

The Internet Marketing Chronicles

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INTERNET MARKETING
C H A L L E N G E

Issue #305 - "Online Success... Realistic or Not?"

IMC is published weekly and distributed to over 160,000 Internet marketers and webmasters who have asked to receive it.

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CONTRIBUTORS:

Boris Chow & Stephen Mahaney

1. **EDITORIAL: "Online Success... Realistic or Not?"**

Almost daily I receive countless emails asking me, "Why is my web site not making sales? Why is my new marketing campaign not working? I just paid so much for traffic, now what?" It seems these days that it's almost impossible to find one reliable source for marketing information in this vast sea of ones and zeros.

So how do you find out what's real or not. Traffic is getting more expensive to test and bring in more modest results than ever before, yet the Internet is supposed to be this great place where you can start your own business for virtually no cost. So what happened to those days when you could get good converting traffic for next to nothing? Well, nothing happened really. It's just harder to find and requires more educated decision making.

One thing that you've got to identify first is whether or not you have an active

marketing plan at all. That's right, I'm talking about a well thought out plan of action and implementation to bring more traffic to your site and then converting that traffic to sales. Now if you don't even have this, you're in trouble... but you're also in luck because I've got something that may help later on in this article.

The next thing that you need to do is identify yourself as...

A) A PASSIVE MARKETER

A passive marketer is a person who signs up for a whole bunch of traffic resources, crosses their fingers and hopes for the best... It's a crap shoot and primarily why most people fail.

or

B) A PRO-ACTIVE MARKETER

A pro-active marketer is a person that utilizes low and no cost marketing strategies to aggressively grow their business to the next level, while monitoring their ROI (Return On Investment) to ensure that traffic is being maximized to its greatest profit potential.

If you're a "*Passive Marketer*", you're probably getting very modest results from your campaign right now, or you're somehow lucking-out by making a few sales but don't know the cause of this fortune. This eventually becomes detrimental because if you don't know what your formula is to begin with, a shift or change in the market will render you with no clue as to how to modify your formula for success.

If you're a "*Pro-active Marketer*", then you're set. Even if you are receiving modest results now, the fact that you're monitoring your efforts gives you an exact idea of what works, what doesn't work, and most importantly, the reason for the outcome. It's only a matter of time before you find the right formulas that when combined, will help you catapult your online business from mediocre profits to an online success story. And even if you are faced with unexpected challenges, you'll be able to adjust accordingly because you know the underlying logistics of your success.

Take it from me, someone who's been to countless seminars, read volumes of information contained in e-books, and spent hours and hours online scouring for helpful resources, non-stop for the past 7 years... Online success is realistically achievable if you put in your time and spend your efforts wisely.

Okay, enough theory... Let's get practical.

Whether you're a passive marketer, pro-active marketer or don't have a clue what an effective online marketing plan is, you can stand to learn from one of my good friends in business, Michael T. Glaspie.

In case you don't know who he is, Michael is Chairman and Founder of one of the

nation's largest privately held Internet service companies. He started Webnet International as the foundational organization for the development of independent, yet synergistic Internet companies covering the gamut of advertising resources commonly used for effective, targeted web advertising.

Having previously built a telecommunications organization from scratch to an \$18 million+ per annum success story, Michael now devotes himself to helping others "figure it out" by teaching hopeful "netpreneurs" how to market any product, service, program or opportunity on the net. Michael's direct marketing career has spanned two decades and includes the authorship of four books and three home study courses, including over fifty hours of audio cassette instructional material and twenty hours of live "Marketing Through Technology" boot camp video recordings. (These \$5,500 per seat "Marketing Through Technology" boot camps have sold out at each scheduled conference.)

As I'm sure I've mentioned before, Michael is consistently one of our top performing affiliates and considered by many successful online business professionals, including myself, as one of the "True Experts" in Internet Marketing.

Michael has offered to give away a free gift to all of our IMC Subscribers... not only educate you on how to effectively become a pro-active marketer, but also to show you how you can realistically take your online business to the next level of profit and sales.

If you have ever wondered how everyday people are making it big on the net, or how people who don't even have their own product or service are cashing in big time, Michael is offering to give you a free CD of his NO-HOLDS-BARRED SEMINAR – No catch. All you have to do is sign-up and you can either receive a high quality audio cassette or cd delivered right to you. There is a small shipping charge (roughly \$7) but if this is a concern, you can download the seminar at absolutely no cost in mp3 format right from his site.

