

# The 12 Habits of Highly Effective Internet Marketers

By: Gary Huynh

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Thanks for taking the time to download this free report. Although the word free has the connotation of low quality, this is certainly not going to be the case with this report. I suggest you read every word and take my lessons and advice to heart.

In this report, I'll go over some surprising success factors which could be the turning point in your online business building career (If you choose to take action.)

Although the report will sound like a motivation speech at the beginning, it's important to remember that motivation is the most important part of the equation for success, as witnessed in my own personal story.

Print this report out and read it on a comfortable couch if you have to, it's that good. I'm not known for modesty, as you'll find out, hehe. If you got it, then flaunt it as they say!

----- **Background** -----



First off, I'd like to introduce myself and show you my qualifications. It's not advised to listen to someone who hasn't walked his talk.

I'll go over my business resume quickly here, but if you'd like to learn more then please visit my home page at [this link](#).

Quickly about my personal background: As of today, February 8<sup>th</sup>, 2005 I'm 24 years and 6 months old. I live just outside Cleveland, Ohio in the United States – although being nomadic, my address often changes.

I graduated in May of 2003 from a small liberal arts college in Iowa, United States. My major was graphic design and Spanish. Nice combination eh?

Enough about my personal background, you want to learn how I started online and how I got to where I am today right? Of course you do!

I got my introduction to internet marketing and learned how people were building great wealth solely online while I was in my second year of college.

Three years past and I find myself just graduated from college without any luck in finding a job. I blamed it on the market, which in hindsight is not what I should have done. You see, **when you put blame on external factors, you're solely making excuses not to take action to improve yourself**. I'll go over that in detail later.

Why did I spend three years reading and learning without any results? **Because it was a hobby for me**. I didn't really believe that I could make that kind of money so I just kept at my studies and kept the possibility in my mind of striking it rich.

I remember many times that I would go on a learning spree by subscribing to a whole bunch of newsletters and read them one after another. When I got to a dead end, or I was through reading all the newsletters I just sat at my computer and wondered to myself "What now?". I bet that's happened to you many times also.

I was forced to turn my hobby into a business out of necessity. I had been looking for months for a good job out of college and things weren't panning out in that direction. I finally sat down one day and decided that I knew enough about running my business that I should just take the leap and just DO IT! Like Nike says.

Surprisingly, I was able to make a few bucks online and that's when my motivation just went through the roof and things started happening for me. When you're holding that first check in your hands from your efforts as an affiliate, the feeling is intoxicating.

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Back then, the single biggest piece of advice every marketer gave was to build a list of targeted opportunity seekers so I could keep in touch with them and make product recommendations to earn affiliate commissions.

That's still the most recommended advice by many marketers. I recommend building a list but not simply a list of opportunity seekers. The internet marketing field is ripe with opportunities for innovative and driven people. Yet, this field is swarming with competitors vying for the attention of these opportunity seekers, such as yourself perhaps.

The competition is one of the bad aspects of focusing on marketing to opportunity seekers. Competition is good but too much competition is just too much for many people to handle and they simply give up. **The good thing about this market is that people in this market are voracious consumers.**

They will devour just about any new product or program introduced to the market. Another good aspect of this market is that you have a ton of opportunity to seek joint venture partners.

A joint venture partner is someone who focuses on the same general market as you. When you join forces with a jv partner, you use leverage to increase both party's income.

Anyway, back to my story...

My main income lies in my list, which you're probably on if you're reading this. I use my many lists as leverage. That means when I send an email to my list, I can always count on sending traffic to any site I want. With a big list, I also have a resource that I could use to contact potential joint venture partners and work with them to continue growing my list and my business.

If you're interested in growing your list, I have some tips in my ecourse at <http://www.virallistbuilder.com>

Back to my story again...

