

Sunday Email Part 28 April 27th 2008

If you're new to my subscription and wondering what is a "Sunday Email", it's an email full of my rants, personal tips and opinions on marketing especially in the "internet marketing" niche. Sometimes, opinions on life. Whatever it is... it'll give you value after spending time reading it. To make sure you won't miss any future issue, subscribe for free at www.sundayemail.com.

You know-- sometimes my Sunday Emails can be hashed. Cuts through like a ninja's blade. But come on, they're my rants. If I want to keep everyone happy and write about the colorful rainbow, birds chirping, flowers blooming, etc then I should just open up a nursery home and take care of children.

So if you can relate to what I wrote when reading it-- good because I know it had just served the purpose of helping people.

One more thing-- it'll offend marketers. I hope you're not the one.

No Wonder You Get Nothing Completed

Recently, I asked one of my coaching clients to submit a report on what he's doing right now and plan to do for his internet business.

When I get the report, I kinda lost control of my emotion and wanted to 'lecture' my client. But I hold back.

No wonder he's not getting anything completed. In his report, there are 3 projects he's working on and going to start another 5. And he's not an experienced and advanced internet marketer. But it gets worse – out of the 8 projects he wants to do, 6 of them are totally unrelated!

It's like:

Project 1 – To sell an ebook about foreclosure.

Project 2 – To setup an authority site in the skin care niche.

Project 3 – To become an affiliate marketer selling internet marketing courses

Project 4 – To setup an online store selling everything under the sun

Project 5 – To write an ebook about 'panic attack' and sell it in Clickbank

Project 6 – To build sites for AdSense

He's doing 6 different things at once!

When I do 3 projects at one time, I'm already pulling my hair. And you know what, normally, the outcome will turn out like a Frankenstein project – all messed up.

I truly cannot comprehend someone doing 20 projects at one time. Some called it 'multi-taking'. Some say it's good to do that because you're not putting all eggs in one basket. But dude – what's the point if all of the eggs turn out to be crappy ones?

I'm not in the position to tell you not to multi-tasking. If it works fine for you, great. Go on. You might read some productivity or project management books and you believe you can do that. But if you've been doing 'multi-tasking' and by end of the day, there's **no money** to pay your bills, let me introduce to you this – FOCUS. I dare to guarantee you that if you just focus on one thing at a time; you'll get it done and most likely, get the expected outcome.

Now, multi-taking and delegating are two different things. If you can have 5 people in your team to do 5 different things and your task is simply to overlook them, that's a great way to 'multi-task' because it's actually delegating and managing.

If you still want to multi task by your own, I highly encourage that you should focus only on related projects. Don't spread yourself too thin.

Don't Be Cheated

I've recently purchased an eReport. The title of it has something to do with, "How To Make \$1,588,212 Affiliate Commission" or something along that line.

To be frank, I'm not stupid but I still end up eating the bait because I wanted to know the 'secret'. Man, we all become suckers once in a while.

In the report, I was trying to find out how someone can make so much money as an affiliate marketer. Since it costs me only \$9, what the heck.

And here's the joke – in the report, it says HOW someone can make that kind of amount by following the theoretically steps and ideas. He even calculates for you:

If you get X amount of traffic a day with Y % conversion selling a \$47 product, you'll make \$1,588,212 in 90 days. And here's the kicker – he dares to write in the report that \$1,588,212 is not the amount he made and he doesn't tells anyone how much he really makes because it's private. Holy crap, what kind of baloney is that.

I'm not kidding you; I didn't make up this story or the report. It really HAPPENS.

Did I ask for a refund? No, I didn't because I don't think its worth to create a misunderstanding for burning my \$9. Although I could be right, but I'm sure he won't agree that he's wrong and in his mindset, he'll think how cheap I am. So I guess, \$9 is just a piece of lesson and a good joke I get to share with you.

Do you know that most stuff you've seen online, the claims, etc, are not the truth?

Whether they're lying to you outright in the daylight with fake stats or manipulative information, we all still fall victims because it's hard for us to not satisfy our curiosity.

And by the way, I've tested the methods taught in the \$9 report; it didn't work close to anything he said. Instead of getting 100,000 ++ visitors, I'm only getting less than 100. Go figure. How would it work if it's theories?

Leading to that, most of the information in ebooks is just hardcore rehash!

If you've been buying ebooks about generating income from Clickbank or affiliate sales lately, how many times did you read about the same methods? Buy Adwords ads and drive traffic to the salespage. Sometime ago, one ebook mentioned about using the ebook's title as the keyword and the next thing you know, most ebooks have that same piece of tip!

MOST MARKETERS THAT TEACH YOU HOW TO MAKE MONEY ONLINE, DON'T MAKE MONEY ONLINE. They make by selling you rehash information copied from those who are really making money online. Isn't that ironic?

At the same time, there's thin line you need to take note – even if someone is teaching you 'rehash' information, that's fine if he's truly making money online by what he's teaching (not by selling his course). Simply because, he might be using the same techniques but now, you know they'll work because it's tested and proven. Make sense?

I mean, if the owner of Clickbank.com sells a book on how to create a successful affiliate program directory, I'll buy it. Or even if someone is getting minimal traffic from YouTube.com but he has a systemize way to do it, I'll buy. Someone who sells another affiliate marketing book but he's making \$5,000 from the techniques, I'll buy regardless of how little the amount is because I know it works, regardless of whether it's rehash information.

My take?

Learn from the 'old school'. These 'new' internet marketers, they must have learned from other veteran internet marketers, right? I mean, some of them don't even know who started squeeze page and where it originates but teaching about it like nobody's business. And most internet marketers learn marketing online from offline marketers. Some of the profound ones include marketers like Jay Abraham, Dan Kennedy and Jay Conrad Levinson. These are marketers who taught based on results and experience. I can assure you, their \$27 books will probably have more meat than the \$47 ebook about how to make \$1,645,666 dollar a year from home by blogging.

Is this a war against 'how to make money' ebooks? Of course not, that's silly.

If Dan Kennedy wrote a 50-page ebook selling for \$47 but claims to show me the method how to double my business by changing how I write emails, I'll buy it right away!

This Sunday Email's rant is an awakening on not to believe whatever you see or hear – do not be deceived with fake or manipulative income and sales. Be smart.

By the way, the old schools will always have accurate information in their courses because they can't afford to risk their credibility that's been built for years. I wouldn't jeopardize my credibility for the sake of making some short term cash. I'm sure you wouldn't too.

I like to hear your opinion of what are the programs you've benefited and also, those that have wasted your money and time in the Comments at http://internetmarketing-tactics.com/blog/2008/04/sunday-email-part-28_26.html. If you're writing about those that wasted your time and money, please keep it to be soft toned. ☺

If you have been reading the "Sunday Email" series, I'll always ask for your favor to leave a Comment if you find value of what you've read. It'll be most appreciated because I read all of them personally. (smile)

And yeah, sometimes it upsets the reader because the truth can be... hurtful.

-Patric Chan

My Sites:

The Chan Do Internet Success System

Suitable for anyone who wants to get started (newbie) or those who are not making more than \$3,000 USD a month. It's a digital home course revealing the techniques on how to create your own info-product to sell online.

www.YouChanDoIt.com

The Chan Do Chartered Membership

Instead of investing \$500 an hour for consultation with me directly, here's how you can get on the phone with me twice a month without investing anywhere close to that. Also, get a free seat to attend the Live Specialized Call Tele-Seminar and receive the 2 Monthly Bonuses. Other components are explained at:

www.ChanDoMembership.com

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