

The 5 Steps To Success With Online Marketing

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I was told by a marketer that I respect very much NOT to write this report. However, I'm Irish (American) and typically move forward with something despite the best of advice.

So, being true to form, here is my report, from a blue-collar type of guy who is NOT a marketing superstar, but a regular person achieving dreams through hard work and determination. I'm also going to give you some tools that are long-lasting benefits if you simply read, watch, and listen.

This report was created because I see too many people who tell me they're failing at marketing. The most common thing I hear from struggling marketers is,

“I just want to find something that really works”

I'm going to address why people are failing when there really is no reason for that to happen since all the information is readily available for people to get the success they deserve.

Now, I'm not a self-help guru guy like Anthony Robbins, and I'm not some NLP practitioner either. This is real-world advice from a person who simply tried hard at achieving a modicum of success with Internet Marketing. I know *some* of what works, I know what regular people go through, and I have the same frustrations as everybody else.

Step 1...

You may not even be cut out for having an online business, or for Internet Marketing... Who else is going to tell you that?

It's necessary to have a good business head on your shoulders if you're going to run a business. Not exactly an awe-inspiring deduction, but many newbies drawn to the Internet fail to see this truth.

Having a good business mind and having a natural way of positive thinking means the difference between failure and success for many.

One of my favorite sayings is:

"Determined people succeed where smarter people fail"

Many of the top marketers that you may have heard about don't even know HTML, but they have success built into their bones...and nothing will ever stop them from succeeding.

A lot of marketers that I know (of) have backgrounds and past careers in advertising and marketing companies, so Internet Marketing is a natural fit for many of them.

However, there are also successful people who got laid off from unsuccessful companies. I am one of those people, although I do claim to have much entrepreneurial blood running through my veins.

The #1 "thing" that could be holding you back from the success you deserve, just might be YOU.

Ask yourself these questions:

Why are there gurus who make millions and don't even know how to make a web page?

Why are there people who simply know right away what they have to do and achieve it, without looking back, left, or right?

Why do so many people give up after getting frustrated with creating squeeze pages, sales pages, getting a domain name, sales, downlines, etc...?

The answer is two-fold

Resistance to the Truth- The reality of having a successful online business is that it's hard work and many marketers who work straight through the night or until the wee hours of the morning know this.

But the idea of hard work doesn't sell, does it?

EASY sells. INSTANT sells and Get Rich Quick sells

Quitting before you start – That's the idea behind this report, to help people see what's really holding them back. Anyone can master all the technical aspects of running a successful online business but still fail because they do not have the correct marketing mindset.

I am human and made almost every marketing mistake known to man, but I just kept going because I had a bankroll from past business ventures.

I wrote an 82-page report that details the most common mistakes people continue to make in Internet Marketing. This may help you as well, click [here](#) to get it, just read it after you're done reading this report

You're either determined and DESTINED to succeed in business or you're not. You may not be a marketing genius or superstar, but the Average Joe can and will succeed if the mindset is there.

So, here's what we're going to do here. We're going to have some fun and recharge your mental batteries by doing some simple "exercises"

Step 1 of the 5 steps is to rent 2 movies that will re-charge your mental batteries, give you a much-needed "time-out" and will entertain you in a way that truly is life-changing.

Watch Pursuit of Happiness and Facing the Giants to help with your mindset. There's even a YouTube clip you can view but I recommend watching the whole movie to get the most out of this experience.

[Click here to watch a life-changing video clip...](#)

PLEASE don't skip this step... Not only will it pump you up emotionally, but it will pave the road for your success by removing any negative self-defeating barriers you may have.

A testimonial of somebody who tried to skip this step...

Begin Testimonial: (unedited except for name withheld)

Dear Dan

First I want to say thank you. If I never get anything else out of this site or from you other than the intro to the Facing the Giants movie, it is all and will forever be worthwhile.

I had already watched the Pursuit of Happiness movie and was busted on step two by the already skipping are you?..

So I went to youtube and watched... and cried and sobbed and was so touched. I called several stores in my small town until I found someone who had the DVD in stock... and I bought it and watched it and cried and was touched, moved and inspired all over again. So thank you so much for that forever. I have a dear friend who was in the midst of utter chaos this weekend and I brought her over to my house and had her watch it too. She loved it and now wants to buy it for her teenaged boys... part of the chaos.... anyway, she was moved and is now moving out of her fear and back in to her faith. Again, thanks.

I only have a few online people that I will automatically open their emails when I get them... sometimes I don't but mostly I do... Shaun Casey, Tellman, Brain Edmondson, and Dan McGonagal... ok, I hope I spelled that right... actually your emails are the only ones I open on

auto pilot. I love your stuff and have from the very first contact with the Tool Kit and 10 mistakes. Again, thank you. With you as my guide, I have now started treating this as a business. I have been online for over a year now and absolutely fit the program hopping junkie mentality. I have been self employed for years, grew up in a family business and know about customer service, business building etc. but I caught the fever and never did it right until I read your stuff. It has been really hard to reign in the old behaviors. But as of now, I have an autoresponder, squeeze page making ability and have made several and have forty million domain names (which I already had) But now I am starting from scratch and building the foundation of my business. I have been doing Tellmans My First list program and learning a lot... again, working on the basics. I give away your top ten report although I am winging it on delivery. I just came across a live link for the top ten report from you and will use that in delivery and see if that works better than what I have been doing at awebber so far with it.

I guess my main question is that I would like to sell the IMToolkit but have never found the link to be a reseller. I think I must be looking too hard. so how do I resell it and also, most of your stuff says no changes but another email said we could pay for rebranding some reports with our own links and website or info. So could you help me out on those two things...

#1 reselling toolkit (and eventually mark relief which I gladly signed up for)

#2 rebranding and delivery of free reports- best way to deliver it with or without rebranding.

Thanks so very much for understanding and remembering us newbie's out there.

And also, glad you're holding on through the challenges of partnerships, breakups and renegeing of agreements with your marketers relief. I know it can't be easy, but I am sure there are many out there who like me are so grateful to you and for you that we can be patient while the growing pains are gone through. The rest of the

moaners and complainers... hooley on them and don't listen to any of them. You're doing great.

Thanks again Dan.

