

Online

FAST



Start

by Thom Lancaster

Note From Thom Lancaster

I originally created this **Online FAST Start** training in 2012 as a premium product to get people to join my email list.

My marketing interests have changed since and I've been reviewing my business, but looking back through this product in 2017, it struck me how relevant and useful the information is.

In fact, I'm reviewing a whole host of my products, as there is just too much good stuff to keep on the shelf – including several that I didn't ever release. Good content is always worth creating!

I thought of several things I could do with **Online FAST Start**, including selling rights to it, splitting it up into a series of blog posts and enhancing it and making it into a printed book.

For now, please enjoy the recording and make use of this Enhanced Transcript. I've edited this from the original product release to make it even easier to follow.

Best wishes,
Thom Lancaster

<http://thomlancaster.com>

PS – This product also comes with one of my all-time favourite cover designs!

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About Online FAST Start

A rectangular graphic with a grey background. At the top, the text "Online FAST Start" is written in a large, bold, black sans-serif font. Below this, on the left side, is a black silhouette of a man in a suit and tie, holding a briefcase, standing on a small white circular base. To the right of the silhouette, the text "Reduce Your Online Marketing Learning Curve And Start To Make Money Today" is written in a smaller black font. Below this text, the name "Thom Lancaster" is written in a bold black font. At the bottom of the graphic, the website address "www.ThomLancaster.com" is written in a black font. The background of the graphic features faint, large numbers (140, 160, 220, 240) and a line graph, suggesting a focus on data and growth.

Online FAST Start

Reduce Your Online Marketing
Learning Curve And Start To Make
Money Today

Thom Lancaster

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Welcome to ***Online FAST Start***.

My name is Thom Lancaster and I'm bringing this training to you from www.thomlancaster.com.

I want to help you to reduce your online marketing learning curve and get over the many hurdles that are stopping you from making money online. I've been operating within the Internet marketing space for a few years now and I've had enough success and I've also been able to observe the wider marketplace and see exactly what's working right now that I feel I'm uniquely qualified to bring you this training, to really help to put *Online FAST Start* Enhanced Transcript Page 5

you on the journey where you can begin to make money starting from today.

Overview



So what exactly is included in the Online Fast Start training? Well, what I need you to think about is the way that online marketing has changed. In the five years or so that I've been involved with this, there have been so many changes.

Be Ready For Marketing Changes

Online Marketing Has Changed...



- The space is competitive
- Many potential customers online have less of a disposable income to spend and they are more savvy about what they spend this spare money on
- Marketing does not just cover a single site, but needs to include the whole social media landscape
- Skill set required amongst the highest it has ever been

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Probably the most important one is the amount of competition out there. There are new marketers coming on board every single day because the entry point to marketing now is quite low.

It's easy to get started. You just need a small amount of money for things like marketing hosting and some knowledge you've picked up on forums. You can even avoid money entirely if you're willing to use some more unconventional channels, many of which are documented online or published in low cost information products.

But you're marketing to a more competitive set of customers, people who are more selective over what they're going to spend their money on. A lot of that is due to the worldwide economy. People simply don't have as much spare money to spend and so the people that you're selling to, whether you're providing a product, selling a service or you're encouraging people to purchase things you recommend, these people are restricted in the amount they can spend. People are very conscious about debt and about how much they earn, much more so than they were a few years ago. That means you have to really convince people and to really stand out in the marketplace.

There isn't just a single place you can go to find out all about marketing. There isn't just a single skill that you need to have. You need to be something of a jack-of-all-trades to do marketing well. You have to understand the technical side of things, what happens when you try and sell an information product, for example. How does the Internet work and how do you exist on it?

You also have to understand the advertising and promotional aspects and really, you need great people skills as well because marketing isn't solely a one person activity. It means that you need an incredibly high skillset, probably the highest it's ever been, in order to stand out from your competition and in order to impress these customers who you should be able to market to.

Good News



The Good News...

- Many marketers are not willing (or not able) to go the extra mile
- The opportunities are there for people who want to take them up
- Marketing is not a “*one cap fits all*” working space

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There is a bit of good news and that's that your competition in the form of other marketers often don't understand this and they're often not willing to go that extra mile. If you can, you're going to uniquely position yourself in whatever marketplace you choose to operate under. I'd even go as far as to say that many marketers simply aren't able to go that extra mile because they don't have the right skillset and they're not able to pick up that skillset.

Let's consider if you are operating as you are in a technically savvy environment. You've got some potential competition who perhaps haven't grown up with

computers being continually involved in their life. They are going to have more of a technical challenge to get involved and started. Now, there are ways to get around that. For instance, working with a partner or using other people to provide those skills for you. But it's all about thinking about that extra mile to take advantage of that opportunity. You can really grab these opportunities by the horns and run with them.

Don't think for one second either that marketing is a one cap fits all working space. There are so many different types of marketing you can go into, some of which I'm going to cover in this training. The most important thing that you can do is to be willing to try new things and to find the area which fits you best.

The Purpose Of The Training



The Purpose Of This Training

- (Briefly) introduce myself and my interests – and to show you how duplicating my online position is achievable
- Present the current Internet Marketing landscape based on my own continued observations
- Start you thinking about the mindset changes needed to progress as an Internet Marketer
- Allow you to evaluate what you need to do to become a successful Internet Marketers
- Provide business ideas that are immediately actionable, so that you can start making money straight away

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What then is the breakdown of what's included in the **Online FAST Start** training? Well, I think you need to know a little bit about me in order to put this whole training into context. I want to tell you about myself briefly and my interests. This isn't an opportunity for me to sell you on what I do. I'm more concerned about helping you to achieve those skills and most importantly, I believe that what I've done is achievable and if you avoid some of the mistakes I've made, you can achieve this far faster than I can.

I also want to tell you all about the current Internet marketing landscape. I continually observe this. I'm

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active in a number of communities. I watch carefully what other marketers are doing and I feel that I'm well placed to help and support you with this.

To be successful as a marketer, you really need to get your mindset in place for success. If you're starting off with negative thoughts then you're just dooming yourself to failure before you start. I know that you can succeed and I want to help you with that so that you can progress.

