



Hello, my name is Russell Wright.

I am a keyword research, market research, and search engine optimization expert. I am also co-creator of Theme Zoom - one of the most powerful keyword and market research tools available to the general public.

Welcome to **"The Illusion of Internet Marketing"**.

Let me start off by telling you what this report is all about.

Over the last 10 years, while working as a high-level keyword and market research consultant for many large corporations and an educator, I have helped hundreds of online and offline marketers to grasp 'the big picture' about keyword and market research.

Using this 'new view' of the internet in combination with my incredibly powerful keyword and market research tool *Theme Zoom*, many of

these marketers have created far greater success and profits in their online businesses, and began dominating their competitors like never before.

In my teaching work, my main focus has been to clarify the difference between **market research** and **keyword research**. They are not the same thing.

This is the primary *illusion* I have been helping people to dispel for years now.

Recently it has become clear to me (*through my experiences with the many online marketers I interact with*), that having access to arguably the most powerful keyword research and market intelligence tool in the world **is no longer enough to guarantee great success online**.

There are fundamental illusions that need to be addressed before you can see real success online... so I decided that this was something I needed to write about for my members.

However, these illusions are a problem for 99% of people I meet. So I decided after further thought that it would be worth releasing this report publicly.

In fact, I would go so far as to say that if **you are not making at least 5 figures per month on the Internet, then you probably don't know that these Illusions even exist.**

Let's fix that.

## **Death, Rebirth or Illusion?**

My inbox is full of emails telling me how Web 2.0 is going to make my internet business less profitable.

On my desktop I have Mike Filsaime's "The Death of Internet Marketing" and John Reese's "The Rebirth of Internet Marketing".

When I read these reports I feel like an anthropologist on Mars studying an unfamiliar culture on another planet because my philosophy is so fundamentally different from these, as you will see. However, I still like to read them because doing so keeps me in tune with the times.

In essence, this report, *The Illusion of Internet Marketing*, is also my

response to this recent wave of future-angst and discussion about what's changing now and in the years to come on the internet (*and more specifically, in business online*).

I speak my mind because it would be irresponsible not to. The sooner you wake up from the illusion, the faster you can start generating real wealth.

And that is my goal for you.

If you are currently not succeeding online, or not making the profits you think you should be, then this report may help in these ways...

- 1) It will strip away the false ideas that are hindering you and allow you to see online business for what it TRULY is.
- 2) It will give you the viewpoint you need in order to see through the illusions and succeed while your competitors continue to struggle IN the illusion.
- 3) It will alert you to some of what has actually changed online as well as reveal what HASN'T changed. You will see why concentrating on these non-changing factors, is the most important thing for your online success.
- 4) It will show you how to use the knowledge of these things that never change in order to rise to the top of the heap – dominating your competition and achieving the success you dream of

Put simply, it will strip the illusions away from in front of your eyes and allow you to see the internet (*and doing business on it*) for what it truly is... then arm you with new knowledge needed to allow you to be successful no matter how the internet changes.

So with that purpose in mind, let's get into it.

Firstly, I'm going to break down the 'Illusion of Internet Marketing' into 3 separate parts. (*These are like 3 sub-illusions that create the overall illusion*).

I'll explain them so you are aware of exactly what they are and following that I'll cover each one and show you why they are illusions that are preventing you from achieving the success you want in business.

## **Illusion Number 1: The 'Everything's Changing' Myth**

*" Scary **changes** in internet culture and technology are about to make or break your online business. The sky is falling because of new and disruptive technologies".*

This first illusion is that everything is "changing".

The pitch is that somehow the fundamental laws of business will cease to exist because of Web 2.0.

There is no question that new Internet technology is rapidly increasing the number of channels with which it is possible to communicate.

Technologies like "You Tube" bring the cost of publishing videos to zero. The internet allows you to communicate with an audience at the speed of light.

Social media technologies seem to be growing at an alarming rate, adding to the noise and confusion.

These include:

- Media sharing technology such as You Tube and StimTV
- Social bookmarks like delicious, furl, nyweb, and diigo
- Citizen media like blogs, tag engines and RSS feeds
- Collaborative directories like wikipedia, prefound and zimbio
- Collaborative harvesters like dig, netscape, reddit, popurls
- Social networking sites like myspace, facebook, and squidoo.

But are the fundamentals really changing? Or is fear of change an artful misdirection used to distract you from the profitable fundamentals that have never changed . . . and never will?

### **Illusion #1 Wake up Call:**

**The idea that these new and "disruptive technologies" will make or**

break your business is an Illusion. This illusion is shattered when you fully understand the important things that have never changed (*and never will*). I will show you those important things shortly and allow you to see success by not getting trapped in hype.