NameWithheld

End of Testmonial

Ok, so watch the YouTube clip or watch those movies. They're modern movies and recently released so it's not like you're watching the Ten Commandments with Charlton Heston to glean the obvious messages put forth in these movies.

This is supposed to be fun, so keep it light

Here are some things I see ALL....THE....TIME...

Self-defeating tendency #1-

Trying to reinvent the wheel instead of following tested and proven methods of earning an income online. In other words, not following a proven system but instead, trying to do things their way and ignoring what they know to be good advice.

Think about this, how many of the "Make Money Online" dreamers actually have sizable lists to mail to?

Yet how many of actually started to build a list? How many have their own product, or suite of products?

I tell my readers this over and over again because it's the proven way to earn money...

If you think this is a bunch of New-Age philosophical rubbish, go watch those 2 movies until you realize that you are failing before you even begin.

Self-defeating tendency #2-

Don't be in such a rush to become the next Internet Millionaire because that tends to make you very opportunistic. By opportunistic, I mean going on Wild Goose chases looking for quick money and better programs...

Even if you did have all the skills necessary to cash in on the quick money opportunities, you're not left with much of anything when it's all over.

Success doesn't come overnight. Try to be passionate and determined but not opportunistic about the idea of having an online business...

Example: Someone I've known for a while is in a gifting program. He hates the fact that he's acting as an 'internet leper' and stealing people's money.

He knows this, but the money is too good for him to quit...He'll try to quit that someday and try to earn an more suitable living. When he does try to earn an honest living, guess what will happen? He'll have spent all that loot he gained and still won't have a true "marketing mindset" to ensure long-lasting success with online marketing....

Eventually, he'll run out of money and be stuck with nothing in the way of a business plan or a Feel-Good enterprise he can be proud of.

Self-defeating tendency #3-

A little knowledge IS a dangerous thing and causing many false Gurus to run amok on the Internet. After reading this guide, you will have learned so much that you'll want to reiterate what I told you... You'll read more ebooks, and eventually going to feel like you know it all according to your way of thinking.

But you really don't "know" s—t!!! All you know is what you've been told, and the only true teacher you will ever have is....

Experience- The true teacher

About that ebook you recently read....Is it current? And is your information on the subject matter up to date?

Personally, I don't write about things that I don't have firsthand knowledge in. I'm definitely an expert on all the mistakes I made, and after a while I realized that this would be a helpful free report for people to use.

But...what many people do is read a list-building guide and then try to rehash that information into their own product, even though they're not an expert. Or they turn right around and sell that ebook, or report without first trying to apply the tactics to see if they really work.

Example: Does listbuilding via forum marketing, article marketing, co-registration, and traffic exchanges really work?

Those methods all DO work, but don't take my word for it, see for yourself and learn something instead of trying to sell information on topics you really know nothing about.

If you sell or repeat that these are truly the best ways to build a list, then you'd better be sure about that before promoting an ebook that say just that...

Have integrity and don't create the next newbie guide if you don't really know what you're talking about.

Once you have moved from Newbie to Intermediate marketer, then maybe you can create yet another newbie guide that you think is going to rock the IM World...

It's always good to create your own products, but try to have an angle or be different somehow. The IM Toolkit is sort of a newbie guide and was based on all my personal experiences. The information in there is hardly new, but the content is rock solid and pretty inexpensive.

Later on in this guide, you'll see that you're already a True Expert on a few things, and you didn't even know it. Therefore, you have a whole bunch of Expert Advice to give and you can feel good at what you produce by way of products.

Everyone is unique and therefore is an expert on something, and there are usually about 10 niches within each and every one of us that we could apply ourselves to and enjoy earning an income from.

One of my self-defeating tendencies:

Not using PLR for maximum effectiveness:

I continue to do this to this day and write most of my own ebooks and reports, but using PLR is the best way to create infoproducts and reports and content for sites?

So, I'm guilty of a self-defeating tendency and work to overcome that natural repulsion towards PLR. That's why I will continue to evolve as a marketer, and is how you will move closer to success every day.

Ok, this is where my grammar school teachers would tell me

"Tell 'em what you told 'em", so....

Make sure that you're not failing before you even start, by watching those 2 movies I mentioned earlier:

Pursuit of Happiness and Facing the Giants.

For Extra Credit you could also read Think And Grow Rich, which should further emphasize those points...

Please don't skip this step, you just did a lot of reading, go rent a movie, watch the Facing the Giants YouTube clip or read Think and grow Rich.

It should take you a day or two to get those movies and watch them, or to watch them again

STOP here, and call it a day, or night...

Step 2-Goal Setting

OK, how were those movies? (you're not skipping steps already are you?) I really want this to work for you, so please excuse my forwardness and badgering about skipping steps, ok?

Remember I'm on your side and I'm also a guy officially diagnosed with ADHD, so I know you want to skip steps because you're hungry and motivated...

We have a lot of steps to go through and this guide builds one lesson upon the other, so humor me and do Step 1.

At least watch the Facing The giants You tube clip [here](#)

My movie reviews- emphasizing the messages driven home

Facing the Giants was cool. Sometimes you have to let go and give up control over thing in order to get what you really want.

Reinventing the wheel and blazing your own trail is similar to trying to control everything by doing things the way you want to do them (instead of following tested-over-time methods)

Pursuit of Happiness was a little rough for me to watch because I have a little boy, too (now 8 years old) and the guy's struggles in the movie were very painful for me to watch. I actually left the room for a while to go make a sandwich and I usually never do that, being the movie buff that I am.

Motivational factors cause you to create and achieve goals

My son Brendan is the reason I wanted an online business and is the motivational factor that made me want an online career. I wanted more time with my family and to have as much time with him as I want.

Being a single Dad with a 9-5 brick-and-mortar job, I only got to see him every weekend, which is nowhere near how much time I want to spend with him.

So, I was motivated when I started. That means step 1 was a given for me. I had the correct mindset (yes, I deserve to be rich!) and had plenty of motivation. Usually when you're motivated, you have a motivation to do something.

At the time I was only motivated to make money easily and without effort, as so many online hucksters proclaimed was possible.

But one thing was missing that we haven't really talked about yet...

Goal setting- what's your goal? Is your goal clearly defined?

Is it realistic given your time constraints? Do you truly believe in yourself enough that you KNOW you can make this happen?

The whole point of Step One was to make sure that you know you deserve the Brass Ring and that you're motivated enough to see it through...

