watch TV until midnight and then crashing.

It's tough. Really, really tough. You know that. The time line is a long one. Regardless of the hype out there, nothing happens overnight.

But it goes back to knowing if my ads are the most effective ads I can have and targeted to this market. I try to make them effective but I don't really know.

You have spoken to this point before that unless we have a LOT of data, we don't really have anything to talk about or to point to. How long does it take to get a volume of data? I know it depends on a lot of factors.

So we don't know if we are being effective until we have done a LOT of something. But what? Which is the best route? Because I think I'm getting close to trying them all, I will let you know pretty soon.

I do realize that what I have written here is not an exercise in maintaining focus. That is another discussion. But in summary, my feeling is that

1. Potential internet marketers do not have a inkling of the investment in time, effort and simple perserverance that it is going to take to make a living wage through internet marketing.

2. Those of us trying to do so, have huge hurdles to overcome in determining if what we are spending all our effort on is going to be effective in the long run.

3. Stepping up a notch and trying to find the *right* trainer is an almost impossible endeavor. The only way to know is to spend the cash and see what happens. Not everyone has the cash to spend so what to do?

Thanks for asking the question, Sean. It has made me think and I appreciate that.

-- Deborah Wells

I spent a good deal of time in my life contemplating what you have asked. What are people missing in their planning, goal setting, and life planning that ensures their success. First I'm going to list of things that they may have but are not the most important:

· A plan of action.

· Desire.

· Detailed instructions.

· A positive mental attitude.

These things are many of the things that many feel are most important to success. All of them are important however there is an underlying attitude that must be present. The entrepreneur needs to

have looked at all the reasons why he couldn't succeed and then have said, "These don't matter. I will do it anyway." Everything that we do and want to achieve requires a mindset that I can do it. This has nothing to do a positive mental attitude or personal determination.

I have found that some of my most productive days are those days when I feel like the whole world is against me. I am so depressed and so low that you could knock me over with a blade of grass. But I go on I work in those conditions and I am amazed at how productive and how good that that I produce in those conditions is. Therefore one of the first rules that I have for success for people is this. Clearly defined what you want. It does not matter what the world wants.

You need to answer some questions.

- Does it matter what other people think?

- Does it matter what the normal pattern of action is?

- Is what I want to do a value to others?

- What are the reasons I can't do it?

- Who can I get to help me? Brainstorming and group action are important.

- Is the goal that I have set, what I really want?

- What is the impact of this action upon my family?

I believe that all of these things need to be answered before we even start to plan a project. The first thing we need to do is we need to understand ourselves. What are our values? What is our personal goal for what we will become? We need to learn to plan and work within the values that we've established for our life. If we have not established these values in this understanding, it is very difficult to follow through and complete an impossible task. Once we have set the groundwork and define who we are, then we will undertake tasks that are important to us deep down. One question that I always ask because as part of my definition of myself is, "How will this help others?"

This is the beginning for defining oneself. The determination and the ability to follow through with any project is based upon your understanding of yourself.

This information is not new with me as mankind is been pondering this question since the beginning of time. Most of the information that I have came from someone else. Books such as, Think And Grow Rich, Seven Habits Of Highly Effective People, Wish Craft, The Choice, The Book Of Mormon, and The Holy Bible.

I believe one of the most important ingredients for success in any endeavor even with the best of planning and direction is to define and understand your self.

Bud Evans

Scott back like a bad penny,

You are going to laugh, but even though I only recently started making a modest amount on the internet besides kindle books and ebay, as a coach I have done some work with people on their internet business when it came up. I almost feel qualified since I have made all of the mistakes.

Here is my take on why most people trying still don't make money on the internet:

1. They have the wrong idea about how an internet business works.

Their idea came from some hyped sales material or program that says put up a website and use my products and in 24 hours you will be making more money than you ever dreamed or they just got some idea on this by looking over the internet and thinking everything they saw was making money. You know most of what is on the internet doesn't make money and copying things just isn't a good business strategy. They already have Apple and Microsoft, they don't need Scottsoft.

2. They never reached escape velocity.

You know a rocket has to reach a certain speed or it won't escape the earth's gravitational field. It gets pulled back down. You have to reach a certain momentum with this or you don't go anywhere. You get pulled back down.

I started with fat cow or something like that for a provider and piddled around until they lost my website and the backup was so old they erased it. I tried godaddy and after months of a little here and a little there I couldn't work on my website. Turns out my updated browser wasn't compatible, but neither of us knew that until I got an email months later. I went to weebly, got serious and reached number one on google for the term three steps to wealth and before I did anything with that google changed some of their rules and I quit posting everyday and I dropped like a rock.