**Illusion Number 2:** The 'New Way to Make Money' myth.

*The best response to change is to buy the latest and greatest memberships and tools because they will help your survive.*

This Internet Marketing Illusion is built upon the fertile ground of the previous illusion, "The 'Everything's Changing' Myth".

My inbox is stuffed full everyday with dozens of Internet Marketing sales letters pitching new software and coaching programs that chase the latest and greatest technology fads.

Whenever "the next big thing" comes along, there is always another Internet Marketing product for me to buy that is supposed to be the best way to cash in on the latest changes online.

### **Illusion #2 Wake up Call:**

**The idea that there are constant new ways to make money online is an illusion.**

**You (as an online marketer) are flooded with emotionally-charged messages of change to cause fear and get you to buy the latest and greatest gizmo being offered.**

**As a result you fall under the influence of this illusion and rush to make a fortune online through 'new' methods, while actually missing out on getting the simple facts and skills that will bring long-term success.**

*(Note: That doesn't mean that there are never new memberships, tools and technologies that can help you to improve your business and make more money. It just means that unless you know how to*

*differentiate between these, you will constantly get distracted from the actions that will really make you money.)*

**After shattering this illusion shortly I will show you the simple way to make sure that every dollar you spend on new methods and tools is money well-spent. Tools should assist you in growing your business and pay off for you where it counts – by increasing your bank account.**

*(Ironically, the coming explosion of “instant-everything-software” will create a tidal wave of mediocrity online (or worse). And that will only make it easier for an educated marketer to create a WELL RESEARCHED online business that stands out from the crowd and attracts customers. I’ll discuss how to be this marketer as this report continues.)*

### **Illusion Number 3: The ‘Competition’ Myth**

*Opportunity on the Internet will dry-up and get too competitive during the Web 2.0 boom. People will start failing at an alarming rate, much more than during Web 1.0*

#### **Grandma is taking Over the Internet:**

Apparently the Internet is going to explode with so many fledgling Internet Marketers that earning a living online will be almost impossible.

The excellent report called **“The Rebirth of Internet Marketing”** published by John Reese contains the word *“revolution”* 8 times in the visible text.

The predictive phrase *“will be”* appears exactly 45 times.

There are over 35 warnings preparing you for the inevitable revolution that aims to destroy your online business.

Much of this warning hinges upon the theory of *“accelerated fragmentation”* - the new Y2K for Internet Marketers.

So let’s take a closer look at that.

## Accelerated Fragmentation

John's "accelerated fragmentation" theory asserts that niche markets are fragmenting into tiny bits called "Long Tails" (*which are essentially super-specific niches at the very bottom of markets*).

This is all true.

However, this topic needs more clarification and refinement than is contained in Reese's report.

You see, accelerated fragmentation also claims that these fragmented micro-niche interests are to be gobbled up by everybody's grandmother jumping online during the new Web 2.0 gold rush.

Grandma's new website will leave almost zero profits on the table for *me*.

And to make matters worse, if *Grandma Inc.* doesn't wipe me out, some gigantic corporate "authority website" will swallow my domain like Jonas and the great whale.

These authority websites will complete the Internet Marketing holocaust by systematically sucking up any remaining niches (*even the Longest Tails*) within almost every vertical market sector.

During this "dot com 2.0" boom, what *used to be* an infinitely deep well of creative growth and opportunity will dry up almost overnight.

At the bottom of every vertical market "silo" you will hear only the echo of lost opportunity.

In this version of the future, I can expect my website to quickly go out of business while other "lemonade stands" pop up all around me at zero cost for Grandma.

Now at this point I should say that John Reese is one of my favorite mentors and I have always agreed with his fundamentals. Even now I support the need for a mythical *Internet Marketing Rebirth*.

But hype and headlines come and go and can tend to be bit out of proportion.

With that in mind, it is important to ask yourself the right questions in order to get the right information.

In this case:

**What or who is about to be Reborn?**

Let me give you a hint: It is not Internet Marketing.

**Illusion #3 Wake Up Call:**

**This 'crisis' is an illusion... and I will show you why. In this report I will shatter this illusion by showing you why "accelerated fragmentation" is actually an opportunity, not a crisis, if you know how to make it so and have the means to do it. *(Keep reading and I will reveal how YOU can do that)***

So those are the 3 illusions that I'm going to address. If you want to succeed online in the near (or distant) future, you need to break free from them.

How? Let's look into that.

