

Golden Internet Secrets

An Exclusive Publication From

The Software Gold Club



"Are You Making These Rookie Mistakes?"

I'm Going to Share With You, Right Now and Free of Charge,
The Exact Same Method Thousands of Others Have Used to Create
Fortunes Online; Yet You Won't Find These "Golden Internet Secrets"
Mentioned Anywhere Else on the Internet!

Do you know anyone like this?...

I've got this friend, "Bob," who's really smart.

In fact, IQ tests rank him at the genius level.

Bob is CONSTANTLY inventing the newest, latest, greatest Internet business. Every few weeks, he has an idea that will take the Internet by storm and make him a fortune.

At least that's what he *thinks*.

So far, he's spent an enormous amount of time, energy and money inventing things that just haven't taken off. He's made a little money on some of his ideas, but he still hasn't created the next Yahoo or Google.

And odds are he never will.

I have another friend, "Becky," who dropped out of school at age 15 because she was failing almost every class she had.

She bounced from one dead-end job to the next, and finally ended up as a maid at a run-down motel ... a real dive.

The place was so nasty, even the cockroaches were leaving.

She decided her only hope was to learn Internet marketing. Becky read everything she could get her hands on, followed the advice of successful Internet marketers, and is now living in a gorgeous home...

...with a maid of her own.

Her secret?

Becky didn't reinvent the wheel.

In her own words, she wasn't smart enough to reinvent anything.

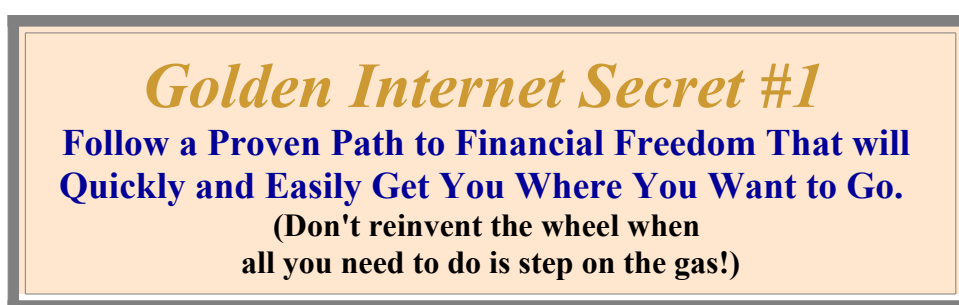
She just followed the path already laid out for her by successful marketers, and ...
...she couldn't help but succeed.

Thousands of people just like her are quietly making excellent incomes online, simply by doing what has already been proven to work.

Rookie Mistake #1: Going broke trying to reinvent the wheel, instead of simply getting in the car and stepping on the gas pedal.

Okay, so maybe finding out what's already making people money, and doing the same thing, isn't glamorous.

But it works almost every time.



Think of it this way: if you want to drive to the grocery store, are you going to come up with a brand new mode of transportation first? Maybe build a new road to the store, too?

Or are you going to get in your car and drive?

If you're thinking Internet marketing is difficult, it might be because someone's told you that you have to come up with a revolutionary new business idea.

You don't.

The systems are already in place.

All you have to do is put your keys in the ignition and get started.

I drove my son to the carnival last summer. There was a guy there with a dozen ponies hooked up to two contraptions that let the ponies walk in circles.

He was selling pony rides for \$3.

Of course you know what happened next. My son was excited to say the least, and since there was no line and no waiting, I gave him the money.

While he was picking out which pony he wanted to ride, I took a look around.

This guy had 2 BIG horse carriers that were pulled behind pick-up trucks, and another trailer to carry the two contraptions and the mobile fencing. He employed someone to help him take care of the ponies, brush them, feed them, and clean up after them.

It was obviously a lot of work caring for a dozen of these animals. But hard as it was, he was evidently making enough to cover his expenses.

Then last week in the newspaper I read about a local man who owns a thoroughbred race horse. He only owns just the one. But this horse of his is winning race after race, and bringing in these BIG paychecks that can make anyone drool with envy.

He's personally training the horse, so he does have some work.

But it's just one horse.

The guy at the carnival had a DOZEN ponies.

Which person would you rather be?

The guy making \$3 at a time, with 12 ponies to take care of?

Or the guy with the race horse, taking care of one animal and raking in monster paycheck after monster paycheck?

I'll bet you didn't know there's a horse and pony contest going on right now on the Internet.

Some marketers are making it awfully hard on themselves to succeed.

Rookie Mistake Number 2: Not choosing the RIGHT niche in the first place, and then not focusing all your energies on that one niche.

Notice I said ONE niche. Not 5, or 10, or 100.

Niche marketing is all the rage, and for good reason: there's LOTS of money to be made.

In fact, there's a theory going around that if you slap up a lot of little websites in a lot of different niches, you'll make a little money on AdSense and a little more on affiliate programs on each of those sites (providing you drive traffic to your many sites.)

