

**Don't Sell the Hype**

# **Don't Sell the Hype of Internet Marketing**

**By Dennis Becker and Rachel Rofo**

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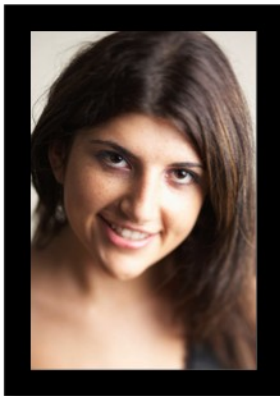
## About Us:



**Dennis Becker** began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic "5 Bucks a Day" book, available at Amazon, or through a link in the resources section.

He also opened an "Insiders Club" in 2007 to help more experienced Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.



**Rachel Rofo** has been a full time Internet Marketer since June 2006, and has been on the Internet for over a decade.

Although she's dabbled in many fields, she's mostly known as a membership site expert, copywriter to the "Internet Stars", and offline business expert.

She dedicates her time to learning as much as possible, both in Internet Marketing and in life. She joined the staff of Earn1KaDay in 2010.

You can read more about her on her blog at <http://www.RachelRofo.com>.

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## **Introduction**

All Internet marketers at some point say something to the effect of, "I want to avoid using all the Internet marketing hype that others use." We have all said, yet we have all fallen victim to the "hype" trap. It's a dark and ugly place and you certainly won't admit you have been there even to your closest friends.

It's always hugely challenging to find the middle ground between obnoxiously belligerent hyped-up sales pitch, and the feeble squeaky sales talk that rarely turns a profit.

Sadly, hype is subjective, so you can never fully resolve the issue. One man's hype is another man's fortune – or something to that effect.

However, you can do one thing: get to know your potential customers well, and work with what you already know. Sounds simple, right?

## **Understand Your Challenges**

A majority of people who read your sales pitch are actually interested in hearing about your product. However, your conversion rate is never going to be 100%. Being overly aggressive never raises your conversion bar. Bombarding readers with numerous blog posts, emails, and newsletters begging them to make a purchase will only scare them away... Forever!

The best way to avoid this is to have a happy balance. When you are launching a new product, you are going to want to sell it in every piece of information you send out. This can be overwhelming at the time. However, in between launches, if you offer tons of free content expecting nothing in return, you will gain great respect and build up your readership.

The key to this is that you must meet 2 objectives:

1. Convince your readership that what you have to offer them has real value and is worth purchasing.
2. Use this time to build a better relationship with your subscribers, regardless of whether they will ever buy something from you or not.

I am sure by now you have read those two objectives a few time over. You

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have probably come pretty close to scratching a hole in your head. You are right; this is a pretty challenging balance to create.

If you are an Internet marketer, you are likely inherently bad at over-selling your products. On the other hand, if you are a blogger dabbling in the world of sales, then you are likely really bad at making your products known.

## **So, What is the Trick?**

Whether you are an Internet marketer looking to reach your audience through newsletters and blogs, or you are a blogger looking to sell a product with Internet marketing, you have to find the balance. This is where your own expertise and knowledge of your audience comes in.

Don't just throw information out there and ignore your audiences' reaction. After all, would you feed your fish the same food over and over if you know he isn't eating it? Well, you could. But, you would end up wasting a lot of money on new fish.

In order to successfully sell without over-hyping or under-selling your product, you have to do two things: use your own "voice" and take note of your audience's reaction.

Your "voice" is important. After all, that is why people subscribe to blogs and newsletters. They want to feel personally connected to the business owner.

However, people are finicky and their reactions are always changing. What they may find appealing one month, may actually deter them the next. That is why you must keep up on how your audience responds to your content. The market is ever-evolving, and so must you be in order to not only survive, but also thrive.

## **Crown Content as King**

You have heard it before, and I will say it again: content sells, period. Make content your currency by constantly pumping out new and relevant content for your audience to absorb. You can no longer rely purely upon advertising and hope to draw in a following.

