

MAKING MONEY ONLINE

# AVOIDING THE PITFALLS



## So, You Want to Make Money Online?

Attempting to make money on the Internet can be a risky business.

I'll say that outright and get it out of the way.

Now, I don't say this to discourage or frighten you, rather I simply want you to approach this with the proper perspective and expectations.

They say that forewarned is forearmed, only, when looking to make money online, many people don't have a clue where to start, or what the various pitfalls are.

And believe me, there *are* pitfalls...

Perhaps I'm not telling you anything you don't know, but hopefully, by the end of this report, you will be better equipped to spot them.

Here's the thing:

If you're looking to make a quick bit of money then really, there's an abundance of ways to do that – e.g. sell stuff on eBay or Amazon Marketplace, sell services on Fiverr, sell stuff via your own website and many more.

There's no shortage of ways to make money on the Internet. However, chances are, if you're reading this, we're not talking about simply making a few extra bucks. We're likely talking about starting and maintaining a substantial, consistent, long-term income.

There's a name for that...

## **A business!**

Now, that might seem obvious. Or, it's possible that it might take you a little by surprise, given that there are so many 'opportunities' and 'systems' out there online that gloss over that fact. Either way, if you're wanting to make proper, serious money online, then you're going to have to look at things from the proper perspective, that of building a business.

However, this can actually be a double-edged sword and can trip you up before you even get started.

Why is that?

## A Problem

First of all, I'm not going to spend too much time in talking about magic push-button solutions, 'get rich quick' opportunities, schemes, loopholes and all those super-hyped promises we see all too many of online.

Whilst it's true that in recent years, there has been a huge clampdown on the 'scammy' side of making money online, the unfortunate truth is that there is still a lot of garbage out there.

I could write an entire report on this subject alone, but I believe that this isn't really necessary as, if you go through and pay attention to what I'm about to share with you, exactly what you should be looking for and what you should avoid will, hopefully, be a lot clearer.

To begin with, consider the following:

Starting a business online, just like any business, is a journey. And a journey requires a map, a plan of action. You need to know where you're going, how you're going to get there and important information about the journey. You're also going to need to be properly equipped.

The problem is, there is far too much 'stuff'...

Too much info that pulls us this way and that.

Too many opinions.

Too many resources.

Too many tools, each with its own learning curve that takes time.

Too many influences.

Too many distractions.

Suffice it to say, there's a lot to take in, but there's even more that we could end up taking in when we don't actually need to do so.

Let's just take a few moments to examine some of these issues in a little more detail.

## Information

As I'm sure you're already aware, the Internet is a mine of information – some good, some bad. Some useful, some useless.

But again, even putting the bad stuff to one side, that still leaves us with an absolute wealth of information.

In certain cases, it can be said that there is even too much information. And that can most certainly be the case when you are looking to start a business online.

How so?

Well, with all this information, it can be difficult to be discerning and filter out what we don't need. That doesn't necessarily mean that what we ought to be filtering out is bad, it just means that there will be some stuff that we just don't need at a given moment.

Along with that, you will come across a wealth of opinions of what you should do that could end up pulling you this way and that. Again, it doesn't mean that those opinions are necessarily wrong. It just might mean that they are not right for you at the time.

Even without any external influence, we can still end up convincing ourselves that we need to go in a particular direction, learn a particular strategy or buy a particular thing simply because it's *there* and we feel influenced by that.

With all this information and all the influence out there, we can end up procrastinating with stuff that has nothing to do with what we actually should be doing right now.

We might feel that we are 'busy' or 'working' when, in reality, all we are busy doing is nothing of real value or purpose.

One classic example is YouTube.

How many times have you gone to YouTube with a very specific goal in mind and have ended up falling down the 'YouTube rabbit hole'?

Sometimes, we end up so distracted and for so long that we can't even recall precisely what we intended to look for in the first place!

The bottom line is, making money online is a very broad subject and, as we have said already, there is just a phenomenal amount of information.

There are just too many resources for you to deploy and you're going to have no clue what to do without a clear, definitive plan.

It is absolutely vital to have a roadmap. However, the truth is that most people don't have one.

So, what **do** you need?

## Tools

As I have already said, you need to treat all this properly – as a business. And, just as with any business, you will need to at least be familiar with certain processes and tools.

You don't have to be an expert in everything, but there are certain things about which you should at least have a fundamental understanding.

Unfortunately, many don't want to know about all this stuff.

They don't like technology.

They don't want to buy stuff.

They want quick.

They want easy.

Reality check, folks...

**Hard luck!**

Look, I don't care if you “don't like” or “don't want.” If that's the case then you're in the wrong business.

