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It's Not Rocket Science. It's Just Hard Work!

Every now and again, while perusing well known marketing forums, I see people asking for ways to make money for free. This is far from uncommon. In fact, that used to be me.

Believe me, I know what it's like to struggle financially. I was born with a splintered spoon in my mouth. All through my childhood my mother worked 3 jobs to keep a roof over our heads. Money was ALWAYS tight.

That followed me to adulthood as well. Bad habits, lack of knowledge, etc. kept me in debt. So when I decided to try to use the internet to make money, I always looked for the "free" ways to do it.

Back then (about 5 years ago now) I also knew that free meant spending more time. You see, nothing is really "free". You either spend cash, or you spend time – whichever you have more of. I understood this and had no problem spending the time I needed to get things done.

I mention this because I notice that today you have people desperate to make money, yet have gotten so convinced (thanks to aggressive marketing) that there are all these "push button" and instant solutions out there. When they find out it's mostly smoke and mirrors, they get a little upset.

I don't blame them for getting upset. What gets ME is the same people getting upset over and over, because even though they get taken time and again by the easy solution products, they continue to fool themselves that having an on line business doesn't require any work.

So in essence, they want things free, and they want them easy.

To that I say...grow up.

Would you open a "dirt world" store, or pizzeria and expect it to be free? Or run itself? Then why would you think an on line business would be any different?

Yes, the marketing can be very aggressive. It can also be misleading. But people also need to take responsibility for their decisions. Remember the old saying:

"Fool me once, shame on you. Fool me twice, shame on me"

Be diligent. Do your homework. Prepare yourself with the understanding that sacrifices need to be made if you want this to work for you.

Your attitude will dictate how things go for you as well. You MUST have the right mindset for this, or ANY business. You need to understand that things will NOT always go your way and that SOMETIMES...it's your own fault.

Always blaming the big guys for your lack of success will only guarantee continued lack of success. Use those bad experiences to educate yourself.

You get crappy customer service? Great! Now you know how NOT to service a customer. You just get "ripped off" by purchasing a crappy product? Don't bitch. Create high quality products and outsell the person who sold the crap.

Finally, a few things to consider...

If you are damn near broke and know nothing about online business, then get a job. Learn the online stuff in your spare time. You can do it – all you need to do is turn off the television and you will free up considerable time (going by national standards).

Trying to start an online business when you're broke and desperate for money is like going to the supermarket while you're starving.

If you're not ready to accept money, then it won't come. Trust me – there is much to that statement. I learned it the hard way. Prepare your mind for wealth.

Don't be discouraged by what I wrote here. Just be open minded. Remember, you CAN make money on line once you have the foundation down. I have been for a few years now.

Be ready to work for it. Be ready to take responsibility for your own actions. Be ready to accept money. Then, you will be ready for success.

6 Tips for Squeeze Page Success!

In my experience one of the most successful methods of monetizing your traffic is using a squeeze page.

A squeeze page offers information in exchange for a name and email address.

This allows you to build your all your important mailing list so you can pre-sell the products or services you promote at a later stage.

Squeeze pages work great because you are giving your visitors exactly what they are looking for... information.

What kind of information you decide to give away on your squeeze page is entirely up to you, but it should be informative and highly relevant to the product or service you are promoting.

Here are some tips for squeeze page success:

1. Powerful attention grabbing headline that includes the #1 benefit of what you are giving away
2. Audio clip, video clip or both
3. At least 4 bullet points that outline the major benefits of your freebie offer
4. An opt-in form that is linked to a reliable list building and autoresponder service - I use Aweber
5. Link to a privacy policy statement located near the opt-in form
6. An exit or pop under resistant to most pop up blockers (Aweber currently provides this)

Obviously there are many ways to build squeeze pages. Take a look at my free webinar I did with John Hostler on building effective squeeze pages. We spent nearly 90 minutes putting together a squeeze page that suck in subscribers, and we recorded the entire thing – and you can watch it free!

<http://sqpage.s3.amazonaws.com/index2.html>

I would also recommend signing up below so you can let other people know about this video, and you can even earn commissions if they take the upsell! Otherwise, enjoy!

FREE - Build Subscriber-Sucking Squeeze Pages One Hour Webinar! \$47 Value - Yours Free Today



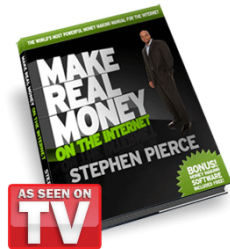
Don't waste another minute creating more and more squeeze pages that just don't perform!

Get this **free, info-packed video** and watch the Master Squeeze Page Builder, John Hoster, create a stunning squeeze page right in front of your eyes.

Start Today! - **\$47 Value**

~~ **Click Here to Download** ~~

Marketing Freebie



Today I have a freebie that I'm really excited to share with you.

It's an ebook where super guru Stephen Pierce reveals just about every single one of his secrets to online marketing success.

If you don't know who Stephen is, he went from bankrupt and living on the streets to bankrolling millions and building a brand new estate mansion.

