

Mapping Out Your Future With Mike: Guide To Internet Marketing



STEP ONE: INTRODUCTION

Here are a number of free or inexpensive resources which will help you understand some of the ground rules of internet marketing.

SIMPLEOLOGY

Mark Joyner offers a mindset and personal development course named Simpleology. The first section of the course is Simpleology 101. During this course he establishes:

Five Laws:

- law of straight lines
- law of clear vision
- law of focused attention
- law of focused energy
- law of action/reaction

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He also has the scientific formula for success.

- see the target
- keep the target in your sights
- hit the target (hit it again)

Visit <http://www.simpleology.com> and sign up for Simpleology 101, it's free.

AFFILIATE MARKETING FORMULA

Matthew Glanfield offers a course for those considering affiliate marketing. His program is named Affiliate Marketing Formula. When you register for this course you are advised that it will upgrade to the Platinum level in 30 days without an action by you. If you do not wish to upgrade, then you must cancel before the 30 days is complete. There is a great deal of free training (as well as pitching of products) included in this course. But he does lay out a schedule as follows:

- find your niche market
- create your first squeeze page
- get traffic to your website
- the ask methodology
- find products
- promote products
- create an auto responder follow up series
- summary

Please visit: <http://www.affiliatemarketingformula.com> and register for the free 27 day course.

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MAGNETIC SPONSORING

Mike Dillard offers a free boot camp which discusses his marketing strategy. He pitches Magnetic Sponsoring, the book, for \$37 during the book camp. The book expands the boot camp concepts and demonstrates a funded proposal. His newsletter is useful and during the boot camp you can sign up for it.

Please visit: [Magnetic Sponsoring](#) and register for the free 10 day boot camp.

Mike recognized that many new internet and network marketers were financially challenged as the pc world would say it. Accordingly, he introduced a new program which launched in February of 2008: [Building On A Budget](#).

SUMMARY OF STEP ONE

There is a lot of information in the Glanfield AMF course. We will break it down a little further as we go. Use that course as reference. Joyner talks about how to focus on productive day to day activities. But always remember - the two necessary activities in any marketing business are:

IDENTIFY YOUR TARGET MARKET
BUILD A LIST

Two powerful strategies when building your business are:

FUNDED PROPOSAL
AFFILIATE MARKETING

Let's move on to filling in the blanks in your specific project(s).