People need to feel connected now more than ever. They are longing for that human element in every product they purchase. That is why content is vital to your marketing campaign. Direct sales are no longer enough to stimulate

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potential customers into buyers.

### **Gaining a Competitive Edge**

Think about it in these terms: you versus the other guy on the web. This is no longer a brick and mortar world where you can shake hands with your customers and get to know their kids by name. You have to personify your website.

If you post a website that has direct sales information, and your closest competitor offers a mailing list and blog that provides weekly tips, the latest industry news, and peeks into the newest promotions, who do you think buyers are going to flock to?

Online business is all about providing a value to potential customers. Teach them something new, entertain them, offer product reviews and comparisons, and have some sort of influence over your audience that gives you an authority in your niche.

Once you build a strong trusting relationship with your audience, selling becomes second nature.

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### **Want More? Here Are Some Resources:**

[Earn1KaDay](#) – the Internet marketer's Insiders Club where we share tips, tactics, success strategies, and disseminate cutting edge information about 12 different business models.

[5 Bucks a Day](#) – This is how Earn1KADay was born. Learn the techniques that, inspired by a 5-dollar bill, took my Internet marketing income from \$30 a day to \$700 a day in less than a year.

[Action Enforcer](#) – This desktop application that will bring you more focus and let you get more done in less time than you ever imagined.

[E1KAD.com](#) – A comprehensive list of all of our products.

### **Article Marketing**

[7 Minute Article Secrets](#) – How to write any article in 7 minutes or less.

[Article Marketing 365](#) – Learn techniques that will bring you yearlong article traffic.

[Article Profit Formula](#) – Learn the formula that John Taylor uses to make each article he uses worth \$28 (or more).

### **Copywriting**

[Copy Cheats](#) – This takes “best of the best” copywriting lessons and puts them all in one page. Your copywriting skills will absolutely get a lot better after going through this report.

[Ultimate Copywriting Handbook](#) - How to write irresistible, persuasive and engaging sales copy so that you can make more sales for your products and services.

### **Freelance Work**

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[Freelance Profit Method](#) – Discover 23 different ways you can earn money as a freelance writer.

## **List Building**

[List Building Renegade](#) - How to generate massive email lists of targeted, hungry buyers.

## **Offline Marketing**

[Easy Autoresponder Cash](#) – Learn how to set up easy autoresponder sequences for offline customers. Rachel knows one guy who has over 1,000 businesses paying him \$250 a month for this type of service.

[Get Them Online](#) – Learn how to find offline businesses that want to work with you, how to approach them, and the types of services to offer. There are phone scripts and contracts included in this report.

[Make \\$10K In A Weekend](#) – Learn how to give weekend seminars to offline businesses (which can be outsourced to others) and charge \$997 per attendee. We teach you how to get clients (can be outsourced for free), the exact scripts to use at the seminars (written verbatim for you), and a lot more.

## **Outsourcing**

[Craigslisr Outsourcing Secrets](#) - How to Expand Your Business Growth by Outsourcing Your Tedious Tasks to Freelancers From Craigslisr

## **Product Creation**

[Conversion Profits](#) – How to make the most profits from any customer that comes to your page. This includes converting your advertisements, sales letter, and any message the customer will see. You get resale and private label rights with this.

[Pricing For Big Profits](#) – Discover how to price your products to offer the most value and also bring in the most money. Most gurus would NOT tell



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you this stuff.

[Thrifty Marketers Product Launch](#) – How to earn a lot of money, very quickly, without going through the laborious process of doing an entire product launch.

### **Social Media**

[Facebook Fan Page Cash](#) - Learn how to set up and leverage your own Facebook Fan Pages

### **Becoming Successful**

[Anatomy of a Success: Interview With James Schramko](#) – James is on target to do 8 figures this year – and he's breaking down all his secrets.

[IM Quick Start Strategy](#) - Jason Fladlien talks about the mistakes he made that he thinks cost him 150K in 2009. He'll help you avoid those mistakes.

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