Online Income
KICKSTART

FREE REPORT...
9 Common Mistakes Stopping
You From Making Money Online

Introduction

The Internet has dramatically reinvented self-employment. Instead of having to rent out an office and hire people to fill that office, you can work from the comfort of your home and get work done with people halfway around the world.

When it comes to making money on your own terms and on your own schedule, few business opportunities beat Internet-based businesses.

There are a lot of people who have made lots of money off the Internet's digital gold rush that continues up to this day. These are often unsung individuals who work from home pulling down more modest five or six-figure incomes just by marketing online.

In fact, as the Internet matures, more and more people are successfully making a living from online activities simply by working from home.

With all that said, the sad reality is that most of the people who try to make money online fail to achieve their dreams. Many make very little while many others don't make any money at all.

What went wrong? Their dreams of online income got dashed by at least one of the factors discussed below. If you want to make money online, make sure you avoid all of the following.

Get Rich Quick Mentality

How many times have you seen an ad that promises to make you a ridiculous amount of money in a very short period of time? Sounds too good to be true, right? Well, as ridiculous as those ads may be, people fall for them all the time.

Those online 'opportunities' exploit a very real weakness many of us have, and that is the desire to make money with the least amount of effort in the shortest period of time.

The cold hard reality is that making money online is real work. This means you have to put in the time and effort needed to turn your dreams into reality. In other words, you have to pay your dues.

If you got turned on to the idea of earning an income online, you would do well to ditch the get rich quick mentality. Roll up your sleeves and start putting in the work you need to succeed.

Shortcut Mentality

Wouldn't you want to just buy an existing business system and make tons of money guaranteed? Who wouldn't want such a system?

The problem is that if such a system truly existed, then people who developed that system wouldn't sell it. Even if such a system existed, there would be so many doing the same thing that the results would be diluted across so many similar businesses that everyone wouldn't make much money.

In short, everyone who bought into the system would end up in the same place they started – looking for a system that truly generates tons of cash with no risk. Sadly, too many people still fall for 'turnkey'

or 'master blueprint' business opportunities. They fail to realize that businesses succeed because they fix specific problems which occur in specific circumstances. There is no such thing as a 'one size fits all' business system that will work all the time in all circumstances.

Instead of looking for shortcuts, look for a clear system that is easy to understand. This will allow you to devote the right amount of time and energy on your online business since everything is mapped out clearly.

Confusing Online Businesss with a Hobby

One of the biggest draws of making money online is that it is very flexible. You can do Internet marketing work on your own schedule. You can do it on your own terms.

However, too many people get too comfortable and they end up not giving their business activities the time and attention it needs to succeed. Make no mistake about it, Internet businesses are still businesses. This means you have to give it the right focus, effort, and attention.

Making money online isn't a hobby. A hobby is something you do when you have some spare time. A hobby is something you do when you feel like it. A business, on the other hand, is a commitment. You do it even when it is not convenient. A business requires your attention even if you don't feel like it. Know the difference between a business and a hobby or else you might fail.

Lack of willingness to learn

Too many people who get into the IM industry think that just because they have business experience elsewhere that they no longer need to learn IM -specific information.

They are very sceptical of people trying to teach them new techniques or new trends. They get stuck in their ways. This is a deadly mentality because the Internet changes all the time. What made money last year may not make money this year.

You have to always keep an open mind to new information and be ready to implement new strategies if you want to maintain or grow your income.

Lack of focus

Where your focus grows, your energy flows. Sadly, since much of the Internet marketing industry is hyped primarily for its flexibility and 'ease,' too many people who get into this industry fail to focus enough on their business. They look at IM as primarily a sideline income activity. If you want to make money in Internet marketing, you have to focus.

When you focus, you make the necessary adjustments that can increase your chances of making money. Otherwise, you can run your IM business on auto-pilot, and it will only produce a mediocre amount of cash. That is, if you make money at all.

Above all else, focus means putting in the time to study the different aspects of your online business. You have to constantly review all the

different activities, features, segments, and offerings that make up your business. You have to be meticulous.