They're right.

You will make a little money on each site.

The question is, do you want to scatter your time and energy among several different websites? Maybe hundreds of websites?

Or would you rather focus in like a laser on one extremely hot, in-demand niche that can consistently make more money for its marketers than almost any other?

In other words, do you want numerous websites all demanding your time, attention and financial resources?

Or do you want just one outstanding online business **with many excellent-sized paychecks?**

Dan Kennedy, famed marketer and speaker (and multi-millionaire) has repeatedly stated that the more he specialized in ONE area, the MORE money he made.

Think of a laser beam and a light bulb.

The light bulb scatters light all over the room. ~yawn~.

A laser beam cuts through a slab of steel like butter, because it's **FOCUSED**.

Be the laser.

Focus on ONE hot niche.

I may be biased, but I'm going to suggest you focus on Internet Marketing.

Why?

Because it's hot. It's been hot since the late 90's.

It will continue to be hot as long as there is an Internet.

Think about it.

How does EVERY SINGLE BUSINESS ONLINE make money???

In the simplest terms possible, they SELL STUFF!

Be it goods or services, it doesn't matter; they've got to sell (think of it as marketing) to make money and stay in business.

So, like the gold rush of days gone by, there's actually more money to be made selling the picks and shovels than there is mining gold.

The miners would come and go. A few got rich, while most went broke.

And all the while the pick and shovel sellers made the real money, without even getting dirty.

Online businesses will come and go, too.

But the people selling the online tools and marketing knowledge will continue making money as long as there is an Internet.

There really is no more perfect niche than Internet marketing.

It's the ONE niche that touches every other niche out there!

And it's a HUNGRY niche.

You've seen Internet marketing courses sell for a thousand dollars, and not just one at a time, but **hundreds of them in just days**.

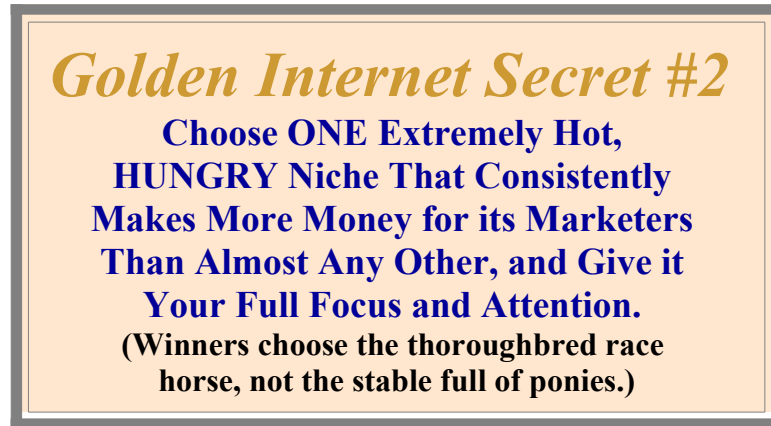
What other niche in the world will let you sell a book and CD's for that kind of money?

Try to sell a book on gardening, or golf, or dating for \$1000 and they'll laugh themselves silly

at your offer.

But show them how your product will make them money, and their credit card numbers are *flying* across cyberspace to you in *seconds*.

That's the POWER of the Internet marketing niche.



Rookie Mistake Number 3: Not having your own products.

If you want to make **REAL, ONGOING, LONG TERM** money on the Internet, you've got to promote **YOUR OWN** products to your chosen niche.

Why have your own products? Three reasons:

First, to build your credibility.

You're not just someone else's affiliate.

You're perceived as being the **BIG DOG**, because **you ARE the big dog!**

You're the one with the sizzling hot product they want to buy.

Second, because **you keep 100% of the profits** when you promote your own products. There's no owner to split commissions with, because **YOU ARE THE OWNER**.

Third, you can get affiliates to promote **YOUR PRODUCTS**.

That means people you've never met are working to make you money AND build your list!

And as you know, the **BIG MONEY** is in the list.

HOW AWESOME IS THAT???

Golden Internet Secret #3

**Have Your Own Products to Build
Your Credibility and Your List, and Multiply
Your Profits Exponentially Through Your Own
Sales and Sales Made by Your Affiliates.**

**(Don't settle for the meager table scraps of an affiliate.
Be a Big Dog and eat steak every night!)**

"But," you say, "I don't have any Internet marketing products to sell, and I'm not ready to create them."

"I just want to make money, and the sooner the better."

"Can I do that?"

YES!

In fact, I'll show you a **Secret Source** where you can get a whole slew of YOUR OWN hot products in just a few minutes, for far less than most people pay for just one product.

Or you can get them for FREE.

Your choice.

And you can rename them and repackage them at will, to make them your very own. With NONE of the work of creating them.

"But," you continue, "I don't know how to market them. I know if someone just took the time to show me how to do it, I could."

Excellent point, which brings up...