I also want you to be able to put the skills you've already got into context because I suspect you have more of them than you believe and that you are qualified with just the information you've picked up already and from what you're going to glean from this training to start making money straightway.


I'm going to provide you with business ideas, ones that I feel are working right now which are proven and which will allow you to be successful. You can put these business ideas together and you can also use the longer term ideas I'm going to provide to you and help yourself to be successful.

A Warning



I do need to pause for a second and I want you to just think about this warning that most people simply don't get.

You Can't "Get Rich Quick"!



(Many People Don't Get This)

- Internet Marketing is **not** a type of Get Rich Quick scheme
- Anyone who tells you otherwise does not have good intentions
- This training is not a sales pitch
- Please consider this information and your own financial situation seriously
- There **will** be work involved, I **hope** undertaking that work will prove worthwhile for your situation

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You've probably read lots of things online about Internet marketing helping you to get rich quick. I believe that's a complete con. I don't believe that Internet marketing is a get rich quick scheme.

If you apply some sensible principles and you also put the effort in, I believe that you can make money. If you work hard, I believe it's quite possible to make a lot of money and to do this ethically and legally as many marketers over the years have shown.

If you're reading anything that tells you otherwise then that's from people who don't have good intentions. I

want you to stop listening to those people because the only way you can be truly successful is if you work within a set of sound moral principles.

I have no intention of using this training as a sales pitch. I do hope that if you find this training useful then you go and look at my other products, many of which are documented on my blog and available through the Warrior Forum and through other services, but I don't intend to directly sell to you during this training. I want to use this training to help you.

Do consider your own financial situation. I regularly receive people offering to sell me what I would call "get rich quick schemes", often accompanied by a hard sell. If you're not in a position to take advantage of those then don't do so. I wouldn't even like to use the words "take advantage" because as soon as you get that level of hard sell then I truly believe that it won't be the kind of product that will benefit you.

Now, only you know your learning style and only you know how much work you're willing to put in. People don't like the four letter word "work" but there will be work involved to be successful. I spent several of my early years online simply building up a sustainable business so that I'd be in a firm position through contacts, through sites and through products I've already created where I can make money as and when I need to.

I still prefer to make money slowly because I don't consider myself in a desperate cash position. If you do, you're susceptible to the get rich quick type crowd. I want you to try and avoid that. I want you to think
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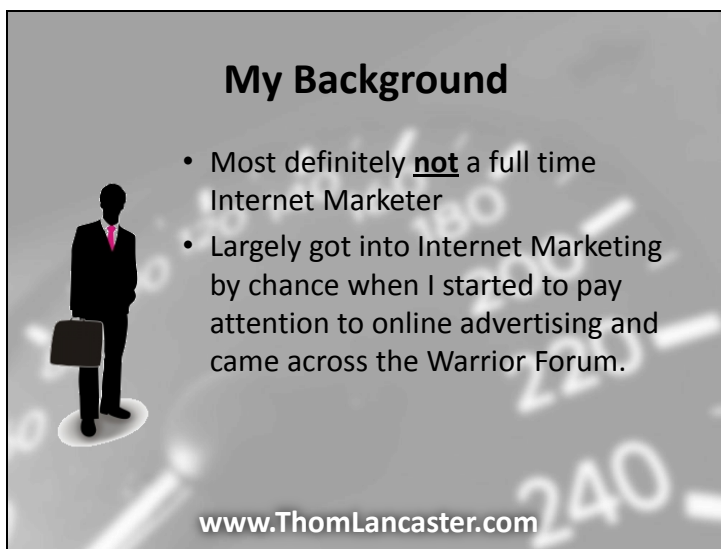
carefully about what skills you have now that can make you money, even if it means you're putting work in. I want you to build up a valid and viable business for the long term.

Scene Setting



I said I wanted to briefly introduce myself to you and tell you a bit about my background.

My Background



My Background

- Most definitely **not** a full time Internet Marketer
- Largely got into Internet Marketing by chance when I started to pay attention to online advertising and came across the Warrior Forum.

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Now, you've probably already gathered that I'm based in the UK. I work hard for a living. I'm most definitely not a full-time Internet marketer and quite frankly, I have no intention at the moment of becoming a full-time Internet marketer. I'm in the lucky situation where I enjoy my day job. You may not be somebody who can say that, in which case by all means use these principles to help you go into marketing.

I also think that using marketing as a sole outlook for your creative energies and for your work energies is dangerous because nobody knows what kind of regulation is going to come along in a few years or how the political

situation will change and what kind of things will quite frankly be acceptable online. There will always be ways to make money online if you're willing to adapt but I prefer not to put all my eggs in one basket.

Free Forums

The screenshot shows the Warrior Forum website. At the top, there's a navigation bar with 'WarriorForum - Internet Marketing Forums' and a search bar. A main banner reads '25,681 Warriors Have Used This Simple 5 Click Tool Over 2,250 Reviews ==> Click Here To Get Yours FREE!'. Below this is a forum listing table:

Forum	Last Post	Threads	Posts
The Warrior Forum			
Male Internet Marketing Discussion Forum (3249 Viewing) <i>Where We Talk About Making Money</i>	Targeted Traffic by alexandrabiva 03-03-2013 03:30 PM	183,724	2,088,485
Warrior Special Offers Forum (6178 Viewing) This section is for making Warrior members a Special Offer. A Special Offer means making someone a lead for us others get. Usually that comes in the form of a much lower price. No junk offers will be approved here. Sub-Forums: <ul style="list-style-type: none"> Complete Web Sites For Sale Warrior Forum Classified Ads Warriors For Hire Wanted - Members Looking To Hire You Web Hosting Offers 	DEAD OF THE DAY! Offerings... by atandaboung 03-03-2013 03:53 PM	52,319	1,906,956
Building eCommerce Sites - Wholesale, Drop Shipping (26 Viewing) Discussion on how to build sites that sell physical products. Wholesale and Drop Ship offers.	German eCommerce by WordpressAffiliate 03-03-2013 09:47 AM	810	7,341
Social Media Marketing Forum (172 Viewing) By popular demand we now have a section to discuss all things Social Media - Facebook, Twitter, Google+, LinkedIn etc.	How I Got 87,000 Comments On... by Design 03-03-2013 03:52 PM	1,176	12,843
Offline Marketing Discussions (398 Viewing) Offline Marketing strategies, techniques and ideas.	When to Stop Talking by kevinlindner 03-03-2013 03:30 PM	13,467	176,932
Mobile Marketing (104 Viewing) Mobile marketing tips, tricks and strategies.	Who is making the money in... by Whisen 03-03-2013 09:11 AM	2,414	25,137

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In fact, I largely got into Internet marketing by chance because I'm the kind of person who's observant when I'm using the Internet. I do notice the adverts. It doesn't mean necessarily that I buy from them. I do look at unusual search results and I came across a site known as the Warrior Forum.

