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## FOREWORD

You might notice that there are no "product links" in the body of this report. I put it together for *your information*.

I'm not trying to sell you a darn thing, except maybe some ideas.

And it won't cost you a penny to adopt those that you find worthwhile, and ignore the rest as you see fit.

In January 2000 I started doing business on the Internet with a single website that sold a single ebook. At that time, the "home business opportunity" community was still comparatively small. Most business oriented people were taking a "wait and see" position - to see if the Internet itself would actually turn into a viable market place.

Sure, we had our share of crooks and scam artists, but it seemed easier then to root them out and recognize them for what they were. Opportunities were not necessarily limited - but still being in the experimental stage - lots of things had not been tried or proven yet. To some degree, it was like a gold rush town in the Old West - the marshall, the preacher, and the school marm hadn't shown up yet - and rich claims were available for the taking.

Now - fast forward six years (almost a lifetime in cyber space!)

Opportunities, proposals, products ideas, business solutions and more - everybody has one they want to sell to you. But don't take me wrong. It isn't **ALL** a scam. Much of what is available in that area really is worthwhile.

Lots of honest, ethical, hard working people are doing their business on the Internet today. Cyber space itself has matured into a true and solid marketplace - just as much as is Main Street or the Mall in your own home town.

Still, I want you to pay close attention to what I'm about to say next. In fact, this is so important, I'm going to put it in a red bullet list, so you can't miss it as you scroll through this report:

- **business is business - it involves the exchange of goods and services for money.**
- **business is business - it involves serving customers and fulfilling their needs.**
- **business principles are the same - whether you're doing business on the Net or on Main Street.**
- **the only things different on the Net are the sales and delivery methods.**
- **there are NO "magic wealth systems" on the Internet. There**

**are schemes, and some schemes do make money for a few people. But it follows that others must lose money as well.**

- **any "business" on the Net that can't be replicated in the real world is not really a "business." Instead, it's probably a scheme.**

After all, how many business owners in your home town have become successful by selling schemes, dreams, and thin promises?

## **SO BE CAREFUL OF THE "DREAM" SELLERS**

Often they will lure you in with statements like this:

"I made \$32,000 in 30 days!"

"\$5000 from a single email!"

"\$120K a year from my tiny website!"

And in some cases, those claims are absolutely true - can be substantiated and proven, even in a court of law.

But also, in many cases, there is one part that is conveniently left out of their sales message.

They fail to mention the years of work, study, and training it took to get them in a position to earn that much money that quickly. You might be made to believe that you can duplicate that success, and go from flat-broke to flush in no time at all.

And sure, some people jump on the Internet and get lucky the first time. But some people win the German Lottery too!

If you're just looking for a big one-time windfall, that's one thing.

If you're looking to build a business that will provide you with sustainable income over a lifetime, that's totally different. You'll probably have to pay your dues, just like everyone else.

# How Savvy Marketers Dig Cash Out of Your Wallet

There is one thing about yourself you need to realize. Most of your buying decisions (in any area) are based on one thing, and one thing only:

## YOUR EMOTIONS!

And most of those emotions will play into at least one of these categories.

desire for gain (usually financial)

fear of loss (usually financial - but also personal relationships)

personal security/protection (another fear)

comfort and convenience (peace of mind)

pride of ownership (social acceptance)

Marketers in general (not just on the Net) have learned how to play on your emotions to force you into making a buying decision. Just watch television for one hour, and you'll see the truth behind that statement.

Often they will create a sense of "perceived value" to heighten those emotions - and this is particularly true in the "business opportunities" arena. The sales message may revolve more around feeding your dreams than it does the reality of the product or the opportunity.

**SO BEWARE! YOU DECIDE** the value of the product or service before you buy it. Don't let the sales person do that for you. Keep in mind that a \$5000 riding lawnmower is of little value to a man who lives in an apartment complex.

As you investigate any product or opportunity online (or elsewhere) be careful to reserve your emotions, and not feed them into your decision. Stay objective, and answer these questions to yourself:

"What value will I actually receive?"

"Will this (product/opportunity) actually DO anything for me?"

## Putting Some Internet Business Myths to Rest

One particular group of people seem to email me regularly:

.... **Internet Marketering Beginners**. And their most common question is:

“How do I make money online?”

Maybe at this point, you are wondering about that too.

Personally, it's near impossible to answer to such a broad question, particularly in an email.

#1 - First of all, there are almost as many **legitimate** ways to make money in the online market as there are in the real world market.

#2 - What works for me **may not work for you**. I may be good at writing while you may be an expert in graphic designing or programming.

