

The 2016 BreakingOut Guide To Internet Marketing Training

TEACHING

DEVELOPMENT

LEARN

KNOWLEDGE

COACHING

NEW SKILLS

by Kevin Wells

*"A Review Guide to Courses in
Amazon, eBay, Affiliate Marketing,
Blogging & e-Commerce"*



BreakingOut Guides

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Hi and Welcome!



Congratulations first of all on purchasing **The 2016 BreakingOut Guide To Internet Marketing Training**.

If you're new to online business and want to get some Internet Marketing training to help get you up to speed with building your business, then this is the guide for you.

When I was starting out in online business the one thing that helped me the most were training courses in Internet Marketing.

The trouble was there were so many courses to choose from. Some were suitable, others less so. Some were reputable and some were more of a scam than anything else.

In the event, I tried a number of different courses while I was starting up and building my business.

What I really needed was someone who could guide me through the Internet Marketing course jungle and give me the benefit of their own experience in finding the most suitable course and avoiding the scams and the rip-off merchants.

So I've written **The 2016 BreakingOut Guide To Internet Marketing Training** to help you find your way quickly and also avoid wasting time and money. The book is based on a series of articles that first appeared on my blog at www.BreakingOutCoaching.com

The 2016 BreakingOut Guide To Internet Marketing Training reviews the courses that I found most useful and worthwhile and which could be of interest to you if you're also starting an online business for the first time.

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The courses I review are all reputable and established programs which teach solid skills focusing on specific aspects of online business. Such as selling on Amazon, setting up an eBay store, affiliate marketing, blog marketing, e-commerce, and sales copywriting.

The guide contains over 60 pages reviewing the best training courses suitable for newcomers to online business and Internet Marketing. It also warns you what to watch out for in order to avoid the scammers.

Whether you're launching an entirely online business, or you're starting an offline "bricks and mortar" type business that is also looking to win customers and sell via the Web, then you've made the right choice in purchasing **The 2016 BreakingOut Guide To Internet Marketing Training**.

I'm very interested to receive your feedback about what you think of this guide. As well as anything important that I've missed out - and also any new tips you come across.

You can contact me via the contact page on my website at

BreakingOutGuides.com

Here's wishing you all the best with your Internet Marketing training.

Kevin

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Building an online business isn't easy.

There's a great deal to implement and a lot you need to know.

Fortunately there's a much faster way of getting there.

Chapter 1 Internet Marketing Training Helps You Build An Online Business Fast

There's one thing above all else which will help you get going fast with your online business.

Know-how.

Arm yourself with proper Internet business know-how from people who have already been there and done it.

Online training programs have the big advantage of serving as a one-stop practical training resource to provide you with the practical know-how you need to build your business into a success as quickly as possible.

There's also another big benefit you get when you join a training program. You get access to a community of other like-minded entrepreneurs who are also

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building their own online businesses.

This means you'll always have a source of mutual support to turn to whenever you need help and advice about the problems that all online businesses encounter.

There's now a whole heap of online training courses and programs out there to choose between. Some of these courses are reputable, others less so. And there are some which are just a waste of time and money.

So how do you make the right choice of training program for you and your business?

Online business and digital marketing covers a very wide area. You have to choose a specific area of business to specialize in.

And the specific kind of business you select will determine the kind of training program you'll want to join.

What Are The Most Popular Types of Online Business Right Now?

E-commerce

E-commerce is the name given to the business of directly selling products and services to customers via the Web.

These are usually products you source yourself. You sell these products directly to customers, either through your own website, or by using the large established e-commerce platforms such as Amazon and eBay.

Amazon and eBay have the advantage of being ready-made e-commerce systems which already attract large volumes of traffic.

You can also combine both strategies - operating your own e-commerce

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website as well as having an online store presence on Amazon or eBay.

E-commerce is a profitable sector and it's continuing to grow fast. But it's also a very competitive field and to make a profitable living from it you need to deploy the techniques and methods used by the professionals.

Affiliate Marketing

Another very popular online business sector is affiliate marketing.

