

# **Why You Fail At Internet Marketing**

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## Intro

We all want it - financial independence. There are a lot of vehicles that can get you there. One of the best is internet marketing. Many realize it. They make a go at it - yet don't succeed.

Why? It can be boiled down to one phrase - wrong mindset.

However, changing your mindset alone doesn't guarantee success. Success is gotten through the following - the RIGHT mindset applied to a specific environment that has a likelihood of profit.

If you approach internet marketing with the right *thinking*, and take that thinking and apply it into a model that has been proven to be profitable, time and time again, you WILL meet with success.

It's inevitable.

In this report we will show you how to adopt this right "success mindset" for internet marketing, and the best environments to apply it in.

### Internet Marketing Success Mindset

You can choose to respond, or react. There's a huge difference. Reaction would be - "well of course gurus can make money because they can call all their buddies and have them mail their lists and get a ton of traffic... but I can't do that..."

Respond would be - "how can I get in a position to where I can have friends with lists, who if I call them, will send me a lot of traffic?"

Reaction would be - "I am not very technical, so I am very limited on what I can do online to make money."

Respond would be - "how can I handle the technical aspects required in my business to make the money I want... or is there a way I can bypass most of the technology all together and still reach my financial goals?"

See the difference. One puts you in resourceful mindset, and the other people's you in a victim mindset.

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A victim mindset is the enemy of money. A resourceful mindset attracts RESOURCES to you - resources such as PROFIT.

You must CONDITION yourself to respond instead of react. Reacting is what comes natural. Reacting is human nature. This is something you must overcome to become successful. It's simple. First be aware of what you do when challenges present themselves. Awareness alone can help you change.

Also, "catch and correct". Every time you catch yourself REACTING to something, correct it by instead RESPONDING to a challenge in a resourceful manner. You do this enough and pretty soon, automatically you'll have programmed yourself to respond instead of react.

Here's another aspect of mindset you must master - long term thinking. People who are habitual failures can only think a few steps ahead. Ever heard of the "shiny object" syndrome? It's when you buy one product after another after another on the latest internet marketing fad. Even if you didn't use the last 4 products you bought, you swear that this next one is "the one" that will make all the difference.

Real talk - there is no "one" program that will change everything for you. There isn't no magic bullet that will last for the long term. You've been seduced by the siren song. That's okay - it happens to all of us.

It's over with. That's the past. The future is where you change your mindset so you don't fall victim to shiny object syndrome.

To do that, let's talk about success. Here's how it happens... a bit here, a bit there, combined over time to produce a unique system that gets results.

It's not "buy this software that can add 110,000 people to your list over night". Now, I don't doubt some incredibly lucky and/or savvy people have done that. But that's not what you want to base your business on.

Instead, just think of you got really good on a simple, fundamental technique that put 5 people a day on your opt in list.

What's more obtainable - an instant flood of traffic over night, or slow, gradual growth in your business? Obviously, the latter is easier.

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Shiny object syndrome happens when you want immediate gains - because that's what these shiny objects promise. INSTEAD, what if you wanted gradual gains built on sound principles, that applied over time would meet with success?

You'd be a lot more successful, that's for sure.

Now here's the kicker - making a skill unconscious. Let's revisit that "5 a day" concept of getting just 5 people a day on your optin list. At first, you might try this, that and other to make it happen. But if you kept at it, eventually you'd iron out something that worked.

Then if you applied it over and over again, pretty soon you could either do it in your sleep, or find a way to re-engineer it so it works without your having to actively do it.

That's great - because now you can add in a second system that gets you 5 more subscribers a day.

Or even better - you've now cultivated a skill. What if you added another skill to it, and then combined the two to have an even more valuable skill? Example - let's say you got your first 5 subscribers by doing basic article marketing and sending them to a site. Well, you'd get good at creating articles - that's a skill.

Say that's working good for you, and it's become second nature because you've perfected it. So now you go on and see if you can get a "5 a day" model going using video marketing. And you do. And that becomes second nature.

Now all of the sudden you're a video marketing expert AND an article marketing expert. What's that mean? If you combine the two together, you can create better sites that rank higher in the search engine - meaning even more traffic, more subscribers.

Or you add it with a THIRD skill, and decide to start creating your own products, since you can do both content creation (articles) and video creation. You'd now be confident enough to start creating your own products.

Then if you create your own products and start promoting it and meet with success, then you can add in another skill - getting affiliates to promote for you... now you're getting affiliate traffic, article marketing traffic, video marketing traffic, search engine traffic and more.

Then you can go out and tackle and master another skill - paid advertising. And so on.

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See how one skill builds on the next, and builds on the next, and builds on the next? And how each skill makes all the other skills even MORE valuable?