You can't, on the one hand, say “I want to be an interior decorator” but then, on the other hand say:

*“I don't want to have to buy brushes!”*

*“Ugh, I don't like the smell of paint! So I want to avoid that!”*

*“\*sigh\* I don't want to have to learn about colour-matching.”*



*“Putting up wallpaper is boring...”*

*“I hate getting paste in my hair...”*

Etc., etc...

In order to work in any particular line of business, there are certain things that are just part and parcel of that business and there's no getting around it.

It's exactly the same with an online business.

An online business, by its very nature, is a technical business. There will always be that element.

Exactly what, specifically, you're going to need will vary and will depend on the type of business you have. But one thing is for sure – there will be certain things that, at some point or other, you will **have** to learn about, buy and use.

If you aren't prepared to pull out your wallet and invest in some essentials or to get off your butt and get down and dirty in learning about and using a particular resource, tool or strategy that you might “not like”, then you need a reality check.

Shape up or ship out, frankly.  
You can't have it both ways.

I know that might sound harsh, but why waste your time in doing something that you're just not cut out for or willing to work at?

So then, let's look at some of the things that you will need at some point or other and will need to buy, learn about or both:

**Graphics** – graphics are important for visualisation and conceptualisation. They make things more appealing and tangible.

I'm not saying that you must be a graphics expert but, at some point, you will need to use them.

**Video editing** – you might not be a 'video person' yourself and that's totally fine. However, many people are, now more than ever before.

So much content is delivered as video these days and more and more people not only prefer video content, they expect it.

Whilst it's true that video creation and editing is something that you can outsource, if you at least learn some of the most basic video creation and editing skills, you won't necessarily need to pay someone else.

**Page builder** – your content has to 'live' somewhere on the web. So you will, at some point, need to use a page builder of some kind.

Obviously, there are many other tools and resources that we could talk about and what you will need will, again, depend on you and the requirements of your business.

But I've just picked three there that you are almost certainly going to need to touch at some point, regardless of your specific line of business.

## Technical Training

This is probably the biggest area that turns off many people, yet is probably the most important.

Again, I can hear the cries:

*“I’m not a ‘techy’ person!”*

*“Computers don’t like me!”*

*“It’s confusing!”*

Again, I say to you: **hard luck!**

And again, I’m not suggesting that you need to delve into any of this stuff in enormous depth or be an expert in everything.

You don’t necessarily even need to be an expert in any particular aspect.

But you should at least know *something!*

And you should be prepared to put aside your preconceptions, your fears and yes, on occasion, even stubbornness, in order to learn what you need.

So, let’s look at some examples:

**Graphics** – let’s just say, for example, that you never create a single graphic yourself. Let’s say that you are going to outsource everything. That’s Okay, but you will still need to at least understand some of the basics to convey to the contractor just what you need.

**Audio/video editing** – again, you don't need to be an expert in this area, but it's advisable to at least know some basics so that, just as I mentioned with regards to graphics, if you outsource then you can convey what you want.

Also, if you at least know the basics then you may well be able to perform some basic tasks yourself rather than 1) having to pay someone else to do them and 2) having to wait. There are some things that can be done very quickly and easily with just the minimal amount of knowledge.

**Documents** – while we live in a video-oriented age, you're still going to have to use documents. This means that you should at least know your way around a word processor, such as Microsoft Word or Open Office, e.g. knowing how to perform basic edits, formatting or converting a document to a .pdf

**Coding** – yes, I know, it's scary! But when I say “coding” I'm not suggesting that you need to delve into the world of programming. But there are many times in which you might need to know how to manually format something on a page or embed a video, for example.

The other thing to bear in mind is that sometimes things go wrong for whatever reason. If you at least understand what is going on in the background and understand some of the basics, you may be able to spot at least where the problem lies and even fix it.

The reality is that you can't wait for someone to fix **everything!** There will be times when you need to roll up your sleeves and get your hands dirty.

The thing with all of this stuff is that no-one is born with this knowledge. Every expert had to start out with knowing nothing.

And whilst it's true that some people just 'get' technical stuff more than others, you have to at least be willing to try and be willing to accept that there is some stuff that you're going to have to face, no matter how scary or frustrating it might be.

Again, there are certain things that are just the nature of the business and you can't stick your head in the sand and use ignorance as an excuse for inaction.

But, thinking about everything that we've covered up to now, there is something else that causes many people to stumble and a lack of knowledge in certain areas is only part of the problem.

## How You Need to Think about Online Business

Okay, I'm going to sound like I'm contradicting myself here, but please bear with me, because all will make sense as we continue through the remainder of this information...