#3 - And the **most important** reason - more often than not - beginners have to **unlearn** at least some of the rubbish they have previously been exposed to, before they can accept and use any new ideas.

So .... HOW **DO** YOU MAKE MONEY ONLINE?

I've decided to answer that question "through the back door."

Instead of presenting you with a bunch of income models that may or may not work for you - I'm going to put to rest some of the most commonly believed Internet marketing myths, once and for all.

Now, that may not be the kind of answer you want at this point. But I think that it is **MORE** important that you **first unlearn** some of the baseless Internet Marketing myths you may have been led to believe.

## **Internet Marketing Myth #1:**

***Starting an Internet Business is expensive.***

This statement often comes from people who are living in non-U.S. countries, especially if the

country's local currency is of smaller value than the U.S. Dollar.

I think it is more expensive to trade in my financial freedom, and place my future and my well-being (and that of my family) in the hands of another person (or company) whose only concern is their own profit.

Janis Joplin said, "Don't sell yourself cheap. You're all you've got."

If you are living in a country where things are not as expensive as in some western countries, you should see it more as an advantage rather than a disadvantage. Why worry about how much it would cost you in US Dollars when the amount of money you can make in US Dollars excites you even more?

Overall, an Internet Business is much more affordable for individuals like you and me, as opposed to starting a conventional business on "Main Street."

If you still think that starting an Internet Business is too expensive, then you are probably trading your future for pennies. Is that how much you are **REALLY** worth?

## **Internet Marketing Myth #2:**

***You can get rich on the Internet without doing any work.***

This myth is what sets the realistic apart from the unrealistic. You have probably heard stories of how people make 4, 5 and maybe 6 figure incomes in a relatively short period of time.

As I've already mentioned, that is all true in many cases.

What is usually **not** seen are the failures they had to endure before they perfected an online business system that would consistently produce that kind of wealth.

What is usually **not** seen are the years of hard work they invested to build a business foundation, the business contacts, and the credibility to pull off a marketing plan of that caliber.

Still, remember that advertisements claiming you can "Earn \$10K in six months" are what the majority of people will subscribe to, and hope for. If you appreciate your own time and energy, you will do well to stay away from ads or programs with hooks like that.

### Internet Marketing Myth #3:

***It is too difficult to make money online.***

Since I said that it is not going to be easy money, does it mean that it is too hard to make money online, too? Hey, ever heard of the **razor-edge**? It is not going to be easy, that is a fact. But I did not say that it is going to be too hard, either!

If you know what to do and actually do it, you would not see this as impossible. This is because if you are hardworking but do not know what to do or are heading into the wrong direction, you are wasting your time, money and you would get de-motivated even faster.

On the other hand, if you have the knowledge and know-how but fail to apply it, all you get are **theories**, but **no money**. I have met individuals who are probably working harder than me but still earning less. Also, there are those who know more than I do, but are not doing a thing with that knowledge.

Knowledge by itself is worthless. It's like a folder on your hard drive that you never visit or use.

So, you need to integrate your knowledge and action into one, and put it into use. It would not be too easy, but it would be too hard, either. Ordinary individuals like you and me are making money online everyday. So, can you!

### Internet Marketing Myth #4:

***Sending chain letters and \$5 "Money Games" is an Internet Business.***

This one turns my stomach. I am still surprised that a lot of people actually subscribe to this rubbish. Once again, the entire scam plays on **emotion** - on your hope and dreams that "maybe this will pay off" - even when your gut feeling is telling you something else.

Some of these scam letters claim, "I asked my lawyer and he said it is legal." Well, people tell lies ... okay! Some letters will go so far as to say "As seen on Good Morning America." And that's a fact. A segment on GMA was aired several years ago to **expose these chain letters** for the scam that they really are!

All in all, it's nothing more than a cleverly-planned and illegal pyramid scheme.

Just know that any online activity where you add your name to the list with other 4 or 5 other names and then send it out to others is illegal. You can get in a lot of trouble for circulating that garbage.

## Internet Marketing Myth #5:

***“Paid to surf” and “paid to read email” is a good Internet Business.***

Many paid-to-surf programs are technically illegal or just not workable. While there are legitimate paid-to-surf programs, they should not be considered Internet Business to you as a member. Remember what I said earlier, a real business involves customers, and the exchange of goods and services for money - whether on the Internet or anywhere else.

If your ambition is limited to clicking websites and reading spam emails all day long in exchange for a couple of dollars (I hope not) - then those programs may be for you. But before you join, be sure they have been in business for awhile, and that they actually do pay out cash to their members.

