

# Choosing The Right Mentors To Build Your Online Business

**Presented By**  
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***Please feel free to share this report with anyone who is interested in the topic of building a profitable online business. Simply forward it to them or provide them with a direct link so they can download it for their own personal and professional growth.***

## **Getting Started Online**

Getting started on the Internet can be challenging, especially when you don't have the right mentors to guide you along the way. My first year was a real struggle, and I ended up going off in many directions before getting back on track. Once I connected with the mentors that were right for me, my business began to explode as I learned the skills necessary to be a successful online entrepreneur.

During the past several years I have learned from people such as Jason Fladlien and Marlon Sanders. I'll be sharing some of their training with you here in this report, as well as letting you know where you can find out more about working with them to increase your bottom line.

Jason Fladlien has been online since he was a teenager, and he has now emerged as one of the most brilliant minds on the Internet today. He recently formed a partnership with another great thinker and online marketer, Wil Mattos, and the two of them are changing the landscape of what we do to make money on the Internet. I have joined their group coaching program and I'll tell you more about how you can become a part of that later on in this report.

This article from Jason sheds light on what we need to focus on if we are still in the struggling stages of earning a living online:

### **Internet Marketing - A Special Message for Anyone Struggling to Earn a Living Online**

**By Jason Fladlien**

Internet marketing is either something that makes your rich or causes you to starve. You are either feasting or going through a famine. In fact, 95% of people who try to earn a decent income online fail.

Why?

Well, the first step is knowledge. You have to know certain things to make a living online. You need both strategy and expertise, as well as some technical skills to boot. So there is a bit of a learning curve. But if all that was required was knowledge, we'd have a lot more Internet millionaires.

It's not just what you know in Internet marketing that determines your success - it's how you feel about what you know. We call this "attitude".

If you really want to change your success in Internet marketing, you probably don't need to buy another new product. Instead, you just have to change your attitude so that you actually take action on the information you already have and know to be valuable.

One way I did this was I changed my philosophy on how I approached my Internet business. At a seminar I heard a guy speak who was doing 20 million dollars a year on the internet. To him, he said business was a game that you either won or lost. So every morning, he hit the office with the attitude that he was going to win.

I adopted the same philosophy, and I instantly found myself making smarter decisions, being more aggressive with my efforts, and just flat out taking more action and getting more results.

The second biggest "attitudinal stumbling block" is when you run into an unsuspecting obstacle. You have to learn how to adapt and find another way to make it work. I see too many people on the Internet trying to make money who are just "clones" of their favorite gurus.

You need to be a strategist. Otherwise, when the first unexpected thing pops up, you're going to go into a fetal position and freeze up. You need to either find a way or make one.

These are the two biggest attitudes I can give you to that are most likely to help you meet with success in Internet marketing.

One of the best ways to get targeted traffic to your site for free is with article marketing.

I've perfected an article writing system that has literally changed people's lives and has cut their article writing time down from 1 hour per article to 7 minutes. To learn this article writing secret, go to <http://budurl.com/7minarticles>

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I've used Jason's 7 Minute Articles training he mentions here, and I can tell you that it's terrific. I've now written more than 1,600 articles for the directories, and being able to do it more quickly makes a huge difference in my productivity.

Another one of my mentors, Marlon Sanders, has helped thousands of new online entrepreneurs (affectionately referred to as 'newbies') to become more successful as they move from the initial stages of starting their business on to the next level. Here's an article he wrote on this topic:

## **Internet Marketing Newbies - Secrets For Newbies on How to Go to the Next Level**

**By Marlon C. Sanders**

This article on Internet marketing for newbies has a lot of straight, plain talk you probably won't hear anywhere else, because not all of it "pitches good." No bull. You won't hear much of this talked about other than here.

\* How to overcome mistakes

Let's say you screw up or make mistakes. So? You thought you were God? Only God is God. Everyone else makes mistakes and screws up.

How do you overcome mistakes?

You sell enough stuff and big enough ticket stuff that it doesn't matter. You create a sales machine, so you have the room to make mistakes and not suffer.

\* How to find the time

You may say, "But how do I find the time for all of this?"

If you use webinars or teleseminars as the basis for your product creation, it doesn't take that long.

If you learn to interview people in your products, so that part or all of the content is theirs, it doesn't take that long.

You've got to focus on what pays your bills - learning to create sales messages that get people to buy then getting those sales messages in front of the right people.

\* How to get traffic

One of the perennial questions is, "How do I get traffic to my web site?"

This usually means you're still in the "web site creation" model. The idea is that your job is to "build web sites." And somehow by building or assembling lots of web sites, your bills will get paid. That's OK for newbies just getting started. You can pay a few bills that way.

But you've been there and done that or you wouldn't be reading this. So let's get real. You get paid when someone buys something. Plain and simple.

Getting thousands of people to your web site makes you zilch.

Would you rather have 1,000 visitors who do NOT buy or ONE who buys? I'll take the one who buys. The BEST traffic bar none comes from your affiliates. Chances are, you've been sucked into the idea of being someone else's affiliate. And I love affiliates. Affiliate marketing is a GREAT way to get started in this business.