Today is a year and a half after going full time with this business and you can see the impact that having a targeted list can create:

**I'm not implying that you will achieve these results if you follow my advice. I have to make that disclaimer so I don't get in legal trouble. It is only a possibility and not a guarantee that you will make that kind of income.**

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<a href="#">View Stats</a>	<a href="#">View Sales</a>	<a href="#">Sub-Affiliates</a>	<a href="#">View Links</a>	<a href="#">Track Ads</a>	<a href="#">My Account</a>
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Totals to date	Visitors	Orders	Conversion	Commission	Advertising	Profit
Personal	618	64	10.36%	899.62		899.62
Sub-Affiliates	269	0	0.00%	0.00	NA	NA
Team Totals	887	64	7.22%	899.62		899.62

Commissions				
<input type="checkbox"/>	ID	Amount	Level	Purchase
<input type="checkbox"/>	952	100.00	1	TurboFireSale: All Products and Unlimited Membership (\$247.00)
<input type="checkbox"/>	944	100.00	1	TurboFireSale: All Products and Unlimited Membership (\$247.00)
<input type="checkbox"/>	941	100.00	1	TurboFireSale: All Products and Unlimited Membership (\$247.00)
<input type="checkbox"/>	939	100.00	1	TurboFireSale: All Products and Unlimited Membership (\$247.00)
<input type="checkbox"/>	935	100.00	1	TurboFireSale: All Products and Unlimited Membership (\$247.00)
<input type="checkbox"/>	931	100.00	1	TurboFireSale: All Products and Unlimited Membership (\$247.00)
<input type="checkbox"/>	930	100.00	1	TurboFireSale: All Products and Unlimited Membership (\$247.00)
<input type="checkbox"/>	929	100.00	1	TurboFireSale: All Products and Unlimited Membership (\$247.00)

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<u>date</u>	<u>time</u>	<u>order#</u>	<u>link</u>	<u>profit</u>	<u>referral</u>	<u>ctry</u>	<u>customer info</u>
01-31	21:12	N		\$45.22	none	US/SC	RUSSELL
01-31	20:18	1		\$45.22	none	US/IL	, JOHN
01-31	20:07	K		\$22.61	by <a href="#">thexone</a>	US/TN	, JOANN
01-31	20:01	7		\$45.22	none	US/GA	S, NEIL
01-31	19:46	7		\$45.22	none	US/AZ	ROBERT
01-31	19:44	V		\$22.61	by <a href="#">thexone</a>	US/TX	, CARL
01-31	19:01	1		\$45.22	none	US/HI	ENJAMIN
01-31	18:50	V		\$45.22	none	US/TN	DONNIE
01-31	18:16	V		\$45.22	none	US/CA	, LOURDI
01-31	17:57	N		\$45.22	none	US/VT	JAMES
01-31	17:50	B		\$45.22	none	US/MS	GTON, M.
01-31	17:31	1		\$22.61	by <a href="#">thexone</a>	US/NC	JANIS
01-31	17:19	Y		\$45.22	none	US/GA	RRY
01-31	17:09	Y		\$45.22	none	US/MD	, EDWARI
01-31	16:53	N		\$45.22	none	US/CA	LYNELL
01-31	15:58	G		\$45.22	none	US/FL	, SANDRA
01-31	14:50	N		\$45.22	none	CA/AB	ADAM
01-31	14:48	B		\$45.22	none	US/MI	ISER, L.
01-31	14:41	N		\$45.22	none	US/UT	EARL
01-31	14:40	K		\$44.57	none	GB	, DAVID
01-31	14:19	R		\$44.47	none	SI	ERGEJ
01-31	13:44	R		\$45.22	none	US/MI	ENISE
01-31	13:05	G		\$45.22	none	US/MI	GREGOR
01-31	13:01	4		\$45.22	none	US/MO	, STIRLI
01-31	12:45	V		\$22.61	by <a href="#">adscrazy</a>	US/NY	DONALD
01-31	12:44	4		\$45.22	none	US/AZ	T, GERA
01-31	11:53	K		\$22.61	by <a href="#">thexone</a>	US/UT	ERROL
01-31	11:27	B		\$45.22	none	US/AZ	, CHRIS
01-31	11:19	V		\$45.22	none	US/WV	, CAROL
01-31	11:19	1		\$22.28	by <a href="#">thexone</a>	GB	MB
01-31	11:16	K		\$45.22	none	US/AZ	NCOME
01-31	08:55	4		\$45.22	none	US/IN	DARREL
01-31	08:38	4		\$45.22	none	US/TX	STEVEN
01-31	07:05	K		\$22.61	by <a href="#">thexone</a>	US/CO	PARTY
01-31	06:38	R		\$45.22	none	US/PA	, NANCI
01-31	05:26	B		\$22.61	by <a href="#">thexone</a>	US/CA	DAVID
01-31	05:03	7		\$45.22	none	US/GA	, DORIS
01-31	02:51	R		\$45.22	none	CA/SK	ALLEN
01-31	02:05	7		\$23.97	none	US/NC	, BRIAN
TOTAL:				\$1559.72			

**I'm not implying that you will achieve these results if you follow my advice. I have to make that disclaimer so I don't get in legal trouble. It is only a possibility and not a guarantee that you will make that kind of income.**

There is real potential in marketing online and I want you to know that so you don't give up. I'm nobody special. **Most successful people will say they're not special or have no special circumstances.** If you think otherwise, you're just making excuses for yourself to not succeed.