## **Free Your Mind**

As I have already stated, my goal for this report is to help free you from the 'Illusion of Internet Marketing' ... which is essentially created by the illusions I've just revealed.

The '**Everything's Changing**' Myth, The '**New Way To Make Money**' Myth and The '**Competition**' Myth.

**In a later section of this report I will introduce you to a very simple but very powerful secret that will help free your mind forever from the Illusion of Internet Marketing.**

*(I can tell you now it's not some super-secret that's never been revealed before but it is something that at least 95% - if not closer to 99% - of internet marketers don't realize and for that reason I'm calling it a secret).*

It will help you filter out useless products and services that are only band-aids to long term growth... and instead allow you to focus your

attention on doing the important things that lead to great success.

This secret shows you how to deal with "change", by focusing your attention and energy on 3 simple business facts that will *never change*.

It was this secret that **shocked me wide awake** from my own Internet Marketing illusion 5 years ago, like a bucket of freezing ice water dumped on me while I was still asleep.

As soon as I grasped the full power of these simple key facts, I quickly went from being a below-average marketer to generating no less than 5 figures per month income in short order.

**Note:** *These business facts are not dependent upon the internet, and will be around long after the internet (as you and I know it) has disappeared!*

This is where the real power is to make money online – today, tomorrow and for decades into the future.

So stay tuned and I'll show you the falsity of these illusions, as well as give you this factual information that will really see your success take off.

But first we need to go over a few basics that you need to understand to grasp the rest of this report. Once you really get these simple facts, you will be easily freed from the illusions we've just discussed.

Why's that you ask?

Because what makes Internet Marketing such an illusion is that most people do not understand what the Internet actually means to their business.

As a result they give it more power than it deserves and use its power ineffectively, which in the end leaves them with a lot of wasted time and a bunch of unprofitable marketing endeavors.

## **What is the Internet?**

The Internet is simply a cheap form of mass communication. It is one channel among many others... such as the telephone, fax and mail.

*(We will discuss more about the internet's superiority to these other methods shortly – we're just covering the basics here).*



You only need to download Skype or Google Chat to see the writing on the wall. You can call foreign countries and talk for hours without paying a single dime. In fact, when I was talking to my wife during her travels to Columbia, Google-Talk sounded better than an expensive telephone connection.

When you view the Internet as it truly is – a mass communication medium – the future-hype will not terrorize you.

Why?

Because you will understand that everything isn't suddenly changing and the sky is not about to fall... simply, a communication channel of your business is evolving and can be used to help your business. *(We'll discuss how shortly in this report)*

## **Web 2.0: Breaking the Silence**

*"Some things never change. And some things do".*

**- Laurence Fishburne as Morpheus, Matrix Revolution**

Web 1.0 was a quiet and boring place compared to Web 2.0.

Web 2.0 refers primarily to the video distribution systems now dominating the internet.

Video technology is a communication medium that is cheap and easy. It is quickly becoming the **rule** not the exception to online commerce. *(There has been over 14,000 years worth of video streamed on You Tube when total plays are calculated – just shows how massive it's become).*

Video was really difficult to put on your website during the first Internet. Sure,

there was the occasional canned flash animation, but website video was not the norm as it is now.

It is this evolution, along with other multimedia technologies and the many social networking phenomenon (eg. MySpace), that have created what is known as Web 2.0.

In order to become successful online, it is important to understand the pros and cons of these new technologies.

So this now brings us to the promise I made above. (*I will reveal the secret in this section*)

## **Websites don't fail, businesses do.**

What do I mean by that?

Let's take a look.

### **Your Online Business Is an Illusion**

There is no such thing as an internet marketing business.

*"The Internet is simply direct response marketing at the speed of light".*

- **Mr. "X"**, Theme Zoom high-level consultant

Business is business and can be done through more than one medium. Web 2.0 does not change the purpose and basic goal of business – it is just one of several means to achieve the same end.

For example, let's assume you sell vacuum cleaners. You can have a store in a shopping centre selling them in person, you can sell them on the phone, by fax and even by mail. Then of course in this day and age you can also sell them on the internet – it's just another channel.

Basically, if you are making money online, you are in the direct response business.

This is the real secret.

**BUSINESS ON THE INTERNET IS ESSENTIALLY NO  
DIFFERENT TO BUSINESS ANYWHERE ELSE.**

People get confused because the internet is such a massive communication medium and other people seem to making their entire income online.

With this illusion, it is easy to forget that the Internet is a single channel of communication among many.

They get caught up in the technology of the internet and forget the simple business basics that create success. *(And as a result don't do these basics well, if at all).*

Essentially they go off track.