Hopefully you've seen the Warrior Forum. It looks something like this, a very large online community, a set of online forums covering areas related to Internet marketing while also providing places where you can sell, such as the Warrior Special Offers Forum which is one forum that I use quite extensively as a seller but also as a

buyer because I do believe in paying for information where it's valuable to me.

Internet Marketing Forums



The Warrior Forum

- The biggest community of people interested in marketing online in the world
- One of the biggest communities in the world
- You could learn everything you need to know about marketing purely from the Warrior Forum


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The Warrior Forum is the biggest community of people who are interested in marketing online in the world. We are talking thousands of visitors a day. In fact, we are talking thousands of thousands of visitors a day. It's really one of the biggest communities in the world and in fact, it's also one of the biggest websites in the entire world as well.

Of course in this climate, any site based around marketing and making money is going to be popular. You could learn everything you need to know if you're willing to read through the many thousands of posts on the Warrior Forum, to filter out all the bad information, to

notice who's posting the information and to think about their motives about posting it, which aren't always as obvious as they might seem to be.

The Problem



The Problem


- The Warrior Forum can be a great place to earn money, but...
- If you continually expose yourself to the Warrior Forum, you'll end of with **extreme information overload**
- You need to work smarter not harder

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But I think that's foolish and if you really are looking to be successful online then by all means, use the Warrior Forum. There are a lot of good reasons to do so, but you're going to end up with extreme information overload from just reading and reading the forum. Some of this information overload won't even be with good information. You really need to be thinking about how you can work much smarter. There's no advantage to working hard if you know how to use your time successfully.

Ask Yourself Why...

Number 1 Question – Why Market Online?



- You need to be able to describe **why** you market online and **what** the benefits are for you
- Otherwise, you will likely end up as one of the failures (this is avoidable)

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Now, the number one question I always think about is why should market online. What does online marketing mean to you? You really need to be able to describe the “why” of this, why are you doing this. I’ll give you my answers in a moment. You also need to be able to say what are the benefits. What’s in it for you from online marketing?

If you can’t describe these then it may be that marketing simply isn’t the best way for you to make money because it’s not for everyone, for the reasons I outlined in the early part of this training. So think as I go through my

reasons why you market online or why you feel online marketing is for you.

The Why - For Me



Why I Market Online...

- Intrigue – to show that I can
- Financial – extra money
- Backup plan – if the day job fails
- Learner – skill development
- Multiple use – skills used in day job
- Skill set in place – have technical skills and have always been a fast learner

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Here are some of the reasons that I identified for why I market online. I think a lot of it boils down back to when I originally visited Warrior Forum and through that, a number of other sites, and saw products. It just intrigued me and interested me to see how all this worked, why some people were successful online and to show that I could take advantage of this opportunity.

Now, of course there's a financial aspect to it because let's face it, who doesn't need extra money with all the benefits that can bring to your life – making extra payments toward the house, the better holidays, the helping out family, all the things that come with it.

Linked financially to me is that even though I have a job that I like, who knows what that position will be like in five years' time or ten years' time?

What's my backup plan? What am I going to do if the day job fails, if the company goes under, if that landscape changes a lot so it becomes untenable? Now I've got at least one other business in place. In fact, being the kind of person that I am, I have more than one business in place that I feel I could slip into when I need to do it.

I'm the kind of person who enjoys learning. I read non-fiction books for fun. I watch documentaries. The whole learning environment has been important to me throughout my life. I think a lot of this is skill development. I've found skills from Internet marketing that aren't just useful online but are useful in my day job.

You'd be shocked how often skills related to writing sales copy are useful when you're trying to communicate and persuade people in other environments, for instance. Again, this can all be done quite ethically just by applying the same principles. You start to think about constructing day-to-day emails in a different manner.

I'm regularly involved with training both in the online world and in the real world. Both of these link closely together and some of the ideas for improving online training work equally well for me for training of people in person. You can put all these different areas together.

I'm also lucky in that I felt before I started that I already had the technical skills. I've got a longstanding background of skills with computers and with the benefit

of being a fast learner, I could take in the required skills quickly and I've shown this time and time again in my life. A lot of this is about devoting time. It's about devoting suitably concentrated time to do this but if you feel you've got a similar set of skills to me then marketing may well be something that you should pursue seriously.

Can You Be Successful?



Can You Market Online?

- Can you guarantee the time investment to set up a real business, even if run part time or as a hobby?
- Can you list the skills that you have and those that you have the time to develop?
- Can you function in what can be a very solitary environment?
- Are you thinking of this as a sole income?
- Are you better taking on a second job?
- Can you pull yourself up if you fail?

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Even if you feel that you've got a complementary skillset then marketing may still be valid for you. You may approach it a different way because there's more than one set of skills and more than one set of reasons for entering marketing.

You can put this together and answer the question "Can you market online?" Most importantly, can you guarantee the time investment? If you have a job that takes 80 hours a week then you probably can't. If your family takes up all your spare time then you probably can't do this. Even if you're running this part-time as I do or I know people who say this is my hobby, even

though it's a hobby which I very much enjoy and which very much does make me money, then can you put the time in?

