

## Five Major Internet Marketing Mistakes

Internet Marketing has many aspects to it but this short article will high-light 5 common mistakes that people make. If you are thinking about promoting your business online give consider how you stand relative to these 5 common mistakes.

If you avoid these common mistakes you will be way ahead of your competition.

Wanting to succeed online is one thing, knowing how and what to avoid is another.

### Internet Marketing Mistake #1 -- NOT TAKING ACTION

The number one reason new Internet Marketers fail to succeed online is that they never get started. In order to make a sale you have to take action and get the product you are promoting in front of your audience.

#### Advice Tip

If you are uncertain about what action to take then sign up for the free introductory course on ***Marketing Amateur To Marketing Genius***. This intro course is offered to show you where you can start to focus. It will help you to define the best action for you to take.

A link to sign up for this course is at:

[www.Global-Reach-Learning-Center.com](http://www.Global-Reach-Learning-Center.com)

It doesn't matter how much you know about Internet Marketing, product creation, customer service or any other aspect. First take action to develop what you are going to develop and then take action to get it in front of your target audience.

If you do not have a product or service to sell and do not put a product or service on a website for your audience to find, you will never make a sale - no matter what. If you are an expert selling your knowledge or expertise for example you could do the following:

- Write articles promoting your business and expertise.
- Publish a newsletter
- Publish regular e-mail tips and send them to your subscriber base.
- Set up a website demonstrating your expertise
- Take a course on how to market your business or expertise.

You need to get in front of your target audience.

My point is if you do nothing, you'll gain nothing. If you do not take action then you will not even make a mistake that will provide you with more insights into what works and what doesn't.

Take action!

Take action today!

What are you waiting for?

### Advice Tip

If you want to learn more about how to market yourself as an expert. This is something that you can do immediately. Sign up for the free introductory course on **Marketing Amateur To Marketing Genius**. This intro course is designed with the expert in mind. It assumes that you are an expert but still need some development on how to present yourself as one and how to market your knowledge and expertise.

A link to sign up for this course is at:

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## Internet Marketing Mistake #2 -- WANTING TO BE PERFECT

Another major mistake people just starting out make is that they want to be perfect. Just another adjustment here and another tweak there . . . If you always wait for your products and website pages to be perfect, you will always be waiting.

I like the expression - Perfect is the enemy of the good.

Is your product or service good or even very good (but certainly not perfect)?

It doesn't have to be perfect!

Ask yourself; does the page serve its purpose? Does it look like the product and web page could sell? Then, it doesn't need any adjustments. You can make adjustments over time as you gain more insights into what is working better and what is not working that well.

Avoid the Mistake in Marketing of wanting to be perfect and you will have significant increases in people expressing interest in your product or service and increased sales as well.

### **Internet Marketing Mistake #3 -- AFRAID YOU DO NOT KNOW ENOUGH**

This marketing mistake frequently goes hand in hand with Internet Marketing Mistake #1. Many new Internet Marketers are afraid they don't know enough yet to be successful. So, they don't take action yet.

Don't be afraid! If it is any reassurance, consider that you will never know all there is to know about Internet Marketing. Knowing and learning more about Internet Marketing is an ongoing process. You learn more as you go along. The best tactic is to apply what you already know. Learn from your mistakes and improve on that the next time.

Also, again, consider taking the ***Marketing Amateur to Marketing Genius*** Course. Many of the options presented in the course will be familiar to you. You may even be very familiar with some of the strategies and tactics. This course will enable you to build a plan that can be implemented within this very month. Thirty days from now you will be in a much better position for having taken this course.

Sign up now at [www.Global-Reach-Learning-Center.com](http://www.Global-Reach-Learning-Center.com)

This brings us to mistake number 4...

## **Internet Marketing Mistake #4 -- FEAR OF FAILURE**

This may be one of the Biggest Marketing Mistakes that holds new Internet Marketers back more than any other mistake. They are afraid that if they market a product or service that it will fail. How could you possibly know something will fail when you have not tried to market it yet?

If - and only if - you don't try, it's guaranteed to fail.

Actually, there is no such thing as failure. If something fails it means you have to make some changes going forward. Failure is the one thing that has taught all great Internet Marketers how NOT to promote. There is not one successful Internet Marketer that hasn't failed promoting a product or service at least once. New Internet Marketers, and even great Internet Marketers, fail a lot. It's part of the process.

Try - take a risk - and if it doesn't stick, learn – adjust and move forward.

## **Internet Marketing Mistake #5 -- IMPERSONAL MARKETING**

I see many, many Internet Marketing newbies launching a website (sometimes full of products and sales pitches) missing a privacy policy, contact form and, most important of all, a personal reference and introduction of who you are and why you can help others as an "expert" in your field.

People tend to buy more easily when they trust who they are buying from. Building trust is a fundamental key to online success as an Internet Marketer. Get yourself known as the expert in your niche/target market.

People trust experts. People believe (rightly or wrongly) that you would not have reached "expert" status unless you know what you're doing. If you're serious about building your business, build trust with your audience by making a personal connection with them. Add a picture of yourself, and a small description of who you are, to some or all your website pages. This is the least you should do!

Now that you know the 5 Biggest Mistakes in Internet Marketing, I advise you to act accordingly. You will be miles ahead of your competition and well on the path to online success.

Getting started and taking action are your first priorities. Don't try to be perfect. Don't be afraid to make mistakes, but try and learn from them and improve on them later. Take the online course ***Marketing Amateur to Marketing Genius***. Once you decide to start consider how you can build trust with your customers. You'll get more repeat visitors and thus more sales.