Presenting the Internet as a "thing" has been the grand illusion of many successful Internet Marketers who make their money this way. They present the internet as the ONLY channel for communicating with your prospect or customers.

***But it ISN'T.***

True, in this day and age it is becoming the most important and valuable because it's become a way of life for most of us.

Every day we are doing more and more of our daily tasks on it – shopping, communicating, seeking entertainment and so on. *(As John Reese mentioned in his "Rebirth of Internet Marketing" Report)*

But the fact remains that it's still only one of the many channels on which business can be done.

More to the point, it's an increasing fact that people who are cleaning up online are doing so with offline marketing combined with online follow up.

On the web, you can communicate in any number of ways with any number of people for any number of reasons you can think of.

You can filter and aggregate a huge number of different channels and niche interests.

But none of this will guarantee your financial success.

What will guarantee your success is knowing the things in business that will not change and doing those simple things well... or more importantly, better than your competition.

So before we jump into shattering the illusions of internet marketing once and for all, let's look at this simplicity of business and what you must be doing in order to succeed.

## **What is Business?**

It is exchanging a product or service that someone wants with them in exchange for a valuable in return.

This is very simple really and can obviously occur in lots of ways:

You could exchange a product for money.

You could exchange your time for money.

You could exchange knowledge for money.

You could even exchange any of these for something else of value that the other person has that you want.

It really doesn't matter.

My point is that you are exchanging something with someone else for remuneration.

As we have covered already... whether you do that in a store, over the phone, by mail or even on the internet, the reason you are doing it doesn't change and the goal is still the same – to provide the customer with a product or service that they pay you for.

And that brings me to the 3 simple business facts that I promised to reveal to you earlier.

## **3 Business Drivers That Will Never Change**

These three principles are probably the most important thing that I have ever learned.

They are called "drivers" because they literally drive business – they are the ways a business becomes more powerful (*and therefore profitable*).

When I finally understood how these drivers worked, my entire paradigm shifted.

Within weeks of applying them, my world had shifted so profoundly that

I started creating major changes within the company I was working for.

It became clear to me that I would make more money than my employer was willing to accept because the company was not ready to exploit all three drivers. I moved on to create my own fortune instead.

These drivers were taught to me by the marketing master himself, Jay Abraham.

***There are only three ways to make more money with a business:***

- 
1. Increase the size of a transaction with your customer. (Get more money per transaction).
  2. Increase the number of customers. (Getting more customers is often the wrong approach).
  3. Increase the frequency of transactions with current customers. (Most important and usually ignored completely)
- 

I suggest you read them again because they are that important.

If you currently have a business and you have not previously been exposed to these changeless Business Drivers before (*the holy trinity of business*), then I would suggest you determine which of these 3 Business Drivers you can implement more effectively in your own business when you've finished reading the rest of this report.

More important for right now though, you should start thinking about the principles in business that do not change (*as described in the last section*) and focus on the fact that these 3 points are the only way to ever improve a business. (*And yes, these apply to business during the Web 2.0 revolution as well!*)

So let's look briefly at what we've so far covered in this report:

- 1) You have discovered what the 3 illusions are that create 'The Illusion of Internet Marketing'
- 2) You have discovered what the internet really is and how it's changed with the evolution to Web 2.0

- 3) You've discovered the business principles that never change, no matter where you do business – all that does change is the means (tools) you use.

And lastly...

- 4) You've discovered the ONLY 3 ways to make more money with a business.

Each of those factors is critical to your success as you will discover below.

Now that you understand them, we can get into shattering the illusions once and for all.

## ***Shattering Internet Marketing Illusion 1:***

The '**Everything's Changing**' Myth

***Is anything really changing?***

***Or is fear of change an artful misdirection used to distract you from the profitable fundamentals that have never changed . . . and never will?***

People have always been drawn into hysteria by the seeming omnipresence and uncertainty of change.

What I mean by that is that people have a kind of 'knee-jerk reaction' and react purely to the fact that things are changing, without any real analysis of WHAT is changing (*and just as importantly WHAT ISN'T*).

As a result they rarely, if ever, look closely and carefully at what action they should take to prosper in the newly-changed environment.

Let's look more closely at this.

Today's technology sector is moving forward at an unprecedented pace.

New and disruptive technologies seem to threaten "everything". In order to grasp the full power of the Internet Marketing Illusion it is important to understand what I mean by "disruptive technology".

Let's look at its definition first...