Most of my marketing is done in the evening after I've done work but even I can't guarantee that I can market every evening because I have so many other things clawing for my attention, both work-related, family-related and other interests as well. But can you set off enough time that you can use marketing successfully, even if the time isn't always predictable?

Can you list all these skills that you've developed over your lifetime? You've got a lot of them. Can you list the other skills that you'll have the time to develop that will make you into a successful marketer? I'm sure you have some skills already that would be very valuable when you're marketing. Even something as simple as a skill you've picked up as the result of a hobby could form the basis for an information product, for example.

You also need to think about how you work. Can you function in a very solitary environment? By that, I mean that marketing on your own on a computer is by its very nature a one person activity. Now, once you get established, you need to be able to work with other people because a lot of growth is based around having other people in place to support you and help you, but when you're starting out you're just going to have to put everything else aside and concentrate on this.

You should also think about removing all distractions, turning off anything that might get in the way such as a cell phone, because you need to be able to function in

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this environment and you need to be able to make progress.

If you are thinking of this as a sole income then you need to approach this very differently because you need to be making money quickly. Maybe you've got some money to live on in the meantime but how are you going to get around the challenges of trying to go from nowhere to replacing your job or replacing the kind of income you could make by working full-time? You really need to think more about your skillset to do that.

For a lot of people, unfortunately for them, taking on a second job may well be a better way of making money because marketing money is never guaranteed. You can't even say that the harder you work, the more money you'll make. You can do that when you're out there in the real world.


Most importantly, what are you going to do if you fail? I've certainly failed at marketing. I've spent time creating information products and creating solutions and trying to build up links and the products haven't sold. They haven't covered their time or the links have proved not valuable. Now, if you can just think that you have to work on the idea that not everything will be successful but by the law of averages, you will do well overall then yes, I suspect you can market online. But if you're going to be completely disheartened by a single piece of failure then maybe you should think about doing something else.

Mindset



If you've qualified yourself as being ready to be a successful marketer then you can also try and get into the real business mindset. I think this is what holds a lot of people back online. You see, you've got to think that your time is incredibly valuable. Each of us has only got a finite amount of time because we have so many other things that take up the time. Although you may be able to sleep less and gain some time, you still have to have that set aside marketing time which you can use in a way that will work best for you.

The Value Of Time



Your Time Is Valuable

- Each of us has only a finite amount of time, and we have to use in the way that works best for us
- Internet Marketing time needs to be used in ways that are free of distractions
- Every action during that time should progress out businesses
- Use the time strategically – you can't interact with every possible opportunity

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One of the things you need to do is remove all the distractions. Although it's painful, that means clearing up your desk so you've got nothing there which can distract you. Turn off music in the background. Turn off the radio. Most definitely turn off the TV. Turn off Skype, turn off Facebook Chat so they're not there competing for your attention. Every time you look at that, you've not only lost that bit of time, you've also then got to get back into the mindset of what you were doing before.


You need to be using every second of time valuably. Every second of time should be helping you to progress out your business. That means that you shouldn't be

spending too long thinking. You should just be doing. You shouldn't be doing anything that wastes your time so you don't need to check emails every two minutes in the hope that one's come in. Wait and check this once an hour or once a day. Spend your time doing something that you know will help to progress you, whether it's developing a skill, creating a product or making contacts.

Use the time strategically. You will have far more opportunities being thrown at you, some of which are paid opportunities, we have to pay to get them, such as information products you may want to buy. You can't interact with every possible opportunity. It's just not plausible within the time you've got available. You've got to pick and choose what's going to work the best for you.

My suggestion is that you choose as soon as possible. Try it out. Stay with it if it's working. If not, put this up as one of your allowed failures and move on to the next possible strategic pattern. I've found the ways that work best for me but I can't guarantee that they'll be the ways that will work best for you.

Money And Time



Money Can Replace Time

- Many tasks that we can't do ourselves can be passed on to other people
- If it would take us a long time to learn a skill, or to we would not do a job, it is better to outsource this
- Outsourcing can be low cost, provide high quality returns and be ethically sound

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Now, it really helps if you've got money available because money can replace time and that's why I don't want you thinking about marketing if you're in a position of complete desperation. For instance, a lot of tasks you probably can't do yourself. Some of these you may be planning to gain throughout your career. For instance, I certainly tried to gain skills that I didn't have like writing sales copy, because I knew it would be valuable and worth doing.

But in the meantime, you can pass those tasks on to other people because they're just holding you back from making progress. It's a process known as outsourcing.

You've got to think it would take you a long time to learn a skill. By all means, look to learn that skill longer term but in order to make progress now so you can see what success means, outsource this skill in the meantime.

There will also be some jobs which you simply don't want to do, the skills you're not interested in. Outsource them. There may be some jobs where it's not worth your time to do this. It may not be worth your time to go to 1,000 websites and find the email address of the contact when you could pay somebody in a country where it's economically feasible to do this for a couple of dollars an hour.

How can you compare those two things? Outsourcing can be low cost and provide high quality returns to you. It can also be ethically sound. There's absolutely nothing wrong with paying \$2 an hour to somebody to do a task where the average wage in that country is \$1 an hour and it's fairly low skilled work.

You're providing them with a job that they wouldn't already have which helps them. They can get a reasonable standard of living based on the wage being generous for them. They also get the benefit of working from the comfort of their own home or from another environment which works for them. There could, no doubt, be far less desirable jobs they could be doing that pay far less. You're providing an opportunity.

You may even wish to hire a worker in your own country and pay them less than you because they may be happy to be able to have part-time work they can fit around their other commitments. There are many work-at-home

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mums, for instance, for whom this works well. You can build up some good long-term relationships like that.



There are a lot of people as well who will do tasks just for fun. A good example of that is on this site fiver.com. Here is just some of the different activities that you can get. You could have somebody who will solve, for instance, your WordPress issues for \$5. If you think how long you maybe spend hunting around on a forum to do that and somebody can come along for \$5, do it for you, that's got to be worth doing.

There's another example on there of someone who will proofread 2,500 words of a book for \$5. Let's say you have produced a book, whether it's an electronic book or a book intended to be printed. Having that proofread can

prove to be invaluable because it removes mistakes that may put your customers off from buying from you again. It may also mean you end up with a much better product.