You have to reach a certain momentum for this to take off. A post a month won't do it. Picking a domain name this month and hosting a month later and then in a few months you realize you need an auto responder, well, let's just say that didn't work well for me.

3. They have no workable path from start to finish.

So the cycle is start with traffic and finish the cycle with a purchase and repeat the cycle with that person and add more traffic to put them all in the next product cycle or some variation of that. I see people that know they need traffic and know you have to sell something to make money, but they haven't got a real path from one to the other.

They may think they can just send cold traffic to a sales page or do this without a list. I call it catalog thinking.

4. No one told them they have to help people.

I see people that think of the internet as a vending machine or Walmart. You just put some junk out there and people buy it. No advertising needed, no benefit required, no relationship is necessary. I said people buy from people they know, like and trust to one man and he said, "Not at Walmart."

I told him the internet as a whole could be looked at more like Walmart, but for an individual business to stand out and make sales it was more like the local hardware store where they told you how to fix your sink, mixed the paint for you to have the exact color you wanted and delivered appliances and hooked them up for you. You would see the guy at the hardware store at the coffee shop and say Hi. He helped you and you were friends.

Repeat business is the heart of a successful business and helping people is the heart of repeat business. You really have to start helping before the sale, just like selling you what it takes to fix your sink, they have to help you know how to fix your sink first, then you will gladly buy the parts it takes to fix your sink. You want your sink fixed so how much sales resistance is there to buying a S trap when you find out you need an S trap to fix your sink?

5. The technology and decisions just overwhelms them.

How many traffic sources are there? How many just categories of traffic? That is just traffic. How many hosting companies? Domain name companies? Email responders? Ways to take money and shopping carts? I think you said something about making a one stop shop. I can see you getting bogged down with that if you don't have a lot of good programming help, but there is a need for it.

I talked to a woman that was in tears from being overwhelmed, she had decision fatigue. All she wanted to do was help mothers of newborns and make a modest living at it. Mentally, take a moment and just estimate how many steps and decisions she would have to make to be up and running. Traffic decisions, domain names, social media, hosting, webdesign, blog set up, product hosting for download and money processing, email list processing and she wanted to drop ship baby items. How many decisions in each area? And she had no knowledge to base those decisions on. All she knew was how to help mothers of newborns. I think it is a crying shame people that know how to help people have to get a graduate degree equivalent in internet marketing to be able to start an internet business.

It is like walking into a pharmacy and trying to pick out the medicine you need without any medical knowledge and having to do it dozens and dozens and dozens of times to be well. It is crazy.

6. It isn't like they thought.

"Oh, I tried to get on the internet to make a business once, but it takes a big company to do that."

I heard that once.

They find out it isn't like they thought and they say the grapes are sour. They tell themselves the little guy can't do it or say I don't want to be on the internet if I have to work like a dog, I saw people on the beach in the advertisements. If people can do this for very little or no money and just a little work it is like hitting the lottery, but they don't know that when they start.

So what would fix a lot of this?

I think the right education first so they start understanding what it really takes and someone telling them you can do this one step at a time. They need a plan from a to z and soup to nuts before they begin. I just wandered around like Moses in the wilderness because I just didn't understand what it took to get from here to there with a real person. These flowcharts don't make money, people staying interested, asking questions, being helped, that makes money.

So before you could buy hosting, get a domain name, even name your business, you would have to fill out the blanks in a form with some coaching.

Who do you want to help? How do you want to help them? What are they interested in? What is selling on Amazon and Ebay to show you there is a market for that? Exactly what knowledge or service do you have that will provide real and measurable benefits to them? ETC.

Fill in the blanks

Traffic sources where these people hang out _____

Topics of interest for these people for lead magnets_____

Specific freebies or lead magnets you have in the can to offer_____

Why you are different_____

You get the idea

Fill in all the blanks and you might be ready to pick a domain name and name your business.

Without this, it is like me when I started, you are trying to build a building without a blueprint or even a good idea what you need on the building lot!

Hope you can come up with some ideas from this, I know you know this already, but just writing this email to gather my thoughts is helpful to me. Maybe it will jog your memory.

God bless,

Scott

(Jay Scott Hogue)

It is the inability to stay with it long enough to be successful. In my experience, I could write all day and organize content well, but I struggle with all the other skills needed for success: anything techie, traffic, SEO, creating products from the technical standpoint. If I had a business partner who could do all or most of those tasks, we'd probably succeed because I know I could write and speak and do small coaching groups. I have the skill-set and passion for those tasks. Probably my problem is that I am trying to do it alone because I don't have a partner prospect and because I have this maybe silly notion that I'll learn the business myself and then teach it to someone like my teen daughter. I have often thought that if a successful mentor took me on as a business partner where he/she did the tasks I dislike, it could probably work well if we really pulled for each other.