*"A disruptive technology comes to dominate an existing market by either filling a role in a new market that the older technology could not fill (as smaller-sized hard disks did for newly developed notebook computers in the 1980s) or by successively moving up-market through performance improvements until finally replacing the old technology (as digital photography has begun to replace film photography)."*

Definition from Wikipedia

Now as you can see from that definition, 'disruptive technology' is certainly not a bad thing by broad definition. There is certainly nothing wrong with technological advances that allow better photos to be taken or more powerful notebooks.

However, the point I am making about such technology is quite different so bear with me as I explain.



## Headlines of Change

*"In a 24-7 media world, the hype is change."*

- John Naisbitt, Futurist

Headlines of change seem to have some sort of hypnotic control over us, because our brains are programmed to anticipate potential dangers.

The keyword "change" was the subject of over 56,170 books in 2006 alone.

Amazon.com inventoried 11,195 books under the long tail phrase "*business change*" during that same year.

As you can clearly see, 'Fear of change' sells books, software and magazines.

It even drives some market sectors into submission.

Let me explain.

While reviewing market trends it becomes apparent that business owners **chase change** instead of consistently focusing on high-leverage principles that will **never** change (*and consequently will make their business successful no matter what happens*).

For example, many people - including CEO's of major corporations - have made the mistake of investing in new technologies touted as delivering the competitive edge.

This is a *known bug* in strategic business management.

A specific case: In reaction to passing technology fads, a Fortune 500 company dumped countless dollars upgrading to the latest and greatest technology. They purchased a customer management software (CMS) that was too complicated for employees to figure out.

A highly-paid consultant commanded them to jettison the software and focus on making *actual sales*. (Imagine that!)

This is one of many corporate scenarios driven by future-hype. It demonstrates the problem with 'disruptive technology' and how businesses buy into the hype and 'new advances' and get side-tracked from the basic principles that make them successful.

It also shows how an illusion is dispelled when attention is re-focused on **that which does not change**. (*These are real business success principles - like the 3 drivers you discovered above*).

To further make my point I want to give you one more example.

## **FUD: Fear, Uncertainty and Doubt**

In the 1960's IBM first produced the mainframe computer. They were selling like hotcakes.

The unofficial mantra of the IBM salesmen was that their customers were buying because of "Fear, Uncertainty, and Doubt". This became known as the "FUD Factor".

A spreading panic declared that in order to be competitive during an emerging technological era, a company had to purchase an extremely expensive mainframe. During this period there was a huge amount of mindless tech spending, just like there is today.

***Fear of change*** is the driving force behind billions of dollars worth of unnecessary computer hardware upgrades annually... not to mention the insane amounts of money spent by businesses on other systems, technology etc. in order to 'stay with the times'.

So now ask yourself again... "Is anything really changing or is fear of change an artful misdirection used to distract you from the profitable fundamentals that have never changed . . . and never will?"

I'm sure you can see my point now.

The idea that "Everything's Changing" is an illusion.

Sure, the COMMUNICATION CHANNEL (ie. The Internet) is changing as I've already gone over with my explanations of Web 2.0 and the new internet.

As a result of this "progress" there are new tools and methods to help you do the 3 Business Drivers better.

But that is the main point to remember... the same fundamentals which have always led to and guaranteed business success (the 3 Business Drivers) are still the same today as they've always been and will never change.

Again, ONLY the way you accomplish those fundamental profit-steps changes with the times and the tools available – not the steps themselves.

If a new technology helps you do one of those steps better then it is positive for your business and could be worth including in your business strategy... if it doesn't help or distracts you from these 3 Business Drivers then it is 'disruptive technology' and you should ignore it (*at least for the time being*).

So to destroy this illusion and rid it from your life completely you simply need to realize that the sky is not falling every time someone tells you it is.

Instead, just realize that the principles of good business are still the same and you will not suddenly go out of business if you keep doing these well... no matter how the communication channels change.

## ***Shattering Internet Marketing Illusion 2:*** The '**New Way To Make Money**' myth

*The best response to change is to buy the latest and greatest memberships and tools because they will help you survive.*

As I discussed when introducing you to the Illusions at the beginning, this illusion is built on Illusion #1 The 'Everything's Changing' Myth.

Because you've been led to believe that everything is changing, you then fall in to the trap of thinking you need completely new methods and tools in order to continue surviving and seeing success.

Therefore, the shattering of this illusion is also built on the concepts that shattered the first one.

Because you now know the fundamentals aren't changing – the basic steps to success in business are still the same - it's much easier to see that you don't constantly need new methods and tools to continue doing well in business.

That realization alone basically shatters this myth. You don't constantly need new methods and tools.

