

Where Does Internet Marketing Begin?

Chapter:1

Before I start telling you where did Internet marketing begin, I want you to promise me to forget about money.

Yes, forget, as if it never exists. Why is that, you ask?

Because, if you read this just to find out how to get rich over the Internet, then you will not understand me at all, because Internet marketing begins in your head.

It will be easier for me to explained to you if you know nothing about Internet marketing.

If you have been trying to make money on the Internet for a while and didn't succeed, then it means you have the wrong idea about Internet marketing and I will have to undo the damages that has been done to your mind.

I want you to trust me from the beginning and this is why I will tell you my little story. As you possibly know, I am a jeweller. Well this sounds like a nickname. Don't you think so? Lets call me, 'The Jeweller'.

By the nature of my profession, I have to deal with new students all the time. Sometimes people come to me by accident, not knowing anything about jewellery and sometimes newly graduated students straight from the jewellery school.

Let me tell you, I have a hard time with students from the jewellery school. It is not easy to take out all the rubbish that teachers put in their heads. People from the street learn faster, follow my commands to the "T" and become better goldsmiths.

Sometimes by reading my writing you will ask, what has this got to do with Internet marketing? Again I am asking you to trust me and at least read all of it before you judge me. It is important for me that you understand that there is a reason why I am talking about this or that and even if you skip just a little bit, the chain will be broken and links will be missing.

Then you can stop reading right now and leave because time will be wasted.

And only after that, if you still think that this is all garbage, well then I am sorry I wasted your time. We just don't understand each other. Then you can go and look for that magic button.

OK, I hope I made myself clear and we will close this chapter.

Chapter:2

Where does Internet marketing begin?

Where does everything begin? I am sure you will agree with me, with learning. Since we were born, we learn.

You didn't question why you must go to school when you were small.

You do not question why people go to college or university.

How many people do you know who start their business without education or some kind of qualification and become successful?

I am sorry, there are such people, but they are unique, talented or have the right teacher. Maybe they just didn't have garbage in their head.

I am telling you all of this because I want to set your mind in the right direction.

Internet marketing is not something sophisticated that you won't understand, but it is also not some silly tricks or magic buttons like so many people think.

This is why, according to statistics, about 95% of people who is trying make money on the Internet, never succeed. Read this again, **NEVER.**

People study in university's, spending a lot of money to get a degree to have a better life. I hope you don't think that you can become a millionaire without a lot of effort and just by playing on the Internet.

I want you to take this very seriously, what you are about to study, as if you were studying at school where you had no choice. When you are ready, you will start building your business on the Internet and I want you to treat this business as if you were building a shop or factory.

There is another thing I want to ask you.

Please do not skip any steps in this process. Imagine if a teacher tells the children that one apple plus one apple equals two apples and then expects the children to know all the maths.

My daughter finished primary school with eleven golden medals.

Yes, 11 Gold. People said, she is so clever. I would say, "*She didn't skip chapters in the book, didn't miss any lessons, didn't skip a step*". The chain was not broken in her education, that's all. It's that simple.

I want to ask you something. Where do you see yourself, lets say in the next five or ten years with whatever you do with your life, without Internet?

That's why you must never quit studying Internet marketing.

I am not saying that it will take me that long to teach you. It's just you don't know what could happen tomorrow. Your computer can break or you could get married and move to another country. Anything could happen.

It's just a matter of time. For some people it takes a few months, for some, a few years. But sooner or later you will succeed and it will be worth it. **Please do not quit.**

I am sure you know this saying: *“People regret most not what they have done, but what they didn't do”*.

Chapter:3

Marketing. This is what we are going to study. We are not going to try to make money on the Internet.

You have to be prepared to go through this journey. First emotionally, mentally and then technically. Believe me, all these steps are important. You will need courage to give up your free time which you used to spend with your friends or family. Read endless pages of books or web pages and from the beginning, you might not understand that stupid Internet language or you can not figure out how the hell this software works.

Don't worry, it will only be in the beginning and then you will be swimming like a dolphin in the ocean, fly like an eagle in the sky. Feel the excitement, you will want to share with others what you have achieved. You will discover a new world for yourself. You will discover new talents that have been hidden inside you that you didn't even know about. I promise.

Let the journey begin!

Chapter:4

One more stop. I have to warn you. If you are a student that doesn't mean you must quit your studies. If you are working, it doesn't mean you must quit your job now.

Be careful, do not neglect your life. It would be the biggest mistake you ever made.

In time, when you are ready, when you think totally different than you do now, you will make the right decisions and do with your life whatever you like. But not now.

Any studies require expenditure. It doesn't mean that you have to go and buy every book on the Internet. I have hundreds of books on my computer, but it took me a few years until I started understanding what they are talking about. I made a very big mistake. I thought I can study by myself. After four years, I started taking coaching courses and I took about nine of them.

