

IRONCLAD PSYCHOLOGY

FOR
INTERNET MARKETERS



**THE BLUEPRINT FOR BUILDING
A SUCCESSFUL BRAND ONLINE**

Terms and Conditions

LEGAL NOTICE

The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional.

In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting and finance fields.

You are encouraged to print this book for easy reading.

Table Of Contents

Foreword

Chapter 1:

The Reason Why 'Normal' People Can Never Make Money Online

Chapter 2:

Don't Focus On Making Money!

Chapter 3:

The Psychology Behind Creating Value And Precise Delivery

Chapter 4:

Buyers Are Smart

Chapter 5:

Even The Best Won't Sell Itself

Chapter 6:

Build Relationships First

Chapter 7:

Building Customer Loyalty

Chapter 8:

The Marketing Funnel

Chapter 9:

Leverage Other Content

Chapter 10:

Mass Markets Versus Niche Markets?

Chapter 11:
Monetizing And Marketing Your Strengths

Chapter 12:
What Other Gurus Have Advised That Works

Foreword

The true world of business may be relentless. Success is rewarded.

Errors are penalized. The benefit is that it keeps you realistic. You can't settle for helplessness, laziness, and bad ideas or your business will bomb. There's a huge chasm between a thought that sounds good and an idea that really gets carried out and succeeds under real life conditions. Anybody can muster up good ideas, but most individuals can't successfully follow through with them.

Some individuals can't handle the pressure of running their own business. They worry about the hazard of failure. They're viewing it from the improper angle though. That risk is exactly the point. Risk is what helps you grow. It makes you stronger. An entrepreneur who dreads risk is like a muscleman who's afraid of barbells.

Ironclad Psychology For Internet Marketers

The Blueprint For Building A Successful Brand Online

Chapter 1:

The Reason Why'Normal'PeopleCanNever Make Money Online

Well, it's about time someone set the record straight and traversed all the hype. There are way too many web sites online promising individuals that they'll make gobs of income almost overnight and it has to cease. The cold hard truth is there are a few individuals who will NEVER make money on the net. Why is this so? Well, this chapter is going to explain, under no uncertain terms, why a few individuals are bound to fail. Know Why

Let's kickoff with talent, skills or whatever you prefer to call it. If you study a few of the sites out there, you'd think that all you have to do is press a button and POOF...the income comes dropping from the sky. Simply it doesn't work this way. Any business, and I don't care what sort it is, calls for work and a good part of that work calls for either some sort of skill or training or the money to hire trained workers to do the work for you.

For instance, let's say you just would like to run a simple marketing business where you compose articles to promote affiliate products. The model for this type of marketing is in reality very easy as far as the steps involved. However, there's a lot of skill and talent needed to make this model work.

For starters, you have to be able to write. Different than popular opinion, not everyone is able to write. Some individuals have