However, make sure you set realistic goals...Be ready to achieve your goal but also be "in alignment" with your goals, as the LOA-ers (Law Of Attraction people) say.

One thing that gets a lot of hype these days is the Secret. [The Secret](#) is a truly inspirational movie that describes the secret to Happiness involves the Law Of Attraction. A lot of people are into LOA these days, but here's my take on that, in a more down-to-earth way.

There is no such thing as luck. You make your own luck. By creating your own luck you're aligning yourself with the end results. Every little thing you now affects an outcome later on..

Here's 2 real-life examples of how your core, everyday, natural behavior dictates your "luck"

Example #1 Making Your Own Luck, Creating Your Own Destiny

I had a job interview on a Tuesday in Boston, MA. It's a big city and parking isn't always readily available. *I always do a test drive to the place the day before the interview to ensure that I get there on time the day of the interview.*

Well, I did my test run on Monday. I found out where all the parking spots were in the neighborhood and ran into a coffee shop to get some java and a muffin while I was driving around getting acclimated to the area.

In the coffee shop I see a guy in a suit in front of me. I let him go in front of me because I was checking out the menu. He was pleasantly surprised that I let him go, said "Thanks", and left the shop.

The next day I had my interview...

The Interviewer came out to greet me right as the guy from the coffee shop walked through the lobby, spotted me there, and said Hi to me.

The Interviewer was giving me a look, like....

"Oh, so you know people here?"

I didn't dissuade him of this notion because I was playing the cool cat, was not nervous, and comfortable where I was. This made me look confident, and I really did feel comfortable. That guy saying Hi to me in the lobby helped me make a good impression on the interviewer.

If I didn't do my Test run, I may not have run into that guy in the coffee shop. I was comfortable because of the little things I did the day before and I got the job because I was comfortable enough to give really good answers during the interview.

I stacked the deck in my favor by doing a lot of little things that would help me. The concept of Karma, LOA, and the Secret boils down to the fact that whatever you do has a ripple effect across the world, and affects your future.

Therefore, every little thing that you can do to help yourself succeed will have some sort of effect somewhere, somehow, in ways known and unknown.

Remember, I'm not some Law Of Attraction philosopher dude...just a regular Joe (or Dan) sharing personal truths and real experiences. My natural every day behavior caused the good things to happen, plain and simple

Example #2 Making Your Own Luck, Creating Your Own Destiny

I used to work in construction, and one day my Superintendent told me he was getting into golf... I mentioned that I was on the golf team

in high school for 4 years, so he invited me out and saw how good I was (compared to him)

He was using golf as a way to move up in the business world and I helped him with his game so he wouldn't embarrass himself while doing business networking out on the golf course.

After we finished building that building together, he went off to one job, and I went off to another, but we stayed in touch over the years. We played together in every company gold tournament, and we actually won it the first year we played together as a foursome!

Eventually I got injured doing construction and went into technical support, but I still went to the company's golf tournament every year to stay in touch with the guys.

One day, I'm sitting at the table with my former superintendent and he asks me where I was working at that time...I told him I was looking for work so he yells across the table to the Vice President of the company,

"Hey Tom we're looking for someone in IT, right? cuz Danny knows about all that shit!" (pardon my language here, true story...)

I speak to the VP, meet him the following week, and 2 weeks later I started working in their IT department. Another job landed due to creating my own luck, and LOA.

- I helped him improve his game and he was truly grateful.
- I expected nothing in return and was only too happy to help
- He returned the favor 10-fold by helping me get a job in that IT department via his recommendation to the vice president.

Ok, no more “About Me” stories, but do you get the point?

Make sure when you set your goals that you do everything in your power to achieve those goals...Even the little things can make a big difference.

I think you're ready to do the focus Drill now.

Quick Recap of Steps 1 and 2

- 1- Create a good mindset, and rock-solid motivation
- 2- Set goals to make sure you're doing everything you can to achieve them.

Step 3- Establish your online identity with the Focus Drill.

WARNING: You may get irritated doing this, but this will help you in the days, weeks, and months to come as you continue to move towards your goal of building a profitable online business...

PART 1 of 2

In Mike Filsaime's book about the Death of Internet Marketing, he talks about how an online career is much like being on a cruise ship to Jamaica.

Jamaica is the End Goal of the cruise, and a successful home-based business is your End Goal... Most people on the "cruise ship" to "Jamaica" feel pretty good about the voyage they're undertaking, but every time the ship stops off at a port, something happens....

Somebody has a better offer, and tell you how you can go to an even nicer place for less money in less time. Sounds good, so the cruise-goer abandons the Jamaica ship to go on the Hawaii trip.

On the Hawaii trip somebody comes up to them with an even more attractive offer and they jump ship again. Long story short, that person never makes it to "Jamaica", and that's why focus is so important

Completing this drill will help you establish your focus and is probably the most important thing you can do for yourself right now. Once you have a laser-targeted focus, your success will follow.

Without focus you find yourself trying to do too many things at once. Without Focus, you will end up Spinning Your Wheels with little or no success to show for all the time and effort you put into your business...

Quick note: *Please make sure you do this exercise properly. Doing this drill gave me the focus I needed to move forward with my online career. If I never went through this drill with MY Personal Internet coach, I would not have been able to get anything at all done online.*

Nobody else can do this for you, and nobody can help you with it. You *Own* this exercise, so please put as much into it as you would like to get out of it.

The Focus Drill...OK, Let's go...

Q: What is your name?

A: My name is _____

Q: What is it that you do online?

Hint (web site owner, affiliate marketer, product owner, internet entrepreneur, internet infopreneuer, Google Adsense expert, web designer, programmer, network marketer etc...?)

A: I am a _____

Q: What is your goal and how will you achieve that goal? (by doing XYZ)

Hint ("To make money online" is merely an expresson of a want...the more specific you are about your goal, the easier it will be to attain that goal)

A: My goal is to_____ **by** _____

Q: Who is your target audience?

Hint - Website owners, newbies to Internet Marketing, Migraine headache sufferers, foot fungus sufferers, NASCAR fans etc....

A: My target audience is _____

Q: How will you target, or attract your customers?

Hint- Ezines, radio ads, adwords, forums, newsletters, organic search engine traffic that lead them to my website etc...