So, there are a lot of low cost opportunities for outsourcing using sites such as fiver.com and also using other more designated outsourcing sites out there.

Money



We Always Need Money...

- The Internet Marketing 'game' revolves around money
- Money is needed for subscriptions (e.g. email autoresponders, web hosting, communities), to allow outsourcing and for advertising
- Get in a financially sound position as soon as possible (get "seed money")

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We're always going to need money and not everyone thinks about it like this, but the whole Internet marketing game – and I use that word because a lot of people do think of this as a type of game rather like poker where money's involved – revolves around money. You have to be able to spend money and you have to be able to make money. It's about balancing the two and making good use of your time that makes marketing successful. If you never sell anything or you never do anything that makes money then you're not a marketer. You're just somebody who's curious and that's not the same thing.

You can't get anywhere in marketing without having money for subscriptions. A good example of that is an email auto-responder from a site such as AWeber. You're going to need to communicate with people as you build up a list of people who are interested in you, then you have to pay for a professional service because that's such a crucial part of your business.

You're going to need Web posting to display websites on. There's very few Internet-based businesses that won't have websites associated. You can't just try and do this locally through your home and through a cable link. It would be incredibly frowned upon by the companies supplying your home Internet connection and it's really just not a feasible thing to do.

You may also want money and if you want to grow, you will need money for outsourcing and at some point, you'll probably need to advertise because you can either spend hours and hours of time or you can spend money to advertise and again, it's about strategic use of this.

You need to be getting yourself in a financially sound position as soon as possible with at least some seed money, that small amount of money that's sufficient to start your business off. You will be operating from sound business principles from the start. You may be in a lucky position where you have some spare money at the moment you can invest that doesn't put you in any potential financial difficulties. By all means do this, otherwise keep the other money safe aside and look at ways of making seed money which I'm going to talk to you about later on within this training.

Desperation



Don't Operate From Desperation

- Desperation leads to bad choices and people who will take advantage of your situation
- Explore your other options
- Treat Internet Marketing as a “slow and steady” proposition

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You don't want to operate from desperation. Nobody wants to be in a desperation state. It happens to the best of us at some point in our lives when things have gone wrong but you somehow need to get your logical hat on again. Desperation can lead to you making bad choices. Most importantly, it will let other people take advantage of you and I'm sure you've got friends just like I have who've ended up in a bad situation and it's got worse because of the choices they made and the people that they listened to.

You need to explore your other options. Do you know people who can help? Are there any other ways you can

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make money? Can you get a job to bring you through that? There are opportunities out there. There are a lot of organisations that will help you to restructure debt. Take advantage of these people where you can.

The very best way you can treat Internet marketing is slow and steady. I've long since used the phrase "slow and steady wins the race" to describe my own marketing. I've built things up from sound principles. I've got my own values about what I think marketers should do. They may not be your values, they may not be exactly the same as mine, but you need to have values in place. You need to be socially responsible as well so try and avoid anything desperate.

Ethics



Operate From Ethically Sound Principles

- “Do right” for your customers
- The Internet has a long memory – everything you ever do online ends up being archived somewhere
- Produce products and provide services to a high standard from the get go

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I like to think of it in terms of ethics and operating from ethically sound principles. You want to treat your customers the best way you can. Make them feel looked after and valued and that they are special to you. All my customers are special to me. I’m grateful every time somebody buys a product that I produced. I’m always interested in hearing from people and I try and put as much time as I can, remembering I do this part-time, to support other people.

The Internet’s going to have a long memory. If you go and make a poorly worded post on a forum, you’re angry, you don’t think about something, that forum post will still

be there in 10 years' time. People will still search for you, they will still find it and they will still know about your poor choice.

If your aim in life is to become a successful writer and you make forum posts which are full of spelling mistakes then people will notice those. They'll think that's a standard you'll produce for them regularly. You can't avoid mistakes but certainly don't be doing them all the time.

You want to be creating products and providing services that are as good as you can from the get-go. You don't want to have any reasons why people can be disappointed. Now, it doesn't mean that you're going to produce a perfect product every time because some products just go wrong. Some products, you'll underestimate what people want from them. But you can still go back and revise these afterwards.

Relationships



Build Relationships

- In the long term you will be dependent on contacts for success in Internet Marketing
- Need to build a promotional team of affiliates
- Need to have customers who “know, like and trust” you
- Many marketers work in partnerships – think how you can develop towards this

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You can provide extra services when your client isn't happy the first time around. It's quite possible to do that. This is all a relationship-based career. Your customers are one of those people who you're going to be relating to which is why you should treat them well. In the longer term, you're dependent on contacts. If you do want to sell successive products then you need to be getting the same people to buy from you again and again, which means that they like what you've done and they've provided methods for you to stay in contact with them.

You will need affiliates to promote those products. That's the people who will tell their list and tell their own contacts about what you've done in return for a commission. It's a perfectly ethical method of marketing, providing you only recommend things that are worth the money. Because you're only producing things that are worth the money, this won't be an issue for your affiliates.

You need to have the kind of customers who will know, like and trust you. That means they'll buy from you again and again. They will take your recommendation because they respect you and they know you wouldn't cheat them just to make a few dollars. It's all about doing it right.

Many marketers work in partnerships. Now, I've worked with several other people. There's one marketer in particular I work with regularly. These partnerships will be valuable and think how you can develop this. A lot of the good partners are people who you've met just because they may have been an affiliate. They may even have been a customer.

I know two very successful marketers who work almost exclusively in a partnership who've developed from a relationship of trainer and customer. You can do that. You may not be ready to work in a partnership now but a partnership gives you a greater reach for your business. It will also give people who help you and will provide a complementary skillset to the one you've got.

Success Community



Surround Yourself With Success

- One of the smartest things I ever did was to surround myself with a community
- This offers mutual support, solutions to problems and inspiration from marketers who have already been successful
- The paid community which works best for me is
<http://earn1kadayinsiderclub.com>

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One of the smartest things that I think you can do is to surround yourself with other successful people. There's no point being the smartest one of all your contacts and all your friends because where can you progress to and where can you get the help that you need? One of the most intelligent things I think I ever did was joining an online community full of successful people.