I can't really say it's the training programs' deficiencies. Your 5K program is really good. I had a brief experience with Ryan Lee's Freedym site, and it has a ton of good content. Connie Ragen Green has great stuff, and she is so available.

I think it is just the individual person's persistence and accountability that need to be there. I've been intelligent and hard-working throughout my life, but this online stuff is a different ballgame. I love the entrepreneurial lifestyle, but I must admit that I have not integrated into it fully. I think it's because I am used to being a salaried employee, and I am like a fish out of water.

Anyway, thanks for listening, and I greatly appreciate your raising the question. I'll keep plugging away until I know that I have succeeded.   Kevin Clancy

It's almost 10pm here in Tennessee and I have to get up at 3:30am
to go to my part-time job. I am up because I am doing more things
for my business.

I can tell you one of the (probably many) reasons why people
have trouble online. The reasons outlined in your linked copy
touched on it. People just lose focus.

"they keep starting something else"

"people just need to find their why "
   - What does this mean? What happens when someone
     tries to "Find" themselves? They go off in any number
     of directions looking for answers to questions that they
     have never heard or thought.

"people just need a long term exact plan"
  - If people can't stay focused for the short-run, then
    how can they stay focused long-term?

It is not just one thing. In my case it is building that list.
I am not all that social, and I value my security which is
why I really don't do Facebook or some of the other
social sites.

Some people have difficulty writing. My writing sucks,
but I do it anyway.

I probably got bogged down at one time or another with
just about everything associated with internet marketing.
- Finding graphics
- Not focusing on just one niche (at first)
- Wasting money on "Shiny Objects"
- Trying to figure out how to build websites/blogs
- Etc.

There are certainly more things that can get someone down.
If someone is trying to make money in desperation (many are),
then they are very likely to end up disappointed and will quit.
A few will find a way. That is the difference between the few
and the many. The "Few" will find a way.

You may remember me telling you that I feel like I am
maybe bothering you, or taking up too much of your time
when I email you. That flaw (if you will) finds me at a definite
disadvantage when it comes to reaching out to other
marketers for help. Something which those "Few" do not
seem to have a problem doing.

I apologize for the obvious focus on myself (there I go again:),
but my trials are probably indicative of what most others find
themselves facing.

I think that you do a tremendous job in trying to help everyone that comes your way. You certainly give your audience a lot of thought, and want everyone to succeed - even if they are not paying you for coaching.

You bring a wonderful element of religion into your teaching, and are amazingly adept at separating much of the religious influence from your regular coaching (unless people seek it out from you). This adds that element of Belief in yourself, because the Lord has your back.

I really have a lot more to say on this subject, but I am getting tired.

Bottom line is that you can't be all things to all people (Bet you've heard that one before), there are just too many variables that find their way into people's lives. There are also too many distractions.

Speaking of distractions, Maybe you could do me a favor and check this out. It is one of my products that offers a few productivity solutions. Tell me what you think. [Here is the direct download link](#)

I try to practice what I preach, but it can be difficult at times.

Bob Bates

Certainly. Glad to help out.

What I didn't quite get to was that there are so many human variables (external and internal), everyone learns differently, and all of us have different tolerances

regarding risk, work, and effort, that not everyone
is going to ""Make it".   That is a fact that goes back
many years, and has been researched in many ways.

Sean, can YOU beat the odds? Yes, and I see you
taking a lot of time an effort. You are asking some
very pertinent questions, but there are so many things
that you need to know before you can really get through
to people.

> Lifestyle
> Habits
> Time
> Money

and more that you have probably thought about.

Cutting to the chase, what I personally think that
a lot of it boils down to, and you have stated, or
alluded to it in several of your recordings and sessions,
is that people don't seem to be able to grasp what
it is that they need to be working on, or what they
need for their business.

In my case, I have finally (and it's your fault)
realized that instead of spending all of this money
on all of the crap that people are peddling, that if
I were to have put that money into actually getting
the traffic to my squeeze page, that I would
now have a healthy list. That is the bottom line.

By the way, thank you for that. I already knew it,
but thought that I was saving money. I was "Penny wise
and pound foolish" as they say.

Okay, I 'm done.

Take care,
Bob

I believe you're absolutely right about something missing. Frankly, I'm not sure I know exactly what it is. I honestly think it's maybe two things.

First, it's figuring out what they are really supposed to do instead of what the gurus are doing. For Christians, this is obviously what God has called and equipped them to do. I think there is a great need for coaching in that realm.