A: I will attract customers by _____

String all those answers together, print this out, and you should have something that looks like these 3 examples below:

Example 1-

My name is Daniel McGonagle and I am a(n) Website Owner and I sell foot fungus medications off my website to Foot Fungus sufferers. I target my audience by having them find me on my search engine optimized website

Example 2-

My name is Daniel McGonagle and I am a(n) Affiliate Marketer. I sell golf-related products off my website and my target audience is golfers looking to improve their scores. I target my audience by advertising in offline golf magazines, via Google Adwords traffic to my websites, and via my mailing list

Example 3-

My name is *Daniel McGonagle* and I am a(n) *Internet Infopreneur* and *I create and sell products that help people make money online*. I target my audience *via forums about making money online, traffic exchanges, safelists, organic traffic to websites, Google Adwords, and via my mailing list*.

Now do yours....

My name is _____

and I am a(n) _____

and what I do is _____

and my target audience is

I target my audience by

Now print it out, say it aloud to yourself once in a while and you will soon see how this little drill will give you the focus you so desperately need to succeed with building your business..

If you rush through this in 3 minutes, you either did it wrong or you're already focused enough to succeed with an online business...

This drill lasts only for a certain amount of time, depending on the person. You have to constantly remind yourself what you're trying to do online to help extricate yourself from new projects you keep taking upon yourself...

This Focus Drill should keep you from Changing your Mission Statement and hopefully you'll end up in "Jamaica"

PART 2 of 2

PART 2- The 5 Year Plan...

This is actually a fun exercise, a fantasyland adventure.

1. Visualize the most extravagant online empire you can possibly imagine, and what kind of online empire you will have.
2. Tell me what kinds of businesses you will have
3. How you're going to grow them.
4. How many businesses you will have
5. How much they bring in each month.
6. Then write down exactly what A Day In The Life Of YOU will be like in 5 years, once you reached exactly where you want to be.
7. Write it down and have somebody else read it. It should be very vivid, and very detailed. Whoever reads it should feel like they're living that life through what you wrote.

Actually do this, save it, and refer back to it and the Focus Drill often. It's amazingly powerful when you combine Focus and visualization techniques...

Welcome to Step 4- Find Something That Works for you.

This is where we ditch the Spiritual and Philosophical stuff and get down to brass tacks. I don't mean to downplay the importance of steps 1-3. If you did them you know why they're so important and how much they really help in a deep and long-lasting level.

If you skipped Step 1-3, then you might as well click on the X at the top right of this page and let this ebook gather dust just like a lot of your other purchases...

Seriously, even if you don't want to do any of the steps in this guide, steps 1-3 will help you and there's hardly any work involved. No technical stuff, no new things to learn, just some really just important "mental gymnastics"...

One of my favorite books is called the Way of The Peaceful Warrior, by Dan Millman.

The concept of the peaceful warrior is that with peaceful warriors, the battles they fight are on the inside. If you struggle with focus, and/or motivation and try to overcome those self-defeating tendencies, then you, too, are a Peaceful Warrior.

That's applies to steps 1-3....Did you do them or are you acting like a "Make Money Online Rags-to-Riches Overnight Wanna-be Dreamer"?

- THAT'S the battle we fight.
- THAT'S where we win or lose the "game"... in Steps 1-3..

If you did steps 1-3 properly, the below statements apply to you...

- You are more powerful than you think right now.
- You have a better chance of succeeding than most dreamers
- Your mind is OPEN for success
- You're motivated
- You have clear-cut goals
- You're focused.
- You're LIGHT YEARS ahead of program hoppers who can't seem to find one thing and stick with it.

If you're getting impatient and you want to "get on with things" please realize that what you've done so far is very important.

This is what those "personal coaches" teach you in order to retrain your way of thinking. If you haven't succeeded yet, it's because you needed a mindwipe, or you're just totally brand new to Internet Marketing.

What you're about to read here is basic solid information that any guru can tell you is true.

With your Focus, Motivation, and Goals already established, it's time to get your hands dirty. You know exactly what you want to do now...so let me help you reach that goal.

NICHE BLUEPRINT- This really isn't a "how to make money in niches" guide. It's really a guide on how to find what works for you. For a really good guide about researching niches, go to the "I Need Help with" section and go to the area called Niche research and researching niches...

Once you find something that works for you based on your passion and knowledge, then there are many ways to expand outward from whatever area you chose for yourself.

The Niche Blueprint- the 2 types of Niches and how to conduct Market Research

The 2 types of Niches

Before we get started there are a couple of things you should have. You should have a list of things you're passionate about and a scaled down list of niches you'd like to get involved in. We're going to call these your **PassionNiches** to emphasize the point that you should be passionate about the niche you choose, at least the first one you do...

Most ebooks about niches will probably tell you to research how many people are searching for your PassionNiche keyword or phrase on search engines like Google and Yahoo, *but there's something you may not realize.*

There are 2 kinds of niches. There are Micro-niches and Mega-niches, and they each have their good points and bad points.

Micro-niches: the good and bad....

The Good:-

If your PassionNiche keyword or phrases doesn't get a lot of searches, that doesn't necessarily mean the niche won't be profitable!!!

It only means that this is probably a Micro-niche... OK, what's a Micro-niche? It's a niche within a niche, or niche that's super-targeted with targeted interests that aren't really mainstream.

You can start fast, there's usually little or no competition, it's easy to have your site rank high in the search engines for microniche keywords and phrases, AKA longtail keywords and phrases

You can dominate Microniches, establish yourself as an expert, and have a loyal list of subscribers that can actually help you make better products and help you with your business with their feedback.

In niches like this, people sometimes may have an issue with your product, but never an issue with you, personally. This is quite unlike the Make Money Online dreamers that HATE you when they didn't get rich just by purchasing a 7 dollar report...

The Bad-

There's a ceiling to the amount of traffic subscribers and sales you get... There's only so many people that are searching for purple surge protectors made by GE with only 3-prong outlet holes etc....

See my point? There's a limit on the amount of traffic you will get.

Therefore, there's a cap on the amount of subscribers you can add to your mailing list, and a cap on the number of sales you can make sort of...(you can always try side sells of related items)

Mega-niches, the good and bad....

The Good-

It's infinitely scalable, and there's really no CAP on how much traffic subscribers or money you can make... With unlimited traffic potential comes the possibility of having a huge list, which means having to fulfill a lot of needs, basically.