But the best traffic comes from affiliates. And affiliates send traffic to the offers that get the most bux per click. And the secret to getting most bux per click is split testing and learning to craft super powerful sales messages.

Nothing happens until someone buys.

And no one buys until someone sells.

Here are your best traffic sources:

- a. Getting affiliates to promote your products
- b. Article traffic
- c. organic seo (search engine optimization)

- d. PPC (pay-per-click)
- e. banners
- f. CPA (cost per acquisition) traffic

We could debate the order of some of the above. But you can write or get written and submit dozens of articles a week and get traffic that way. You can buy ads.

Here's the thing: It ALL works and pays your bills as long as you have a SALES MACHINE that follows up and gets people to buy over and over and over again.

Without a sales machine, not much above will work. As long as you write the articles yourself, article marketing will. If you have a sales machine, it ALL works.

\* The bottom line:

The thing that separates the newbie from the next level up is the willingness to create and the willingness to sell.

Here is what I think:

a. It sounds good in theory

A lot of these people give you 2 or 3 examples of sites they created in a few hours that bring in \$30-\$100 a day.

But they don't tell you they had to create 10 or 20 to find those.

The same thing for those super big campaigns that make your eyes bug out. They don't tell you they created 100 to find that 1 to give you as an example.

b. The person has a very high skill level

I've seen people who actually DO this. And they have a very high skill level that few people could match. If you're a genius, a lot of doors open up to you.

c. The person skews the truth

The pitch doesn't necessarily lie but it omits key facts.

d. The System isn't evergreen and will be "broken" in 6 months or a year.

If you want to build a solid business that will be around 5-10 years later, learn how to get people on a list and get 'em to buy stuff.

Get your Cheat Sheets For Newbies On How To Go To The Next Level" for free at:

<http://budurl.com/msproddash>

Marlon Sanders is the author of "The Amazing Formula That Sells Products Like Crazy and the KING of Step-By-Step Internet Marketing" at:

<http://budurl.com/msformula>

Jason is known for his direct approach to online business success. His no-nonsense techniques, along with his gift for teaching us time management and productivity strategies, has helped all of us to create a business that gives us the time and financial freedom to live the life we choose. Here's another article from Jason:

## **Take All Your Complicated Internet Marketing Systems You've Bought & Throw Them Out the Window**

**By Jason Fladlien**

There are so many different Internet marketing systems to make money on the Internet that everyone should be a millionaire by now, right?

Well, in an ideal world. But, there are several levels you jump through before you can even hope to find a system that is going to make you even a single dollar.

First, you have to sidestep the snake oil salesmen. These are the guys that put together systems that don't work now, have never worked and/or will never work in the future. In other words, you bought a scam.



Then, you might have a decent system that has good information, but it's just not for you. Example - for the life of me, I cannot do anything related to fixing a car. That's not an area where I'll ever shine. Simultaneously, some of you will never figure out how to even set up a Google AdWords account, much less trick the system out and make money from it.

So you'll buy some products that are good, but are not well suited for your strong points.

After that, you might get lucky and actually find a high quality product that perfectly matches your strong points... but it still might be worthless. Why? Because the model is either not duplicatable, or, even though the information is good, it's not laid out in a logical way that makes it easy to act on.

Finally, you might just get it all - the perfect system that matches your strong points, great information laid out that is easy to act upon and so on. This is pay dirt. However, it's going to take you probably years of messing around to get this far. And then more time still to make the system work for you.

Instead, there's a better solution. Instead of just buying a system of what a guru says to do, why don't you just watch WHAT they do.

The problem is success in Internet marketing is based on unsexy fundamentals that are hard to sell. Here's something almost every successful internet marketer does, that you can knock off and use as your own system.

First, they all sell a product. Do you have a product? If not, you need to create one. Of course, to create a product, you need to become an expert at something, or master something that you can then teach other people and get paid for it.

Not an expert? Then you're going to have to become one. It's not as hard as it sounds, but it can't be done over night. That's why nobody talks about this in their course. Because most people want that turn-key overnight solution.

After you become an expert and create a product, then you're going to have to get traffic to your website and build your email list, so you can market your product to that list over time.

One of the best ways to get targeted traffic to your site for free is with article marketing.

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<http://budurl.com/7minarticles>

## RESOURCES

You can learn directly from Jason Fladlien and his partner, Will Mattos, in a 6 month coaching program. I am a part of this training and give it my highest recommendation:

<http://budurl.com/6in6>

Jason's 7 Minute Article program is excellent, and has helped me to write more than 1,600 articles so far: <http://budurl.com/7minarticles>

Marlon Sanders' Traffic Dashboard helps you to drive targeted traffic to your sites quickly and easily: <http://TrafficMadeSimple.com>

My own books are available at Amazon, Barnes & Noble, and in a bookstore near you:

<http://budurl.com/CRGonAmazon>

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To Your Great Success!

*Connie Ragen Green*