Let's get to the meat of this report.

## **Beginning of the 12 Habits of Highly Successful Internet Marketers**

I came up with the idea for this mini-report after I attended Stephen Pierce's Unleash Your Marketing Seminar in Detroit Michigan from Jan. 28-Jan. 30<sup>th</sup> 2005.

Unlike most seminars, this seminar focused more about utilizing our brain power so we can have success in our marketing and life in general. Many of the speakers spoke about motivation. I'm glad that this seminar was set up this way.

This seminar really instilled in me the idea that success is determined by no one but ourselves. Sure, some people have more adversity than others, but when we let external circumstances affect our actions, we lose before we begin.

I'm going to go over 12 words and expand on how they will help you in your life and business.

### **Belief**

*Do you believe that people are making the sort of income they claim? More importantly, do you believe you can achieve the same success?*

Yeah, people are making tons of money online, such as Google but you're probably more interested in doing it from home in your pajamas right? **There are many people making substantial income online using many different methods. You might only hear of the ones that choose to teach you what they're doing but there are also many others who choose not to reveal their tactics.** Why would they?

Until you really believe that you can achieve the sort of income you're looking for online, you'll never take the necessary actions to get achieve your goals.

### **Pressure**

I had pressure to take action when I was out of college and couldn't find work. With this pressure to make money and pay back my gigantic tuition, I finally decided to take action.

Many people will procrastinate and do things only when they have no other choice. If you feel like you must be in that situation before you take action, then

create that situation yourself. Now I don't recommend that you quit your job. What I recommend is for you to set yourself an ultimatum. If you don't get this to work, what will happen?

You'll just give up and go back to the rat race? Even if you like your job, there is not much job security anymore. How much longer are you going to allow other people to control your income? **You must treat this as your business and not a hobby.** If you're learning and not doing, it's a hobby.

## Action

You may know what you need to do to succeed but actually taking the steps to do it is a whole different story. I want to analyze why people don't do things even though they know they need to.

Let's take smoking as an example. Yes, it's bad for your health. People know that but they don't stop. That's because the feeling of not having a smoke is worse than the knowledge that they could die early.

There's really no immediate gratification from quitting smoking. People want immediate gratification.

That brings me to another point. You're not taking action because you don't see the immediate impact of your efforts. That's because you're focusing on the process and not the result. ←credit given to Mike Litman, a success coach.

Mike Litman also says that you don't have to get it perfect, you just need to get it going. To get it going, you need to focus on the results and not the process.

## Process vs. Result

The process can get pretty daunting if you don't look at the results along the way. Too many people give up before they see the fruits of their labor.

You know, I have bad days sometimes. I may send out a mailing and make only a few sales when I thought I'd make dozens. I may open up my email one morning and get a guy who wants to report me for spam. I may wake up some days and see that someone hacked my site and sent spam to all my contacts. The point is that there are lots of bad things that can bring your mood down. Negativity has a greater impact on a person than positivity. When something good happens to us, that good feeling doesn't last as long as the feeling we get when we have a bad day.

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When I have a bad day I just focus on the good days. That's why I write everything down. I write down what happens to me that made me feel good so I can refer to that list when I'm feeling bad.

I also review my bad days list and see what I could have done to prevent those bad days from happening again. A lot of times I can't do anything about those bad days so I just move on.

Once you begin to start taking action, you'll find that not everything is as rosy as people make it out to be. For most people, they simply give up. That's nature's way of keeping a balance. If everyone were successful then there'd really be no one to help and a lot of people would be out of business.

It's important to remember that every action will bring you closer to your goals whether the action resulted in something positive or something negative from happening to you. If you take action and fail at something, you actually are further ahead than you were before because the failure is something to learn from and you can prevent it from happening again.

Again, you need to focus on the results. What will happen if you manage to achieve success? All your failures will not seem like much after that.