The main difference between this and other communities is that this is one I had to pay to enter for what was a very modest monthly payment because of all the benefits of being around people who would offer me support. Often these people had been there and even if they were

a similar level to me, they might have ideas and if nothing else, would offer inspiration and ways to pick myself up from being down in the dumps. They also provide solutions to problems and having these people available is really useful to you.


To give you an idea, the one site I used was the "Earn 1K a Day Insider Club". I fully recommend it. I think the people inside that community are excellent and they've really helped me out on my marketing journey. You can find out more about the "Earn 1K a Day Insider Club" at earn1kadayinsiderclub.com. I do recommend that you take a look at that site. If you're the kind of person who feels this video has been useful then you're also the kind of person who would get on well inside the "Earn 1K a Day Insider Club".

Seed Money



Now, I mentioned earlier in this video training that you need seed money to be successful.

Harder Marketing?



Marketing Is Not Always The Answer...

- My view is that it is better to earn money online, which can be invested into your business
- Allows you to grow your business steadily from firm foundations

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I think there are various ways you can generate seed money. This only used to be a relatively small and modest amount of money, maybe \$100 or \$200. But marketing isn't always the best way to do this. It's probably better to earn this initial money offline. Maybe you can just work an extra shift at work and have that money to invest, it's so much quicker. By having this money available, you can grow your own business starting from what are very firm and steady foundations.

Seed Money Ideas



Some Seed Money Ideas...

- Sell things that aren't required
- Work extra hours
- Cut your expenditure and invest what is left over
- Consider other money raising options (but use with caution – as this can bring on the “desperation state”)

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Here are a few ideas from working in your day-to-day life already. You can generate seed money by just selling things you don't need anymore. I don't know about you but I, for instance, have got several shelves of DVDs I'll probably never watch again but I just hang onto. Put that time into listing them on either Amazon or eBay and take the money.

I've personally worked this out and because I'm further on in my own marketing journey than the time it would take me to sell these probably wouldn't be worthwhile and I perhaps would be more likely to give them away to a charity shop to sell, but if you're looking to generate

that initial income then selling items you don't need anymore can be really valuable.

By all means, do take on some extra hours and if you can't take on extra hours in your first job then do what a lot of people do and take on a second job, just while you need it.

You may also want to cut your expenditure. What can you do that would save you money? For instance, can you cancel a subscription, whether it's to your cable TV or whether it's another service that you don't need anymore? Can you avoid eating out for fancy meals? Can you cut your grocery bill by shopping more smartly and strategically? How can you make that bit of money?

There are all kinds of other money raising options. You may feel tempted to get a loan. Use all these with caution, think carefully about whether you can pay this back before you do so because you may just end up getting into the desperation state. I do know people who have used credit cards but they've had a very firm plan in place and they've worked out carefully what they're going to do, where the income is going to come from, how they can get around it if it goes wrong as well. Don't let yourself become desperate.

Services

Offer Services



- Many successful online marketers started by offering services
- Examples include writing, graphic design, programming, technical set up and administrative support
- Use this also as an opportunity to build relationships

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You can make seed money as well by offering services. A lot of successful online marketers, people like Jason Fladlien, did start off by offering services as well. These are generally online, so some examples might be writing. If you're a good writer, can you write articles for somebody or e-books for somebody? If you're a good graphic designer, can you provide graphic designs services?

I regularly use graphic designers to get e-covers done and artwork done because I don't think of myself as particularly graphical. I have been known to use writers and provide work for writers to help them out when


they're starting, just because I can always use content and words that are written to a high professional standard.

There are other services such as programming, setting up technical things that might be boring for other people, and providing administrative support which might be a type of online PA service. All these services are an excellent way to build up relationships with people who might be valuable for you in the future.

You may remember earlier in this training that I discussed the need to have relationships because these people will work with you as you get bigger. If they're growing as well then even better. You can grow together.

You may also want to think about the services you can offer in your local area. Even if it's as simple as doing some cleaning or doing some cooking for a neighbour then maybe that's something you can do just to get your seed money. I don't necessarily think of it as a long term prospect but it may be for some people.

Product Marketing



Product Marketing

- I'd primarily classify myself as a product marketer
- Creating an information product can feasibly be used as a method to raise working capital
- However, several benefits require you already have money (e.g. building a list with a paid autoresponder)
- Explore the Warrior Forum as an initial option if this idea is for you

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I'll throw out one other seed money idea because this one's worked well for me, even though I use this more often as a main income generator for my marketing. That's product marketing. I primarily say I was a product marketer. I create information products and I sell them. If you're a good writer, a good researcher and you can compile together information in a way which makes it easy for other people to use, you can feasibly build up working capital by doing that. You can sell this product online in many ways.

However, you won't get the full benefit from product marketing unless you already have money. If you sell

1,000 copies of your product and you make some money that way but you don't have an auto-responder account then you can't add the people who bought to your list, which are 1,000 people who may want to buy from you again in the future whose names you haven't got. So decide if you're willing to avoid this.

If you do want to sell products then one of the easiest ways to do this is through the Warrior Forum, in particular the Warrior Special Offers Forum where you can list your product for just \$40, providing it's original, and make sales that way. But you may say \$40 is a lot of money and if you don't have that, you don't have that. In terms of advertising costs, it's relatively low.


The Warrior Forum can also be useful in other ways. For instance, if you can provide a service, you may look at the Warriors for Hire Forum and see what kind of services other people are wanting. That doesn't need to cost you a single penny.

Business Models



Once you do have your seed money, you can start thinking seriously about building a long term business. This is where these business models come in which I've picked to work well in the current Internet marketing climate.

The One Rule



The Rule To Operate Under

- Read, learn and identify to choose the business model that works best for you
- Be willing to invest money to learn, rather than rely solely on disorganised discussions in free forums
- Pick and choose a business model, then give it a serious try

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There is an underlying rule, though, because I don't know when you're going to be viewing this training. You need to be willing to find out what's working right now.

