

THE TRUTH ABOUT INTERNET MARKETING: the 10 Things You Need to Know about **Starting an Online Business and How to *overcome* these Potential Obstacles**

In the beginning, especially if you are brand new to **Internet Marketing** or starting an **online business**, there will be many things that you will experience and have to deal with.

This Report provides you with the top 10 obstacles/issues related to starting an online business and how to overcome them. The Report consists of the following:

PART I - lists the most important obstacles/issues

PART II - gives you ways to deal with and overcome these obstacles

PART III - provides reasons to take this challenge and “go for it”

PART IV - provides additional resources and links to related articles written by the *Experts* on these issues

This Report is dedicated to all the newbie Internet Marketers out there that want to start their own online businesses and don't have a clue about what they're getting into. I hope the information provided here will help you in your life and future business endeavors.

PREFACE

In the end, I truly believe that every person takes their own individual path. We all have our preferences and ways of thinking and ways of doing based on so many different factors including background, experiences, culture, ethnicity, personality traits/characteristics, and/or attitudes, etc. Each person will get there on their own terms and in their own way.

This Report provides just another way of looking at things.

PART I – The Obstacles (that can be overcome and not stop you if you want it bad enough)

1. You will have to change your [Mindset](#), engage in a New Way of Thinking, and get out of your Comfort Zone.
2. You will feel [frustrated](#) and overwhelmed more often than you will feel success and accomplishment.
3. You will be bombarded with “hypy” offers, deals, “the best proven system ever” ([shiny objects](#)) and hundreds of promises and guarantees about these products by everyone that is trying to sell something. You will also hear from the same person this “other really great product”, “this other really good strategy”, “this other sure fired method or system you should buy”!
4. You’re going to hear that you should [master one strategy](#), one system, and one method before learning others.
5. You will have to spend [money](#), more than what you ever thought you would have to spend when you first started.
6. You will have to learn a new language, a new technology, and there will constantly be a [learning curve](#).
7. There will be people who will take advantage of you, [frauds and scammers](#), (but...there will also be people you will learn lots of great things from and some with whom you will become great friends).
8. You will have to learn how to become [persistent, consistent, and persevere](#) constantly and continuously.
9. Although a lot of people want to get into Internet Marketing and Start an Online Business, only a small percentage of people actually [succeed](#).
10. There will be many times that you will ask yourself [what have I gotten into?](#)

Part II – How to Deal with the Obstacles

1. If you come from an “employee” orientation where you had a job and worked for someone else, you will have to totally change your **Mindset** from employee to business person/entrepreneur. You will have to change how you think, and if you want to succeed, you will have to get out of your **Comfort Zone** often.

What is the **Mindset** you will have to adopt? Well, here is a list from **A – Z** and a powerful **visual** to keep in mind as you go through this list:



- A. Avoid** naysayers
- B.** Love your **Business** and always be thinking about it, not just during the 8-hour work day
- C.** Choose **Courage** over fear
- D.** Be responsible for all **Decisions** good or bad
- E.** Be **Energetic** every day
- F.** Anticipate **Failure**, learn from it, and move on
- G.** Be **Grateful**
- H.** Peer over the **Horizon** to the next big thing that's waiting to be done
- I.** Be **Inquisitive, Inquiring** and **Inspirational**
- J.** Enjoy the **Journey**
- K.** **Know** that you will have to look at things differently
- L.** Embrace and be passionate about **Lifelong Learning**
- M.** Spend **Money** and invest in yourself
- N.** Know your **Numbers**
- O.** Become an **Organized** planner
- P.** Care about **Performance** and **Process**
- Q.** Don't **Quit**
- R.** Enjoy breaking the **Rules**

- S.** Be **Self-reliant** and confident
- T.** Be willing to **Take** risks
- U.** Know that your new normal will be feeling **Uncomfortable**
- V.** Hold both short and long-term **Visions** simultaneously
- W.** Have a purpose, a vision and a **WHY**
- X.** **Exhibit** a positive attitude
- Y.** Believe in **Yourself**
- Z.** Get out of your Comfort **Zone**

...more about the **Comfort Zone**...here are two quotes worth remembering:

- Author, Neale Donald Walsch said ***"Life begins at the end of your Comfort Zone"***
- Eleanor Roosevelt said ***"Do one thing every day that scares you."***

Taking steps to get out of your **Comfort Zone** and doing one thing every day that scares you will take you to the next level of transformation and to a higher consciousness, self-awareness and your true potential.

