

The 7 Deadly Myths of Internet Marketing



With Michael Cheney

Introduction

If you fall victim to any or all of these deadly myths you can end up in the internet marketing gutter before you know it!

So get ready to hear the TRUTH about internet marketing as you discover the seven deadly myths that are tossed around the internet and are stopping you from getting success.

It's time to see the light...

Deadly Myth #1. It's all about the products.

You'll see a common theme to a lot of these, because I used to believe these as well. The first myth that a lot of people kind of spread, but also a lot of people believe, is that it's about the products.

It's not. It is so not about the products. I'll be honest with you and put my hands up here, this isn't something I realized like years ago. I realized this fairly recently that it is not about the products.

Now what I'm saying here is pretty controversial. I'm going to be saying some stuff that was a little bit controversial and might shock you a little bit. This is one of them. The product does not matter. You should write that down right now. The product does not matter

I don't know if you've heard anyone else tell you that before. Maybe you have, I'd be interested to know. I personally have never heard anyone else say that. I'm only telling you this because you'll remember; I've never spoken in this way before about this. This is very, very controversial. The product doesn't matter.

Now at this point you're going to be thinking, "Wait a minute. The product doesn't matter? Well, wait a minute. If the product doesn't

matter, why would people buy something if the product doesn't matter?"

What we're talking about here goes back to perceptions. I'm not saying here that you don't have to create products or the product can be total garbage. I'm saying that it's the perception; the perception is what you sell. You sell the perception. You deliver the product.

Let's take toothpaste. It's a common example, right? We see an ad for toothpaste. Do they say, "Here is a plastic tube full of fluoride, glycerin, white paste, with a combination of fluorides and..." They don't say that. That is what a product is. It's a plastic tube full of white squidgy gunk, but they don't sell that.

They sell the perception, and one of the perceptions about using toothpaste is it gives you a bright smile, it makes you popular, gives you fresh breath, which makes you more attractive to the opposite sex, and makes you more confident.

So when you see advertisements for toothpaste – and you should start paying close attention to ads that you see on TV, because these guys know what they're doing – they're appealing to people's perceptions.

Some of them appeal to the kind of being attractive to the opposite sex, like fresh breath, and we'll see people kissing and whatever on the toothpaste advert.

Others appeal to the fear factor, the perception of fear. They say, "Oh, if you don't use this, you get all these nasty beasts and they'll go in your mouth and they'll drill away on your teeth and all your teeth will fall out and you'll look like an absolute loser." So some of them appeal to this kind of fear factor, but they're all selling the perception.

The product itself does not matter as long as it delivers on the other side. So they're not selling the product, they're selling the perception, as long as the product actually delivers some benefit on the other side.

It can't be a rubbish product, because yes, you get people in to buy stuff on perception, but if the product is nonexistent or rubbish, you've just

shot yourself in the foot because everybody's just going to run away and they're going to cancel or whatever.

I call this chocolate-covered vegetables. The idea is that when you're selling something, whether it's your own product or somebody else's product, you are selling chocolate-covered vegetables. What on earth am I talking about?

Well, vegetables are good for you. They're full of vitamins, nutrients, and they're good for you. They're actually healthy. But most people do not like vegetables. Try feeding vegetables to a child or a group of kids. They hate it.

But what do children love or what do people love? They love chocolate. It tastes yummy, you get a kind of high out of it, a bit of a kick out of it, and that's what you do when you're selling a product or a service, or somebody else's product or service. You're selling chocolate-covered vegetables. That is, you sell the chocolate and you deliver the vegetables kind of underneath.

What I'm not saying is that you just sell chocolate, because if you just sell chocolate, here's how this analogy pans out. If you just sell chocolate, yes, they're going to buy it, but what happens on the other end? On the other side they don't have what they need.

The chocolate's what they want, the vegetables are what they need, but if you just sell chocolate, their teeth are going to fall out. They're not going to get the beneficial nutrients from the vegetables. So it doesn't matter how good the chocolate is, they're not going to be happy. They're just totally not going to be happy.

If you just sell vegetables, which are full of all good stuff, full of all the nutrients, guess what, nobody's going to buy it, nobody cares. People don't buy what they need; they just don't do it. Unfortunately, they don't do it. People buy what they want.

So you have to sell people what they want, and give them – in the product wrapped up in chocolate – what they need. This will all make sense as we get into the details of this moving through the program. So

that's just the first myth of internet marketing, that it's all about the product. It's not, it's about the perception.

