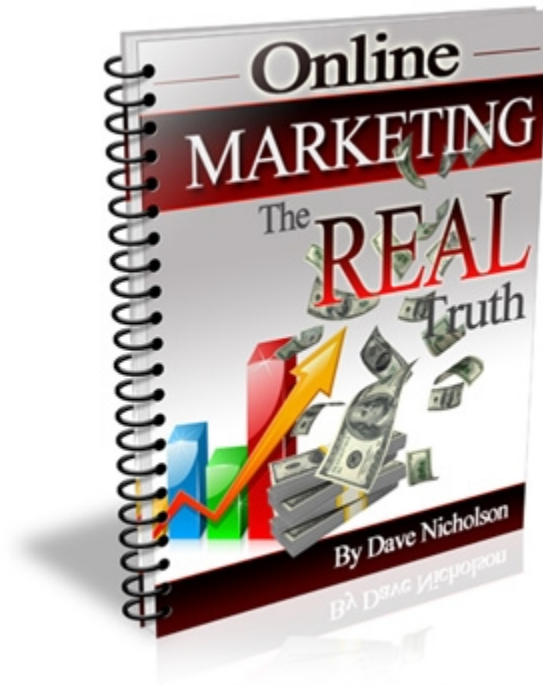# Online Marketing – The 'REAL' Truth

By: Dave Nicholson

Please feel free to distribute this report, as long as the content is not edited in any way.

This is a FREE report written by Dave Nicholson
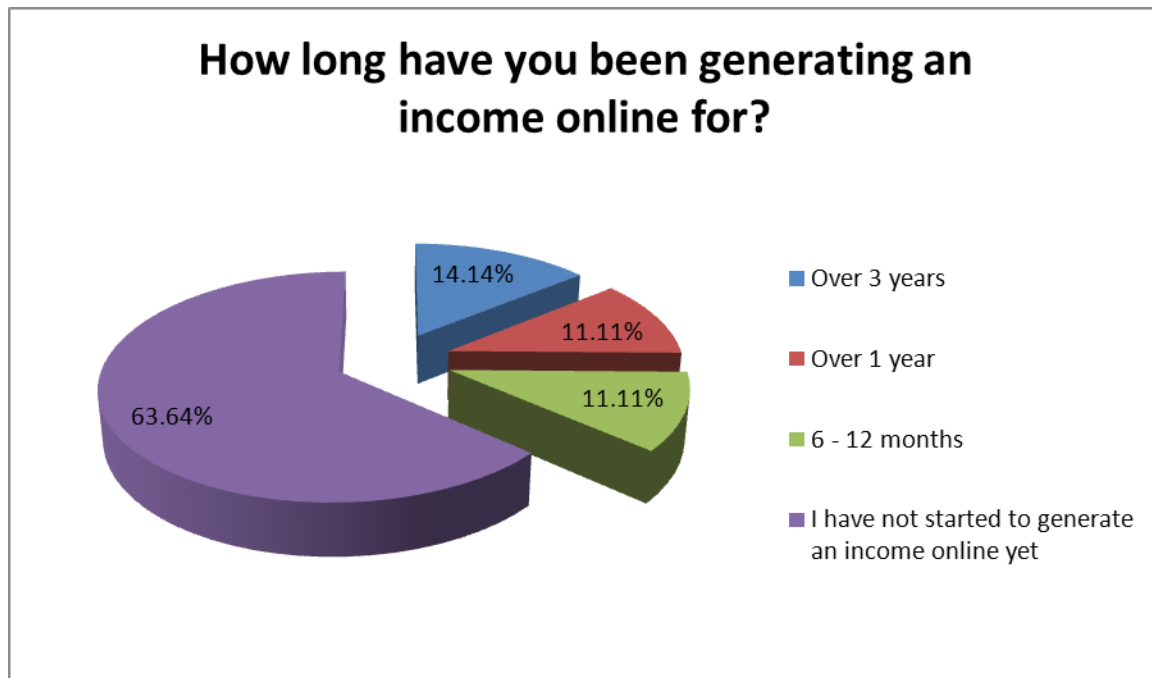to help you find the REAL TRUTH about Online Marketing.

Hi,

In this short report I am going to try my very best to reveal the 'REAL' truth about online marketing, keeping it as truthful and 'real' as I possibly can.