Affiliate marketing is system by which you as a website owner receive sales commission from a merchant every time you generate a lead or refer a customer who then makes a purchase of the merchant's products or services.

The big advantage of affiliate marketing is that you don't need to create or stock any products yourself. You don't need to get involved in distribution. You are simply acting as a sales intermediary between interested buyers and sellers.

Another plus with affiliate marketing is that it enables you to sell high-profile brand name products that you otherwise wouldn't have access to via the e-commerce route. Many brand-name businesses now run affiliate marketing programs either dealing directly with affiliates or via a third-party affiliate network.

Because of the low overheads and ease of entry, affiliate marketing can be an ideal business model for small startups.

But as with e-commerce, affiliate marketing is a very competitive activity. To succeed you have to understand your market and what drives your customers. You need to learn how to promote products effectively and you have to utilize the techniques that work best.

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Content Marketing and Copywriting

Web marketing involves a wide range of activities. From content writing, sales copywriting, email marketing, social media services, through to Web services such as SEO and website design and building.

Copywriting and content writing are probably the most important aspects of online marketing. Online business and selling on the Web is all about communication. This means writing content and creating sales copy to sell products and services online.

There's big demand for content writers and sales copywriters. However, these are two very different styles of writing.

Content writing is a more journalistic and informational style of writing. Content is written to entertain or provide information to readers.

There is also content which aims to attract visitor traffic directly from the search engines. This involves writing content which includes relevant keywords which then get indexed and ranked by search engines. This form of content writing is sometimes called SEO or search engine optimization.

A lot of this content is low quality and the writers of such content tend to be poorly paid.

Sales copywriting on the other hand aims to actively sell a product or service rather than just to inform or entertain. Copywriting is basically "salesmanship in print". To achieve this, sales copy has to be specially structured and written.

There are plenty of content writers out there, but good sales copywriters are in much shorter supply. Writing copy is not an activity which comes easily to most people. But it's a skill which can be learned.

If you want to learn copywriting, then probably the best course available for complete beginners is the AWAI Copywriting Course.

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What's The Best Training Program For Me?

The answer to this question depends on the kind of business you are starting.

Interested in e-commerce?

For e-commerce entrepreneurs, two of the most popular training programs are the Proven Amazon Course run by Jim Cockrum, and the Complete eBay Marketing System from Skip McGrath.

Both of these courses are well established and are operated by experienced e-commerce professionals.

Starting an Affiliate Marketing Business?

If you're starting an affiliate marketing business then I can definitely recommend Mark Ling's Affilorama training program and the Chris Farrell Membership program.

Affilorama is a training program which focuses specifically on affiliate marketing. It's designed specifically to meet the needs of beginners to affiliate marketing.

Chris Farrell Membership is a training program which coaches people who are completely new to online business. In particular, it focuses on the computer technical aspects. If you're entirely unfamiliar with such things as html, ftp, file configuration, WordPress and other such technical issues, then Chris Farrell Membership may be the ideal choice for you.

Want To Become a Freelance Copywriter?

If you're interested in becoming a sales copywriter, then you should take a look at the Copywriting Course offered by American Writers and Artists Inc, also known as AWAI. I'll be taking a look at the AWAI Copywriting course later

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in this book.

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Chapter 2 Beware of Internet Marketing Training Scams

If you're new to Internet Marketing, then doing a training course makes good sense.

But not all training courses in Internet Marketing (or IM, as it's sometimes known) are reputable.

Some schemes on the Web use IM training courses as a means to promote pyramid-style, Multi-Level-Marketing or Network Marketing operations.

The Internet Marketing training sector is full of scammers and one-time fly-by-night merchants all trying to sell you hope, hype, and instant riches.

Their message plays on the hopes, fears and ignorance of newcomers to online business.

I'm not interested in legal disputes so I'm not going to be naming any names here. A little Googling will turn up some of the present day characters and their "products".

These are the people who preach the idea of building a business through creating what they call "passive income".

