

7 Deadly Mistakes that almost killed my online business even before it was fully set up, and kept me from earning for over 9 months, and how you can avoid the same -

or

How to Start Earning from your Online Business  
Immediately

Panikkarson

To learn how to set up your online business without making these mistakes, and to find all the tools you need to get set up and running, please visit <http://www.crazypartners.com>

You may distribute this ebook free, but you cannot alter it in any way

First, a story...

Have you heard of this twentyfirst century educated person who re-invented the wheel?

This man realised he needed a wheel to move the car he was making. He looked at the wheels of many other cars. He saw that these wheels were doing the work they were designed to do on the other cars.

He also noticed that, despite the different embellishments on the wheels of different cars, the difference in material, the basic design and structure of all wheels were the same.

All the wheels were round.

But he was not satisfied. He wanted to make his own wheel.

To begin with, he made a rectangular wheel.

It didn't move his car.

He then made the wheel a square. This was a little better, but only a little.

He added one more side to his wheel, cutting the square into a pentagon, a wheel with five sides. He was not happy with the result.

But he saw that when he added one more side, the change in result was quite pronounced.

Perhaps adding sides to the originally square wheel was the key to making the perfect wheel?

His five sided wheel became a hexagon, six sides. Better.

It became an octagon, eight sides. This was definitely far superior to the square. The next one with nine sides, was good. His car would now move forward with bumps and jerks, but with lot of power forcing the wheels.

By now, he had learnt that adding more and more sides to his originally four sided wheel had made the wheel perform better.

So, instead of adding one more side, he went to his drawing board, his engineering software, and set himself to design a wheel with the maximum number of sides.

And what did he end up with?

The wheel with the “maximum number of sides” . That is a circle – a round wheel.

Through his research spread over nine months, a lot of money and time, and sleepless nights, he had re-discovered that the round shape is best for wheels.

**He had re-invented the wheel!**

## The 7 Deadly Mistakes

- The mistake of someone who considers himself intelligent - Reinventing the Wheel.

Like all newbies trying to set up a business on the internet, I read tens of ebooks, that is hundreds of pages. Some of them were free downloads, given in exchange for my email address. Most of them were paid for, from 7 dollars to 49 dollars. Paid from hard-to-come-by money, maxing out my credit cards. I also read through all those “make money on the net” websites.

And then I did what 95 percent of people who think of making money on the internet don't do.

I set up a website to earn money.

Over 95 percent of people do all that I had done – read, read and read, get swamped by information, get into action-paralysis, and don't get started, don't do anything about setting up the business.

They continue to look for the best idea and wait for the best opportunity.

They wait, and wait. And wait..

In my case I quickly decided on a topic, picked up a little html, created my website and tried to get people to come to my site and give me a little money.

But I made one major mistake. As an intelligent person who had read a lot about how to make money on the internet, I tried to figure out things on my own about how to get my online business growing and making me thousands of dollars a day.

Instead of following any of the systems I learned in any of the many books I had read, I tried out a lot of this and that, spent a little more money, lost a lot of sleep, and after 8 to 9 months, came to realise that I was wasting time and money by trying to reinvent the wheel.

I should have followed any of the systems in one of those books step by step, and I would have started making money a good 9 months earlier. The difference is thousands of dollars!

**I was taken in by the idea of multiple streams of income – the wrong way.**

Therefore, during the first week itself I went to ebay to purchase domain names.

Why ebay? I was looking for domain names that were already registered and hopefully were in use for sometime, so that the domains I bought would have some “life”, some “history”.

I bid for one PR4 domain name, and as I was new to the auction line I ended up buying a PR4 name for 102 dollars!

Not that I could afford to pay that much. I just got carried away after I foolishly convinced myself that the domain would somehow make my money-making easier. It was not a name that will tell you what the content of the site was. It was not an easy to remember name It was not even a one-word name, or even a .com. I bought it for its PR alone.