With a list of 250 people, you might only have 2 or 3 side sells that are popular, but with a list of 25,000 people you might have 10-15 side sell items that are popular, therefore your profit margin can be much greater with mega-niches.

The Bad-

There's competition and lots of it.

Example- weight loss is a mega-niche and competition is fierce. However, it's fierce because it's profitable, and if you can stick it out in this niche and grow your traffic over time, then you will do really well.

If your PassionNiche happens to be a mega-niche, that could be a very good thing for you because you'll be passionate enough about it to stick with it for a few months before seeing results.

That's the thing with mega-niches, it takes a while to get things going in a way that is sustainable and more importantly, scalable...

You did the Focus drill so you know what you want to do, but are you passionate about it? Could you bore your friends talking about it?

Will you give it 150%, as the say...?

Before we get into doing Market Research and testing (2 things I personally hate doing) you need to realize that your passion is more important than any amount of research.

You can find the perfect niche with people throwing money at you, little or no competition, and you could still fail...without having a passion.

I gotta tell you though, if I was making \$10,000.00 a month with a niche site about hemorrhoid creams, I'd find a passion for that easily enough.... 🤔

After doing the focus drill and reading about Micro- and Mega-niches, you probably have a list of items that you're interested in. Take your

PassionNiche keywords or phrases as the starting point for starting your market research.

Market Research

1. 2 Old school market research methods explained
2. 7 Niche Marketing Examples

Old school method #1: Using multimillion dollar companies to do all the work for you.

Offline magazines- Pick up a magazine and see what's being advertised in between the covers. There are tons of niches, micro-niches and mega-niches to be exploited here.

I hate it when ebooks tell you just enough to whet your appetite but not enough to make it truly paint by numbers. So here's how to do market research using magazines.

- 1- PassionNiche is..... watercrafts...
- 2- Look for some magazines about boats, boating, Watercrafts, outdoor sports, watersports...
- 3- Go to a bookstore or convenience store to find more magazines on this, or related topics...
- 4- Are there advertisements for watercrafts in the magazine? How about jet skis, boats, boat and jet ski accessories etc....
- 5- If there is an ad for something in the magazine that means multimillion dollar companies spent a lot of money on market research. They're advertising in these magazines because their research shows that people are spending money on these things, therefore you know there's a lot of money being spent in this niche.
- 6- There's way more money being made offline than online so there's no need to worry about these multi-million dollar companies competing with you, really.

Old school method #2- Newspapers

Same method as above,

1- Look at the full-page ads, half-page ads, and the ad space content on the newspapers. Newspapers sell this ad space at a premium so whoever's advertising there knows that it's worth it.

I'm not going to rehash all the Steps in Old School method #1 since it's basically the same thing. You use magazines and newspapers as proof that money is being spent in certain areas.

Simply put, you use evidence of newspaper and magazine advertising as justification that your PassionNiche is worth going into. There are other ways to find out if people are spending money on niches online... we'll get into that soon.

Wouldn't it stink to do Keyword research only to find out that nobody's really spending any money in your PassionNiche? That's why the magazines and newspapers are important to your research process.

Get away from the PC or laptop. Get out on the streets...

Think objectively by getting your nose out of ebooks and act like a professional who looks at the business world like a student of the "game"

You are a MARKETER... as such, you must understand consumer behavior... You are an entrepreneur, a business-minded person...as such you should be thinking to yourself,

"How could I make money with {insert idea}?"

OK, you probably want to know how to do the market research online, right? I don't blame you, I can't stand those ebooks that presume you know how to do these things already and they move right past it.

Let's do some Market Research, on a niche you're passionate about. The following examples should show you how to go about doing the research, how to monetize the niche, how to get more ideas etc...

7 Niche Marketing Examples.

Let's be honest, people learn more by doing than they do by reading. So, if I can bring you as close to doing as possible with these, then I think you will get a lot out of it. Let's move on to what I think may be the most important section of starting a niche business that you are Passionate about.

AGAIN, Passion is important because it will easily catapult you over the mental and technical obstacles you could face along the way.

NICHE MARKETING EXAMPLE 1

We're going to randomly pick out a niche and see what we can do with it. Mind you, I have no knowledge of any of these niches. My main niches are Internet marketing and Health. The examples here are what I would do if I were starting something from scratch.

Okay, our first niche is going to be Fashion. Now, we're eventually going to narrow this down to a sub niche that is manageable. Why? Well, let's take a look at what we're up against with just the keyword fashion.

If we go to WordTracker and type his keyword into their search tool, we come up with 9,089 searches. That's quite a few.

But, if we then go to Google and look to see how many pages there are with the word fashion in them, we come up with over 274 million pages.

Do you think maybe we might have a bit of trouble working our way into this niche with that many results? I would think so. But, we're going to go after a sub niche, if one exists, that will give us a fighting shot at some income.

In going through the list of like keywords, I found that there were 638 searches for 60's fashion. When I then went to Google to see how many competing sites, I saw that there were only 14,500 competing sites. I realized that I had struck pay dirt.

Why did I pick this sub niche? I grew up in the 60's and while I don't really know anything about fashion per say, I do know what the girls were wearing back then because I was always staring at them with my

tongue hanging out of my mouth. So I know what to look for online as far as items that maybe I could sell.

The next thing we want to do is get ourselves a web site for our niche. So we can go to GoDaddy or wherever and look up a few names. The first one I came up with was 60sfashions.com. It wasn't available so I simply inserted a hyphen between 60s and fashions and voila. I had a web site. No, I didn't register it so you can still get it.

But what I did do was go to www.60sfashions.com

to see how they monetized the site. The site itself didn't seem to really cater to 60s fashions in particular but to clothes in general, and lots of clothes. So I then went back to Google to see what paid ads were showing for that keyword phrase.

I found Target and Ebay and that's it. This is a market that simply hasn't been exploited yet. Okay, so how do we exploit it?

Well, off the top of my head, I can think of one way. Get a hold of a wholesaler that specializes in nostalgic clothing. See if you can get a good supply of items and throw them up on your site. The market may very well be there with that many monthly searches.

If you're unsure, one way to be sure is simply to put up a survey on your site before you do anything else asking people what it is about 60s fashions that they're interested in. Ask specifically if they'd be interested in purchasing 60s style clothing.