2. How we feel about **Frustration** is one of the mindset changes we have to undergo. The feeling of frustration will often dominate the feelings of accomplishment and success. But here is the good thing..."they" say the more frustrated you become and the more you are able to overcome that frustration, the sooner you will get to the success and accomplishment phases.

I have felt and experienced this countless of times since starting my business. I'll be in the process of learning something brand new and one obstacle arises after another. Just when I think "I got it", I realize "I didn't get it..."

Here's something to think about... If you don't get frustrated you're probably not learning or evolving as a human being. Frustration is not a negative emotion, but rather a positive challenge on our nervous system. It's a prerequisite for learning. The key is to learn to embrace it rather than be afraid of it.

Frustration and being overwhelmed is just a way to avoid doing something and a whole bunch of whining. You will overcome the frustration and feeling of being overwhelmed if you accomplish an important activity, if you just focus and do it...all the frustration and feeling of being overwhelmed will disappear.

Frustration is not necessarily bad if handled correctly, since it can act as a motivator to change. ***Maybe it's a paradox, but the most powerful emotion that is able to make you unstoppable is called frustration, and it is present in all of us.***

3. "Hypy" offers, the guaranteed "best proven system ever", the newest product that "will change your life and your business", "another great product", "this other really good strategy", "this sure fired method or system you should buy" -- also known as the **Shiny Object Syndrome (SOS)** will be part of your everyday life. You will feel overwhelmed with too many choices about who to believe or not to believe and what to buy or not to buy– the ultimate dilemma about which product is best for me?

There are several ways to deal with this situation and definitely ways to benefit along the way.

- You can go for the hypes and purchase them all
- You can purchase some of them or
- You can purchase one of them

You need to know that many of these offers, strategies, and systems are indeed very worthwhile products and will definitely help you with your business. The choice is up to you.

Here are just a few things you might want to remember when making decisions about a new "hypy" product/offer/"shiny object":

- Is it a good fit for your business?
 - Do you think your potential customers will want this and be willing to pay for it?
 - Do you have the time, resources, energy and money to put into the new idea to make it successful?
 - Do you have too many open projects waiting around that need to be finished before beginning something new?
 - What do you have to drop in order to start this new thing, process, etc.?
4. Should you take "their" advice and **master one strategy**, one system, or one method before learning others? I say if at all possible – YES, you should!

But, unfortunately that is very hard to do...or at least it was very hard for me. Let me tell you why...

The reasons relate very much to those “**shiny objects**” I just warned you about above. When first starting out as a real newbie, someone who knows nothing, there is so much to learn that it is hard to choose one item over another. There is a lot of testing going on. This constant search for what will work for you naturally results in experimenting with different “stuff” including techniques, strategies, and methods. When a person doesn’t know what s/he is doing, the result is often having to feel yourself around, testing, experimenting with everything. This approach can easily result in learning and implementing different methods at the same time.

My journey took me to solo ads, blogging and Facebook advertising. For me this is a well-rounded approach to internet marketing and my online business. As time goes on, I’m sure I will learn about other strategies (e.g. direct marketing, banner ads, and other pay per click ads)

On the other hand trying to master one technique at a time is very good advice. It is less overwhelming, less confusing and more manageable. Chances of succeeding in one area is greater than succeeding in multiple areas at the same time.

This takes a lot of FOCUS as well as commitment, perseverance and determination, all traits that many of us have to constantly work on.

So I take my original answer/advice of Yes that it would be great to master one thing at a time - with a grain of salt, but suggest you keep it in mind every time you think about learning another method/strategy/ technique.

5. You will have to **spend money**, more than what you ever thought you would have to spend when you first started. Count on it. Some people spend more than others. It all depends, but you will spend more than you thought you would have to. Here are some of the things you will be spending money on, above and beyond your initial investment that you didn’t know about in the beginning.

- If an affiliate, there are upgrades you didn’t know about
- All those products, legitimate and not so legitimate “shiny objects” you are exposed to that will cost you more money

- Coaching which everyone thinks you “must have”
- Advertising – you need a monthly advertising budget because without advertising you don’t get customers, which results in no earnings for you
- Live events you are encourage to attend all over the world...for networking and live exposure opportunities that are “essential to your business”.
- Monthly membership fees to: hosting site, auto responder messaging system, lead page creation system, private mastermind groups, etc.)

And then there is the saying that goes...”You have to Spend Money to Make Money”

6. You will have **to learn a new language, a new technology**, and there will constantly be a **learning curve**.

One of my 10 realizations when first starting the business - No. 4 to be exact - was **truly understanding and knowing** that I absolutely had to deal with a **learning curve** - the dreaded learning curve -- to everything I was learning. Some learning curves were steeper than others, some took less time than others, and there were those that seemed like forever before I "got it".

