

# **The Real Truth About Internet Marketing**

## **6 Questions New Marketers Want Answered**

**Brought to You By: [Online Marketer Sweetie](http://OnlineMarketerSweetie.com)**

Starting a business on the internet is an exciting new venture. Many times we plow through full steam ahead even though there may be some questions that go unanswered.

Often these questions go unanswered because many people don't know where to look or who to trust. Finding the answers yourself is important and a big part of the learning process but learning from the experience and even mistakes of others will help you get to a profitable business faster.

Here are six of the most common questions new internet marketers have about starting their business online:

### **1. Is It Really Possible to Make Money While I Sleep?**

This is the claim that attracts a lot of attention. I mean who doesn't want to laze away their days sleeping, drinking fruity drinks and relaxing on the beach while the cash rolls in. Sounds awesome, right? Well the truth is yes it's possible but the WHOLE truth is that's not going to be your daily reality. Internet marketing success takes hard work. I spent eight years working hard to get to the success level I'm at today and while I often have sales come in while I'm sleeping that doesn't mean I never have to touch my computer again.

Internet marketing is a business with advantages that you just can't find offline. One of those is that people can do a search for something, find your website and buy from you. Don't let that incredible ability cloud your vision of your business. Take it seriously, do the work and you'll absolutely reap the sweet rewards.

### **2. Can I Automate Parts of My Business and Make Them Hands-Free?**

Another advantage to online marketing is automation. Yes it is entirely possible and highly recommended.

Here are a few of the items that can be automated in internet marketing:

- email messages
- blog posts
- website content
- tweets
- podcasts
- and more

The two biggest things to automate in your business would be email messages and blog or website content. Having a fine-tuned system for these will give you a huge advantage and free up your time to do the things that need your immediate attention.

### **3. Can I Really Start a Business on The Internet For Free? (or Almost Free)**

Many people will lead you to believe that running a business on the internet is free or nearly free. While, yes, it is true that you can start a business online for less than \$20 it doesn't end there if you want to be successful. It's kind of like saying you can start a coffee shop by building the drive through. Sure, you can build a drive-through but then you'll need:

- coffee (to serve)
- a stock of cash (for change)
- advertising (so people know you're there)
- equipment (to make the coffee with)
- staff (to serve the coffee)
- time (to build a great reputation)
- analytics (to understand your markets needs)

Online marketing is no exception. Building a website is just the beginning.

### **4. What Can I Sell?**

Many people make the mistake of coming to the internet with an idea for a product they're sure is going to sell. It's a mistake because you don't want to spend a huge amount of time and effort trying to sell something that people don't want. It just doesn't work that way.

Selling is easy when you find a need and fill it.

That's why it's much smarter to come online looking for a problem you can solve. Then take the time to do as much research as you need to come up for a solution. Or, if you don't know the problem yet take the time to find a market you can understand and relate to and see if you can figure out what the problem is. An internet marketer needs to be part Sherlock Holmes in order to really drill down into great products to sell.

### **5. Is It Possible to Make a Lot of Money FAST?**

We'd all enjoy quick money. It would be like winning the lottery if you could just hop online, throw up a website and have the dough rolling in every time. If this were the case everyone would do it and we'd all be rich.

I'm here to give you the reality of internet marketing, not the hype. While there are circumstances where it might seem like someone has made a million dollars overnight what you must realize is that 99.9% of the time it took them years to build the relationships and funds that made them an 'overnight success'.

You can make a lot of money in internet marketing. To do so you must serve a market with a great need that isn't being filled.

## 6. Do I Need a Mentor?

You will hear many people telling you that you need a mentor to guide you in your online marketing. Mentors will help you jump leaps and bounds in your business. Absolutely it's a good idea to learn from others but don't put the burden of YOUR success onto them.

Only you can make your business a success. It's entirely possible and you have it in you. Reading this short report is the first step, now go take action and start reaching your internet marketing goals.

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