### **Risk**

Any truly great entrepreneur knows there are risks to any type of business endeavor. The important distinction is to make risks based on educated calculations. You must thoroughly research anything you are going to put the effort or monetary investment into. Otherwise, you'll fall big time and take a beating mentally. The internet just like the offline world is full of scammers who prey on your emotions to take not only your money but your motivation from you.

### **Excuse**

Knowing what people have been able to achieve against the odds that they faced, I don't think there is a valid excuse for not having success in this business. When you're saying you don't have time, or money, or experience or any of the other plethora of excuses that exist, you're telling yourself that you don't want it bad enough. Don't let external forces control you. You control yourself.

### **Focus**

Once you've started taking action and are moving towards your goals, you can easily get sidetracked. It takes a lot for me to stay on focus, especially with my thirst



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for knowledge. I could start my day reading my email and a few hours later, I find myself on some new website which I just have to read now because it's so interesting.

If you're doing this part-time, after work then you really have very little time to waste. **Realistically, if you're really focused, you can do this part time and move to full-time within a year or less.** Yet, some people take 3-4-5 years to really even start to get anywhere. Now you know why. You should be evaluating everything that you do. Keep a journal of everything that you do every hour.

Everything you do should be making you money. Reading emails is not going to make you money. Learning is not going to make you money. Creating viral ebooks WILL make you money. Writing joint venture letters WILL make you money.

Take a look at the picture below:



It's a kitchen timer. Go get one.

This is the ultimate focus machine. When you utilize this tool, you'll see your productivity fly through the roof!

Your goal should be to have as many productive hours in a day as possible. For most people, having 4 productive hours is a struggle.

A productive hour is an hour where you do nothing but work on tasks which will make you money.

Here are things that don't make you money:

- 1.) Reading emails
- 2.) Searching through forums
- 3.) Chatting on the phone
- 4.) Reading an ebook

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These things WILL make you money

- 1.) Creating a product
- 2.) Crafting a joint venture letter and sending it
- 3.) Building a minisite to capture subscribers

**For at least an hour each day, try to make it a productive hour.** Set your kitchen timer and then do nothing but work on money making tasks for an hour. **The longer you wait to do something, the harder it will get.** It never gets easier, so do what you have to do to make yourself more money.

Here are some more things to do to increase your productivity:

- 1.) **Organize your workplace.** If you work better in a cluttered atmosphere then continue being messy. For most people though, organization will really help you out. It takes more work for you to clean something up than to put it in the right place in the first place. There's a place for everything and everything has its place.
- 2.) **Organize your computer desktop.** Create folders and move things around so you can find them more easily. And create a folder named "Gary Huynh" so you can place my files in there! : )
- 3.) **Organize your email folders.** I have many email addresses and I create folders for each one. What I use to check my email is a free program called [Incredimail](#). It allows me to set message filters, so when I get sales notifications they get sent to my sales folder. JV proposals get sent to my jv folder. Urgent messages get sent to my urgent folders. You should set up a system for yourself also.
- 4.) **Organize your favorites folder.** How often do you check your favorites folder in your browser? Not very? It's probably because you don't have folders for your links. You probably just save it and let it accumulate because figuring out which category a site belongs to is too much work. I did that for a long time and my favorites list was all messed up. I didn't know why I had saved some sites and I couldn't find sites that I saved. That's why I create folders in my favorites for everything. You should too.
- 5.) **Create your own personal start page.** If you're not using a start page traffic exchange, then create your own start page which includes links to sites that you most often visit. Your home page is your control station so you don't have to go to your favorites folder every time you need to find a site. I have links to all my merchant accounts, hosting accounts, affiliate program logins, article submission sites, forums etc.

## Confusion

I get quite a few emails daily with people who are confused. They don't know where to begin and they're confused with the technology. I see their frustration. If

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you follow the above steps and keep yourself focused then you will reduce your confusion and thus reduce your frustration.

**The single biggest piece of advice I can give you to reduce your confusion is to take one step at a time.** Don't try to learn everything at once. Confusion can only be reduced through experience. If you don't take action on what you've learned then you will get no experience.

There are really many different ways to make money online and many people have different preferences. Therefore, I can't guide you to one specific plan for you to take.

If you're confused with technology, then don't be. If you don't know how to build a website, then hire someone to do it. If you don't have the money to hire someone then buy templates. If you don't want to design a website then you don't need to. There are ways of making money without having your own website.