Second, it's gathering a tribe of fans that needs what they have. It is hard to find a solid core of true fans. We are often looking for the 99 instead of the one. Most people are probably only 10-20 true fans away from success. Most of us probably make a good living with 5 to 10 personal coaching clients. The problem is finding the few not the many. I know it's a numbers game. If you bring in thousands of prospects, you can perhaps find the few among them. But it just seems so wasteful. Is there not a way to zero in on the few? Kind of like bait fishing instead of net fishing?

Well, those are my thoughts for what they're worth. One thing I really appreciate about you is that you aren't satisfied with just having a few clients succeed but that you really want us all to. Thanks for pressing on and for not settling.

Your letter actually inspired me to write a post. You can check it out here if you'd like: http://faithmarketers.com/is-opb-your-problem.html

Peace,

Michael Fargarson

I would understand if you just wanted to read this for the punchline, but after writing this whole thing I just couldn't get myself to toss it aside. LOL

- Decide who will be helped and who will not.
- Get them to understand that TAKING ACTION is the priority.
- Teach them that most BIG marketers have built to there big success point. They did not begin that way. Once they got to a certain level of success, they could start from scratch and do it all again much quicker, but not without a commitment of resources that the beginner rarely has.
- Ground them in reality. The 4-hr work week only works if you've got 200+ hours being done by other people.
- The business must be designed within the scope of what they are capable of. This must take into consideration the hours and money they have to spend and their level of expertise.

Regards,
Dave Schwartz

PS: I hope you have time to read the entire document.

PPS: You know, I have told you many times how much credit for my success you deserve. I have great respect for you. I think we are kindred spirits.

Now, I realize that people THINK that more money is the answer. And I admit that it really is a necessary part of the picture. I also realize that this is why they come to you.

But, knowing that you really have their best interests at heart (as the Godly model would demand), it is imperative that they get their priorities straight. I contend that what they really want is SAFETY AND SECURITY.

How do they build a business that brings them closer to SAFE & SECURE rather than actually becoming a burden?

<<<Sorry I made this so long. Will try to get back on track and say something you can really use.>>>

<u>My beliefs would be:</u>

1. People believe that all they need is the next BSO to fix everything.
2. The business itself is just another BSO.
3. We have to accept the fact that we are 2-5% of the change process. Our mantra must be *The Wisdom to Know the Difference*.

4. We have to search for a subset of all those people so that we do not waste our resources on people who really have no desire to change. Sure, they want a different end result but not enough to make real change in their life, habits and beliefs.

There are two kinds of people in the world: Those who will actually be helped and those who will not.

- The first group should get our resources.
- The second group falls into the "ease their pain" category.

<u>Summary</u>

Triage your followers into those two groups. (As an internet marketer we already do that, but we triage them into buyers and lookers. Decide who is really willing to change and concentrate your expectations on them.)

Ironically, it may be the other group that is more willing to spend money.

Dave Schwartz

MOre from Dave Schwartz

Not to belabor this point, but...

As Anthony Robbins said long ago, the secret to a good life (or whatever you want) is asking good questions.

The question that people need to ask is:
What is stopping ME from taking action NOW?

Dave

I think you KNOW this but may be forgetting it. Most people that buy IM products don't really WANT to BUILD a business. They have been brainwashed by our current society into an entitlement culture that makes them expect something to be handed to them without doing the work to make it happen. If you tell them they have to work...only the very few who thought they might have to work and are willing to will make it. And they will make it with the little bit of accountability you were talking about. The others... you're beating your head against a wall to even try to help people who didn't really want anything but a handout anyway.
Just my thoughts. May be right. May be wrong. But just my thoughts.

Steve Allen

I can't speak for other people but for me I am continually knocked off track and it's ridiculously easy.

I was pulled into this interest in IM when I found Warrior Forum. I didn't know what I was doing when I bought my first WSOs.

I didn't understand that the WSOs were for list building to sell more WSOs.

Almost immediately I was finding myself buying new things before even getting into what I had already purchased.

You know what I could go on and on about here Sean but it became a really bad addiction like drinking or gambling.

I was working to pay for the idea of learning how to make money online so I could do that full time instead of what I was doing.

Eventually I realized the one problem one solution things and the shiny new software launches that never ends was the gateway to coaching and everybody it seems was offering that some for high ticket.

In a nutshell the short answer to your original question is IM is like a hurricane in nature. The copy promising independence and prosperity pulls you into many mail lists who pull you into MORE products and MORE mail lists.

You know how many emails you send me...imagine multiplying that by one hundred or more not to mention how may people scrape for buyers.

Now add the next big thing Facebook groups and now you have nonstop interruptions every day all day long pushing more and more and more of all the same old same old me too me too crap over and over and over.