I purchased a dozen other domain names, (though not any more for 100 dollars).

The domain names ate up almost all of my start up capital.

Then I went about building my website for my business.

I chose a niche I thought would be in great demand. I did not check up the demand for the information ( number of searches for related keywords) or the competition ( number of search results per keyword). I just read up a lot of information from books and websites, created content of my own, mad pages with Frontpage.

I purchased webspace, uploaded my pages, and thought that I was on my way to making money.

I made a few other websites on different topics in the same way.

Multiple streams of income is the way to go, but it is not to be done the way I did it.

You first set up one online business, promote it and get it start earning you money. You tweak your sales letter, your webpage appearance, your promotion and advertising strategies and methods, your pay per clicks, autoresponder messages, everything.

When you have the site up and running automatically and it is bringing you a reasonable amount of cash consistently, you go and make/find another business/product to sell.

You use all the learning you have made while establishing the first business to set up the next one. This time it will be easier, will cost you less money to set up, and you will start to earn sooner.

Then, after you have set this up, you go back and find another product, repeat..  
You get the idea?

- What did I have on the sites to make money?

Looking back, I can see how naive I was. My first page gave an overview, so to say, of what was inside the site, and also had links to all the inner pages. Towards the end of this first page I offered an ebook with the contents of the site – actually a pdf file I had created with the pages of the website itself, the very same information that I was offering for free on the site!

I also put in two other offers at the end of the first page – visitors could purchase the ebook carrying the contents of the website alone, they could purchase this ebook along with another related ebook for a small additional payment of one dollar, visitors could also purchased both these ebooks plus one more for an additional two dollars.

I set up a PPC campaign on YahooSearchMarketing. The idea was to get people to come to the site and buy my ebooks. A lot of people actually visited the site, but I did not earn a single sale.

If people were coming from a search engine like Yahoo, it meant that they were interested in the topic of my website. And if they were not buying, either the sales page was not convincing enough, or the price wasn't right, or the offers weren't good enough, or I was confusing them with too many offers.

Or they saw that they could get the information for free from the website itself, so why pay for it?

I rewrote the sales page, added bulleted benefits. I changed – lowered- the price drastically. Again no buyers.

I offered options to the buyer, option with no bonus, options with one and three bonuses at slightly higher prices – offers I thought would be considered valuable. Not a single sale again.

Perhaps I had confused the potential buyer.

Another mistake I made was that I offered free access to the information on the website, the same information that was in the ebook I was trying to sell. The visitors were obviously deciding that the value of purchasing the ebook was not more than getting into the site for free.

And then I proceeded to confuse the visitor even more.

I added AdSense to the webpages. The idea was “ If you don't want to buy my book but get inside my site for free, let me make some money out of you by getting you to click on the ads!”

In hindsight, I think the website had an identity crisis – am I a sales site or a content site or an AdSense site?

There was a clear lack of strategy and focus.

- When I was paying YahooSearchMarketing to get people to my site through PPC, my site was not completely ready. I was only building the pages and navigation links. All that PPC money was going waste.

For nearly seven months I had not put in place any mechanism for getting the visitors' email address, either as a signup for free access to the website, or for a newsletter, or for a free informative ebook.

And when I finally did do it, it was part of my home page - I setup a webform saying “Just enter your name and email address so I can send you this ebook for free” in between a lot of other links.

The visitor could just ignore this form and go to all other pages of the website. Nobody seemed to want free ebooks. Or even to the “try my software for free” offer.

Then I had my next brainwave. I changed the home page. Now there was nothing else on the home page but two sentences saying “you can get instant access to the complete information, completely free” about ....., if you just enter your name and email address. What I had really done was, as soon as the visitor gave his name and email address she was redirected into the website for free access to all the pages.

That worked. I was getting the email address of people who were actually interested in the topic of my website.

