

FACTOR X MARKETING

# The Newbie Report

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Critical Advice for Anyone Thinking About, or  
Struggling to Build, An Online Business



I'm on the clock -

I'm going to give you the next hour of my life. You need to appreciate the value of this hour I'm about to give you. You need to take it seriously.

If you don't - you're a fool.

If you're serious about building an online business you will be required to do only two things - one, put this information into play and two, share this information with others who need it.

The one requirement should be obvious; the other requirement will become obvious.

I'm not going to waste time telling you who I am - you should already know - and if you don't already know then do your homework.

First, I only have an hour and I'm going to show you what an hour can accomplish. If you give yourself forever to get things done they don't get done.

That's one of the most important productivity secrets you'll ever learn. Limit time - bang it out - move on to next. Revise and improve the product later, continually.

Second, my opinions are strong opinions based on 13 years' experience. I've been through trial and error. I've been through big success and big failure.

To be clear, they are opinions and they come with no guarantees - I can't control execution and therefore I can't control YOUR outcome.

Would you want me to?

## Getting Started

This report is written for and dedicated to those who don't know where to begin.

It's a challenge to imagine being in your shoes at this point in time - there is so much crap (even if it's great, anything that clutters headspace becomes crap) on the market it makes MY head spin.

I found my own way - and it wasn't easy. Today, I'd want a mentor but that wouldn't come cheaply (at least not for a good mentor, and no, I'm not available for, nor selling, mentoring).

So let's start here - what do you need to know to get started MAKING MONEY with Internet marketing?

## Shortcuts

There are no shortcuts and yet people make Internet marketing far more complicated than it needs to be.

The thing with shortcuts is they produce crap.

I see people spend six months ~ or six years ~ working on shortcut after shortcut, trying to make a quick buck - usually failing and when successful it's short-lived - when if they'd spent the six months doing quality work they'd profit long-term.

Some people hit home runs, here and there, but the path to success is paved with consistently building money-makers that give you the luxury to swing for the fences on occasion - it's not the other way around.

There are no shortcuts - only short, direct routes. Fact is, most shortcuts are detours stunting your success. Forget them - cease communication with anyone who promises they exist.

## **Traffic and Conversion**

Traffic and conversion are the two-sides of IM and all products, or services, being pitched at you fall into one of these two categories - or maybe they promise both, as a system.

You need to orient yourself with traffic and conversion so you can begin to make some choices, to see how things fit together.

For whatever reason people seem to believe that traffic is the secret to success.

I've made almost no money from huge traffic - and I've made very good money from relatively little traffic.

Huge traffic is untargeted traffic, unless it comes to you from specific sources which are presently out of your reach so you don't need to be concerned with them.

Huge traffic offers are offers you should ignore. Trust me.

On the other hand, highly targeted traffic converts highly - it's most profitable and requires the least work. It's efficient - focus on nothing else because efficiency isn't optional when fighting for life.

I could not care less about big numbers when it comes to traffic. The smaller the keyword lists involved the better, IMHO.

You need to understand that the nature of traffic varies. Not all traffic is created equal.

"Free traffic" is worth less than "paid traffic", that's why it's "free" - except, it's not. I have proof that 4 top 10 free listings in Google are worth one-quarter what ONE paid listing is worth - happy to share when I have more time.

"Free traffic" also takes longer to generate (and since time is money that's VERY EXPENSIVE), and offers little to no control.

Call me cold but I laugh at everyone freaking out over Panda or Penguin or whatever. And yet people keep searching for that next traffic shortcut even though they get chumped over and over and over.

You've only got to kick me in the nuts once before I try a different route - I just don't get people who stand and take it over and over.

Please, smarten up - there are options.

I know plenty of gurus who make money selling SEO and SEO services - I don't know a single one whose primary income comes from SEO traffic.

Let me repeat that -

**I don't know a single one whose primary income comes from SEO traffic.**

And yes, I'm sure there are exceptions - but they are exceptions, not rules.

The points here are A) traffic is important, but you need the **right** traffic and B) conversion is where money is made.

## Traffic = Front-End :: Conversion = Back-End

This is the next thing you need to understand. We're still talking about the two sides of Internet marketing - but I'm showing it to you through a different frame.

Front-end products, or offers, exist for the purpose of bringing people in. They pay for, or monetize, traffic generation.

The front-end can certainly be profitable - meaning it brings in more money than it costs. But you'll never make more than a living by focusing ONLY on front-end promotions.

Truth is I'm not impressed by the guy who claims \$1.5 million in sales over a 5-year period on Amazon, while fetching only \$70K in commissions. That sounds like a waste of ability. And what happens if Amazon cancels their affiliate program where he lives?