But I'm sure you're saying at this point that there are new technologies that I need to know about because they'll help my business... and you're right.

As we discussed at the end of shattering the last illusion, if a new technology or tool will help you do one of the 3 Business Drivers better

(and not distract you from continuing to do the others well), then it could be worth investing in.

Of course you can use new tools and technology to be more successful in business... you just need the RIGHT ones.

So let me show you how to tell the difference between disruptive 'new ways to make money' and useful methods and technologies that you can use to perform the basic business steps

## **Mistaking a Fad for a Trend**

In general, a **fad** is something that experiences a brief period of popularity and suddenly disappears never to return. If you ever see it again, it will be in a "retro-fad" a few years later.

A **trend** is something that sets the pace for an entire generation. A long term trend becomes part of our collective DNA. There are long term trends and short term trends.

I'm introducing this idea because it's a key concept you need to understand in order to stay on track and not get disrupted by the illusions in online business.

Basically, if you can differentiate between fads and trends, you will be in a much better position to evaluate new methods and technologies. In this way, you will ensure they are going to help your business, rather than act as negative "disruptive technology" that distracts you and hinders your business success.

So let's look at Fads and trends in some more detail, starting with trends.

The Internet has become a long term trend. It is a part of our DNA and an extension of our bodies. There are very few things that we need to accomplish during the day that we cannot perform online.

## **Trends Have Staying Power**

If you **understand in your gut**, the reasons why human beings do what they do, you will become as wealthy as you choose in any way you choose.

This is because the *reasons why* people take specific actions seldom

change. *(We will cover this in depth in the follow up report I've written called "Rising Above the Machine World: The 7 Human Drivers That Never Change").*

Many people arriving online for the first time have a knee-jerk reaction to technology – meaning they react to it purely because it's "disruptive and new" rather than because it will help increase their bottom line.

This is because they ***mistake a technology fad for a trend.***

The most important thing to understand about trends is that they have **staying power**. It doesn't matter how much time has passed since they were started, they still have disruptive power in a society.

*Trends usually affect the way we go about doing things, not **what** we are doing them for, nor the reasons **why** we do them.*

Read that again because it's very important.

Let's look at a few examples of changes in *how* we do things that did not affect *what* or *why* we do them because this will help you really get what I'm saying.

- **Football:** The forward pass was added to football by Knute Rockne in 1920, but the goal was still to get a touchdown. Football didn't go away and the players were not all fired. They simply had to learn the forward pass.
- **Basketball:** Hank Luisetti started the one-hand shot in basketball during the 1930's. This was forbidden and caused quite a stir. This changed how the game was played, but basketball did not disappear. Eventually the technique was accepted as normal and the goal was still to get the ball into the hoop.
- **High Jumping:** Dick Fosbury started jumping over the high-jump bar backwards. This was called the Fosbury flop. It was frowned upon until it became clear that it was a superior jumping method. This method was made possible by changes in the landing area and higher mattresses. The high jump did not go away and the goal of high jumping was still the same- to get over the bar.

Okay, so let's now tie that in to business and more specifically online marketing.

As an example let's look at Podcasting.

When podcasting first came on to the scene, everybody dropped what they were doing to buy the new 'guru' courses and new technology in order to follow this new 'trend' (*which was actually a fad*).

Most did this at the expense of other proven forms of marketing. That is, they stopped doing basic business actions that had proven successful because they were instead dedicating time and money to this 'disruptive technology'.

Let me ask you this...

When the one-handed basketball shot was invented, if everyone got distracted and started shooting with one hand, what might have happened?

Likewise, if everyone in football only started throwing the ball forward and forgot all the other important principles, what would have happened to the game?

***In both cases the ability to score would have decreased.***

It's no different in business and this is the point I'm really trying to make.

Marketers who get caught up in the hype of new disruptive technologies can decrease their ability to score (ie. make sales and therefore profit).

In the online example, many people jumped on the bandwagon with podcasting and some concentrated on this medium to the detriment of their business.

Why?

Because they didn't really look carefully at how they could use it in accordance with basic business fundamentals. (ie. the 3 Business Drivers).

But one smart marketer was different and shows the correct mindset you should have...

**Podcasting: Everybody's Doing It, Except Seth Godin:**

Why would Seth Godin, one of my favorite marketing personalities, refuse to podcast?