A lot of that is done through information products. You need to read, you need to learn, you need to listen, you may want to watch training but you need to identify the business model that works for you. Just because I've said I'm a product marketer, that may not be the best one for you.


I want you to be willing to invest money to learn rather than to rely solely on disorganised discussions in free

forums. I've put "disorganised" quite deliberately because anybody can interject and chip in in free discussions and often, the kind of people that participate in free discussions aren't the ones who've made it because the people that have made it and know the real answers don't have the time to spent going back and joining in with those discussions.

I do also recommend that when you've chosen a business model, you need to give it a serious try. Now, you may find out 30 minutes in that it won't work because you're missing a skill. That's fine but if it can work and you think it's the best business model for you then stick with it for a few days, a week, a couple of weeks because otherwise, you're not giving it a fair shot.

New Business Models

Different Types Of Business Models



- The Internet Marketing landscape changes so quickly that is neither sensible for advantageous to give a complete list
- These are some business models which work at the time of writing and which are likely to stand the test of time

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There are different types of business models operating within the Internet marketing landscape. These business models are changing really quickly. There are tried and tested models but many of them come and go. In many ways, I'd suggest you stick with a tried and tested model but if you see a new business model that should be around for the long term for whatever reason, then by all means jump in there quickly.

It wouldn't be advantageous or sensible for me to try and give you a complete list because some models that work right now just will disappear because something will change. You need to be able to pick up what's working.

Offline Marketing



Offline Marketing

- Sell services to businesses in your local area (or identified over the Internet)
- A “service” may be as simple as a web site, or a social media presence
- Strategically, aspects of this can be outsourced
- Suits people who enjoy meeting others

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Here are things that I think are working now and will continue to work, one of which is offline marketing. This is where you’re selling services to businesses in your local area and this could be any kind of business from a dentist to a florist to trying to get more customers in a bar, whatever it is that’s appropriate.

Now, with saying this is offline marketing, you may think “This is an online marketing course”. Well, it’s the same skillset because often the services that you’re selling offline are ones that other people can’t do and they involve that are online, such as providing a website or putting together a Facebook profile, a YouTube account,

setting up a Google Plus page, whatever it is that a company can't do and which looks impressive for them.

This is quite ethical because it would take these people a long time to learn these services. If you know how to do them, by all means make money off it and by all means help out your clients at the same time. Again, these are building long term contacts.


You can also do offline marketing over the Internet because with the Internet, you're not stuck operating in your local area. Find another area, contact people over the Internet and do all your communication online. That will work.

You can also strategically outsource aspects of this. Let's say you do want to provide websites but you can't do it yourself. Find somebody who will find websites cheaper than you can, sell the service and you make your money off the difference. It's a form of arbitrage.

I think offline marketing does work best when you can go door-to-door and when you can cold call people but it does suit people who like talking, who enjoy meeting other people and who can quickly develop that rapport and show what they can do. It is a really good business model. Many marketers are having great success with this form of offline marketing.

Information Products

Create Information Products



- Research and compile information, then sell this to others
- Internet Marketing information, carefully presented, is always in demand – particularly when this is a time saver
- Most niches where you can “solve a problem” offer potential
- Use your existing skills, hobbies, interests and experience as a time saver

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My preferred marketing model is to create information products and this training wouldn't be complete without telling you more about that. A great way to do this is to think of yourself more as a researcher. You can compile information from lots of different sources, put it together in a form that's easy for other people to understand, which accurately solves a problem that they've got, and then you can sell it.

If you do Internet marketing like this and you collect together well-presented information, carefully ordered information, then there will always be a demand for it, particularly if you choose the type of product which is


solving somebody's problem. This problem might be as simple as solving somebody's time from having to read a lot of things they don't want to do. It may solve a more pressing type of problem as well.

There are a lot of niches you can do this in. You don't have to think about it being anything to do with Internet marketing. You may want to go into something as simple as showing people how they can make their own clothes and save money. That solves a problem and people may well be willing to pay to find that out. That's the bit where your own research comes in, to see does this look likely?

If you want to save yourself a lot of time so you can start making the information products straightaway, whether it's in a written form, video form, audio form, whatever form it is, then by all means use your own existing skills and hobbies because you've picked things up in your day-to-day life. Think about your interests and experiences, then you don't have to go and do the research. You can just put together a well-structured guide saying this is what you did and this is what worked. Creating information products, to me, is an excellent business to go into.

High Value

Learn High Value Skills And Sell High Value Services



- Develop skills that are in demand by other people and which it would be worthwhile them learning themselves
- A simple example would be to write press releases
- A longer-term example would be to write sales copy

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You could also sell services and I mention services as a way of thinking about seed money. But if you think about high value services, people are willing to pay a lot more. That means you need the high value skills. These are the skills that are in demand by other people but which it may or may not worthwhile them learning about themselves. Even if they do learn these skills then perhaps they don't have the time to ever develop them fully.

I'll give you a very simple example that you can pick up in a couple of hours, if you put the time in. That's to write press releases. This one isn't that difficult but it's

perceived as a high value skill because of the publicity it can bring to a business. Now, it doesn't mean you should guarantee publicity but you can give examples of when you have gained publicity from doing this.

My preferred example, one which I can make money from if I need to, if I come to a stage where I want to bring some money in, is I can write sales copy because I've trained myself up. I've taken a training course which was very good and I've developed skills myself. You often see sales copy being sold for hundreds of dollars and sometimes thousands of dollars for big launches because if the advertising is no good then everything else that's been done is completely worthless.

Learn these high value skills so you can sell these high value services.

Information Sites



Create Information Sites

- High value information is always for demand, especially when provided for free in a web site or blog
- The Google algorithms are continually improving and high quality content is key
- This can be financially supported by adverts, paid products or affiliate links

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You can also create information sites. That means you put together websites or blogs providing information that people want, information that's in demand. Because it's presented through a website or blog, it's going to be available for free which people will like. This also feeds towards a long term business model because most people search through Google.