You also need to understand that acting as an affiliate means you are almost always promoting a front-end product.

Is that a bad thing? Well, the way most affiliates do it - *YES, or more accurately, it's a short-sighted-shoot-yourself-in-the-foot thing* - especially when there is a much, much better way. And that way is to leverage other people's front-end products to become traffic generators for you - in essence, make them YOUR front-end. That's a bit advanced but that is what you must set as the target.

BIG CLUE: You don't sniff real money, or consistent income without lists.

It is of no service to you to teach you to be a front-end traffic conduit. It's a shortcut. It's a short-lived approach.

The way 98% of all affiliates operate, of which 90% of those make no money at all, means that you become a source of traffic for someone else, and that's it.

If you're making no money as an affiliate it's for this simple reason - you think traffic is the answer when it's not, unless you've got conversion right AND it's the RIGHT traffic.

What's more, or what's worse, is most that choose the affiliate model do so looking for the shortest short-cuts.

**“What's the quickest way I can send traffic some place and make some fast cash bro?”**

That's a huge mistake and it's probably the question I'm asked most frequently.

Why?

- A) Desperation almost never results in success - it puts off a subliminal stench everyone smells and runs from - people aren't just "not buying" from you, they're running away.
- B) You have no control over the sales process and as an affiliate you must seize control, or be eaten by alphas - betas don't win - they're food.
- C) You have no accumulating assets (ie, a list - or even an income producing site of your own).

The next short-cut is where people do have a site, or online location, of their own and they produce a bunch of low-quality content - or auto-generated content.

That or they provide low-quality reviews of the product, essentially functioning as nothing more than a useless, worthless, time-consuming bridge between here and where people want to be.

These half-assed approaches are why people have come to believe Google hates affiliates -

That is a lie, a myth. The truth is that Google hates half-ass. I do too. Don't you? I mean imagine you REALLY need help with some problem that is wrecking the quality of your life. Do you want someone promising the solution to show up at your front door with a half-assed solution?

Nobody wants that. Nobody values lazy, do-as-little-as-you-can. Not only does it lack value, it steals value - it's a crime against humanity.

Speaking from first-hand experience you can offer tremendous value to everyone as an affiliate - to Google, to the searcher/prospect/customer and to the products/merchants you promote. It's just that most affiliates DON'T do that because they're focused on the short-cut - not on adding any REAL value.

## Inevitable Suck Indicator

Do you know how I know an affiliate is going to suck and sell nothing? Inevitably they ask me if I have some banner ads they can put on their site. Or they want me to give them articles or pre-written reviews.

Internet marketers who experience long-term success create value - they add to the process.

People want to pay someone \$5 on Fiverr for a bunch of worthless backlinks to a crap page that offers no value to anyone, slap up a few banner ads and cash in -

Or how about original articles for a \$1.25 with a 1-hour turnaround?

Seriously? You think you should get paid for this?

These shortcuts only hurt the affiliate by getting them kicked out of the game. And then they go to a forum, whine about how unfair the world is and how much Google sucks, and infect everyone else with their misery in the process.

## Google's Ghost Town is Pretty Damned Profitable

This is so true that there are almost no affiliates left on Google Adwords . . . except the ones who figured it out.

People with good accounts are terrified of trying anything for fear of losing the account, even though it's worthless sitting there.

What happened to the slothful servant who buried his single talent for fear of losing it?

Don't listen to them, the clueless hoard - and don't become one of them. It's mass hysteria and nothing more.

Walk the path and fear not. Right is right.

Oh sure, they have their pathetic stories of failure - all based on doing things the wrong way and wanting to believe they got it right, someone else is wrong.

I generally work with an intermediate to advanced group of customers and they all swear they're doing things "the right way" and yet when I see what they're doing I cringe. It's no surprise to me they're having issues.

There is a right way to do things and it doesn't matter if you're an affiliate with a tiny budget or a master-of-the-universe with a big budget, crap begets crappy results.

If cream rises to the top and you're sitting on the bottom you've been dealt a clue - a change of direction is necessary.

## **Choosing the Right Model for You**

First off, know that most people are full of shit. Example? According to Quantcast the average visitor to the Warrior Forum makes less than \$30,000 per year - and yet everyone talks like they're a millionaire.

You are going to see people have, or claim to have, success doing many different things online, from flipping websites to creating products to arbitrage to affiliate marketing.

I have tried many of these approaches, and others, and I have my own STRONG opinion.

Some of the best advice I've ever received, and employed, is Robert Kiyosaki's suggestion to work for the knowledge to make money, and to not work for money itself.

The last job I held, almost 10 years ago, was exactly that. After three failed years at Internet marketing I took a job that helped fill in the missing details necessary for me to become successful on my own.