In order to make my findings as realistic as I possibly could, I enlisted the help of my subscribers, they had no prior notice of what the survey was regarding, I simply asked for their help to complete a survey and they graciously accepted… In abundance!

I would like to personally thank my subscribers for the time they took to complete the survey and also for their honesty with all the questions. If you are one of the kind people that took part in the survey then take comfort in the fact that your input is going towards helping others.

Let me get started by first displaying the results of the survey along with my comments on each result, and then I'll give you my REAL views on what I have to say on the subject!

How long have you been generating an income online for?

14.14%

11.11%

11.11%

63.64%

■ Over 3 years

■ Over 1 year

■ 6 - 12 months

■ I have not started to generate an income online yet

My question was:

How long have you been generating an income online for?

As you can see from the results above, over 63% of people have not yet started to generate an income online yet, this made me realize that a lot of people are either not bothered about making an income online, or they are doing something fundamentally wrong in their process.

I am unable to help anyone that does NOT want to generate an income online, but to be honest, I think that the problem here is that a very important step or maybe a few very important steps have been skipped and people are 'attempting' to generate an income online without success.
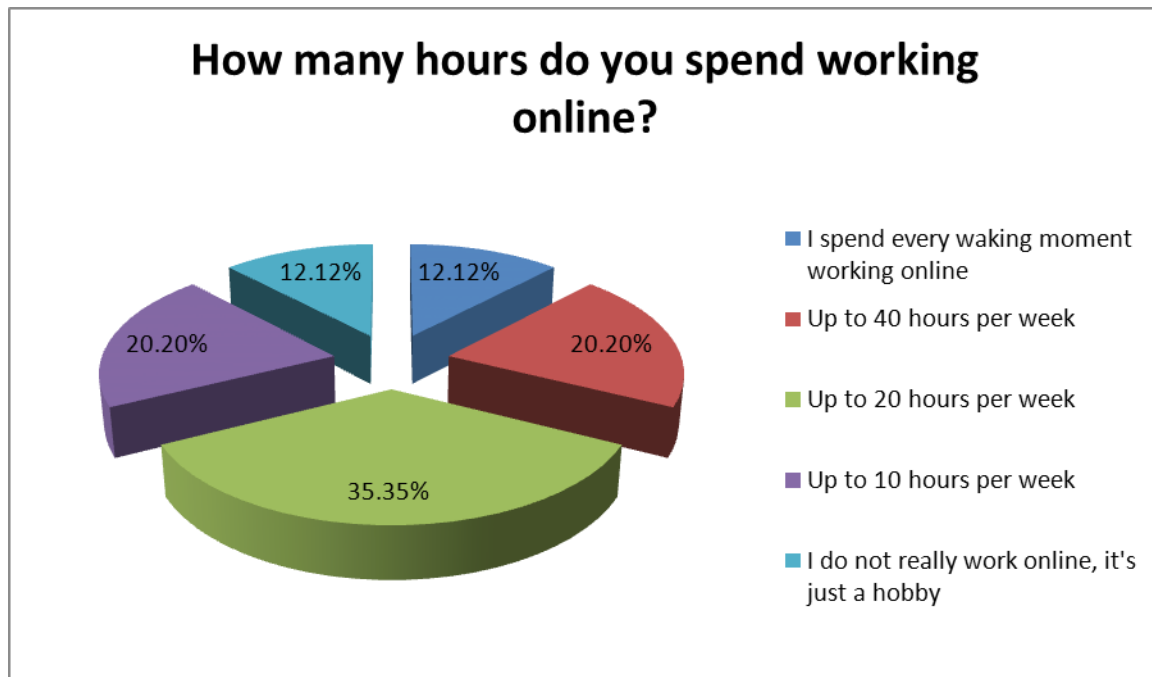
You will be surprised how many people I talk to who say they are doing all that is needed in order to start earning, yet they still cannot seem to generate any income.

The fix for this is quite simply to make sure you are taking all the right steps at all the right times, make sure you get a mentor/coach

who knows what they are talking about and more importantly, make sure they CARE!

Don't just follow somebody because you have heard their name in the IM circuit or because they 'say' they can help you. Trust your instincts and do your research BEFORE you accept help.

