



Dale Lars Anderson Presents...

“This is possibly why you're not making much money online”

When you move away from internet 'make money online' marketing for a while and start to look at other ways to create income and businesses, you realise how blinkered you are.

I've always tried to make it a rule NOT to get too involved in the 'scene' of any business niche I'm working in, because you get too caught up in how other people do things and lose your uniqueness...

...and uniqueness is where a lot of the money comes from

I don't mean trying to re-invent the wheel, I just mean the WAY in which you market

On the Warrior Forum I see lots of posts about 'the best way' to do something or 'how should I' approach something...

...and it's the worst possible question you could ask because all you get is the 'industry standard' answer, and again that's NOT where the money lies

If I want to buy a sandwich in the UK I could go to three dozen different shops to buy a slightly stale, plastic and paper wrapped one that are all pretty much the same

OR I could go to Subway

Sure it's still sandwiches they're selling but in a user-friendly, unique and slightly quirky way

Before Subway hit the UK almost everyone who decided to sell sandwiches looked at the same old model of pre-making them, wrapping them up and labelling them on shelves.

They followed the crowd

Subway didn't.

They sell interaction, choice and (at least the illusion) of being able to choose the healthy option.

And if you get involved with IM for any length of time you start to believe that there is a 'right' way of doing things.

But that's not true - there are more ways to make money

in IM than you (or I) have ever dreamed of (to
paraphrase
then slaughter Shakespeare)

Yep - there are people who are making ways on the internet that you simply wouldn't believe.

I personally know someone who built up a traffic exchange and the last I heard was renting it out at \$10,000 a month rather than running it himself any longer.

That money enabled him to build a company that's made over a million dollars selling cutting edge plugins

I was also told just today about someone who earns around \$25,000 a DAY from e-commerce sites. I don't know the details (yet) but that just boggles the mind.

Another marketer simply shares his failures, successes and income figures on his blog.

He's making over a hundred grand a month doing so.

So how do you find out about these income methods?

Well what I do is look how people are selling their higher-ticket products

Forget front end \$9 WSO's, squeeze pages or \$1 trials, they're just to get buyers into the sales funnel...

No, if you REALLY want to see how creative marketers are getting then check out the products further up their sales funnels.

You might have to buy into the front end because a lot of these aren't on public view

I'll say that again because it's important.

A LOT OF THE BIG EARNING PRODUCTS AND METHODS IN INTERNET MARKETING AREN'T ON PUBLIC VIEW, THEY'RE SOLD IN-HOUSE TO EXISTING CUSTOMERS!

Here's an example: I know of a marketer who sells a great \$9 front-end product to get buyers onto his funnel.

THEN his upsell (after a few welcoming emails and sharing some great content) is his \$997 coaching option, and it basically involves working through **the same \$9 ebook method, but** on a one to one basis with the marketer

I also saw a great £25,000 coaching program that involves meeting the mentor in Vegas for a three day stay.

The hotel is provided, as is a MacBook (for you to keep) and for three days you brainstorm your business with your coach in luxury surroundings.

He'll even arrange gambling, helicopter rides and meals in the evening if you're not travelling with your partner or

spouse and are at a loose end after the day's coaching session.

Last time I looked he was sold out.

These people are just selling the same thing as other marketers but presenting it slightly differently.

Go look in other niches - other areas of the internet where people are making money and you'll get a whole new perspective on internet marketing.

More than anything you'll see how boringly 'samey' internet marketing is, and how it really is like a herd of mindless sheep following each other over a financial cliff.

No wonder so few people are successful when they all do the same things in the same way, and especially if they follow people who give loud advice but don't actually make any money

I saw a group of tattooed teenagers as I stopped in traffic in the centre of a British city last week.

Same tattoos in the same places, same clothes, same shoes, same haircuts and same music

I know I sound like an old fart, and I know I did exactly the same thing when I was younger, but THAT'S exactly how it looks from the outside when you first look into internet marketing.

Everyone trying to make money and most of them getting it badly wrong because they're all doing it the SAME way

You have to be a bit different. Don't be scared :)

Feel free to contact me with any questions you may have

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