

Are There Really Shortcuts To Internet Marketing Success?

By Detlev Reimer

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Detlev Reimer
dreimer@internetmarketing-success.com

Internet Marketing Success <http://www.internetmarketing-success.com/>

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If you want to be considered as an Internet marketing expert, you have to be up-to-date with the techniques and trends of today's Internet. The readers of your ezine, or your prospects in general, won't appreciate it if you publish material that worked one year ago. You have to make sure that it still works TODAY.

Force Yourself To Read At Least Half An Hour Every Day.

Why ? Because it will pay off in the end. It is just a simple calculation: Multiply 30 Minutes by 365 and you have read 182,5 hours or almost 8 full days non-stop 24-hours a day ! Increase your reading time, and you will increase your expertise...

But it doesn't make any sense if you just read everything about Internet Marketing but never apply any of the tactics and techniques. Then you have wasted your time and money

KNOWLEDGE IS POWER!

This often cited claim still is true. But it should be supplemented by : Up-To-Date And Applied Knowledge Is Power ! Or can you think of an Internet marketing expert who proclaims: You must use banner-advertising to increase your sales ! Of course, not.

Study The Experts

So where do you get that knowledge from ? The best way is to go to the sites of the "experts", well-known marketers which already are six-figure earners, and have a look why their web site, their sales letter is so successful. Study their marketing material and adapt it (...not copy !!) for your own business. Read their archive of articles if they have one and most important of all :

Subscribe To Their Ezines.

Most of them are revealing quite a lot of their "secrets" in their free newsletter (of course not everything or they wouldn't make any future sales anymore...). Study their autoresponder message series. How do they try to convince their prospects to buy their item ?

How many times do they repeat their sales message for a special item ? By subscribing to the best

eazines in your area of expertise, you can almost guarantee that you will adapt many of their marketing habits, their writing style or even better, their power of convincing people to buy their "stuff".

Make Money Fast ?

Internet Marketing , especially selling information products is nothing where people, who are really serious about it, can make money in a very short time. If you are just starting out, you don't have the traffic, the reputation or even the expertise to sell information products worth \$10.000 + .

This is a process, that takes a lot of time and devotion to your business, before you are recognized as an expert and before you can convince people to buy from you.

So, Are There Shortcuts To Internet Marketing Success ?

Internet Marketing has a lot to do with trial-and-error. You could save yourself a lot of time if you really READ the ebooks of the experts, not only buy them and file them away. And when you have understood what they are revealing, test it for yourself if it really delivers.

Many of them explain in detail which mistakes they have made, how they improved their abilities, how they got enough traffic etc. If you READ this material and USE it , you have saved yourself already a lot of time and yes, you have taken a shortcut because you won't make their mistakes (instead, you are making your own...., believe me).

But making mistakes in general is also a way of learning. Don't give up if something turns out to be the wrong decision. Be persistent, and you will succeed ! The ones who have made a lot of mistakes, are those who have learned best! Ask the experts....

Feel free to use the article with this resource box included.

Detlev Reimer is the publisher of the 1A IMS-Newsletter which gives you tips and tricks on web site and ezine promotion and writing sales letters/ads. Subscribe to his free newsletter and get 5 free gifts for subscribing by sending a blank email to :

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