Deadly Myth #2. You need to be an expert.

This is the idea that you've got to be a total expert at something just to sell a product or sell information, or even to make a recommendation. I've spoken to guys in the past and I've said, "Why aren't you just selling other people's stuff if you're not happy and confident to create your own product? Why don't you just go and sell someone else's, just make a recommendation?"

"Oh well, I'm not an expert."

You don't need to be an expert. You just need to know a tiny fraction more than some other people. You don't even need to more than everyone else, or even more than a lot of people, you just need to know more than a few people. You find those people and, because you know a little bit more than they do, you're automatically installed as an expert. Again, it's all about perception.

Your perception of an expert is maybe they've read thousands of books, and have maybe written books. They've been on TV and they've got some sort of accreditation and they've been to college and all this, and they're a total expert.

My perception of an expert is somebody that knows more about something than I do in any area. It could be a fraction. I've spoken to kids that are experts. I've spoken to 80-year-old people that are experts. It doesn't matter. If you know a little bit more than a few other people in a particular area, that makes you an expert.

Deadly Myth #3. You need to do lots of things really well

Yes, there's a lot of stuff in internet marketing, there really is, and you're going to be going through a lot of it in this program, but you don't need to be a total master or a total super-skilled person at all of this stuff. You just don't need to do it.

You really only need to pick two or three things that you're good at from the entire ensemble of internet marketing tactics and skills that are out there. There's a whole bunch of stuff that you can just leave by the wayside and not bother doing.

Now at this point you might say, "Well, why are you teaching us the other stuff?"

This is kind of one of the mysteries of the universe that you are different to me. You have got different skills, you've got different background, different beliefs, different personality, different likes, different dislikes, and there are going to be things that you're good at that I'm not, and things I'm good at that you're not.

I can't handpick for you and tell you this is what you should do. All I can do is show you the full menu, and say, "Look, pick two or three from this." That's all that you need. You don't need to have or do everything that's on the menu, you just need to pick and choose two or three things.

Now if you're totally new at this, it's like going into a new restaurant with totally alien food that you've never tasted before. You might need to taste a little bit of each of the things before you know what you actually like, and what you're good at.

So you might not immediately be able to go off and just pick out two or three things. You might have to try a few more. The point is that over time you're going to be able to focus in on just two or three activities that you can do over and over again that are going to make money for you.

But to give you an example of in this case the stuff that I don't do, I'm just rubbish at. For example, techie stuff, any kind of technical stuff. I just don't enjoy doing it and I'm no good at it, so I get other people to do it. I just don't do it. I find a way around it.

Pay per click advertising, again is not my bag. I am not great with numbers. I tend to avoid that. In fact, right now I'm not advertising at all, in anyway whatsoever. I don't pay for advertising.

There's probably thousands of hours of training and coaching out there that you might think, "Oh well, I probably have to go and learn that." I don't advertise.

Blogging is something else. I don't really do that. I mean yes, I've got a blog, but really the only stuff that goes in my blog is what I send out to my list, so I'm not really blogging.

I'm not doing search engine optimization. That's a huge area. I mean, yes, I know how to do it, I've done it in the past, but right now with my business I just don't do it. I don't even get someone else to do it.

I'm trying to emphasize here, I've not got hundreds of people working for me doing all these stuff. I flat out do not do it. There's no need. You don't need to. There's a ton of stuff you just do not need to be doing.

I don't do search engine optimization; that is, I don't try and get ranked in search engines. I don't get page titles and do keyword research. I just don't do that.

Graphic design is something else I don't do. I mean, yes, I use it, in this particular example. Yes, I do use it and I get other people to do it, but I personally don't do it.

And then you've got stuff at a more business level, like accounts and the finances. I don't do that. As I said already, I'm not great with numbers, so I get someone else to do that.

Let's move onto myth number four, we need to get this speed going here because we've got a lot to get through.

Deadly Myth #4. You need a proper business.

You really don't. You don't need to set up some massive organization and get really kind of official and technical and everything like this.

You can be quietly raking in hundreds of thousands of dollars just from your bedroom. I mean that's exactly what I did. Even now I'm talking to you from my house. I don't have an office. I've never had an office.

You'll learn as we go through this program that if there's a way of doing something for free or cheaply, do it. That's always been my motto. A lot of that stuff that I just shown you through that I don't do, that's because I can't be bothered paying for it.