People love to believe in instant cures and miracle men. The idea of making money for very little effort - "passive income" gives people hope and makes them feel better.

When it comes to the Internet, many people check their common sense in at the door. The fact is, there is no passive income in this world, neither offline nor online.

Real business is never "passive" and nor is online business. Revenue can only be generated by hard work, in working to create real value and provide a

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product or service for customers who want to buy from you.

The term “Internet Marketing” has become sullied as a result of the activities of these people.

Internet Marketing is actually just another marketing channel, not a business in itself.

Real Internet Marketing is about promoting and selling whatever you have – be it a physical or digital product or service, by using the Internet as a means of reaching your customers. This can involve using a website, using email marketing, and using video, social media, webinars, forums, and other techniques.

On my business website at www.BreakingOutBusiness.com I promote a number of selected Internet Marketing based training courses. These are all solid and reputable training courses which focus on teaching you solid specific marketing skills and are not based on guru hype.

First of all, be aware clear that pyramid selling is illegal and you should steer clear of any such schemes. The FTC in the US actively pursues and shuts down such operations.

MLM or Network Marketing in itself is not illegal. MLM and pyramid-style schemes can be found in many product sectors and IM and IM training is no exception. Many legitimate training courses utilize aspects of MLM practice – and perfectly legally.

So a scheme can be legally in the clear, despite the fact that it contains pyramid-style features. But even if a scheme is legal, it still need not represent a worthwhile investment of your money, time and effort.

I refer to such schemes as ‘pyramid-style’, regardless of whether they are technically legal or illegal. In my opinion, all pyramid-style training schemes are best avoided.

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Why Should You Avoid Pyramid-Style Internet Marketing Programs?

Pyramid-style marketing is a form of business operation that is inherently unstable and unsustainable in the long run.

Those kind of programs may teach you Internet Marketing techniques, but you will not be launching your online business on a sound foundation for the long term.

It will also most likely cost you more money than the value you will get in return.

Such programs benefit the members in the 'upstream' - the promoters and those already established higher up in the pyramid hierarchy, far more than they benefit the members located in the 'downstream'.

Features of Pyramid-Style Internet Marketing Programs

Creating a definitive list of things to watch out for is difficult, because the presence of a characteristic does not necessarily constitute evidence of an MLM or pyramid-style training scheme.

Plus the operators of such schemes are usually careful to try and structure their program so it can't be classified as an illegal pyramid scheme by the FTC.

You have to look at all the features of the program. Fortunately, there are some features that are almost always found in pyramid-style training schemes.

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Tell-Tale Signs of Pyramid-Style Internet Marketing Programs

The program places a heavy emphasis on making money rather than marketing a service or a product.

There's a lot of talk of becoming rich, being 'successful', 'the sky's the limit', it's all down to your own 'mindset', determination, self belief etc. Escalation and expansion is essential to pyramid-style schemes.

High income, multi-figure earnings will be dangled in front of you. Living, breathing examples of people active in the program will be paraded on stage before you at conventions and in YouTube videos.

Though all the claims they make will of course come with a disclaimer.

There is often an evangelical, almost missionary fervour about the program.

There may be a 'guru' or a whole team of 'gurus' or millionaire personalities sitting at the top.

There may be the feeling that you are being converted (in the sense of becoming a sales prospect and buying into the coaching program, you are).

Sometimes you encounter behaviour such as senior members of the program referring to each other as mentors, brothers, sisters, elders.

There will often be stage events, conventions and seminars taking place. The atmosphere may well be that of a 'successful' millionaires club, of joining a brotherhood.

Many of these people are showmen first and foremost and know little or nothing about real business or real marketing beyond the talking about the "how to make money online" circuit.

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The price of membership is invariably high and much greater than it's true value.

Whether as a one off fee, a monthly 'continuity' subscription, or - ideally for the promoters, a combination of both of these payment models.

As a pre-condition for joining the program you are required, encouraged, to promote the program itself as an affiliate to others.

There is nothing wrong with promoting a product or service in itself - and you will receive commissions for this.