You put your head down to start working on something to sell and before you can even get it to the point somebody else might like to look at it... distracted again, off on a tangent again, forget you even had something almost ready to release.

Then there is all the niche ideas the pull you in every direction imaginable none being complimentary to any of the others.

Anyway this little rant has gone on long enough.

Currently I'm working to put a software continuity thing together with an affiliate compensation component in it like what Resell Rights Weekly does.

I want to add the coaching PLR that I got from you into that as I get further along either as an add on of a separate thing altogether.

I'm in my sixties now and a two finger typer so my pace is at that level. I plan to get help with the stuff i'm not great at after I get this show on the road.

So now I don't know why I wrote this because I know you know all of this stuff... I guess I needed the exercise!

Thanks for listening Sean

Fred

Fred Ferguson

Having a JOB seemed much easier in some regards! You arrived at a certain time, most likely had a basic routine to follow by the day or by the week, had all needed materials close by and you knew what time you'd be off work--no doubt about that! In the beginning someone trained you how things needed to be done and in what order, etc. (Okay, so I know that description was over simplified!)

I struggle with my routine and consistency, but in yet I love the flexibility I have at home. Some of my problem is just that--MY problem--because it is TOO easy to allow things to distract me from my work. Not sure how someone can fix that for me. It's called SELF-discipline. I use a timer to motivate me.

As far as training materials go, I find them mostly overwhelming. When you buy a product you get a hundred things. Modules, videos, PDFs, reports, bonuses upon bonuses and what do you do with it all?

And how about those sites where you move from page to page trying to download all the pieces, only to wonder if you've missed something--maybe even a KEY to the whole thing.

Here are a couple suggestions I'm considering for my own upcoming products:

-A checklist of everything my product contains and how to obtain it

-A product road map. It would show how each piece of the product fits together and how it should be used in conjunction with the other pieces and parts.

Now as far as my routine or consistency problems, I think they are something only I can fix, though I'd be happy to listen to and possibly try any reasonable advice.

I do wish there were a personalized exact laid out plan that I could utilize in my business, but I don't think I have enough money to pay someone to create that for me, so it's gonna have to take me some time to figure it out as I go. Then, doesn't everything change? lol

Here's hoping you get some great solutions! :)

Sincerely,
Sheri Prest-Herman

This coincidentally came as I was about to report back – it's been a couple of weeks.

My answer is thus, and I've transcribed/published it into a blog post:

(Needless to say , it based on primarily organic marketing)

I've been on a quite a drive of deep research – seeking blogs on which to leave comments; it's a long boring but very necessary task, and I've been tempted to look into other methods too, which has caused me to visit one or two days of sheer frustration on more than one occasion! It's quite convoluted too, as many of them require signing to various social media – some of which (Disqus) I'd never heard of before. So, yes, still here but swimming through a bit of mud at the moment.

Which conveniently leads me onto your question…

I think – and it is only my humble opinion, but people are in one way or another (a mind set) finding that the "intangibles" are the hardest thing.

What I mean is that anyone can, for example; set up a website, create and upload a list of pre-installed emails on their autoresponder, buy a domain name, because it is all visible immediately and the results of one's efforts are instantly "seeable".

Arguably, writing/creating content falls into this too because words can be seen instantly on a page, or videos, graphics etc can be witnessed as soon as they recorded.

It's the quick-satisfaction thing…. That dopamene!

However, publishing/contributing to get traffic takes a special kind of discipline that I feel may not be able to be taught – ultimately discipline HAS to come from within. "You can lead a horse to water, but…".

People cannot SEE "instant" results in their pursuit of acquiring traffic – traffic that will then invest in them. The fact that results (traffic) *cannot* be instant, because it just doesn't happen that way is irrelevant. It is their (the marketer's) nature that has to change, and I really do wonder if that can be coached by anyone; the initial drive, and then the consistency HAS TO COME FROM WITHIN, regardless of how many time someone asks them "how they would feel if……."

If traffic and buyers were instant, like a light switch, you wouldn't have needed to send your email ! So the challenge is how (and what) can substitute, replace, or mimic, that feeling one would get from instant traffic/buyer results, in the same way, or manner, one get that feeling when they can see a webpage uploaded in seconds – or cash in their bank account! The reason I say it like this is because to the best of my knowledge, instant buyers are pretty much impossible, so that *feeling* of impossibility has to be substituted by, or with, something that IS possible.

This another angle of why people fall for bling – as you said, it's the instant gratification, regardless of whether or not they can make that $7 offer work for them or not, and regardless of how many times someone else tells them that "bling doesn't work because…"

Discipline is key - I keep having to work on my discipline but there are millions with far less than I have, and I'm now in a "thought-coma" as I write this !