You may find out that they're interested in 60s fashion photos. Great! Go get some magazines from the 60s, which are no hard to do when going to nostalgic magazine stores, and put up famous photos for sale.

If you sit down and really put some thought into this, you can come up with a way to monetize 60s fashion.

NICHE MARKETING EXAMPLE 2

In this installment of niche marketing examples, I'm going to start off with the broad niche of **video games**. This is certainly a wide-open topic.

If I go to WordTracker and look up this phrase, I come up with 8,855 searches. That is certainly a lot. I know that if I go to Google and look up this phrase, I'm going to find several million pages at least.

So, I did just that.

Google came up with 102 million sites. Yeah, that's quite a bit of competition. No problem. I'm sure we'll find a good sub niche to tackle.

In going through the list of keywords I found this one.

"history of home video games."

The phrase gets 137 monthly searches, which is certainly fine for a decent sub niche. In going to Google, I found that there are only 798 competing sites with that phrase. There are also no paid ads. That's not a very good sign, but it could be nothing more than nobody has tried to monetize this market.

Okay, here's a tip that I know only because I have a friend in the business. He has his own book on the history of video games. The problem is, he knows nothing about online marketing.

I have tried to teach him but he refuses to listen. In spite of this, he does make a few sales a month of his book. So, there is a market out there. All we have to do is exploit it.

This sub niche is going to take some doing to exploit. The first thing we have to do is find a domain name for it. The first one I thought of was the obvious, historyofvideogames.com.

Of course it wasn't available, so I tried history-of-video-games.com and sure enough, it was available. Don't worry about hyphenated names.

Most people click on links and don't type in domain names.

Okay, so we have our niche and our domain name. Now all we have to do is monetize it. Well, like I said, there is a market for video game history books.

So, all we have to do is write one. Before you say that this is too hard, think.

First of all, the information is out there.

Remember, there are almost 800 sites with this information. These sites will either give some history or point you to resources where you can read about it. No reason you can't research a topic and write your own book on it.

How do you think people write books? Not everybody is born with this knowledge.

After you have written your book, the next thing you want to do is put together a brief report. Maybe an excerpt from the book. Place an opt in link on your web page to get the free report or excerpt.

If people are impressed with it enough, they may just plunk down the money to get your book.

Will this game plan take a little time to implement? Sure. I estimate that it will probably take you anywhere from 3 to 6 months to get everything together, including doing the research and writing the book.

However, at the end, you will have a corner on the market. Why? Well, you're going to use article marketing and pay per click to get traffic to your site. Over time, you WILL start to see a return on this niche. The demand is there.

NICHE MARKETING EXAMPLE 3

In this third example, we're going after **dogs**. Yeah, dogs are pretty common. If you go to WordTracker and look up this keyword, we come up with 101,663 searches.

Oh brother. Can you say "saturated market"?

I know that our Google numbers are going to be a nightmare just from looking at this figure.

Well, sure enough, when I went to Google to see how many competing sites there were, I came up with 128 million sites.

Now, most people would either just say, "Too much competition" and move on to something else, or they'll be so oblivious to what they're up against that they'll dive into **dogs** head first without realizing that they don't have a prayer.

But, we know all about how niche marketing works, so we're going to dive into some of the sub niches and see what we come up with.

Please note, food is not an option because the shipping costs of dog food products will make it so that you can't compete with the retail stores.

Anyway, I went through the list and really was having a hard time coming up with something. And then I saw **names for dogs**.

Now, I don't know if you're aware of this but books of names are very popular for naming your baby. Well, some people really love their dogs, so why not a book on dog names?

I saw that there were 345 monthly searches. That's not too shabby. But what was even better was that I went to Google and found that there were only 24,500 sites with that competing phrase and only 1 paid ad. I see a niche where we can make some money. How?

The next thing you need to do is go back to Google and look up **popular dog names**. You will find about 18,000 sites. Among those sites, you will find lists of popular dogs names, just hanging out there for the world to find if they know where to look.

All you need to do is compile a good list of a few hundred names and put them into a book.

Of course we need a web site. So, I immediately look for populardognames.com and of course it is taken. No problem. What do we do when this happens?

We just throw in our hyphens and come up with popular-dog-names.com and voila, we have our site.

I suggest that when you put this book together you include some interesting stories about the origins of these names and maybe even some photos of dogs.

Use your imagination. And, because there are no paid ads for this niche, you'll be able to use Google pay per click and spend pennies on advertising.

Putting together a book like this isn't hard. The research is minimal and the writing even less so. Creativity with photos and stories is going to sell this. Appeal to the dog owner and his love for his best friend who he is going to want to give the best name possible.

NICHE MARKETING EXAMPLE 4

In this installment of our niche marketing examples, we're going to move away from dogs and hit the niche of **films**, or what you might more commonly refer to as **movies**. Let's start with films and see what we come up with. If we find nothing that works, we can always switch over to movies as the terms are close to being interchangeable.

In going to WordTracker, we find the word "films" has 2007 searches. That's a nice number. Of course if you go to Google and look up the same keyword, you're going to find 264 million competing sites. That's not so good. But, never fear. That dynamite sub niche can't be too far behind.

So, I started going through the list of related keywords and came up with **horror films**, but Google still had over 1 million sites for that keyword phrase. So I searched some more and came up with **history of film**, but that still had too many competing sites at 318,000.

So I searched some more and came up with **film soundtracks**, hoping that maybe I could sell some CDs through Amazon. Over 660,000 there, so no go.

Finally, I got to a search phrase that really surprised the heck out of me that it had so many searches. **Police academy films** came up with 118 searches and only 993 competing sites and NO paid ads.

The wheels were already turning in my head.

The first thing we had to do was find a domain. I looked up the obvious choice of policeacademyfilms.com. Much to my surprise, it was not taken.

Wow, this was going to be easy.

Can you guess where I am going with this brilliant idea?

We're going to set up our web site and dedicate it to the films of Police Academy.

The first thing you'll have to do is rent or buy each DVD. Watch them all. Make a note of the cast, credits, everything. Write down all the notable quotes and funny lines from each film.

You're going to want to do reviews of each film. You'll probably want to have another section of the site dedicated to the stars of each film and what other movies they were in.