Rookie Mistake Number 4: Not taking the time to learn HOW to make money online.

People love to just jump in, buy all kinds of stuff that promises to make them money, and then they don't do anything with it BECAUSE THEY DON'T KNOW WHAT TO DO.

Internet marketing isn't hard, it's like anything else.

You just have to learn how to do it.

Remember when you first learned to drive a car? When you got your first job? When you took your first class in a subject you knew nothing about?

You learned how to do those things. In fact, they were a lot easier than you imagined.

All you really needed to do was get started.

Internet marketing is no different.

You just need to get started with the right training.

By the way --we don't sell training.

But we give training for FREE to our members.

In fact, if you prove that you're serious about your online future, we'll show you how to enroll for FREE in a highly sought after Internet marketing course that normally retails for \$297.

PLUS we'll give you a comprehensive video training library containing over 200 videos covering everything you could possibly want to know about marketing online.

PLUS we'll give you special access to an exclusive Webmasters' video training site (normally costing \$97 to join) plus over 50 training ebooks.

PLUS quality training from the Internet's Top Marketing Professionals.

Lack of IM knowledge will no longer stop you from succeeding online in a BIG way. No question of yours, no matter how basic or advanced, will remain unanswered.

You'll have everything you need to succeed literally at your fingertips.

That is, IF you're serious about making money online now.

If you're ready to make a commitment to **YOURSELF** (not to us, to YOU) that you'll spend the next few weeks and months building a business that will continue to grow and pay you for years and years to come, then the training is yours, free, when you become a member.

Golden Internet Secret #4
**Stand on the Shoulders of Internet Marketing
Giants by Using Their Wisdom and
Guidance in Building Your Business.**
**(Learning the best and easiest way to do things
online will save you time and frustration in the
long run, as well as yielding better results
more quickly and easily.)**

Now you know the four golden secrets of Internet Marketing:

Don't Reinvent: Follow a Proven Path to Financial Freedom

Marketing products people want and need is a proven plan that has worked for hundreds of thousands of people online. It's not complicated, and it's not difficult. The hardest part is simply getting started, and we'll show you how.

Focus Exclusively on ONE Extremely Hot, HUNGRY Niche for Maximum Profits

No other niche is so specialized, yet caters to so many other niches at the same time. As a provider of Internet marketing products, everyone who sells anything online is a potential customer of yours.

Learn How to Get the Best Marketing Results Quickly and Easily

When you become one of our valued members, we'll provide you with top notch Internet marketing training from experts in our field.

Use Your Own Products to Build Your List and Multiply Your Profits Exponentially

Having your own products means more credibility for you as a marketer, as well as keeping 100% of the profits on the products you market. PLUS, you can have hundreds of affiliates working to make sales for you, while simultaneously building your list!

Let's talk about your products:

Basically, there are two types of electronically delivered products to choose from.

First, you could offer your Internet marketing customers e-books, e-courses and audio / video programs.

This is what most people try to sell, but only because they don't realize that this is NOT the best place to start.

Pay Close Attention, I'm about to Reveal Golden Internet Secret #5:

When someone wants Internet marketing help...

...they want an instant *SOLUTION*.

For example, your customer wants to build a website, but doesn't know how. Do you think he would rather buy a 200 page e-book explaining how to do it...

...or software that can build his profit-pulling site in minutes?

What if he has a site, but needs traffic? Would he rather have a 200 page e-book that explains different methods of driving traffic?

Or software that instantly creates his own viral marketing machine?

E-books and e-courses *tell* a person how to do something.

Software, on the other hand, **does the job for the customer.**

Now that's **POWERFUL.**

Here's another example:

Let's say you want to improve sales of your Super-Duper Widgets on your website.

I offer you a BOOK that will show you how to DOUBLE your conversion rate of lookers into buyers.

"WOW," you think, "that sounds like EXACTLY what I need!"

You buy my book, and in it I spend 100 pages explaining why adding audio, visual and photos to your site will help you sell more Super-Duper Widgets.

Now you've got to go **find** and **purchase** the software to add audio and video, **or else you've totally wasted your time reading my book.**

But what if, instead, I told you how to boost your sales by adding audio, visual and photos to your site, and you could do it all with one simple software package (which I just happen to have?)

Now, instead of just LEARNING what the solution is, you actually HAVE the solution.

Do you see why software is head and shoulders **BETTER** than e-books and audio courses???

Do you also see WHY you would want to offer **software**?

**With software, you're offering REAL HELP.
You're giving your customer exactly what he wants;
not an empty promise, not a PDF file that's never going to get opened or
read.**

**You're Providing Your Customer
With Solutions that Improve His
Business (and his life) IMMEDIATELY!**

You can do this without writing one single line of code, without knowing ANYTHING about creating software.

And it won't cost you thousands of dollars for each software program like it would if you paid someone to create it for you...

IF you discover the *SECRET SOURCE*...

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