### **What were my BIG mistakes those first three years?**

- 1) Attempting to be a "guru" while also struggling, failing, to learn how to market and sell.

Product creation isn't easy, even if people want to say it is - and that's only the beginning. Sure, I create product now - only because I NOW know what the hell I'm doing. It's something to work towards but I'd never recommend it as a starting point.

Unless you already possess GOOD sales skills, you must acquire them first, before anything else.

Don't create product until you've proven to yourself that you can find a market and sell to it.

Don't create product until you've **PROVEN TO YOURSELF** you can make money.

It's just easier to focus on these aspects that **REQUIRE** mastery while benefitting from someone else's business dealing with everything else for you.

There are enough great products in the world underselling - you don't NEED to spend your time creating product to have product to offer.

- 2) Forget all of the fancy bells and whistles.  
People make a lot of money selling tool after tool that complicates the selling process.

Fundamentally, you need a good offer to get behind, you need a highly-targeted traffic source, a place for that traffic to go, and a way to stay in contact with those people. That's pretty much it. You only add to this basic model when those components work.

It's a FACT that in most niches a plain site with compelling information will outsell a whiz-bang site with award-winning design.

That's not to say that compelling information PLUS award-winning design isn't tough to beat - but compelling information is the critical element, not design.

And on that note never, EVER, take marketing advice from anyone who calls them self a "Website Designer".

Of the hundreds of sites I've seen - probably thousands - those I KNOW make money are not the ones you'd THINK make money.

A great way to learn the online marketing business is to work with affiliates - real people selling real products. The success equation isn't what most people think it is and you see that, front row.

Of course this does vary from niche-to-niche -

**\*\*SOME\*\*** - but look at my own sites - most of them are plain as can be, by intention, by design.

Bottom line: simple works. Don't complicate a system until a simple version of it already works. Complex systems evolve from simple systems -

3) Don't confuse busy work with selling and marketing. Writing articles, for example, is writing articles.

I worked really hard in the early days creating and giving away valuable content. Contrary to popular belief, that may or may not lead to making any more money. It lead me to scrounging for change to afford dinner at Taco Bell.

Same goes for Twitter or Facebook.

People need to trust you and that's it - there is no singular, best way to gain trust except to simply deliver what you promise to deliver. And what you should promise to deliver is the best you can deliver. Don't attach any more meaning to it than that - it doesn't mean you must deliver information packed article or video, after article or video. A **TRULY TRUSTWORTHY** recommendation can be enough.

How you establish trust is your own deal -

I buy product all the time from businesses who've never given me an original anything to watch or read.

I probably spend more money with Amazon every year

than every other retailer combined - when was the last time they sent me killer content?

The killer content they offer is something very different - notice what they DO offer, always as a pitch for something else to buy. This is a dot to connect.

The point here is that you need to be clear about WHAT IS GOING TO MAKE YOU MONEY - not maybe, hopefully, "I heard".

There are an endless number of things you can do, but that doesn't mean YOU should do them.

Because while I don't advocate shortcuts, I do advocate the shortest route. And a lot of people are running in circles when they could follow a straight line to success.

# STOP!

Stop moving, stop buying, stop reading. Stop and assess where you are, where you want to be, and what you actually NEED to get there.

Again - all you need is a good offer to get behind, a high-quality traffic source, a place for that traffic to go, and a way to stay in contact with those people.

## Only 7 Minutes Left . . .

Here's what you should do.

1. Find a unique product that pays a nice commission, of at least \$30. It's best if this product IS NOT on a major affiliate network like Commission Junction or Clickbank.

I share my favorite source for these products with my customers - and just one of these can pay the mortgage on a \$300,000 home.

THIS is, to be honest, the hardest and most critical element. But I know an affiliate, a customer, who makes 6-figures per year selling one product (Hint: You won't find it for sale on Amazon, Clickbank or CJ).

2. Create a simple, but highly valuable website - meaning you DELIVER the highest quality information on the subject of your target product.

To be clear, I am NOT talking about creating a 100 page authority site. If you can't deliver the goods in 5 pages (excluding site essentials like privacy policy, etc,) then you're way too broad.

Give people the opportunity to join a list, or membership, so that YOU can improve conversions on the product AND start to build your own back-end.

Be a value adder, not a leach.

There are some technical details that make this a far more powerful, profitable, process - a simple

process.

But this is the same fundamental process I've used, successfully, for ten years and it's [based on the model](#) used by million dollar companies (that's where I learned it). The model is timeless - the execution evolves with time.

3. Create a Google Adwords campaign that focuses on a very narrow set of keyword phrases. In most cases if you're promoting with more than 6-10 keyword phrases then you've ventured into low-conversion traffic territory that will lose you money.