I highly recommend you get this free seminar as it will clear up many questions you have about viable marketing solutions online and help you to discover why so many Net marketers call Michael T. Glaspie their "Secret Weapon".

Get your free seminar CD or MP3 download now by visiting...

<http://www.freemarketinginfo.biz/>

Finest Regards,

Boris Chow

Internet Marketing Challenge

About The Editor

Boris Chow is a seasoned Internet marketer and member of the IMC "Think Tank", the team of Internet marketing professionals who gather in the IMC Private Site to spill the beans about Web marketing breakthroughs -- as they happen!

To learn their profitable secrets (and avoid the costly mistakes) so you'll have more time to grow your business, visit <http://www.MarketingChallenge.com> for instant access.

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2. TOOL: Advanced Query Tool v5.2

This week's Challenge Tool was submitted by IMC.

"This is a database query tool designed for the database developer and DBA. It accesses any ODBC database, but is designed particularly for Oracle, DB2, Sybase, and MS SQL Server. This program is simple, fast, and easy to use with many features and useful tools.

What makes AQT unique is that it reads the system tables to provide the user with information on all the objects in their system (indexes, procedures, and triggers), not just tables. A powerful GUI query builder has also been added to the product. This makes it easy to build multi-table queries. This version adds support for MySQL and SQLBase.

This version represents a major increase in functionality and enhancement of the user interface. You can now connect to multiple databases, and have multiple query-display and query-builder windows open. Functions for displaying and loading BLOB columns have been improved."

NOTE: The trial version features a nag screen, save- disabled, 50-row queries, max 2 database connections.

To get further details on this tool, simply click on the below URL:

<http://www.QueryTool.com/features.html>

Have a Challenge Tool that worked for you? Want to share it? Send us the URL and a brief review of the resource (up to 7 lines) to:
Tool@MarketingChallenge.com

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3. **SPONSOR: Search Engine Positioning Software Bundle**

Imagine being able to score top-10 positioning in the major search engines without being an expert or hiring any expensive search engine optimizers to do the job for you.

After months of negotiation, Internet Marketing Challenge has put together one of the most powerful and complete search engine packages ever available to the public. Search Engine MAX has everything you need to submit, optimize and track your pages on all of the major search engines. To give your pages higher rankings in the search engines, simply click the link below.

http://www.MarketingChallenge.com/se_max/

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4. **SEARCH ENGINE BYTES: Q & A Sessions -- With Stephen Mahaney**

TOPIC: Why hasn't Google indexed my redirected page?

QUESTION: *I am lost. I have submitted a URL to all major search engines. The URL is redirected to a non static asp page. Do you think this is the reason for my URL not getting indexed?*

ANSWER: It depends on what kind of redirect you are doing. If it is server side and generates a "302" header then the engines will ignore the URL you submitted although they may index the URL that your are redirecting to.

On the other hand, if you are using a javascript redirect they will probably index the page you submitted provided that there's some text to index.

If it is a meta refresh, then they'll likely ignore it or else treat it like a server "302" redirect.

To get a better understanding on what server codes your server is sending out on a page we suggest using a program like [WebBug](#).

About This Contributor

Stephen Mahaney is one of the Industry's leading experts on top search engine placement. Stephen is the President of Planet Ocean Communications Inc. (Publisher of best selling ebook, "*The UnFair Advantage Book on Winning the Search Engine Wars*"), and Senior Editor for Search Engine News (a monthly look at the latest search engine changes and strategies). To maximize your search engine placements, pick up "*The Unfair Advantage Book*" today at: <http://www.MarketingChallenge.com/senews/>

Are you curious, confused, or completely frustrated about search engines? Send your search engine question to: <mailto:sebytes@MarketingChallenge.com> and include your name and website URL. If selected, your question will appear in a future installment of the Chronicles.

5. **CONTACT THE CHRONICLES: Got questions? Get Answers!**

Do you have Internet marketing questions? Do you want to share your thoughts? If so, send your lemons or your laurels at: Share@MarketingChallenge.com

Are you a successful cybermarketer? Do you want to contribute an article in exchange for some free exposure? If so, send your contribution, with your brief, promotional byline, to: Article@MarketingChallenge.com

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Internet Marketing Challenge

1664 Harbor Seal Drive, Point Roberts, WA, 98281

Phone: 800-505-8232 or 604-730-6979

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