As a newbie to Internet Marketing you will have to learn a new language and new technologies. Of course there are those who have the money to hire someone to do tasks for them, but for the majority of us newbies, money isn’t exactly an option. We got into this business to make money, not necessarily to spend it.

Remember how hard (or easy for some) it is to learn new things. You need to learn how to **FOCUS** – or **Follow One Course Until Successful**

7. There will be people who will take advantage of you, scammers and spammers, but...there will also be people you will learn lots of great things from and some with whom you will become great friends.

You will come across reviews of systems including the one(s) you are in. Many of these reviews will call your system a scam. They go on to say a bunch of negative stuff about your system. Is it true? Maybe yes and maybe no. Some of these reviews bad mouth one system...maybe your system...just to go forward and promote their system.

- The problem is how do you know which is a scam and which is legitimate?

Then there are actually people you meet along the way that you think are scammers. Are they really? Maybe yes and maybe no.

- The problem is how do you know which are and which aren't?

Hopefully you will get better at identifying the real from the fake, the ones who are legitimate from the ones that are not. And know that this business has its share of the good, the bad and the ugly.

8. You will have to become persistent, consistent, and persevere always and forever! Remember it takes time to build a sustainable business. People get easily distracted from their ideas and the majority of people can't stick to one idea long enough to make it successful. It takes time to build a loyal customer base. It takes time to get high rankings on Google. It takes time to "get it" .

I told myself early on that I am in it for the long haul. That gives me the time frame I need to be persistent, consistent and persevere. There's no time limit and no pressure to succeed within a certain time period. I will keep on being persistent, consistent and persevere.

9. Although a lot of people want to get into Internet Marketing and start an Online Business, only a small percentage of people actually Take Action, stick with it and succeed Here are some of the reasons why including the misconceptions about internet marketing:

- Most people seem to think that being a successful internet marketer is as easy as getting a website built and getting their own domain name and they could not be farther from reality.
- Internet marketing does not run on auto-pilot.
- It does not happen overnight for anybody. Most people are not prepared for the time requirement necessary for an internet business to achieve success.
- Most people do not have a business background.
- Most people do not have the right mindset: it requires will power and self-discipline; you have to continue on even if you don't see immediate results.
- Most people don't take action, they just talk about it.

- Most people don't know who their target clients are, or where to find them
- Most people have no idea about copy, SEO or sales.
- Most people are not really in touch with customers through deep dialogue.

If you are aware of these obstacles, it will make your Journey easier.

10. There will be many times that you will ask yourself “What have I gotten myself into?”

If you go to **Part III** (on the next page), I will let you in on what I have gotten myself into...maybe you will want to join!!

Part III – Why You Should “Go for it”

So why am I still at it? The biggest part of me really loves it. I love to learn and let me tell you I am learning so much. I want to be one of the ones that succeed. I am stubborn and won't give up because of the potential I believe it has. I think that when you do “get it”, magical things can and do happen. In this short amount of time, the Journey has already taken me to a higher personal level. I am experiencing things that I'm not sure I would have if I hadn't started the Journey. So I look forward to all I can experience. I look forward to all that I will experience and I look forward to my ever growing personal development.

Here are all the reasons “I'm in it”, why I will continue to “be in it” and why you may want to consider being “in it” as well.

- **Potential for Success is Infinite**
- **Personal Fulfillment**
- **Attainment of Financial Security**
- **Independence and Flexibility**
- **Have More Spare Time**
- **Opportunity to Tell MY Story**
- **Increase MY Self Esteem**
- **Be MY Own Boss**
- **Develop Self-Pride**
- **Do Good Things**
- **Help Others**
- **Meet and Network with People from all over the World**
- **Become an Expert, Mentor, Coach, Master**
- **Brand Myself**
- **Attain Recognition**
- **Create Jobs for Others**
- **Tax Reasons**
- **Change the World**

When I first started in this business I was totally green...a brand new newbie, ignorant of the terminology, the mindset, and the truly alien world I had entered. But in only a few months I began to understand more and more. I began speaking the language. I began this online business I had wanted to start.

I now have my own blog/website www.livethegoodlifewithsara.com where I routinely post about my Journey, the Business, Internet Marketing and related topics. I learned about advertising techniques and actually implement 5 solo ad campaigns. I have a Fan Page following. I have started my online business!

I know now that there are many systems out there that can help you succeed along this road. Find one that resonates with you and get started today!!