I go for low-risk, high-response traffic. It's efficient - it's low-risk. If I'm not highly certain traffic will convert **at least** 3% or higher then I don't invest in it. 5% is normal - and this isn't bullshit.

And because I'm giving searchers what they want - which is what Google wants - I have no problems.

## **Time's Up!**

This report doesn't include everything you need to know - but it includes **what you need to know** to get started, to begin making the wise choices that promise to move you forward.

What I encourage you to do is to keep this simple by breaking down what the market offers so you can focus in a direction. Tune out and tune in. Make some choices and stick with them until you've proven the choice simply won't work for you - you will learn and

failure will be a part of the process, however you can greatly minimize your risk.

You need to choose a model - I recommend doing the affiliate model the SMART WAY, the way I do it. Most people don't win as affiliates because it's based on bad information, gimmicks and foolish shortcuts.

You need to focus on developing the timeless skills - selling and marketing, and then business-building. If you don't possess those skills you are guaranteed to fail.

When looking at products to buy evaluate them in this way - **will the skills I learn from this product serve me in 5 to 10 years?** Is it going to teach me how to THINK like a marketer - or am I hoping a tool is going to transform me?

Don't fool yourself - none of us are immune to it. I've fooled myself into pissing away tens of thousands of dollars when I ALREADY KNOW what to do.

Similarly with tools, "Was I looking for something that does this because I already saw the need in my system?" (If you're a newbie, the answer is NO!)

Yes, that dime sale sure is tempting and the price goes up by the minute - but honestly, how many times have you pissed away \$9.73 to save .25?

Experience is the best teacher - and the best teachers can convey their experience.

You must take small pieces of information and act upon them to learn the subtle nuances for yourself.

And be careful who you accept advice from - everyone has an opinion, and while well-meaning (or self-

serving), they're not all correct (to be kind about it).

Be more careful of herd-think; if the herd says it's right, go the other way. If everyone is saying the same thing, they're probably wrong. Social proof isn't absolute proof - especially when everyone's gunning to schmooze and look good.

You need to recognize the difference between shortcuts and the shortest route - lazy isn't a virtue, efficient is. Excellence should be everyone's goal.

And you need to recognize that you cannot, and do not, need to do it all. I barely Facebook, I haven't attended a live seminar in 4 or 5 years, I don't Twitter, or Fiverr or article market . . . and yet I'm generating an income 80% of the U.S. population would envy.

I'm a one-man business with a little help here and there. I also have 4 kids 9 and under, and work daily on building/maintaining a farm (our dream). Oh yeah, and we homeschool.

I am living evidence that you can build a business (without selling anything to the IM niche) that can steadily grow 10% every month.

I am living evidence that a six-figure income is possible working many fewer than 40 hours per week from a spare bedroom.

Keep in mind I failed for three years, quit, took a job, then came at it again. Sometimes you're closer than you think - other times you need to recognize you're missing key knowledge - rarely is the problem missing tools, or even money.

This isn't rocket science and it isn't complicated, at all. Please recognize that over-complication sells widgets - and nothing more.

OK - I'm 10 minutes past my hour. I know this may not be the most coherent, best organized report but hey - in 70 minutes I've shared some very basic, but highly useful information that can save you years of time, thousands of dollars and FINALLY put you on the path to success.

All the best to you - X

## **What's Next?**

You can feel the heat of the moment and let it dissipate into frustration by surfing the web, dicking-around on Facebook, or playing video games.

Or you can take the next step and sign up for some free training from Master X.

In the free training a few more details will be filled in and you can decide if you need to keep searching in desperation, or if you've found the real deal.

If you've found the real deal then you can FINALLY stop searching and get to the work that makes real money - if you're not ready to get to work, then keep searching and we'll welcome you back when the delusion runs out of gas.

I don't want people on my lists or in my memberships who don't plan on follow-through. Please be honest - if that's you, unsubscribe from all of my lists. I will only irritate that side of you currently stopping your progress.

# Are You Ready?

We don't need to beat around the bush. What I want you to do is join The Affiliate Black Book membership site.

**However**, the common thing to do in this market is to blast you with a **"you MUST make a decision NOW"** threat.

The calculated intention is to force you into making a questionable decision.

Here's how we do it - I've taken a collection of very useful posts from the paid membership and I'm providing them to you at no charge. Take a first-hand look, decide for yourself if this is **CLEARLY SUPERIOR** - or not.

**If your answer is yes, "I am ready" then go here:**

**<http://affiliateblackbook.com/go/FreeTraining>**

If your answer is no, good luck in your endeavors - I hope you find what you're looking for.

All the best to you - X