The bottom line is that I feel people are not prepared to invest the effort to drive traffic.

Bit convoluted, and may lack some articulation, so if there's anything you'd like to query, please do

Ian Jackson

Hi Sean, i will tell you why people fail.
What happens is we buy product after product,

from most top marketers emails,and yes people like
me get a lot.And what happens is when we go through
the products we buy,they have information missing.
i purchased a product last week from jani g money
and for the product to work i had to go through 5 bonuses
and purchase and join other programs,before all my product
videos would open,they were locked.
I sent him 4 messages, and all he said was follow the bonuses.
Now that's called ripping me and others off,not fair and not nice.
What i would like from someone like you being one of the biggest
and best marketer in the business, is this to help everybody.
Make a small course in video and pdf format,like creating a product
to sell on warrior plus. And showing everything step by step
over the shoulder from start to finish showing what product
you put up for sale and money coming in.
So people like me can copy step by step and make money
with nothing left to chance. Now that means know missing pieces.
You would have loads more customers buying all your products,
and great success story's.
But follow up with them by email to make Shaw they made money,and
for them to show you in warrior plus their account perfect.
Please try and god will repay you 10 fold.
regards colin
p.s. I and most other people need someone like you.

Colin Graves

In response to your question, I believe most would-be
internet marketers fail is due to the following reasons:

- most don't have a clear-cut definite goal of what they want to accomplish

- most don't really believe the instruction/training will work like the coach says it
will.

- most don't really believe they have what it takes to achieve their income goals
including
the following - perseverance, skills, special talents, persistence, drive, etc.

- most want easier, better, less time-cosnsuming, more profitable ventures
promised

by the professionally written sales pages of each new business opportunity - known as the shiny object syndrome.

- most don't have the vision to see and believe in the finished outcome in their imagination before it actually happens.

These are the things that I am trying to overcome in my
own quest to earn my income goals online.

Thanks...

JohnT
In response to your question, I believe most would-be
internet marketers fail is due to the following reasons:

- most don't have a clear-cut definite goal of what they want to accomplish

- most don't really believe the instruction/training will work like the coach says it will.

- most don't really believe they have what it takes to achieve their income goals including
the following - perseverance, skills, special talents, persistence, drive, etc.

- most want easier, better, less time-cosnsuming, more profitable ventures promised
by the professionally written sales pages of each new business opportunity - known as the shiny object syndrome.

- most don't have the vision to see and believe in the finished outcome in their imagination before it actually happens.

These are the things that I am trying to overcome in my
own quest to earn my income goals online.

Thanks...

JohnT

John Lee Thomas

Thanks for the opportunity to give you some feedback on this topic (and sorry for the length in advance), as it is quite a hot topic in the online world and it affects 95% of people who trying to make money online. I agree with your comments that there are a lot of good training programs out there, that is for sure and there is also a lot of rubbish out there, more rubbish than the good stuff, but I don't think the problem is in the training programs or the content (in regards to the good programs).

I too have heard the theories that you have mentioned about people jumping from product to product (which I myself have done, not because of the rush, but because of something else that I shall try and explain later on). I have also heard the buzz saying of "Needing to find your why" and in a way I agree with this on one level, which is not the level that you have explained below, if you find your why, everything will not just fall into place, but finding your why can help you keep going, when feel like you are not up to the task, when you are met with failure, your why can drive you past these failing points and push you to keep going, so it can give you motivation to keep going instead of giving up, but everything won't just magically fall into place, that is for sure.

The long term step by step plan for people to follow, sure that may work for some people, but for a majority of people even that won't work, no matter how detailed the plan is, no matter how fail safe it is either, because when you get down to the nitty gritty and all the smoke has cleared, the problem in general is people.

I think you are taking on a huge task to come up with a solution that will fit everyone and I commend you on that and I wish you the greatest success with this goal you have set yourself and I hope there is something in this email that may help you get to where you want to go.

I believe that a lot of people when wanting to make money online are entering this space with rose coloured glasses so to speak, they have been painted this picture of doing nothing and the money will just fly into their bank account, install some software, press a button and hey presto, you are earning money like you've never seen before and if they buy a product and this doesn't pan out, they move onto the next one, and the next one, but they actually move one without going the all the steps, giving the technique time to work, they've changed the steps and haven't followed through from start to finish, have taken short cuts, all because they are chasing a fantasy, something that doesn't exist in the online world. At the end of the day you are trying to start an online business and that will take time, you will have to grind, you will have to work at it to get it moving in the right directions before you can actually start enjoying the benefits of more spare time, increased income and more freedom, but a lot of people are not aware of this and are hit in the face with a brick.