Put together as much information about the Police Academy movie series as you can think of. You want this to be THE site that people come to if they want to know about Police Academy.

Okay, now, how do we monetize the site? Simple.

Get yourself an Amazon account and become an affiliate. What you're going to do is place Amazon ads up on the site for the Police Academy movies.

Also, find anything else to do with Police Academy that can be sold online.

And, if you really want to make a killing, put together your own book on Police Academy. Put as much information in it as you can.

You have no competition in this area as far as monetization.

I know this sounds like a lot of work, and it is, but a sub niche like this will put you on the map if you do it right.

NICHE MARKETING EXAMPLE 5

In this installment of niche marketing examples, we're going to tackle the niche of **stock photos**. For those into Internet marketing, you know that this is big business because many people get their stock photos from sites that specialize in this sort of thing.

I know right away that the main niche will be very competitive but I am hoping to find a sub niche that I can work with. I expect this to be my toughest challenge yet.

I went to WordTracker and came up with 1479 searches, which is very good. Unfortunately, going to Google and doing the search there brought up a total of 1,420,000 sites.

Not as many as I thought, but still way to many for our purpose. So, it was time to check out the sub niches and hope for the best.

I saw a phrase that looked like it had potential because it was a long phrase.

The phrase was **royalty free high resolution stock photos** and had a decent, if not great, number of searches at 52. The good news was that Google came up with only 599 competing sites and quite a few paid ads.

So there is definitely a market. However, with this market, we're probably going to have to settle for a very little piece of it. I'll show you how.

First thing we have to do is get a domain name. I thought of highresstockphotos.com and believe it or not, this domain was available.

Great! Now, the question is, what are we going to do with it?

Well, I don't think we want to go for a full blown high resolution photo site because we can't possibly compete with the big boys.

But we can do one of two things.

First of all, with only 599 competing sites, this is a great phrase for Bum Marketing. So, what we can do is write articles on the subject of stock photos as a start.

After we've done that, we have to decide what we're going to have at our site to monetize this.

If you don't want to go through the trouble of trying to get your own stock photos to sell to people, what you could do is set up your site to review OTHER sites that sell stock photos.

You'd report on the quality of the photos, the price and other details that potential buyers would find helpful.

The next thing you would do is find out if any of these stock photo sites have affiliate programs. If they do, you can join one of them and recommend it as part of your unbiased review.

This may be a way for you to make some commissions.

If none of these sites have affiliate programs, the next thing you can do is simply put AdSense ads up on your site to make some money off of all those advertisers.

If you're going to do this, you may want to target other keywords related to this one in order to maximize your income potential.

Granted, this isn't the easiest niche to break into, but with a little imagination and so few competing sites, there is no reason why you can't make something off of this wide open sub niche.

NICHE MARKETING EXAMPLE 6

In this installment of our niche marketing examples, we're going to tackle the niche of **posters**. I figured why not? Posters are certainly very popular, and I'm not talking about the posters of ads.

Anyway, I went to WordTracker and found that this keyword had 7564 searches. Okay, I can only imagine what Google was going to come up with. Sure enough, Google came up with 171 million sites.

Right under posters was **movie posters**, which I knew wouldn't be any better at 2768 searches. Sure enough, 2,660,000 competing sites wasn't really much better. So, I kept searching.

I didn't have to search far. I saw a keyword phrase that I knew was going to produce good results. The phrase was **world war ii posters**, with 213 searches and only 47,400 competing sites.

This is certainly good enough to get a foot in the door.

Okay, time to find a domain name. I first thought of worldwar2posters.com, but of course it wasn't available. So, I got out my good old hyphen machine and came up with www.world-war-2-posters.com which of course was available.

Okay, how are we going to monetize this site? Well, if we go to Google and look up "buy posters online" you'll find the biggest place on the Internet for buying posters.

The site is called AllPosters. In doing further digging by typing in **affiliate programs to sell posters**, we then find out that AllPosters has an affiliate program where you can sell posters from your web site.

Great! But, we can't just put up a site with a bunch of affiliate links to sell posters. We want to have some content on our site. Remember, we are also going to be selling World War II posters. So we want content that is related to World War II.

One of the things we can do is go to the AllPosters site, get some photos of some of the posters and put them up on our site with a story about the poster itself.

For example, let's say it's a poster of the marines placing the flag at Iwa Jima. We could tell the story of that flag placing next to the photo. If you can't write it yourself, get a professional writer to do it for you.

Another thing you could do is write some articles on World War II history. Next to each article, have a photo depicting what you had just written about. You might also want to have a page with a World War II timeline.

What most people don't realize is that if somebody is interested in World War II posters, most likely they are interested in other things related to World War II. If you look online, you are bound to find a number of things related to this great war that you can sell. All it takes is a little research.

Quite honestly, this is a niche that I would have never thought of. But after doing the research, I have discovered that there is definitely a market for World War II posters.

Just goes to show you, you never know where the income opportunities are going to be.

Niche Marketing Example 7

In our final installment of niche marketing examples, at least in this volume, we're going to tackle the niche of **luck**. Okay, this seems like a stupid niche to tackle, but wait until you see how we go way out on a limb here and turn this niche into a gold mine.

Okay, taking this keyword and going to WordTracker, we find that there are 560 searches, which is a decent sized number. Going to Google, however, we find that this keyword has 127 million competing sites. Yeah, everybody is looking for a little bit of luck.

Well, I went through the keyword list and something really caught my eye. It was actually the total opposite of luck. The keyword phrase

that caught my eye was **bad luck spells**. Now, this keyword phrase is only showing 35 searches, which is not a huge niche, but if you go to Google, you'll find that there are only 1,820 competing sites. So, while this isn't a big niche, we can certainly capitalize on it especially since there are 5 paid ads for this phrase.

Okay, the first thing we have to do is get ourselves a domain. I immediately thought of www.badluckspells.com.

I was hoping it would be available and much to my surprise, it was. So, with the domain name out of the way, the next thing we have to do is figure out how we're going to monetize this site.

That's when it hit me. People who are into bad luck spells are most likely into the occult and all forms of divination and fortune telling. Maybe they're even into witchcraft. The point is, there are a number of things online that you can use to monetize this site.

For starters, you can link to Amazon or Barnes and Noble and sell books on the occult and witchcraft as an affiliate. Another thing you can do is sell items like runes and tarot cards. I Ching sticks are also very popular. You could sell potions and spells.