His story has powerful lessons that you can use to build YOUR own online wealth. You can grab a copy of his free book here...

<http://www.makerealmoneyontheinternet.com>

Follow the Leader to Find Your Success!

It's really no secret. You need visitors to your web pages if you are to survive the world of internet marketing.

In order for this to happen you first need to 'get the word out' about your websites or products you are promoting.

To do this you need to use cutting edge advertising methods that other marketers have proven to be successful so you can begin earning an online income.

If you've been following the "gurus" you would have noticed that they use a combination of the following advertising methods.

The 'gurus' are the leaders in internet marketing, therefore it only makes sense that you should be doing what they do and include these in your advertising campaigns as well:

- Writing and submitting articles
- Viral marketing
- Joint ventures
- Pay per click marketing
- Co-registration leads
- Offline ads

Let's face it. Advertising is the life blood of your internet business and if you don't advertise correctly you'll never generate online revenue.

Now some of your advertising can be done for free, however other forms you will have to pay for. That's just a part of doing business. Sometimes to make money, you have to spend money.

The key to make sure that your advertising provides a net return for your efforts by testing and tracking your results.

Also, it's important to make sure you have an advertising budget that fits within your comfort zone. You need to be able to sleep at night, so don't go out on a limb by placing extra undue stress in your life.

If you follow these tips, then you should be able to consistently make money online and have a business you can be proud of for years to come.

FREE BONUS - You Cant Block This Unblockable Popup Creator - \$17 Value - Yours Free Today



You Cant Block This creates popups that are *virtually UNBLOCKABLE* which means your messages stand a much better chance of getting through to your target audience.

Get your **FREE** copy of You Cant Block This now! This is a **\$17 Value** and it's yours free!

~~ [Click Here to Download](#) ~~

Using Google Analytics to Increase Sales!

It's only natural to believe that more eyeballs and more footfalls on your websites will translate into more sales.

But it is foolish to equate growth in the volume of traffic to extra sales.

This does not mean that generating large volumes of traffic to your website is a bad idea. It's just important to keep a track of how many visitors actually converted to customers.

A high traffic count does not necessarily translate into increased or incremental sales. There are many claims of website owners who boast more than 25,000 hits a day on their website, but how many of those visitors actually converted to sales?

A good internet marketing campaign is one in which the maximum number of visitors get converted to sales. This can happen only if the traffic generated is of a high quality and very targeted.

If there is a lot of traffic on your website but very few conversions then it is time you found out what is preventing visitors from actually buying your product or service.

For this you will need some kind of program to track the volume of traffic coming to your site and also indicate where it is coming from.

This information will help you fine-tune your advertising campaign and help you make the necessary changes to improve not only the quality of traffic but also allow you to test the effectiveness of your sales copy.

There are several programs available that help you track your traffic. One such program is Google Analytics. All you have to do is sign up for a free account with Google AdWords.

Google AdWords then provides you with a script that you can copy and paste on the pages you intend to track. This simple program will give you all you need to monitor and convert your traffic into additional sales by increasing your conversion rate.

The program is so designed that it can accurately tell you if the visitors came from search engine queries or from referral links.

It also tells you the number of page views per day, number of visitors, unique visitors, and the time they spent on your website. Visitor profiles are also provided which is a big plus that helps you in profiling your potential customers.

The data collected can help you understand where your traffic has come from and thus help you put strategies in place to generate more quality traffic.

It also provides you information on which area generates the least quality traffic. You can then fix the problem or drop the source of poor quality traffic.

Simultaneously you can focus all your energies on areas that generate the maximum quality traffic.

It will take some time to set up this whole mechanism and some learning to correctly analyze the data, but once this is done your marketing efforts will be more focused and result oriented. It is akin to owning your own tune-up kit.

You can find out more about Google Analytics at:

<http://www.google.com/analytics>

Personal Note...



In my last issue I told you about my niece, Lauren, who was battling colon cancer.

It is with great sadness to tell you that she lost her battle. She fought bravely until the end. I wrote about it on my blog:

<http://centralnetmarketing.com/for-lauren>

There is no greater gift in life than to have a child, and there's no greater sadness than to bury your child.

She will always be remembered.

Lauren Savino, rest in peace my sweet.

What Did I Miss??

Here's just a few of the fantastic deals I put together recently...

90 Videos in One Great Deal

Wordpress Advanced Tutorials

Optin Surge Free Rebrandable Report

Web Traffic Pack

Web Traffic Secrets

Instant Resale Rights Profits

That's A Wrap!

Don't forget to send me any comments or questions you may have to the Feedback Loop. I would be only too happy to help you in any way that I can.

From time to time I'll send you important updates that will provide information that has the potential to greatly improve your online business... and of course your profits!

However, you can rest assured that I will only ever recommend products that are considered to be of HIGH value and will provide indisputably benefits to help you grow your business... that's my guarantee!

To Your Success,



Michael Ambrosio

<http://www.mikeambrosio.com>

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