His response to the question claims there is more bad news than good news about podcasting as a disruptive technology:

*"The good news for podcasters is that users' ability to hear podcasts is dramatically increasing.*

*Forty-Eight hours after they built podcasts into i-tunes, the user base increased by one million.*

*There's a bunch of bad news though.*

*This means you won't know what you like until you get it. That also means subscribing in many cases. This is, of course, good news, because subscribers are more loyal than browsers.*

*But mostly it's bad news because it means that very few podcasts are going to be heard by large numbers of people. Because the time investment for sampling is so high, you always get fewer listeners for the volume of people on the podcasting network. The second main problem is that listening is a real time commitment. I can surf 300 blogs in the time it takes to listen to one podcast. This doesn't mean podcasts are bad, because they carry a lot more emotion. It just means it is going to be harder for them to find a big audience. Which leads to more bad news: You can put up a blog post in two minutes, but usually it takes a lot more time to create a podcast. I don't plan on making podcasts anytime soon'.*

- **Seth Godin**, Small is the new Big

Do you see what Seth was getting at? He actually evaluated what was best to spend his time doing (*in order to do the basic steps of business better*), and he prioritized doing that instead of getting caught up in the latest fad and piece of 'disruptive technology'.

Honestly, in writing this report I could on about this forever. (*I actually have enough information and examples here on it to write a complete book*).

However, I think you get the point.

The need to constantly chase new methods and tools is an illusion which we've thoroughly debunked here.

In addition, you've got a glimpse of the right way to handle new methods and technology so it actually helps your business rather than distracts from doing what you should be doing in order to see the success you want.

### ***Shattering Internet Marketing Illusion 3:*** The "Competition" myth

*Opportunity on the Internet will dry-up and get too competitive during the Web 2.0 boom. People will start failing at an alarming rate, much more than during Web 1.0*

We've talked quite a bit so far about how the communication channel (the internet) is evolving.

A new wave of technology has become available to every man, woman and child on the planet.

As a result of this evolution and the amazing new technology that now exists – including continually improving website-building software and tools that allow people to post videos (*or whatever else they want*) to sites – it is easier than ever for anyone to set up shop online.

Apparently, this means that soon there will be an avalanche of new people online who will make it harder than ever for me to make a profit – I will have more competition than ever before.

This is an illusion and I will explain why.

#### **The Illusion of Accelerated Fragmentation**

Just because it is "oh-so-much-easier" for grandma to get a website or the fact that 100 million more people open a yahoo store, does not mean that it will be harder than ever to succeed online.

Here's why:

Any person may be able to set up an online business...

BUT IT DOESN'T MEAN THAT THOSE PEOPLE WILL BE ABLE TO COMPETE.

The average **Grandma Inc.** is not going to know how to maintain a successful online business during the Web 2.0 gold rush.

As we've discussed above, unless Grandma understands real business and how to use the evolving communication channel that is the internet (*not to mention the other communication channels available to any business that are far from redundant*), she won't be able to compete with the marketer who does.

I call this type of marketer a "Multi-Channel Marketer" because they use many channels in order to most effectively accomplish the 3 Business Drivers I revealed above.

*Note: There is a lot more information on the subject of Multi-Channel Marketing that goes outside the scope of this report. I will be releasing further material on this that will be incredibly powerful and helpful to your business – particularly in the future as the Web 2.0 gold rush gets in to full swing. By becoming an MCM (Multi-Channel Marketer) you will rise to a level where your ability to do the 3 Business Drivers better than nearly everyone else will mean that 99% of the people who are online in the future will be unable to compete with you.*

And there is another factor that may be just as important...

In his "Rebirth" report, John Reese discussed the 'technology factor' that was going to be a major part of making it harder to make money online.

The idea is that new and more advanced tools than have ever been created before would come into existence and give marketers who possessed them a **massive** advantage over everyone else.

This is 100% pure fact and is already happening.

How do I know?

Because I created one of the very best of these tools – **Theme Zoom**.

In fact, it is one of the most advanced keyword and market research tool that has ever existed and been made available to the general

public. *(I'll give you access to undeniable PROOF of this shortly because I don't like making claims and not backing them up).*

And just as John Reese stated in his report, the power of this technology will allow the marketers who possess it to dominate everyone else online.

How?

Because Theme Zoom users will be able to understand the basics of business and perform the 3 Business Drivers better than anyone else.

A Theme Zoom user can:

Find more prospective customers than any of his competitors *(doing Business Driver 2 better)*, and...

Service those customers better than any of his competitors because he knows more about what they want *(allowing Business Drivers 1 & 3 to be done better)*.

It is the ADVANCED TECHNOLOGY of Theme Zoom that allows this to occur.

So although "The Competition Myth" is an illusion – new people online are NOT going to be able to compete with you as an advanced marketer – John Reese's point about certain marketers being able to dominate other marketers because of superior technology is not – it is a factual point.