Are the lights coming on?

Now, you're going to want to put up a site that has a very spooky look to it. Occult sites are very dark and mysterious. It's best to simply go to some of the ones that are already online and see what they look like. That is the look you want to go for.

On your site, you're going to want to have a number of sections. You'll want articles on the topics you cover. You'll want a products page featuring all the items that you're selling. You'll want to have a reviews page of books and items.

What you can do with a site like this is limited only by your imagination. Heck, you can even write your own ebook on the subject and make money that way.

Okay, if you've been following the various chapters in this book, you've noticed that regardless of what niche we went after, we did the same basic legwork.

1. Check the monthly searches.
2. Check the number of competing sites.
3. Check to see if there is a market by checking the paid ads.

If we follow this simple procedure for any niche we go after, there is no reason why we can't find niches online that we can turn a profit on.

It does take a bit of work, but it's not impossible.

A Special Thanks To Steven Waggenheim for providing these Niche Marketing Examples as part of his comprehensive Marketing Education at <http://mysecretarticles.com>

Welcome to Step 5- Time To Make Money

OK, so we know what we want to do. We know what type of niche or market we're going to approach. You have Passion, focus, and a Business Plan.

THE END GOAL IS TO FOR YOU TO MAKE MONEY FROM A WEBSITE, RIGHT?

Some of the most popular ways to earn money from a website:

ClickBank, eBay, GoogleAdsense, CommisisonJunction, LinkShare, Rocket ROI, selling MRR pages, Product creation via writing via your own hand, or reworking PLR to make your own products, Free reports promoting products and affiliate links,

Some of the most popular vehicles and media to get people to buy stuff from you:

Websites, blogs, squidoo, lens, hubpages, MySpace, Youtube

PICK ONE method or medium and get good at it before exploring other ways to get people to notice your products for sale, ie. your “message”

Some fast-start ideas for getting your PassionNiche some quick traffic and building yourself up as an expert in that field at the same time:

“10Articles Method” for links, traffic, Page Rank, subscribers and free report creation

I call this my “10 articles” method, and it’s nothing original but it makes really good use of your time because you accomplish a lot of things at once. Write 10 articles and submit them to ezinearticles.com, goarticles.com, and articledashboard.com.

You can also buy some PLR and modify them to make them original enough to submit as your own content. However, since this is a PassionNiche you’re probably an expert already and you can pump out articles easily enough without hunting down some PLR for the theme of the articles.

The articles will link back to your (site/blog) in the Author Resource section so you get backlinks and some traffic to your site/blog.

Those 10 articles should have a theme, like the Top 10 Ways to XYZ.... And each article should reveal one of the Ways.

By the time you’re done writing and submitting 10 articles, you can make those 10 articles into a FREE report called the Top 10 Ways to XYZ, and give it away to get subscribers.

On your site/blog you should always have a subscriber optin box to get interested people on your mailing list. Again, you’ll get these people on your list by giving away the free report.

Now you have 10 quality articles linking back to your site and you are getting, links, traffic, subscribers, and a free report out of it, and some Page Rank, too

Other ways to get traffic- (this is brief because this report has to end somewhere, sorry)

YouTube- submit an ENTERTAINING video, not just a commercial for your site, and you'll get visitors to your site/blog in droves....

Search Engines- optimize your site to get traffic from people typing in searches in Google, Yahoo, MSN etc... Basically, you need to put some tags around the words you want your site to be found for.

Put tags around the words "left-handed frisbee throwing competition" and I'm sure you'll be on page 1 of Google for that long-tail keyword.

Linking is important- I had an on-page optimized site for the terms Home-based business reviews and it didn't get any traffic until I put links to it. Links are important, so the more articles you write that backlink to your site/blog, the better.

You can buy links, too, just get permanent one-way links if possible, those are better than 2 ways links but 2way links got my site to page 1 of Google for a competitive search term, so there's really nothing wrong with them, except for their impermanence

The Best Traffic, Hands-down is....traffic from JV mailings.

Get somebody yin your niche to mail out for you and that traffic converts better than anything else you could hope for. The subscribers on that JV partner's list have been nurtured cultivated, and have already expressed interest in your niche.

Aside from search engine traffic from articles, good SEO, and JV mailings, your next best bet is to advertise in the correct places. Doing this is simple and has been covered many times in many places.

Advertise in ezines (online newsletters), forums and social networking channels pertaining to your niche. Go to a search engine like Google and type in

“your passionNiche related term” followed by

“ezine, forum, newsletter, networking site” etc...

Sign up for the newsletters or forum or whatever, and use a Gmail address to see what forums and newsletters seem like quality avenues for paid or free advertising.

Then contact the ezine or forum owner to see if they accept paid advertising and submit an ad for your free report or product

Conclusion

You might be wondering why traffic generation is at the end of this report, and rightly so. Many marketers think that if they only got more traffic, they'd make more money.

Many also believe that getting more traffic to all 15 programs they're in will make them boatloads of cash.

Well, I'm here to tell you, once again, that focus is key. Focus on one thing at a time, and make sure you get at least 1 thing working for you before you jump to another opportunity.

Chasing opportunities will get you nowhere, but building a business around your Passion will give you the success you deserve while doing something that you actually enjoy.

The technical details of HTML, building sales and squeeze pages etc....those are all MINOR issues that are easily overcome.

The MAJOR issue it to get you to find something that works for you.

You probably have a hard drive filled with information that can make you rich, if you simply applied that knowledge...

However, the main reason you may not have applied all that knowledge is because it's bad information, or, as is the case with most people, **it's stuff you don't feel like doing.**

Why don't you want to follow all the steps outlined in the good ebooks you read? The information is probably solid, but something is holding you back...you or a lack of motivation.

Right now, you may not like writing articles, emailing and networking with people, but you would enjoy doing all of these things if you were motivated.

So, I urge you to find something you're passionate about and pursue it. This is not a report that is trying to get you away from marketing to other marketers, because if that's your passion, then you should pursue it.

Passion causes Motivation, which creates Focus.

And a Passionate, Motivated, and Focused marketer becomes successful in time.

Thank you for reading this,

Daniel McGonagle

<http://marketersrelief.com>

<http://instantcashpaydays.com>

<http://firsthandreviews.com>

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