

Amazing, huh? Before that, I had the same percentage of refunders on every launch, which tells me that it was the same people over and over. Do yourself a favor and just cut them from your list without telling them.

Sometimes annoying circumstances, like being forced to dish out an undeserved refund, will force you to grow. That's usually how growth works. It's usually not voluntary, and it's usually not pleasant or comfortable... unless you're doing some kind of personal development work on your own.

Are You Waiting For Your Ship To Come In?

I've gotten a lot of emails from my readers lately that talk about how they're not making enough money from their site. When I have time, I'll sometimes reply back and ask them to tell me what they've been doing to market their site and get the word out there. They almost always answer with "nothing". These people usually dwell in the negative all the time, and wonder why they aren't making any sales.

This got me thinking about this concept of 'waiting for your ship to come in'. Here's the thing, if you're waiting for your ship to come in, then you're focusing on what you can GET from the world, rather than what you can contribute.

People who play the lottery indulge in this destructive habit, and get their hearts broken every evening when the winning numbers are revealed. Buying into the latest marketing 'scheme' is just as wasteful as playing the lottery. It's like waiting for your 'ship to come in' when you never sent one out!

The Real Way To Become An Expert

One of the most common mistakes I see marketers making is that they try to promote products in dozens of different markets, but they don't take the time to actually establish a business in those markets. They only care about the short-term gains, not the long-term profits.

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Instead of spreading yourself too thin, realize that there's a lot more money to be made in focusing on being the best at ONE thing, and letting people pay you for it. The best copywriters make 25,000 for a single sales letter PLUS 5% of the gross profit.

This applies to the eBook market too. If you put out an eBook, why should people pay you for it? Just because you're selling it? Are you the best in that arena? Do you have something unique to offer that no one else does?

If not, then it's time to get to work. Focus on that one area that you can become an expert at - so much so that people come from all around to pay you for it. And then when you don't have time to work with people 1-on-1 anymore, package up your knowledge and sell it.

How To "Prime The Pump" In Your Market To Extract Tons Of Money

One mistake that I've seen people make when they get online is that they focus on what they can get OUT of a particular market. They only care about how much they can make, rather than what unique value they can contribute.

Obviously you want to make money - that's a given - but if you approach a marketplace looking to see what you can get out of it, you're almost guaranteed to fail.

People don't come online and search for their passions and interest just for the purpose of paying you money in exchange for no value. If you want to truly dominate a market, you need to "prime the pump" first.

Here's what I mean:

In the old days, people had to walk over to a pump and manually pump water out of their well. If they just tried pumping the water out right away, they would come up empty. The pump wouldn't work.

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Why? Because the vacuum had to be created first in the pump. You had to ADD some water to a certain part of the pump in order to seal out the air. Only then would the pump produce as much water as you could carry.

What's this got to do with marketing? Everything! When you approach your market, look to see what unique value you can add to that market before you seek to "pump" money out of your prospects. People won't pay for something unless it is valuable to them. The best thing you can do is to see what value your competitors are offering, find out what's missing, and offer that.

In Conclusion

I hope you got a lot out of these four lessons. It took years of me screwing up royally in order to figure some of this stuff out, but I'm glad I did. I now have a great online business that grows in value every single day thanks to lessons like those four I mentioned above.

Good luck building your business, and as always... if you know anyone who you think would benefit from this premium newsletter, please pass it along to them, but then also ask them to sign up for a free subscription themselves. They can do that here:

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