I can personally assure you that I know what I am talking about, and I DO CARE about any student that chooses to follow me.

How many hours do you spend working online?

Pie chart legend:
- I spend every waking moment working online
- Up to 40 hours per week
- Up to 20 hours per week
- Up to 10 hours per week
- I do not really work online, it's just a hobby

Chart values: 12.12%, 12.12%, 20.20%, 20.20%, 35.35%

My question was:

How many hours do you spend working online?

These results initially look quite varied, but if you break them down you will see that most people are spending quite a bit of time online, the majority being over 35% of people working up to 20 hours a week, and over 20% working up to 40 hours a week online. Not forgetting the 12% or so that spend every waking moment online.
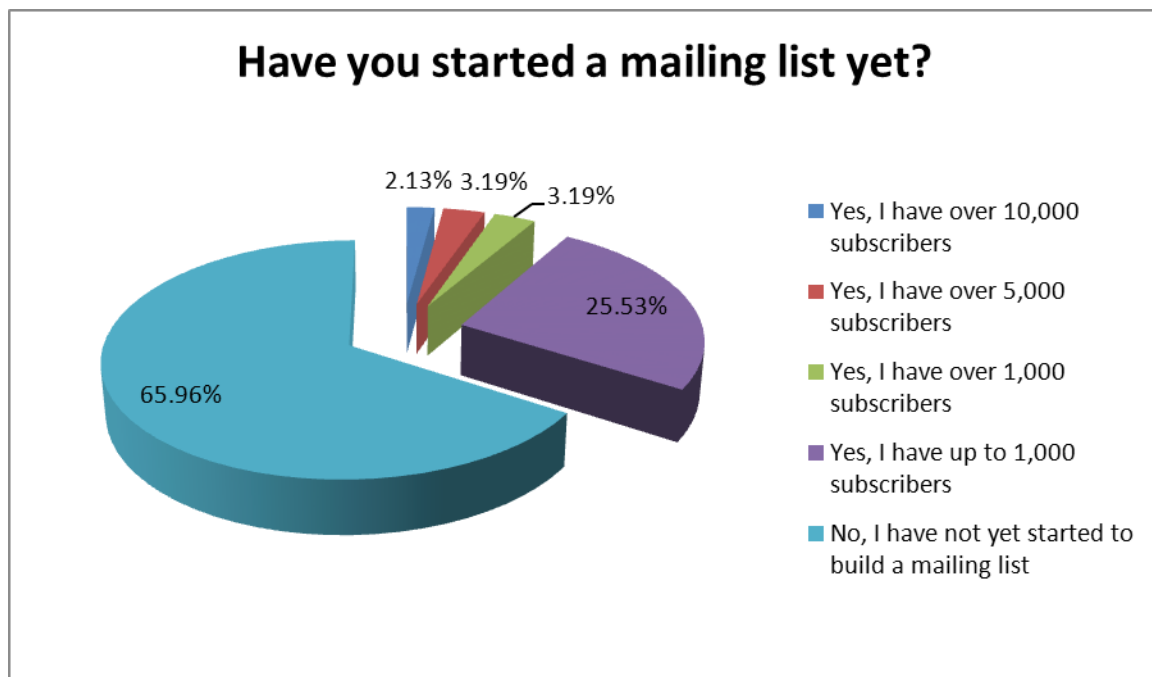
That's a LOT of time spent <u>working</u> online, over 87% of people are working some long hours online and judging by the results of the previous question, most of people are NOT earning anything for their time spent working online.

Another thing to take into account here is the fact that a lot of these people will be spending these hours working online <u>as well as</u> working a full time job and maybe raising a family too etc.

Now don't get me wrong here, yes, hard work and dedication is needed if you want to succeed, but if you are putting in all this hard

work and dedication and you are going in the WRONG direction, it will all be for nothing! You at least want to be assured that you are doing everything correctly, so you are constantly BUILDING instead of adding to your confusion.

I can personally assure you that I will be able to guide ANYBODY in the right direction so all your precious time and hard work is not wasted, it is utilized to maximum potential with minimum effort.

Have you started a mailing list yet?