What's more, you have to be systematic. You can't just randomly check up on your business and make random adjustments here and there and expect to make money. It doesn't work that way. You have to have a clear process and system for optimizing the many different parts of your online business. This is the focused approach. An unfocused approach involves taking lots of shots in the dark and hoping to get lucky.

Easily Distracted by 'Bigger and Better' Things

New Internet Marketing products are launched all the time. There are just so many different 'systems' and 'blueprints' on the market.

Many people who try one system often don't wait until they have put in enough work in the system to gain some success before jumping on to a new system. They don't wait until their previous online business has had an opportunity to produce results.

People who jump from project to project are extremely impatient. These people end up spending lots of money on many different products only to end up where they started. IM products require your time, effort, focus, and energy to produce results.

Remember this: you aren't buying some magical system that will stuff your pockets with cash. You have to get down to business and put in the time and effort. Just as you don't immediately get a fully-grown plant the moment you plant a seed, you don't get cash immediately after starting an online business. Traffic takes time to

build. It takes time to build a solid online brand. Online communities take a while to build around your content.

Set realistic expectations for your business before abandoning ship. In fact, you should try to fix all the different problems of your business before you give up and try something new. Oftentimes, online businesses fail to produce results because at least one segment of the overall business has problems. Learn to identify these problematic segments and see if doing so changes your results. Don't be too quick to throw in the towel.

Quitting too soon

Even if you focus on your Internet marketing activities and you put in the right amount of time and effort, you can still fail if you quit too soon.

You have to remember that making money online is oftentimes a marathon. It isn't a sprint. Nine times out of ten, you aren't going to see results immediately. In fact, it might be several months until you see a return on your investment of time, effort, and money. Too many people freak out when they don't see great results when they start their online business.

Frankly, this is an overreaction and completely unrealistic. Just as you shouldn't expect to hit a home run the first time you step up to bat, you shouldn't expect your online business to make lots of money when you start.

It is just like any other business. It takes time for people to hear of your business and, more importantly, it takes time for people to build enough trust in your online brand to buy whatever it is you are

offering. You have to keep pushing forward. Don't quit because you became impatient. Real and sustainable success takes time.

Failing to network

Just as no person is an island, no business is an island. Businesses need to network with other businesses. Brick and mortar businesses network because they can decrease their supply costs by linking up with the right vendors. They also boost their sales by getting in touch with businesses that buy their wares or services.

In the online world, online businesses also need to network but for a range of different reasons. Networking with other websites in your category increases your overall credibility with the online community. By being connected with tried and proven online brands, some of their credibility rubs off on you. More importantly, by establishing partnerships with solid online brands, you can benefit from some of their traffic. If your partners get lots of traffic, some of this traffic might head your way.

Not investing enough money

While there have been many online empires built with nothing more than a few bucks, a big dream, and lots of elbow grease, the hard reality now is that if you want your dreams of online success to become a reality, you have to put in some capital.

Don't get me wrong, the amount of cash you have to invest doesn't have to be as huge as putting up a brick and mortar business.

Still, you have to invest the right amount of capital in your business. At the very least, you have to buy some starter traffic to get the ball rolling regarding your business' traffic flow. You have to invest in the right content so you can become credible in the eyes of your target audience. You have to invest in social media marketing so your brand is accessible through all the major social media platforms. All these initiatives don't have to involve huge piles of cash.

However, if you are unwilling to spend the right amount of money on your business, not only might your online business remain small and unnoticed, you might not make any money at all. Make no mistake about it on the Internet, as elsewhere, it takes money to make money. Don't let scam or hyped-up make money online 'programs' or 'blueprints' convince you otherwise. You have to spend some money to make money online.

Keep the common pitfalls above in mind when considering getting into Internet marketing. Don't get discouraged early on; you can make money online. People have done it in the past and it's happening to other people right now, and more people will make money online in the future.

However, what sets these successful entrepreneurs apart from those who came before them and failed is that they avoided the issues above.

If you want a shortcut to help you get started on the right path to online success, then I recommend checking this out:

Click Here To Get Started Making Real Money Online