It's the same with this idea of setting up a business. I do the bare minimum necessary, so I haven't got an office. Just it's not essential. You don't need that type of stuff.

You can do it if you want. Maybe that is what you want. Some people do want to set up in business, become a big boss person and get into the office and sit in the big chair. Fine, if that's what you want, go for it. All I'm saying is that you don't need to do that.

Deadly Myth #5. You need to employ people.

You can make a million dollars a year from your bedroom on your own. I did it, okay? I'm proof of that. You don't need to have tons of people behind you working for you around the clock.

You can do this partly on your own, or maybe just you and a partner, or you and one person outsourced at like \$3.00 an hour or something. You don't need a massive amount of staff. Again, if you want to do that, if you want build a huge business, you can, it's just not essential.

Deadly Myth #6. It's all about selling e-books.

Well, I think you probably know that it's not. It's not about selling e-books. It's about giving people what they want. I put there in the mind map chocolate-covered vegetables. I've already gone through that.

So it might include e-books, but what I'm saying is it's not so important what you're selling as how you actually sell it, the perception of how you get that across.

Deadly Myth #7. Anyone can do it.

Again, it's a little bit controversial because most people say, "Oh, anybody can do that. Anybody can do it." I think that's a myth. I don't think anyone can do it. There are a few things that you need. But don't worry, you're here, you've already got them. The fact that you're listening to me right now means you've got them.

You've got to have a little bit of time. You do need to set aside a little bit of time. As a rule, and it's very difficult, you can't just as a rule of thumb say, "This is how many hours you need to spend."

A minimum you should be looking at is an hour a day. I mean this is your entire future we're talking about here. This could radically change your life. I mean, if you're only prepared to spend an hour a day, then don't come knocking if the thing didn't work or you don't make exactly what you want.

When I started, I was working 12 hours a day for a year, on top of a job. Now to qualify that, I don't want to scare you off, I didn't make anything, I didn't know anything, and I wasn't learning from other people. I didn't have anybody to follow and nobody to coach me.

So you're a million miles ahead of where I was when I started out. All I'm saying is you get out of this what you put in, and an hour a day is bare, bare minimum.

So you need time and you need the desire. You wouldn't be here listening to me right now unless you had that desire. I don't know what's

driving you, but you need to kind of crystallize that, if you like, and decide why you're doing this.

Is it the money? Is it the free time? Is it a lifestyle? Is it you want to give back to your community? Are you trying to help somebody out? Are you trying to make life for your family better? Is a combination of everything? Whatever it is, you need to get clear on it because that's going to keep you driving forward.

The other thing that you need besides time, desire, and goals is you also need focus. I'll be talking a lot about this in the program, the idea of being very, very focused on one activity at a time rather than scatter-brained all over the place.

I don't know how I managed to train myself at this, because I used to be the same. I used to be all over the place – try a little bit of this, try a little bit of this.

Even when you're at your computer, you say, "All right. Let's do this, I'll write an email – oh, there's an email, oh look! Oh, somebody's instant messaging me. Oh, let me read this. Oh, that's cool. Oh, look at that – oh, the phone's ringing. All right. Let me send a text message over here – oh, yeah, what's that result? Yeah, that'd be – oh, what am I doing tomorrow night? Oh, yeah, what we going to have for food tomorrow?"

Your mind's just all over the place and you look back at the end of the day and you've done dilly squat jack zero. Nothing. Over time, you get to train yourself and become more and more focused and concentrated in everything that you do, so that you're only working on one thing at a time. One thing at a time is how you get things done.

It might not feel natural, it might not feel like you're progressing as best as you can, but it really is. From all the books that I've read about this and all the things that I've tried and tested, one thing at a time is the best way to do it. One task at a time, one project at a time, one thing that you're learning at a time.

Deadly Myth #7.5 You have to convince people to buy your stuff

Yes a bonus myth for you! 😊

You really don't have to convince people to buy your stuff. You need to find people that already want it. That's the key difference.

It's about getting the mindset right, getting the foundations right, knowing where you are, knowing where you want to get to, and how we're going to get there.

I need to tell you that right now, because you're thinking, "Oh, this is all a little bit generic." This is a foundation. What we're talking about today is critical. I don't want you to gloss over this and think, "Oh yeah, it's just the general stuff." This is critical.

You don't have to convince people to buy your stuff. You just need to find people that already want it.

To your success!



Michael Cheney