## Internet Marketing Myth #6:

***Internet Marketing is all about teaching another person how to start an Internet Business, and it goes on and on like a pyramid scheme.***

Internet Marketing is defined as marketing and selling products and/or services using the Internet as a medium.

Too often though, Internet Marketing is often perceived as selling “how to make money on the Internet” product to another person, and suggesting that they sell the same product.

Now don't get me wrong.

There is a lot of money to be made in teaching Internet Marketing to other people, and selling related products that help them to start their own business. The last time I checked Overture, the keyword “Internet Marketing” yields a stunning **313,805 searches a month!**

Likewise, some of my repeat customers are top marketers you have probably heard of. I supply them with software tools to enhance their businesses, inventory in the way of resale rights products, and sometimes “raw contents” in the way of private label information products they can edit and “re-create.”

While there is real money to be made in teaching Internet Marketing to others, I caution you to use your wise judgment in choosing who you want learn from.

There are more than a fair share of “False prophets” today who are not necessarily con artists and scammers, but instead are rank beginners **who haven't yet made their first nickel** - and

have basically **zero experience** in executing the very materials they are trying to sell you.

## **Check Their Credibility Before You Buy**

A good way to check the credibility of anyone who is making you a business proposal is to do a search for their name on Google or Yahoo. Pay attention to the number of references, and what those references are about.

And yes - you can go there to search my name - **Dan B Cauthron**

Just be sure you get the spelling right.

### **Internet Marketing Myth #7:**

***The only thing you can sell on the Internet is “how to get rich quick” schemes.***

Once again, that’s just a common mistake made by uninformed people.

There are hundreds of niches and interest groups you can cater to outside the “Internet Marketing” niche itself. Just to demonstrate the level of public interest, here is a listing of search terms from Overture.com - Yahoo’s pay-per-click search engine - and the relative number of searches performed during an average month in 2005.

**Food** - 2,069,675 searches/month

o Gourmet Food - 39,357 searches/month

o Dog Food - 12,514 searches/month

o Food Recipe - 8,194 searches/month

o Fast Food - 18,502 searches/month

**Health** - 199,512 searches/month

o Beauty Health - 126,518 searches/month

o Fitness Health - 68,298 searches/month

o Care Health - 133,970 searches/month

**Dating** - 4,056,700 searches/month

o Online Dating - 308,404 searches/month

o Dating Chat - 83,272 searches/month

o Dating Site - 72,473 searches/month

Notice that “Dating” and “Health” yield higher search results than that of “Internet Marketing”. Not to mention that people are willing to pay for any kind of useful, sophisticated information on dating and health topics.

These are just a couple of examples of niches you can go into. Do you still think that Internet Marketing is about “selling get rich quick schemes?”

### **Internet Marketing Myth #8:**

***I have to learn HTML, programming, and graphic design before I can start a business online.***

I know nuts about programming! I don't want to know!

And by professional standards, I am not really well-versed with HTML either. There are lots of other successful online business owners who are worse off than me in these areas. Yet many of them earn a lot more than I do.

They either **outsource** for professional help or **establish Joint Ventures** with other individuals who can compensate for their lack of knowledge in any one of these areas.

This, I hope is an eye-opening fact for you. What you really should be studying is **sales and marketing**. You can always hire a propeller head from Scriptlance.com

or Rentacoder.com to take care of the techie stuff for you.

Keep in mind that even the smartest and most successful CEO's are usually not fully versed in all areas of running a large corporation. Instead, they **are wise enough** to surround themselves with people who are.

## **Internet Marketing Myth #9:**

***How can I make money on the Net without doing a lot of reading and study?***

I'm surprised at how often I get mails like with questions like this one. I guess some people really do believe they can sit on their butt, do nothing, and get rich anyway.

I realize that reading long bodies of text on a computer screen is difficult. But those who are not willing to invest a bit of time in checking out an offer and learning how to work it will probably be non-performers anyway - **and I don't want you to be one of those!**

Regardless of what type of program, product, or service is being offered, if the reader is already impatient, chances are s/he won't be patient after the sale either.

## **Internet Marketing Myth #10:**

***On the Internet, you don't need to know how to sell.***

That is probably why people who hate selling (or shy people) are attracted to ads that read "no selling required". I won't go into in detail, but those programs are usually unworkable, and often revolve around "recruiting other people" rather than actually selling and delivering a product or service.

Sure, maybe you will never need to go eyeball-to-eyeball with the prospect, but something must be sold to make a sale - so you must know how to sell.

Once again, I suggest you make a study of **sales and marketing**. There is plenty of information available on those topics, both online and at real-world bookstores.

