

HOW A SOLDIER MADE MILLIONS OF DOLLARS ONLINE, AND NOW YOU CAN TOO...IF YOU GET IN QUICK!

By Joe Beaven

HOW A SOLDIER MADE MILLIONS OF DOLLARS ONLINE, AND NOW YOU CAN TOO...IF YOU GET IN QUICK!

Joe Beaven
news@successgold.com

SuccessGold.com <http://www.successgold.com>

HOW A SOLDIER MADE MILLIONS OF DOLLARS ONLINE,
AND NOW YOU CAN TOO...IF YOU GET IN QUICK!

By Joe Beaven

How did an army soldier go from a simple software reseller site to a multi million dollar marketing empire in 10 years? The term guru is often used lightly these days to describe just about anyone who's making money online. But there are a few worthy of this lofty title. One entrepreneur who definitely qualifies is Mark Joyner.

Mark Joyner is one of the most successful marketing geniuses to ever grace the Internet. He was around before most of today's 'gurus' had even heard of it. In fact he was one of the first people to use the Internet at all, back when it was known as the Arpanet.

Around 1994 eCommerce was just starting to become viable, so this was the time that he started his first online business reselling software. This has since grown into his own software company, one of the most successful in Internet marketing, 'Aesop'.

Many would view Mark's greatest success as the sale of his website, SearchHound.com. This was a site that he built from scratch, ran on a \$0 marketing budget and sold for a cool \$4,000,000.

So how did he do it? Mark has a unique way of marketing. (At least it was unique until others cottoned on to how much he was making and started to duplicate his techniques). Rather than a

standard marketing plan, he created what he calls an Internet Marketing battle plan.

An Internet Marketing Battle Plan is made up of 5 tactics for:

1. Getting People to a Website
2. Keeping People at the Website
3. Getting People Back to the Website Once They've Left
4. Closing the Deal
5. Working the "Back-End"

Tactics for these 5 aspects of your business must be employed in order to succeed. Primarily though, Mark puts his success down to two things: testing and persistence. He has found that a lot of Internet marketing advice can work for some businesses and not for others. Therefore he finds the best way to improve his profits is to keep testing.

If his website earns \$1,000 a month from 7,000 visitors, for example, then he'll test a multitude of different marketing strategies until he's making \$1,500 from 10,500 visitors. But it doesn't stop there. Next he'll try testing different advertising copy and website design. Soon he'll be making \$3,500 from 10,500 visitors. That's 3½ times the money from exactly the same product.

That's the kind of thing he does all the time and it's why he's one of the top online marketers around today. He says: "You should just assume that your first round out of your gun is going to be a dud. Accept it and keep firing!"

Mark was the first person to give away a free ebook as a viral marketing technique. Viral marketing in this way is a great opportunity that you should be taking advantage of if you want to make money online. If you're not then you're losing out big time.

The ebook doesn't have to be 100s of pages long, but it must include useful information if anyone is going to read it. What you write should be closely related to your website or the product you're selling.

Mark's site was about increasing traffic to your website, so he wrote about getting traffic from search engines. He was careful to weave his links naturally into the text. Links like this are far more likely to get clicked on a lot more than a blatant banner ad at the top of the page.

Mark's free ebook, 'Search Engine Tactics' has been downloaded well over 1,000,000 times. It was truly the first of this kind and was instrumental in Mark's success. It is still the only ebook ever to get a 5-Star rating from ZDNet. To find out why, you can get hold of it here:

<http://www.successgold.com/searchenginetics.htm> .

Not only was he the first to release a free ebook, but he was one of the people who made selling ebooks a viable business. Even before Stephen King, Mark Joyner was making good money at it.

Selling ebooks has now become THE number one way for individual entrepreneurs with little or no capital to make money online. It is ideal for them, and you, because it allows you to sell your own product with no stock to buy, or royalties to pay and has very small overheads.

Mark's success has been truly phenomenal, but amazingly, he's about to throw it all away. He says that his business has just become 'too complex'. He needs time away to pursue other endeavours.

Mark Joyner paved the way for all Internet Entrepreneurs today and is truly a pioneer.

Mark leaving is massive news in Internet marketing circles. And it's been made ten times bigger by the way he's going out. He's allowing YOU to follow in his exact footsteps. To find out how to do this, simply go here - <http://www.successgold.com/farewell.htm> - but hurry because this is an extremely time sensitive opportunity.

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)