Secondly, a lot of newbies have the problem of not knowing which way to go, they lack direction, in the online world there are so many avenues you can take to make money (list building, PPC, CPA, affiliate offers, creating your own product, writing books, selling on amazon/ebay, etc….) and a lot of people keep jumping from strategy to strategy, depending on what guru (and I use the word lightly, as there aren't too many really out there) of the month is saying and they never really master anything they have purchased and the they only end up making the guru's rich and end up being disillusioned. It is natural for us to wondering and think that this next method will be the one to propel us into financial freedom, the grass is greener on the other side syndrome. With a lack of knowledge and so many options available, failure is inevitable.

People need to know how to set themselves up for success, they need a good foundation beneath their feet before they embark on something like an online business, they need to understand what lies ahead and prepare themselves mentally, physically and spiritually for what lies ahead of them, because it is inevitable that they will need to change things about themselves (for the better) to succeed. I will list a few thing below that I think people need to hear and learn about first before embarking on the online business journey that can help them succeed in the end and these would be:

- Creating an online business will require actual work (and at time hard work) – there is not push button solution
- Success comes at a cost (either with money or with time and sometimes with both)
- They will need to choose an avenue to go down (one that resonates with them, as it will be more enjoyable if they like what they are doing)
- They will need to be focussed and driven to master this avenue(not deviate to try other things and then leave this incomplete)
- They will need to know how to set aside some time everyday working towards getting their business working (a lot of the times, life gets in the way, they need to know how utilise the time they have to work on their business, as momentum also plays a big part in succeeding)
- If they are presented with a problem, then they must do all in their power to resolve it (search google, raise a ticket with the product owner, talk to other members, there is an answer out there – this is where the "WHY" can be a driving force for them).
- They need to know when they are working on their business they need to work on their business, disconnect all distractions (phone, facebook, TV, email) and get to work (have

a plan of what you need to achieve in the time you have set aside – has to be realistic as well)

· Their value system may need to change, they need to evaluate what is more important to them (watching tv, talking on the phone, checking emails or setting time aside to work on the business, research for solutions to current blockers, etc…)

· If they are met with a failure, analyse what was done right, what was done wrong, learn from it and move forward and back onto the horse and try again, the internet is the cheapest place to fail

· TAKE ACTION – this key, you can read all you want, but unless you put it into use and do something with that knowledge is will be useless, a few quotes I like with regards to this topic are "You don't have to be great to get started, but you have to get started to be great" Zig Ziglar and Bruce Lee "If you spend too much time thinking about a thing, you'll never get it done" and "Knowing is not enough; we must apply. Willing is not enough; we must do" by Johann Wolfgang von Goethe

That is what I have for now, people need to know that they are in for a battle in the beginning to get things up and running, and given some tools and strategies to handle what is ahead of them and then they can take it one step at a time and never give up as you don't know how close you actually are to succeeding (please see attachment).

I sincerely thank you for the opportunity to give you some feedback, hopefully it can help in someway,

Thanks again,
Kind Regards
Miki Mitrovic

This is something I've thought about a lot. I've taught on it, yet I get

stuck, too!

Here are some of the reasons why I think people get stuck (in no particular order):

A lot of people who email back to me say they have no time and no money (or very little). They might be lying. I think you need at least 10 (focused hours a week) and a minimum budget ($100pm)?

Then, many (most) lack an entrepreneurial flair (you need at least some)!

Then, others lack belief. I was speaking to a coaching client over the weekend. I said she was lacking belief and she agreed!
The lack of belief is that "I can sell a digital product for good money."
The concept of selling a download for more than a few bucks when the very same information is available free, just seems to be beyond some folks!

Then, there is the lack of a plan.

Lack of technical know-how.

Lack of focus on obtaining the right skills, and not wanting to pay the price to get / learn them: particularly copywriting, etc.

So, I think it's a lethal combination of factors.

Hope that helps.

God bless,

Richard Mortimer

Thanks for the opportunity to share and thanks for the kind words.

The question about how to deliver the content is a good one, I guess a membership site possibly might be the way to go,
like a preparation for internet success type of membership site.

with various modules to complete and reference materials to help them along the way, when then enter the real world of having
an online business (so word documents and excel documents that they can download and use for goal planning, time management, etc...)