## **Internet Marketing Myth #11:**

***You can't make any real money as an affiliate seller.***

True and not true!

Realize that if you're only promoting other people's products, you **do not have a real Internet business.**

Instead, you're only a commission sales person who is also responsible for covering the cost of the promotion. Most often, the commission per sale earned is too slim to offset the cost of getting that sale.

While I do sell my own products (and suggest that you begin by doing the same) I also make money as an affiliate seller. But I will only suggest affiliate products or services that I have checked out first. After all, it's my reputation that is on the line.

In addition, I seldom promote affiliate products outside my own mailing list, so my cost of sale is usually zero. It takes a really hot and brand new product to get me to spend money on affiliate promotions.

But the foundation of my business is in products that I own and control: (ie. products that I have created, or those to which I have acquired resale rights.)

Affiliate marketing is a tough way to start out though, especially if your marketing skills are minimal. You'll be butting heads with hundreds or even thousands of other affiliates, many of whom are highly experienced, each one of whom is trying to grab a sale for the same product.

It's a lot easier to sell affiliate products to people who already know you, or have even bought a product from you in the past, and are members of your mailing list.

And that leads us directly to the next myth.....

## **Internet Marketing Myth #12:**

***You don't need a mailing list to make money on the Net.***

That's like saying, "I don't want to have a real business".

Your mailing list is as important to you as the "client list" is to any conventional sales company. I mean, your mailing list will be your single biggest asset, so develop it.

It's true that some online income models (ie. Google AdSense) don't require you to have a mailing list - but building a responsive mailing list is fundamental. With that single asset, you can survive almost any change or tragedy that might happen to your business - like Google AdSense pulling the plug on you.

### **Internet Marketing Myth #13:**

***You can buy a ready to go mailing list with thousands of "hot prospects" and start making money right away.***

Don't even think about it. Pay no attention to slick sales copy telling you how "hot" the prospects are, or how fresh and targeted the list is.

It sounds like a great shortcut to profits - but it's all crap!

The **best result** you can hope for is that no one on the list will report you for **spam**.

The **worst result** is that you'll get slapped with legal charges and fines, have your site shut down, and get blacklisted on most (if not all) of the major servers.

### **Internet Marketing Myth #14:**

***You don't need a domain name or paid hosting to start out. You can host free at Geocities.com and then upgrade later on to professional services.***

Nowadays, a domain name can be acquired for about \$9.00 a year at Godaddy.com

Professional web hosting can be had for as low as 6 or 7 bucks a month.

If you are not serious enough about your business to invest a few dollars and put it on a professional platform from the start, why should your prospects and customers be serious about buying from you?

On top of that, when you host on a free service, you have no control over the ads they will run on **your site**. You could end up advertising for your competitors without even knowing it.

Besides all that, if you start out hosting on a free service and then decide to move, any existing visitors and customers you have will no longer be able to find your site.

## **Internet Marketing Myth #15:**

***You can make money by posting ads in public forums.***

Definition of a **forum**: A public meeting place for open discussion.

Other than posting advertisements in specialized **free advertising forums**, you will be **spamming** if you post advertisements anywhere in a public forum.

The surprising thing is that many people think this is perfectly okay - or perhaps they just don't care. Either way, it will probably get you banned.

But it still happens every day, and I do see blatant advertising when I visit some public forums where the moderators are lazy. Just remember, posting ads in discussion forums is a good way to ruin your credibility with the people who visit and use the forum for the right reasons.

In some cases, you may be allowed to include a one-line link to your website in the signature of the posts you make - but be sure to check the forum rules first, before doing so.

## **Internet Marketing Myth #16:**

***FFA links (Free For All) and "Safe Lists" can drive big traffic to your website!***

When you hear the terms FFA or Safe List, just run far away and don't look back.

Those worked for about six months after the concepts were introduced. Then, as usual, scumbag people learned how to cheat the systems and it all went downhill from there.

Trust me on this - and don't waste your time!

## **Internet Marketing Myth #17:**

***Money-making "programs" don't work.***

This is yet another comment I often hear, especially from those who have 3<sup>rd</sup> degree burns

after trying out several money-making programs.

One of the problems with this statement is the broad definition of the term “program.” Mary Kay, PrePaid Legal, and Amway are all “programs” that do work, if they are “worked.”

But while there are unethical and even illegal programs going around on the net, I’ve noticed that the problem often lies within the the complainer himself.

People who make decisions based on their emotions can’t tell a good program from a rotten fish.

And if they don’t have the drive to succeed - no money-making program can help them - regardless how ethical and workable they are.