Use your money sparingly. You must know what you are buying and what you going to do with it. If you don't understand what it is then don't buy it. Money will be wasted. At least do research on the product that you are planning to buy or research on the person who is selling the product.

I have a close friend. Her name is Ernestine. She use to buy different programs and software and after trying these products, realized that this was not what she was looking for or not what the seller said it was so she returned them back to Clickbank. I was really worried about her. Clickbank can ban you as a customer if you keep returning all your purchases.

Chapter:5

Internet Marketing. There is no difference between marketing and Internet marketing or any other kind of marketing that exists. It is a service. You will serve people and companies. You simply have to be a very good sales person. Just on the Internet, you will required technical skills. You need to learn how to work with several different software. Don't worry, once you learn two or three different software, then you will use them like a pro.

There is a bigger challenge waiting for you. You will need communication skills, writing skills and even learn psychology. I am not joking. I learned all this without even knowing that I am. I only learned, specifically, how to write in English because it is not my first language. If English is not your first language and you are planning to do business in English, you will have to consider taking English classes or hire somebody to do the job for you.

I am not trying to scare you away. I want you to be ready, to be prepared for a long journey. Other people are selling courses like this. What I am teaching you here is valuable information. What? You didn't even realize that I am teaching you? You see how easy it is, you didn't even notice. Look back at what you have read so far and mark what you have learned.

Others don't tell you all this because they know that you will learn anyway. But, the truth is that the longer it takes for you to learn, the more books they will sell to you. They are taking you step by step, book by book, dollar by dollar. How do I know that? Because I paid them, thats how they taught me to make money. Only, not all people are the same. I will do it my way.

One day, you will have your chance to thank me. I thank you now for reading. It means I didn't do this work for nothing. Thank you.

I don't know if you will take a course from me or from somebody else.
I don't know if you will succeed very fast or you will fail several times first.
Failure is very hard and you have to be prepared for it. Sometimes you will feel that you are getting nowhere. It will pass, trust me, **IT WILL.**

You also have to be prepared for success too. It could be so sudden, unexpected, that you might not handle it well. There have been cases when people became millionaires over night. You never know.

People often ask, how long does it take to learn Internet marketing?
There is no specific time frame for it. It is entirely up to you. How much time you will spend studying, five hours a day, five hours a week?

I just want to remind you again, take this very seriously, but don't neglect your life.

You must enjoy what you do. Give it maximum effort, but don't forget to rest sometimes and enjoy your life or your energy will be exhausted very fast and you will quit.
I am telling you this because it happened to too many people. Know your limits.

Chapter:6

Service. What you are going to do is not just try to sell something to the people.
I hate that word - *try*. Do not use this word and avoid it whenever you can.

You will serve people, introduce products, tell them all about it. All the ins and outs, the good side and the bad side about the product. Be honest, don't be afraid to lose a sale. You will gain trust from the customers who will pay you back tenfold.

When you choose a product to sell, do your research first. You have to know everything about this product as if you have been using it yourself or as if you made the product. The more you know, the better you can talk about it. You have to be a sound professional. In writing of course or maybe you will make a video presentation. You see? Here is another skill you may have to learn, a video production, possibly photography and web designing. There is more to come, example, entertainer, teacher, coach, entrepreneur, motivational speaker, if you want to.
It is in your power what you want to be. It is possible and you have to believe.

The power of your mindset.

Chapter:7

Mindset. This is what I was doing so far. I helped you to set your mind in a way that you can avoid failure. No lies, no pink clouds, I want you to face reality.

It is not hard, I just want you to be ready and succeed. I know you will never forget what you read here. Even if you ignore this now and go your own way. One day you will remember what you have read and maybe you will want to come back and read it again. Why do I even talk about mindset? I can name you a dozen famous people who succeed in life just because of the right mindset. In fact they didn't even have an education. Napoleon Hill talked about them in his book, “[Think and Grow Rich](#)”. I will send you this book as a gift. It is a part of your studies.

I can tell you right now about people that you know. Bill Gates, Steve Jobs. These two guys dropped out of college. Sir Richard Branson dropped out of high school. What can stop you to reach their level? **NOTHING.**

Yes, of course, that doesn't mean they stopped their education there. *We learn as long as we live.* You must remember that nothing happened by itself, you have to take action. The first step is to believe in yourself. Take control over your mind and lead it in the right direction. Get rid of bad habits. Once you have achieved your mind control, you can achieve anything.

I want you to do this exercise. Write down all your bad habits, pick the easiest and set your mind to stop the habit. Then the next one and the next, till you got rid of the most difficult habit. If you can do that, then you are a winner.

A little tip for you. Firstly, get rid of excuses. It is your biggest enemy. People always look for excuses not to do what is hard or unpleasant. It stops them from moving forward. Don't be your own enemy.