Google is a massive company that spends hundreds of thousands of dollars in improving the search experience for its users. It changes a little bit. People try and game Google all the time but what it comes down to is high quality content. People want high quality content all the

time and if you can provide this for your readers then the content will always be in demand by Google.

How do you make money from the information site model? Well, that's easy. You can put adverts. You don't want to overdo it because Google will then judge that this reduces reader experience but you can certainly use adverts. You may want to sell your own products using the quality information as a basis to encourage people to buy. Maybe you want to provide links to affiliate products. You make a commission every time somebody clicks through your link and it makes a sale. All these options are possible from a good information site.

People Skills

Develop People To Market To



- Traditionally, this is done by building up an email mailing list, then sending them both information and offers
- Modern examples include Twitter lists, Facebook Pages and SMS lists, but the same principles apply

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You can also think about marketing by way of developing a set of people to market to. Traditionally, this is an email mailing list. What happens is you build up a mailing list, it grows slowly over time and you send them out information and offers, to your own products, to affiliate products. Every time you make a sale through those offers, obviously you make money.


Now, an email mailing list is a traditional way but there are modern ways of building a list. Some of these are free. For instance, you could build a list of people to follow you on Twitter. That just means you have to provide information that people like. Give them a reason

to follow you. You can use Facebook pages in a similar way.

There are also things like messaging services for text messaging, SMS lists. The same principles apply. They provide you with a method to contact people who are interested in what you're doing and to sell to them as you do so.

Non-Traditional Channels

Sell Information Through Non-Traditional Channels



- Information products are traditionally sold as downloadable PDFs or videos
- A massive market change has moved these to Amazon and the Kindle
- Live training and consultancy can also be offered

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A final method I want to consider to allow you to develop your business with a long term business model is to sell information through other channels. I mentioned creating information products and selling them yourself. Traditionally, these are downloadable PDF format files, they may be videos. But there's been a massive market change to sell products for the roots.

I think one of the major ones of these is the Amazon Kindle. People just go on their e-reader or they go on Amazon, they buy their book and it gets downloaded to the Kindle. There are all kinds of other methods of doing this. You can sell physical books on Amazon and other

sites. You can sell physical information products, physical DVD sets and videos as well. Information isn't restricted to being online.

There are a couple of other ways that I like to work as well, like live training. Rather than selling information through a pre-prepared set of training, sell it as live training. People can join you for classes. It's just like them going to college to learn.

You can also offer consultancy services. If you're an expert in a particular area, let people pay you to get you one-on-one on the phone or on Skype to then provide the information out for you. This doesn't even have to be that difficult. A lot of the time, people often just want to use this to get reassurance that what they're doing is correct. You can question them about their business. Providing you're providing them with value for money and they feel they're getting something out of it then your consultancy is worthwhile.

These non-traditional channels of providing information that you already have are really valuable.

Action Plan



I want to finish by providing you with an action plan because too often, you listen to information, you read reports, you take it in but you never actually do anything with it and I feel that I provided you with a lot of things that are actionable from this training.

Action Time



Put This Into Action NOW

- Identify **what** you want from your online business
- Identify **where** you are with your business – and **what** you can do to move this forward quickly
- List the **actions** that you're going to take to build your long-term business from a firm financial and ethical base

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To put this all into action, most importantly think what you need from your online business. Why are you doing this? If you can't say why, it probably isn't valid to you. If you can then it will help you to identify where you're going to go with this business.

Also think about where you are with your business. If you've been floundering along for a couple of years, why are you still in that position? How can you take these skills that you have to develop and this knowledge you have already developed and move forward? If you're not growing as quickly as you can, what changes can you make that will help you to do that?

List the actions you're going to take to build a long term business. These need to be built from a firm financial and ethical base so don't do something just to make quick money which will leave you disliked, because the Internet has got a long memory and these things never go away.

Think about the relationships that you're going to build up. Work out these actions and set aside the time. Most importantly, complete your action plan because if you just list things down and never do anything then you're no further on than you were before you started the **Online FAST Start** training.

Recommendations

My Recommendations



- The Information Product business has worked well for me, but only you know your strengths and weaknesses
- Review this training, take notes, ask questions and explore the many opportunities out there on the Internet
- Look at the other training products that I offer and take advantage of them if they are right for you

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If I was going to choose a business to go into again then my recommendation would be the information product business. I say that because I feel I'm a good writer and I'm a good researcher. That's what got me into Internet marketing in the first place. I can present this and provide information products for other people.

But you need to use your own strengths and weaknesses. Only you know what those are and if you don't, by all means ask other people to help you to list them out. Use that to decide what business is right for you.

By all means, watch this training again or watch the aspects of the training that you feel are valuable, because you need to use your time strategically. Take notes as you do so, the same when you watch any other training out there. Make notes, work out what you're going to do and review those notes. There are a lot of opportunities that you can think about.

I do recommend that you look at the other training products I offer. If you feel there's something that could benefit you, for instance if you're interested in information products then look at my training on creating information products. If you feel they're right for you and you feel that the help I've provided shows that I'm a good fit for supporting you then take advantage of the opportunities. If you don't feel they'll work for you then by all means, just go and take advantage of other opportunities. There are no hard feelings from this side. I want you to be successful and that means working the way that best suits you.

Good Luck!



Good Luck!

- Get everything in place and Internet Marketing offers a very rewarding journey
- Good luck with your **Online FAST Start**
- **Find out more about me at**
<http://thomlancaster.com>

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Finally, and most sincerely, I want to offer you good luck. Marketing really isn't easy but what it is, is incredibly rewarding. I've enjoyed every minute I've spent marketing. Sometimes I wish I could do more of it.

Take advantage of opportunity now because if you leave this too long then quite simply, this is time you've wasted. You can put things into an **Online FAST Start**. I really hope that this works out well for you.

Thank you for joining me. Thank you for taking advantage of this training and letting me share my experience of marketing with you. I hope to hear from

you again and I recommend you look at my website which is at thomlancaster.com.

Wishing you all the best and enjoy your online marketing.

Thom Lancaster

<http://thomlancaster.com>

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