Modules can be broken up to teach the skills required and also to inform them what they are really in for.

e.g. (rough short brainstorm)

Module 1 - What is an online business and what it will take to run one
Module 2 - Evaluating your value system (what needs to change)
Module 3 - What common online business models exist and how to choose a direction to go with
Module 4 - Focus on mastering your business model (do go after the new shiny objects)
Module 5 - Time Management (planning in time to work on your business)
Module 6 - Time Management 2 (Eliminating distractions and planning your work time)
Module 7 - Problem solving (breaking through barriers, getting answers and help)
Module 8 - Taking Action (what it actually is, how do to it)
Module 9 - Failure (what do to, how to learn from it, start again)
Module 10 - Never giving up - Motivation (vision boards,motivational videos, audios, etc...)
Module 11 - Outsourcing (The end goal, giving you more freedom)

As stated before, the above is a possible quick membership site outline from a quick brainstorm, might be a good starting point,
with the above you could probably through in a live Q and A session (call or webinar), or you could deliver the above content via
weekly webinars and have the replays put in a membership site for later review when required. You could show them how to plan
their time and use the spreadsheets live and they can ask questions as well.

those are my thoughts about implementation,
could it work possibly.

The only other thing that springs to mind is create like an school/university and have face to face delivery, if you are that way inclined
and of course have the financial backing to do so, because at the end of the day again, it comes down to the person doing what
you are advising and following the information presenting and sticking to their guns, that is something you can't teach unfortunately.

Let me know what you think,

thanks in advance,
Kind Regards
Miki Mitrovic

Will Campbell:

Why I struggle.

A lot of moving parts in IM to do it right, it seems.
Write/rewrite the sales copy.
Figure out how to connect the sale page to the payment processing and then back to the upsell and again to the payment processing.
How to setup the optin that precedes all this and collects the buyers into the proper segmented lists of no buyer, buyer, upsell buyer.
Autoresponder Automation.
Setting up the tracking for all this. How to use tracking and why and when.

I see 'how to' mechanics of using IM programs including SAS programs to automate processes but often I do not see the 'success strategies' involved in using these products.
So many options to optimize, convert, and track traffic from many sources and finding what works and understanding tracking software well enough to use them intelligently.
You don't want to miss out on the latest and greatest killer SAS app that will beat your competitors and maximize the sales funnel process.

It's gotten to the point for me that I no longer think of this as a DIY. There is just too much to learn and master.
I am in the phase of finding Fiverr outsourcers to do the WP tech support, build a sales funnel, optin and autoresponder automation.
And I haven't even gotten to finding anyone that knows how to implement tracking and understands tracking strategies and when to use them.

I think the days of DIY build a business online by a newbie solo entreprenuer are long gone, at least for me. Just too many obstacles and hurdles for one person to handle.

Hope that helps.

Will Campbell

Thanks for the opportunity to vent some of my thoughts.

I have been around internet marketing for a lot of years now with very little success. I had some back in the early 2000 with Adwords but that didn't last. I have spent thousands of dollars on information products and again without too much success. This morning I bought your closing WSO offer plus a few updates to that program. I recently spent a few thousand dollars with a Guru who espouses that he can take you to six figs a year but nothing has happened there yet.

I keep trying but nothing happens, because as I see it there is always something missing. It is not that I leave it all just lying around I have

followed through most of what I buy but again just never see it come to anything.

On the strength of a lot of what I have bought I now have almost 40 websites which include three membership sites but returns are minuscule for the work I have put in.

Interestingly though when I purchased your product and then a couple of the upgrades, whilst reading through it I began to see what I think is the answer.

Before I go on I must say that I have not had too much experience with your products other than those I have seen on Jay Kay Baks membership site and a perhaps one or two things in years past.

What I really think is wrong with most of the offerings from the "Gurus" is the fact that they never complete the system.

What I mean is they go in to detail about how the system they are selling works and we learn that but there it stops before we are actually selling anything.

Perhaps it would go something like this. "OK Milton you now know how to set it all up now I will show you how I sell it and where to find customers." But we never get told what the final steps are, but I think I will be able to work out a total plan from what I bought from you for a few dollars as opposed to the thousands I have spent with some of the so called big names.

Just wish I had found you a dozen years ago.

I will be working on this over the coming weeks and will keep you posted.

I've practically given up on seeing any ROI on the three thousand dollars offering.

Best regards

(Do not use name)

Sean -

I read the letter and I've done some thinking about this. You know from reading my accountability posts in the forum that the single biggest thing that's allowed me to accomplish more in the last three months than I accomplished in the previous year is focusing every day on my ONE Thing for that day.

I don't always get it done but 99% of the time I focus *intently* on working on my IMB ONE Thing during my IMB work time. The other thing I've done is just suck it up a number of times and work on my IMB in the evening even when I didn't feel like it.

So I'd say the one thing that most marketing teachers don't teach about is focus and the ONE Thing. One of the best things I ever did was take your focus and productivity boot camp in July 2015. I just wasn't serious about applying it until June 2016. In fact, I "borrowed" some of your concepts from it to use in my one of my membership lessons.

Rick Smith