It's simple, right? Yes. So why don't more do it? Because they don't take the time to even become good enough at one skill because they are so focused on immediate, short term results. That's a pity. Don't be one of them.

Okay, let's tie this into responding vs. reacting. It's easy to react to what we've just said and say... "well that sucks, I just wasted all my cash with all those shiny objects I just bought". You COULD think like that, but we wouldn't recommend it.

Instead, you could respond and say - "that's great - I can now go back through all those shiny object and extract just a few basic things from them that I could do to build long term skills over time...".

Nice.

One final mindset thing you must master - tolerance for uncertainty. Procrastination is a problem with internet marketing. Procrastination is what happens when you are uncertain of something.

Uncertainty breeds fear, which is the main ingredient in procrastination. How do you fix that?

Well, you don't get rid of uncertainty. That's very hard, if not impossible to do. What you do is learn to tolerate uncertainty. Accept it. It's normal. So when you're ready to do something and you feel that uneasy feeling of uncertainty creeping it, stop for a second and acknowledge it.

"Yes I feel uncertain right now... and that's okay. And I'm going to do it anyway so I can at least see what happens. Whatever happens is fine, because it will make me a better person able to give more value to others because of the experiences this will produce..."

Then go out and take action. Over time, you will learn to function with uncertainty, and soon come to enjoy it, because nothing is more exciting than seeing what happens when you put something out there.

The Profitable Environment

So you've learned to be responsive, not reactive. You've learned to think long term, not short term. You've become tolerant of uncertainty.

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Does this guarantee success? No! IF you're trying to sell guns to Gandhi you still wouldn't have a profitable business. You'd fail.

You must take the right mindset into an environment that has a high chance of success. How do you find environments like that? By seeing what is currently working, and finding a way to improve on what is currently working.

You might have noticed the latest trend in internet marketing is "online marketing to offline brick 'n mortar businesses". It's a hot trend because people are making money off of it. So THIS would be an environment that would have a high chance of profit.

You might have noticed that there are certain niches where you can sell all kinds of information products to all day long (like the internet marketing niche). THIS is an environment that would have a high chance for profit.

Let's look at Jason's success. He wasn't the first to create a product on article marketing. But he sells his own product on it constantly. He wasn't the first to create a product on copywriting. Or membership sites. Or affiliate marketing. Or list building. Yet he sells products in on these topics constantly.

The idea is you don't go and invent a whole new environment for profit. Instead, you go to an environment that is already profitable, and you find ways to IMPROVE on the value being delivered to the marketplace in that environment.

You do that by listening to what that market place is asking for, and then using your MINDSET to come up with those solutions they are demanding that are either being under-met or not met at all.

## Resources

**How To Write Near World Class Sales Letters In Less Than 3 Hours!**

<http://3hourad.com>

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**How To Create 60.4% Coverting Squeeze Pages In 4 Minutes Or Less**

[Click Here...](#)

**Internet Marketing Profit Equation - Traffic & Conversion Training**

[Click Here...](#)

**How To Create An Info Product In Under 48 Hours**

<http://48hourreport.com/48hour>

**How To Write A 400 Word Article In 7 Minutes Or Less**

[Click Here...](#)

**Get 6 Squeeze Pages, A Sales Letter & 12 Products Created For YOU**

<http://48hourreport.com/nichecopywriter/>

**How to Invade ANY Niche In One Day**

<http://goldmembercoaching.com/5minuteniche/>

**Why the 80/20 Rule Sucks - & How To Triple Your Productivity!**

<http://goldmembercoaching.com/timemanagement>

**How To Get \$6.34 Per Click To Your Website With  
This Simple 4 Step Process**

<http://www.valuemultiply.com/>

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**How I Put Together A Product Launch in 90 Minutes  
That Pulled in \$10,520! It Only Took 4 Step!**

<http://goldmembercoaching.com/poorman/>

**Amazing “PLR Repurposing” Secret Creates  
100% Unique Products In Under 19 Minutes...**

<http://goldmembercoaching.com/plrsecrets/>

**Personal Development for People Who Hate Wishy Washy Self Help Gurus**

<http://goldmembercoaching.com/wishywashy/>

**How to Become An Expert At Almost Any Skill in 27 Days or Less...**

[Click Here](#)

**How To Become a \$40 An Hour Ghostwriter In Less Than 7 Days**

<http://goldmembercoaching.com/ghostwritingsystem/>

**The Gary Halbert SWIPE FILE**

<http://halbertswipefile.com>

**16 Web 2.0 Website Templates For Your Sales Pages  
& 7 “Fill In the Blanks” Sales Letters**

<http://goldmembercoaching.com/templatefactory/>

**Wanted 48 Savvy Individuals to Participate in Covert “Mind Experiments”**

<http://goldmembercoaching.com/mindstatechange/>