“Opportunity is missed by most people because it comes dressed in overalls and looks like work”. - Thomas Edison

If your mind is telling you, *'Oh no, I don't understand, this is too difficult or I'll watch my favorite program first and then do this job'*. Stop your mind right there. Scream, jump, tell your mind – *'No, I won't give up, I can do this'*. There is a nasty, lazy mini-me inside each of us. Tell him to go away. Find something that works for you to deal with it.

I am not making fun of you. Many successful people admit that they fail several times at first. Some people say that there is a positive thing in failure. *'The harder you fall, the higher you rise'*. But you don't have to fail. Do it the right way from the beginning.

Chapter:8

The Right Way. Don't look for easy solutions. In the end, it will be the longest one. First, you have to be introduced to the Internet and Internet marketing in general. Learn the terminology so that you don't have to think twice about what they mean. When the time comes for you to learn how to build a web site or how to operate the software, it will be much easier for you.

You will have to organize your work from the beginning. Well, your workplace will be your computer. You will have to create several new files before you even start. When the time comes to download books, programs, software, you will have place for it and in the future you won't have to search for it.

You will have to plan your future business from the beginning and not after several months of studying. I am talking about writing down a plan, make graphs, draw pictures. Learn to do time management. Plan your work for the day and do just that. Do not go to Twitter, Facebook or read endless emails. This will keep you from doing your work.

Plan your finances, start saving now. You will have to pay for certain things like information, programs, software, domain, hosting and pay membership fees for certain sites. You do understand that you can not have a business without investing any money at all. If you know of such a business, please let me know. I'd like to hear about it.

Don't be afraid, it won't be crazy amounts, but the more you can afford the faster your business will grow. It's like getting from point A to point B. You can walk or you can pay for transport, depending how fast you want to get there.

Chapter:9

Get there fast. There is another way to get there fast. By choosing the right business. You will save time, money and become successful much faster when you choose the right business. Okay, okay, don't shout, I hear your question. *What is the right business?*

Somehow people separate online business from offline.

Please do this for me, will you? Go to any shop, any grocery store. Find the most common product and most unusual, in your opinion. Then go do research on Google about these products.

There is nothing that you can buy from your retailer store that you can not find on the Internet. **Nothing.**

The only difference is that online you don't need a building, inventory, stock or staff to run your business. Can you see how many advantages you will have by building a business online.

Chapter:10

Right Business. The decision is yours. Your future success depends on that decision. The right business means it is a business which is right for you. It is something that you know better and you like most. You have to be a specialist in that field. Write down your qualifications, hobbies or passion to do something. It can be something that you like to talk about for hours with your friends.

Write it all down and do the research before you make that crucial decision. Maybe you will decide to sell cars and maybe you will only make one sale a year. Maybe you will decide to sell something that costs only 10 bucks, but make hundreds of sales everyday.

I don't know you and I can not tell what is best for you. You may ask me, what is a best seller? I can tell you health products, beauty products, electronics, clothes and accessories plus many other thousands of products.

But the question is, what do you know about that specific product?

Some people will argue with me about best selling products. *Health products? Ne, I am selling shorts and socks and am doing well.* You know what I mean?

Chapter:11

The Product. You've made your choice and now you want to know where you can get the product to sell. This is the most easiest part of Internet marketing.

Thousands of companies are looking for rep's to sell their product. Yes, sales representatives. Just on Internet, they are called Affiliates.

It is a big deal for companies to find as many affiliates as possible to resell their products. Imagine how much money they save by moving their business online. Offline reps need different allowances like traveling, accommodation, medical, pension and hell knows what else. When, on the Internet, they pay you commission only when you make a sale.

You may be worried that so many people are already selling products that you want to sell. Yes, many people are selling it, but not many are actually making a sale. What they are trying to do is, *Get Rich Quick.* They skip all the important steps by jumping straight into the sale.

That's where you will be different because you will do it **The Right Way!**

And secondly, you don't have to worry about that anyway.

The world population at this moment is 6.8 billion.

By 2035, it is predicted to be 10 billion. There are about 1.2 billion active Internet users worldwide, there is tremendous potential to grow.

I don't know the statistics of how many computers are sold every day around the world. But, if companies produce thousands every day, that means people are buying them. Thousands and thousands of people every day buy a computer for the first time in their life. Can you comprehend that amount of people as your potential customers?

Hundreds of millions of people do shopping on the Internet every day, study on Internet, looking for solutions to their problems. Some people simply look for entertainment or just to communicate with other people.

You don't have to worry that it won't be enough for you. All that is required from you, is willingness to learn and never give up. Believe in yourself and you will succeed!

“I am always ready to learn, but I do not always like being taught.”
- Sir Winston Churchill

I would like to congratulate you for reaching this far. The first step has been made. Come with me and I will open doors for you to the new world. **Welcome.**

To your success.
Anatoli Graour
The Jeweller.

<http://www.jewellerpro.com>

For more information please send E-mail to: marketing@jewellerpro.com

PS. It is not about money, it is about a different life style.



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