The give away trait here is if the scheme only permits you to continue to receive commissions in future for as long as you continue to pay into the coaching program yourself as a paying member.

Those at the top of the scheme earn a great deal, whereas those at the lower levels earn very little.

The program is primarily a money making machine for the promoters with little real practical value for the members, other than their opportunity to recruit new sign-ups for the training scheme.

There is a strong emphasis on recruiting more members.

This is known as the downstream. This need not in itself indicate a pyramid-style set up, but it is usually a feature of MLM programs.

With a pyramid scheme, revenue is dependent on recruiting more and more members of the scheme 'downstream'. The product itself is largely secondary to this.

Members of the training program don't seriously promote other products other than the training program itself.

You are encouraged or required to set up a website or blog primarily to promote the scheme itself.

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Members sites will promote or sell either no or few other products or services. There may be bonuses, preferential rates, traffic competitions and prizes offered by the scheme for the 'best' blog that promotes the training program most effectively.

The blogs may also contain a couple of display ads for minor low-priced products such as books - but this serves more as a decoy to try and avoid any pyramid selling accusations and to try and keep the FTC at bay. The content of the member site will be heavily "wealth' and 'success' oriented.

The names of such websites tend to be made up of a combination of the name of the participant together with the name of the training program. The primary intention of the site is to recruit more members into the training program.

If you come across an IM training course which has spawned a very large number of course member blogs online all promoting the same IM training program itself and little else besides, then it's highly likely that you have come across a pyramid-style program.

Setting up websites in this manner, the members of the training program will also all effectively be competing with each other in the sector - not a good position for a new business to be in.

If you encounter an IM training program which contains all or most of these traits, in particular the last three: a strong emphasis on recruiting more members into the program, existing members not seriously promoting other products besides the training program itself and your being encouraged or required to set up a blog to promote the program then chances are high it's a pyramid-style marketing scheme. This will make it a weak foundation for starting a business.

In this case you'd be best advised to steer well clear.

To repeat: what counts is the overall impression.

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The fact that an IM training program operates an affiliate program, or charges a high membership fee, holds conventions or seminars, produces YouTube videos about it's success stories, or talks about mindset and motivation is not by itself a definition of disreputable marketing.

In my opinion, using course participants to promote the training program itself should not be part of the training. That creates a pyramid-style business operation which is not suited to creating a sustainable business.

Ask Yourself Three Questions About ALL Marketing Training

Is this program sustainable?

Consider the market for the product you will be promoting. If the market is primarily composed of recruiting other members, then it is probably not sustainable.

Does the course teach me how to set up and operate an online business in sectors other than promoting the program itself?

Does it offer me real value for money?

Those marketing training programs that don't match up on these questions should be given a wide berth.

If you have doubts, then steer clear and look elsewhere.

There are plenty of reputable marketing training courses on the Web which are worth joining. You don't have to get involved in a pyramid-style scheme.

Perform Your Own Due Diligence

The most obvious thing to do is a search engine check. You can also consult a reputable crowd-review site such as IM Report Card at

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www.imreportcard.com. But bear in mind that not all IM training programs are featured on the site.

It can be hard to obtain a neutral perspective from existing members of the program. Those that have bought into a particular training scheme will usually be committed to it and will not want to describe their program as a pyramid-style scheme.

You may be able to find out more factual information about the real nature of the program from those who have exited the scheme.

But even here you have to beware.

Some of those who quit a training program may have done so and may speak badly about the program or be disgruntled simply because it didn't suit them.

Or because they weren't committed, made no money and felt it was a "con" - and so as a result will be more likely to bad-mouth it.

So "bad news" from former members should not be automatically taken as gospel.

The best advice is to assess the program according to the above list of features and to form your own overall impression. Always exercise your own due diligence here just as you would with any other investment or purchase.

Now that you are forearmed and forewarned about the nature of the scams out there in Internet Marketing land, let's take a look at some reputable training courses in Internet Marketing that I have experience with and which I can recommend to you.

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