Part IV – Additional Resources

(Note: Resources here are listed in accordance with the number sequence established in the list of obstacles. I've checked each of these urls and as of this writing they all work. However, I apologize in advance if any of the urls aren't active at the time you try)

There are many more resources and articles written about these topics. This is just a beginning of what is out there. Some of the points made in these articles are referred to in this Report.

1. Mindset, Engage in a New Way of Thinking, and Comfort Zone

- <http://www.entrepreneur.com/article/242261> - "10 Mindsets that will Radically Improve your Business"
- <http://www.entrepreneur.com/article/234115> - "Cultivating the Mindset of a Successful Entrepreneur"
- <http://www.entrepreneur.com/article/219810> - "Shift your Mindset, Save Your Business"
- <http://www.entrepreneur.com/article/234894> - "9 Mindsets You Need to Switch from Employee to Entrepreneur"

2. Frustration

- <http://www.pushstory.com/frustration-the-secret-of-success/> - "Frustration, the Secret of Success"

3. Shiny Object Syndrome

- <http://www.forbes.com/sites/sungardas/2014/10/03/sos-the-shiny-object-syndrome-do-you-suffer-from-it/> - “SOS: the Shiny Object Syndrome – Do you suffer from it?”
- <http://www.passionforbusiness.com/articles/shiny-object-syndrome.htm> - “Shiny Object Syndrome”
- <http://impossiblehq.com/shiny-object-syndrome/> - “Shiny Object Syndrome”

4. Mastering One Thing at a Time

- <http://wp.me/p5xbFd-9P> - a post from my blog on “15 Way to Focus and Produce”
- <http://zenhabits.net/5-foolproof-ways-to-produce-a-burning-desire-for-your-goals/> - “5 Ways to “Produce a Burning Desire for your Goals”

5. Spending Money

- <http://wp.me/p5xbFd-bA> - post from my blog on “Do you need Money to Make Money”
- <http://theentrepreneurmind.com/you-dont-need-money-to-make-money/> - “You Don’t Need Money to Make Money”
- <http://blog.perfectspace.com/2015/01/31/you-have-to-spend-money-to-make-money-the-saying-goes/> - “You have to Spend Money to make Money, the Saying Goes”

6. Learn New Language and New Technology: Learning Curve

- <http://wp.me/p5xbFd-bK> - post from my blog on “The Dreaded Learning Curve”
- <http://www.quicksprout.com/2013/11/07/the-beginners-guide-to-online-marketing/> - “The Beginners Guide to Online Marketing”

7. Scammers and Frauds

- <http://www.scamwatch.gov.au/content/index.phtml/tag/HowScamsWork/> - “How Scams Work”
- <http://www.scambusters.org/lying.html> - “12 Ways to Tell when Someone is Lying”

8. Learn persistence

- <http://andrewminalto.com/why-do-so-many-people-fail-online/>

- <http://www.lifehack.org/articles/productivity/6-effective-ways-to-become-persistent.html> - “6 Effective Ways to Become Persistent”

9. How to Succeed

- <http://www.chrisducker.com/internet-business-failures/>
- <http://mywifequitherjob.com/why-most-online-businesses-fail-and-why-you-should-start-one-anyways/>
- http://www.huffingtonpost.com/greer-wignall/10-reasons-why-your-new-online-business-will-fail_b_7053610.html
- <http://www.forbes.com/sites/ericwagner/2013/09/12/five-reasons-8-out-of-10-businesses-fail/>
- <http://www.emarketinguru.com/top10.htm>
- http://www.huffingtonpost.com/bernard-marr/7-excuses-that-will-hold-you-back-from-success_b_7099562.html?mtcCampaign=29239&mtcEmail=1517748524 - “7 Excuses that will hold you back from Success”

10. What have I done?

- <http://www.inc.com/guides/201101/top-10-reasons-to-run-your-own-business.html> - “Top 10 Reasons to own your own Business”
- <http://www.entrepreneur.com/article/234916> - “20 Reasons to Start Your Own Business”
- <http://www.quicksprout.com/2013/12/16/how-i-learned-online-marketing-and-how-you-can-too/> - How I Learned online Marketing and How You can too”

Conclusion

As you can see, **Internet Marketing** and **Online Businesses ARE NOT FOR EVERYONE**. Although success is definitely not guaranteed, you have a better chance of succeeding if you have a certain mindset, can deal with uncertain situations and really want to succeed.

Whatever you decide to pursue in life, business, personal development, I wish you much success!

The End (or is it just The Beginning?)