The one thing to look for in evaluating any money making "program" is the product.

Is there even a product involved at all?

If so, is it priced competitively and something that is readily marketable by other means?

Or does the basis of the entire program revolve around "recruiting other people?"

**Bottom-line:** Success is in the hands of the individual, his or her work ethics, attitudes, resources, and passion to succeed.

## **Internet Marketing Myth #18:**

***Buying ebooks about making money online will make you rich!***

Ebooks won’t make you rich anymore than reading a restaurant menu will satisfy your hunger. It’s the application of the information that makes you rich. Besides, ebooks are informational products and serve the same purpose as hard-copy books you see in your local bookshops. Remember what I said earlier, knowledge by itself (without action) is worthless.

## **Internet Marketing Myth #19:**

***There is no real money to be made online.***

In year 2004, according to the Jupiter Research, online sales reached a stunning figure of **\$65 billion US** - and it is projected to reach \$117 billion US by Year 2008.

Oh, and you were saying something about no real money to be made online?

### **Internet Marketing Myth #20:**

***All online sales people are crooks.***

That's like saying that every doctor in the world will do unnecessary surgeries just to grab the fee - that every new car salesman is a low-life cheat - that the guy who sold you your computer belongs in prison.

### **Internet Marketing Myth #21:**

***I need to be good at writing to success on the Internet.***

Not necessarily. Some of most horrible writers are making a lot of money online simply by doing businesses that do not require writing. One guy I know can barely speak correct English, so he has all his writings edited by someone who can.

Others sell hard goods, web hosting, membership sites, and more where a lot of email marketing is not needed. Also, some Internet Business owners compensate their lack of writing skills by hiring copywriters and ghostwriters where writing tasks are required.

Once again, the smartest and most successful CEO's are usually not fully versed in all areas of running a large corporation. Instead, they **are wise enough** to surround themselves with people who are.

### **Internet Marketing Myth #22:**

***Since I am working from home, I don't need to develop my people skills.***

You'll probably never go "eyeball-to-eyeball" with your customers. But every word you put

forth on the Net needs to be courteous, considerate, and respectful. Just like we can read “body language” when talking to an individual in person, we can sense the “tone” of a written message just as well.

I've noticed lately that some of the younger Internet marketers are beginning to use coarse and even vulgar language in their webpages and email text.

While it's difficult to personally offend me, I believe there is a time and a place for that type of language. It doesn't belong in a sales message, and no one has the right to expose those who might be offended.

### **Internet Marketing Myth #23:**

***You need a website with lots of links and pages.***

Okay, that's fine .... if you are planning to run a big data-base site, an article directory, a catalog-based site selling hardgoods, or your own search engine.

On the other hand, if you are selling only one or a limited number of products, focus and precision will be more effective than a “shotgun” approach.

It's much better to develop several tightly focused "mini-sites" than to try provide everything for everyone on one website. Most visitors will become confused and do nothing when you present too many options.

### **Internet Marketing Myth #24:**

***Why should I pay for information when it is supposed to be free?***

Like any other products you see in the supermarket, there are differences between free, low-ticket items, medium-ticket items, and high-ticket items.

The quality of the product is usually in proportion with the price, and same applies to most information products online. In fact, buying information dates way back to the early days where people would go to the back alley to pay another person for more sophisticated information.

Modern professionals and consultants today charge hefty fees for their consultation services - because they offer quality, sophisticated advice.

The question you need to answer is, "How will this information benefit me?" That is the true

measure of value.

I've personally paid as high as \$200 for relatively short ebooks and special reports.

But the new ideas and information I received, when put into practice, allowed me to earn hundreds and thousands more.

## **Internet Marketing Myth #25:**

***My work is done and the money will roll in after my website is finished.***

Actually, that's just the beginning.

Some people believe (and may have been led to believe) they will magically receive millions of visitors to their web site, without any marketing effort at all. All they have to do is build it.

Okay - "Build it and they will come" worked for Kevin Costner in that movie about the baseball field in Iowa ....

But that was Hollywood. It ain't real folks!

I suggest you make a marketing plan first, and learn how to sell - even before you begin to build the website. Anything else falls into the category of "putting the cart before the horse."

## ***Are These the Only Internet Marketing Myths?***

No, of course not. There are plenty more that you will encounter, and more than I can list here.

But I am really hoping that you can see the Internet Marketing picture better, especially if you're just beginning. And even more so if you have become de-motivated and frustrated by the failure of your initial efforts.

Just don't call it quits 5 minutes before the miracle happens!

Wishing all the best,

**Dan B. Cauthron**

<http://DanBCauthron.com>



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