- I was using a free autoresponder to capture the signups. This autoresponder was set up for double optin – their addresses would be added to the mailing list with the autoresponder service provider only if they clicked on the confirmation email that was automatically sent to them immediately after the signup. Very few of those who gave their email addresses to get into the site saw the need to click on the confirmation email.

They had already got the information, so what was the need to confirm?

The free ebook I offered in exchange for the email address was not quite targeted to the people who were searching for the information on my site. Like, if I was giving information about how to choose the sex of your next baby, and the gift on offer was about making your children winners – something that was of immediate relevance only to those who already had kids.

- All this time I was also bringing traffic to this website from one article I had written. The article was actually a different, refined version of one of the pages on my website, probably about 300 words, submitted to a few article directories, and with general permission for anyone to use the article anywhere as long as the signature file was kept intact.

The article has been bringing people to the site every day, but for a very long time I had not set up a method for selling anything or collecting the visitors' email addresses. So much of wasted traffic..

- All my free time, and sleepless nights ...

I think almost all of us beginning to try to make an income online spend a lot of time looking at websites, reading mails and generally surfing the web looking for ideas.

In my attempt to learn the ropes of internet marketing and “online riches” I signed up for many newsletters offering to show me the “secrets”, the “underground methods”, the “guru's” ways.

Every day, religiously open my inbox, read all those mails, follow all the links to other websites that these mails referred to, sometimes bought more “new information”. I spent so many hours of my time every day for such “learning”, that the actual time I could spend for “doing” was little, even when I cut down on my sleep.

This is something we can all avoid. We fail to realise that we have all the information that we could possibly need to start making money from an online business.

All the new information that we may get is valid only after we have set up our business and set it moving, bringing in at least a trickle of income.

**The problem wasn't that I didn't know what to do or how to do it, it was in what I wasn't doing.** All that money wasted, all that time, all the money I could have earned lost, when the solution was right between my ears.

Perhaps you have the same problem. Perhaps you've invested hundreds in the pursuit of internet marketing success. Even worse than spending the countless dollars was spending the countless hours, and with nothing to show for it.

Perhaps if you were to spend less than 2 hours “doing”, that would have made all the difference in the world.

We don't need more information, we need to act, to use the knowledge that we already have.

To sum up all the mistakes in a nutshell:

The seven deadly mistakes

- Not taking any action, not “doing”, only planning to do. Action paralysis.
- Not following a system or method of earning earning according to the step-by-step instructions given therein, but trying to reinvent the wheel. (You can innovate and experiment after you have set up the basic earning mechanism.)
- Not having your complete system in place before you launch. The domain name pointing to your website, the web pages, the squeeze page to capture your visitors' contact information. Site navigation. Fully working links. A way of accepting online payments if you are making direct sales, other than through an affiliate program manager. A paid autoresponder with some pre-loaded follow-up messages.
- Not reducing the clutter on your signup page and your sales page. Making too many offers, giving too many options. Confusing and distracting the visitor.
- Not studying your niche before you launch. Is there a demand for the product/information? Are people in that market willing to spend money for the kind of product you are offering?
- Not taking the time and effort to study and plan your marketing. Especially when you are going to pay for traffic. Not looking for the lower-cost-better-converting keywords. Not tracking ad campaigns, keyword performances.
- And above all, not working to a plan. Getting diverted from the main job at hand by emails and new offers from clever marketers trying to seduce you to take out your credit card once again to purchase one more must-have make-money-now-without-effort product.

**Remember.**

**You must have a plan, and then you must work the plan.**

**Because, if you fail to plan you are planning to fail.**

**And if you fail to work the plan, you have already failed!**

To learn how to set up your online business without making these mistakes, and to find all the tools you need to get set up and running,

without paying an arm and a leg

please visit <http://www.crazypartners.com>

The sequel to this ebook is “Doing it Right”. Check out if it is available The sequel to this ebook is “Doing it Right”. Check out if it is available here