Don't ever give up because you don't know how to work a program. Again, focus on the results, not the process. You only need to learn something once, and you can use that knowledge to product your income many times. Ask other people and search around the forums to find an answer for your confusion. There's no such thing as a stupid question. You can start by visiting my forum [here](#). You'll find the most helpful people there.

### **Ego**

You can only get so far without the help of others. Many people I find, want to always do everything themselves because they think that no one else can do as well as them. Think about this for a moment. If you do 100% effort yourself, it's not going to be the same as 5 or 10 people doing 50% effort.

Again, how much is your time worth to you? If you can hire someone to create some graphics for you at \$60, they just saved you probably an hour of your time. Is your time worth more than \$60 an hour? It should be.

### **Alliance**

It can get rather lonely sitting at home in front of the computer. What's even sadder is when I try to explain what I do for a living to people, the conversation usually ends because they don't even know where to begin to ask. That's why it was such a wonderful experience to share my business with other likeminded individuals at the seminar I attended.

You're among the growing population of people who choose to get away from the rat race. Those other people are slaving away just wishing and dreaming that they

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could some day make it. You've actually read this far and are committed to making this business work. That's why you need to strengthen that commitment and align yourself with people who have similar goals.

Don't listen to your neighbors or co-workers who will try to kill your dreams. **Listen to people who are successful if you want to be successful.** Go to marketing forums and build relationships with other marketers. Let them know where you are in the process of building your business. This way, you can help each other out and be accountable for your success.

When you announce to other people your goals, you have more pressure on yourself to make those goals happen.

For instance, my goal is to get 1,000 testimonials from different people for my products or my newsletter. Another goal is to have one of my articles published in SiteProNews.com, one of the leading newsletters for webmasters and home business owners out there.

Let's see how well I do.

### **Invest**

Any business will require you to invest not only your time but your money. You need to invest in tools and education to help you succeed. It takes money to make money and if you're not investing your money, it's because you do not truly believe that an investment will pay off. The only way to know is to buy something, give it your best shot and then really ask yourself, "did the product not meet the claims" or did I just not try hard enough?

### **Patience**

There is no magic bullet that will make you rich overnight without much effort. Those people who say they are only working 2 hours a day on their business and making a full time income have spent many years enduring hardship to get to where they are. I still spend about 60 hours a week on my business. That's only because I want to achieve my financial freedom much faster. If I worked 20 hours I could still keep my income steady.

**You must understand that although running an online business is the most rewarding business that you can invest your time into, it's not the most easy.** It's a heck of a lot easier than running a brick and mortar business but it is not cakewalk.

Anything that is worth having is worth working for. If you don't work hard for something, you really won't value it as much. So if you're looking for a system that

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will pour hundreds of thousands in your bank account with little work, then you'll continue to look for a very long time.

If you have the patience and see the high rewards of running a business online, then I invite you to continue the journey with me.

### Wrapping up...

I certainly hope that the above words have given you some motivation to continue looking for your dream of financial freedom by running your own business from home.

As I was listening to the speakers such as Mike Litman speak at the seminar in Detroit, I was sitting in my chair feeling like a million bucks. I was full of energy and ideas. But as the seminar ended and I made my way home, that energy was quickly dissipating.

Motivation is seldom long lasting. **You have to work at motivating yourself each day.** To keep yourself motivated you need to take action. When you see the results of your labor, you will be more pumped.

You must take action quickly because the longer you wait in between those bursts of motivational energy, the harder it will be to get it back.

To overcome that, you must take action right away. Don't say, oh I don't have time for that now or I don't have the necessary resources to make that happen now. I'll wait until next week when everything is ready.

Action is what kills fear and that's what gets you results, good or bad. It doesn't matter. There is no such thing as a bad result. When you have a bad outcome you learn from it and move on. You're learning something and you won't do it again. But if you don't learn it then you'll make that mistake down the line. Make the mistakes early on, not later when you've invested a lot of time into your business.

Again, focus on the results, not the process.

Write down your daily, monthly, yearly goals. Keep those goals in front of you along with the kitchen timer to remind you that time is running out. How much longer do you have to reach your goals?

**To your success,**



**Gary Huynh**

[send feedback to: [gary@rebrandprofits.com](mailto:gary@rebrandprofits.com)]