**Basically making money online isn't going to get harder as long as you perform the basics of business (and The 3 Business Drivers) and use new technology to do it better than your competition.**

*Note: I'm not telling you here how Theme Zoom allows it's users to have such an advantage because this report isn't about that. In fact I have no need to 'sell' it because we are actually limiting access to it and are shutting our doors shortly (if we haven't already) and know we'll fill up. I will however tell you where to go to get more information on it at the end of this report if you're interested in finding out why it's so valuable.*

And that brings me to the point I made when I first discussed this illusion above. (The illusion of "too much competition").

**This illusion is not a crisis, it is in fact an opportunity.**

Why?

Because by realizing the following points (*instead of being trapped in the illusions of each*) you will be in a position to dominate the masses of other marketers attempting to make money online...

- 1) Realizing that everything isn't changing online – in fact the keys to business success are the same as ever and you must simply concentrate on doing them well to see success
- 2) Realizing that most new technology and methods are not needed to help you make more money online – most are distractions and only those that help you accomplish the 3 Business Drivers better (*like **Theme Zoom***) are worth your time and money
- 3) Realizing that doing the correct actions we've discussed in this report will allow you to rise above the so-called 'competition' and see success no matter how many people are setting up online businesses – you will dominate them because you are using the tools available online (*like **Theme Zoom***) to accomplish the 3 Business Drivers better than any of them.

And those realizations bring us to the end of this report.

What you have read in these 25 pages is just the beginning.

My aim here was to shatter the illusions that are inhibiting you from fantastic success and give you a glimpse into how to be a marketer who dominates markets and niches online now and into the future, regardless of change.

However, my aim as a business educator in the coming months and years is far greater and even exciting.

You will learn more about my plans (*as well as get more invaluable content*) in the coming weeks as I release more information and reports.

The next report (*and follow up to this one*) will be:

- ***“Rising Above the Machine World: The 7 Human Drivers That Never Change”*** – This report will open your eyes like never before to the topic of visitor behavior and you will discover the most

powerful secrets I know about business that never change. As a result of understanding the content of this report your ability to convert leads in your business - on your website or anywhere else you sell from - will increase greatly. *(50% increases in conversion are not uncommon and some people have even reported 200% improvements after applying this powerful information)*

I will also be releasing information on the concept of MCM (Multi-Channel Marketing) and how to become a Multi-Channel Marketer so powerful that you will be untouchable to the multitudes of people who attempt to make money online in the coming years.

Those reports combined with further material that I'm keeping up my sleeve for right now *(I don't want to let everything I have in store for you out of the bag just yet)*, will spell certain success for you business if you make use of it.

If you would like to receive these reports and information then simply click the link at the bottom of this report and leave your details so I can let you know when ready.

## **Time-Sensitive Information on Theme Zoom**

I don't expect you to just believe what I've said about Theme Zoom because I know you get hit with claims like this all the time.

That's why I've put together a brief video that shows you in just minutes the immense power of Theme Zoom in allowing you to research and create web businesses that will dominate the competition.

If you would like access to this video and more information on Theme Zoom and why I say it's the tool that will allow it's users to dominate other marketers online now and into the future, then just go to the webpage listed at the bottom of this report.

But be warned...

I'm not kidding when I say we're shutting our doors shortly and going underground. This is no marketing stunt.

It may already be too late by the time you read this.

At the very latest we will be closing our doors on July 22<sup>nd</sup>. 2007.

If you miss out it will probably be 6 months before we open our doors again and only members of University 2020 (*our advanced online education partner*) will be given the opportunity to join.

After reading this report you have been freed from the illusions of internet marketing and know what you need to do to ensure success in business online.

The only thing that can stop you now is not doing those things.

I look forward to helping you do them better and taking pleasure in the success you achieve.

Russell Wright

608-432-1387

To receive my next report ***“Rising Above the Machine World: The 7 Human Drivers That Never Change”*** (*the follow-up report to this one*)... as well as more information on how to become a Multi-Channel Marketer who will be able to dominate the competition simply go to the following page and leave your details. I'll let you know as soon as they're ready for release in the coming weeks.

[Rise Above the Machine World Opt-In](#)

To see the video of Theme Zoom in action and see if you qualify to be one of a very-limited number of people who will have access to it (and get to use it's awesome power to outdo your competitors) just go to the following website:

[Theme Zoom In 10 Minutes](#) (temporary link)

Or you may visit our main website at <http://www.themezoom.com>

Remember, this is very time-sensitive so if you don't act now you may miss out.