

How To Succeed Online in 3 Easy Steps

By Samuel Negrón

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I'd like to talk about what it takes to succeed online. I've been marketing online now for a little over 2 years and only in the last 6 months have I increased my income significantly. It's no longer a bumpy road and now that I've learned what works and what doesn't, here's what works for me:

1) CREATE UNIQUE VISIBILITY

Cyberspace is a crowded place. Most people are promoting the same thing. You **MUST** stand out in the crowd in a unique way. Here are a couple of ways to create that visibility:

- a) Get involved in discussion groups related to your business. Sharing quality information with others will quickly make you an "expert" in your field. People will refer to you when they have a question or comment. They'll also begin to trust you!
- b) Become passionate about your business! Others will pick up on it immediately. If you don't care about what you're doing, others won't either! Passion is a powerful tool, use it!
- c) Write fresh articles about your business and offer **FREE** help. That's right, **FREE** help! Your online success will be in direct proportion to how many people you help. This is powerful stuff! If you need help writing, there are plenty of free courses, ebooks, and forums that will help guide you to become an online author!
- d) Have a strong signature file. Whenever you post advice in a forum or newsgroup, your signature file is your way of saying, "Look, if you liked what I had to say, here's how to reach me!"

2) BUILD CREDIBILITY

Everyone is truly equal online. You must establish yourself as "one of the good guys". Here's how:

To establish credibility with each individual prospect ALWAYS post, write, discuss openly and with useful information, not hype and wild claims. Nothing will help you gain credibility more than offering useful, non-commercial information. Quality information solves problems. Problem solving creates credibility. Credibility creates customers.

3) DEVELOP ONLINE RELATIONSHIPS

The internet is an anonymous place. People don't buy from people they don't know. Interaction is key. By getting to know people who inquire about your business or expertise, these relationships develop into loyal customers. Always personalize your responses. Everyone appreciates being addressed by name and not just, "Dear Prospect". Always get back to your prospect within 24 hours, even if just to let them know that you're "working on it", they will appreciate it! Be willing to give FREE advice! Here we go again, right? Seems like everyone is asking for at least a little money for advice. I say, be different! Give your prospect all the help and info they need for FREE! They'll always come back and have a much more receptive ear for your money making offers!

I hope you will apply the tools that I have learned in the last couple of years to grow you're online business!

To Your Success!!

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