When we're trying to get our online business started, it can actually be the word, "business", that causes a problem for us.

Yes, the word, "business", can actually be a little misleading.

You see, when we use the word, "business", it might actually put the wrong image in our mind as to what we should be buying, learning, focusing on, etc.

It can actually cause us to think illogically about what we do. We might think: "Well, a business does 'this,' it needs 'that,' so I need to buy 'this' and learn 'that'..."

We overcomplicate things.

It can cause us to purchase the wrong tools or training for the wrong reasons.

You may have found yourself thinking this way:

*"I'm going to buy this because I might need it later."*

*"Others do this, so I'll learn it/buy it now because I might need to do it/use it later."*

Have you ever found yourself reasoning that way?

Don't worry if you have, you're certainly not alone!

The irony of this is we could actually end up having all that we need, yet still not be progressing.

So, how do we combat this?

Given all that we've covered so far, that an online business is a technical business by its very nature and that there is so much information out there, just how do we decide what need/don't need when it comes to tools, training and our plan?

## More “Trade” Than “Business”

When we're just getting started, we don't yet have a business. Any business takes time to build. It also requires a starting point upon which to build.

Unless you're already equipped with the relevant knowledge and resources so that you can start out, straight off the bat, with a full-fledged, multi-faceted business, you're going to have to focus on one thing at a time.

And it needs to be the right thing.

You see, when we're just getting started, we're actually more of a general contractor than a 'business owner.'

For example:

Think of a building contractor. A building contractor needs to know and understand various aspects to do with the overall building business – e.g. electrical, plumbing, carpentry – but doesn't actually need to know or use all trades all the time for all projects.

If we think in a similar way when it comes to building our online business, we'll acquire our resources in a smarter way and more in line with our goals at the time.



## How to Focus on the Right Things

As I said above, unless we already have what we need to hit the ground running with a fully-functioning, full-fledged business, we will probably need firstly to get equipped for a specific ‘trade.’

Going back to the analogy of a general contractor – just as that contractor won’t need to get everything for every trade, neither do we.

What we actually need to do is focus on **one** ‘project’, that project being one that will lead to generating income.

The big problem is that most of us usually work on too many projects at a time.

Instead, what we *should* be doing is starting with one **specific** project and then buying/planning accordingly.

And what we need to buy in terms of the right tools, training, etc. will form the basis for our plan.

The key to building out our plan is building out our trade in order to finish the plan.

For example, let’s say you want to be an affiliate marketer. Ask yourself: “What do I need for affiliate marketing right **now?**”

There are lots of things that you could focus your attention on, but are they in any way relevant to what you’re doing right now? Nothing else matters right now.

You **must** put everything else to one side.

You have to finish the **project!**

Every time that you follow through on one plan, it teaches you where you're deficient. But you don't know that you're deficient until you try to finish the plan.

Now, during the course of following your plan, you might find that you hit a brick wall.

What do you do?

This is what I mean when I say that following through on one plan teaches you where you're deficient.

If you approach anything half-heartedly or jump from one thing to the next, you're not fully focused on following through with the plan and completing the project.

And so, when you hit a brick wall, you end up dismissing what you're working on and you move on to something else.

You're not learning where you're deficient and addressing it so that you can move past the brick wall.

So, when you are following through on your plan and you hit that brick wall, you realise that you need to buy a tool or take some training in order to get past the obstacle.

And that's exactly what you should do.

You don't buy the things that won't help you finish the project, you buy the things that help you follow through and complete it.

And this is one of the biggest problems when it comes to trying to start a business online – we don't focus on following through with our plan and completing the project.

We allow ourselves to become distracted instead of sticking with what we're doing and putting all our energy and focus into finishing it.

## ONE Project, ONE Plan

The number “one” is a very powerful number indeed when it comes to succeeding at something.

You absolutely have to commit to that number.

So, when you are working on your project, you have to commit to purchasing and/or learning everything you need until you are consistently asking for the sale.

If your project doesn't take you all the way up to the point of asking the person for their money in exchange for something you have to offer them, then you haven't finished.

We can work on stuff forever, but if what we're buying right now – the tools or the training – doesn't put us onto the road of asking someone for their money, then we have not finished the project.

The plan can be anything, but we need to stop everything and work on the plan that leads us to our desired outcome.

We should not even start down the road until we can see it definitely leading to the sale.

Throughout this process, we can find ourselves asking questions such as:

*“Do I need ‘this’, ‘that’, or ‘the other’?”*

The answer is “Maybe. Does it lead to you finishing the project?”

*“I like the look of this tool/training. Might I end up paying more later if I don’t buy it now?”*

*“Might I end up missing out entirely?”*

*“Won’t I eventually need it?”*

Again, the answer is “Maybe.”

But, here’s the important thing to always remember:

The **project** is always the decider of whether you need to buy new tools or training.

The fear of missing out does **not** determine whether or not you should get something.

Look, once you start making sales, you’re really not going to care about whatever it is that you think you missed out on!

## The Pitfalls of Buying Stuff

As we've already covered, you should only ever be buying anything that you need in order to finish the project at hand.

But it isn't the 'thing' that is the problem.

When you buy a tool, it takes time to learn. The point isn't whether or not it's any good or even works at all. The point isn't even whether you can get it for free.

The point is, do you have time to learn what the tool does so that it fits in to what you're doing right now?

Most of the time, the answer is that it depends on where we are as to whether we have the time and even if we need the thing at all in order to finish the project.

The same is true for a new method. It takes time for us to learn new things. In turn, this can end up with us requiring a new tool which, in turn, takes time to learn...

Add to that, the method may or may not even work for us.

What about all the graphics, audio, PLR, etc. that we accumulate and ends up just gathering digital dust on our hard drive?

Again, it all comes down to focusing on...

Has it sunk in yet...?

The project.

Don't just get stuff and have it piling up. Get it and use it to add to your offers and add value.

If you're not going to use it, don't get it.

If it doesn't relate to the project at hand, don't get it.

## Buy to Eliminate Weaknesses and Constraints

When it comes to buying tools, buy them only to eliminate your weaknesses or remove your constraints.

And how do you find out what those are?

When you try to finish a project.

The same is true when it comes to buying training.

When we buy stuff according to these criteria, we save time, money and effort.

Why?

Because, it's the **project** that shows us where we are deficient and what we need to buy. It is not us guessing and anticipating what we think we *might* need.

We absolutely have to make the project our boss.

It's the project that tells us what we need to do. Not anyone else.

So, focus on the **one** project, the **one** plan.

When you get something that works, you need to carry on working with it until you finish the project or until you hit a brick wall that prevents you from moving forward to completion. It's at that point that you start to think about what else you might need to get that will allow you to progress and finish the project.



It's in our nature, though, to quit the process when we encounter an obstacle and move on to something else – a new 'shiny object', a new method, etc.

It's likely that there's nothing wrong with what we're currently working on. The problem is, however, not keeping focused on the one project and being determined to follow through until completion.

## Each Completed Project Will Tell You Which Trade You Should Focus On

The only thing that can tell you what to do next is a finishing a project. Everyone's list will be different, according to where they are and what the particular project calls for.

Without working through a project to completion, you cannot find out what your constraints are.

And without knowing what your constraints are, you're probably buying the wrong things. It won't matter if you use them or you don't or whether you could have had something better or not.

Unless what you're buying is needed right now for the project you're working on, then you simply don't need it.

Again, work through the plan in order to complete the project. This will tell you what you need as you go.

And here's the twist of getting all of this back-to-front...

Imagine you're working through a project and you hit a brick wall. You realise that in order to get past it, you will need to some new software/training/service right now in order to be able to move along to completion.

But you're out of resources because you've already spent everything on stuff you'll "need eventually" to build your business rather than only getting what you need **right now** in order to finish the project at hand.

So, you don't have the money to buy the stuff that you *actually* need right now in order to be able to finish the project.

And this, too, can cause you to stop.

## Where Do You Go from Here?

I hope that you have found plenty of value from going through what I've shared with you in this report.

I actually recommend reading through it again. Why not print it out and make some notes?

Earlier on, I used the example of wanting to be an affiliate marketer and, just as with any project, the importance of focusing on what is need to complete that project.

I think that this is actually a very good example, as affiliate marketing probably has one of the lowest barriers of entry to making money online legitimately and consistently.

If you're looking to start an online business then I would strongly recommend looking into the affiliate marketing model.

Having said that, though, the simple truth is that affiliate marketing doesn't work quite as well as it once did.

Many people try and fail at affiliate marketing, partly down to the reasons that we have considered in this report and partly down to it simply not being as easy to get enough traction soon enough.

So you might wonder then, is it even worth it?

And, if it doesn't work as well as it used to and so many people fail at it, then why am I recommending it?

Well, all is not lost. Affiliate marketing still works and can be extremely profitable...

IF...

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In addition, if there's anything at all that I can help you with then I would love to hear from you. Please feel free to [contact me by clicking here](#).

For now, I wish you much success and I look forward to maybe connecting with you soon!

With warmest regards,

Alison McIntosh