2.13% 3.19% 3.19%

25.53%

65.96%

- Yes, I have over 10,000 subscribers
- Yes, I have over 5,000 subscribers
- Yes, I have over 1,000 subscribers
- Yes, I have up to 1,000 subscribers
- No, I have not yet started to build a mailing list

My question was:

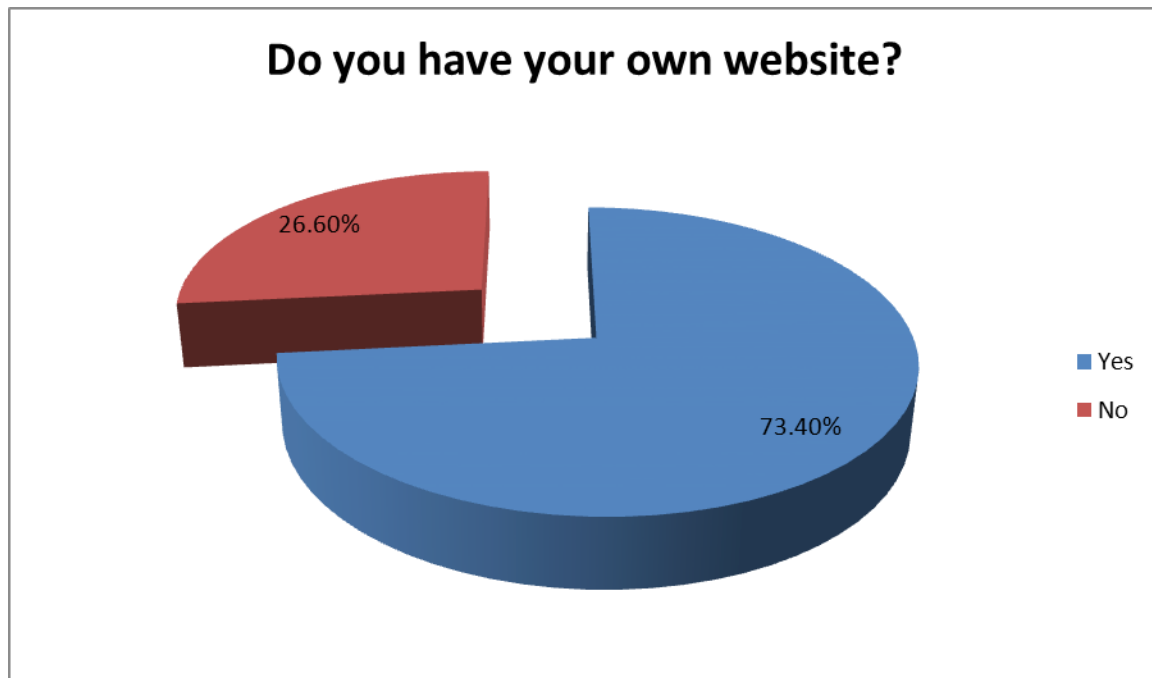**Have you started a mailing list yet?**

As you can see from the results above there are still a heck of a lot of people that still have not started a mailing list yet, over 65% in fact, that's a MASSIVE percentage of people who still have not yet grasped that this is one of, if not THE most important part of any online business.

I cannot stress enough just how important this is to your business, this one step alone could mean the difference between success and failure in a business!

I can also see that over 25% of people have actually started a mailing list, I truly hope that they have this working to its full potential and set up correctly as this really is THAT important and very simple to mess it up.

There are quite a few ways that you can mess this up, trust me, when I first started I made many mistakes and they cost me dearly. Make sure you get advice on how to set up your mailing list correctly, and make sure that the person giving you the advice is not doing it for some ulterior motive, such as an affiliate commission.

I can personally assure you that anybody that chooses to follow me will be shown the most effective and simplest method of building a mailing list the CORRECT way!

Do you have your own website?

26.60%

73.40%

Yes

No

My question was:

Do you have your own website?

These results show me that over 73% of people have their own website online, which is great, but out of that 73% how many people are UTILIZING their website to its full potential?

Judging by the results on question 1, either a lot of people are simply not bothered about utilizing their website or they are making a BIG mistake somewhere in their website process. I cannot imagine people will go to the trouble of setting up a website of their own just for it to sit there gathering dust, so to speak.

I'm not saying that every website has to generate an income, but even if you are providing a service or quite simply some information on your website, you still need to let the world know it is out there.
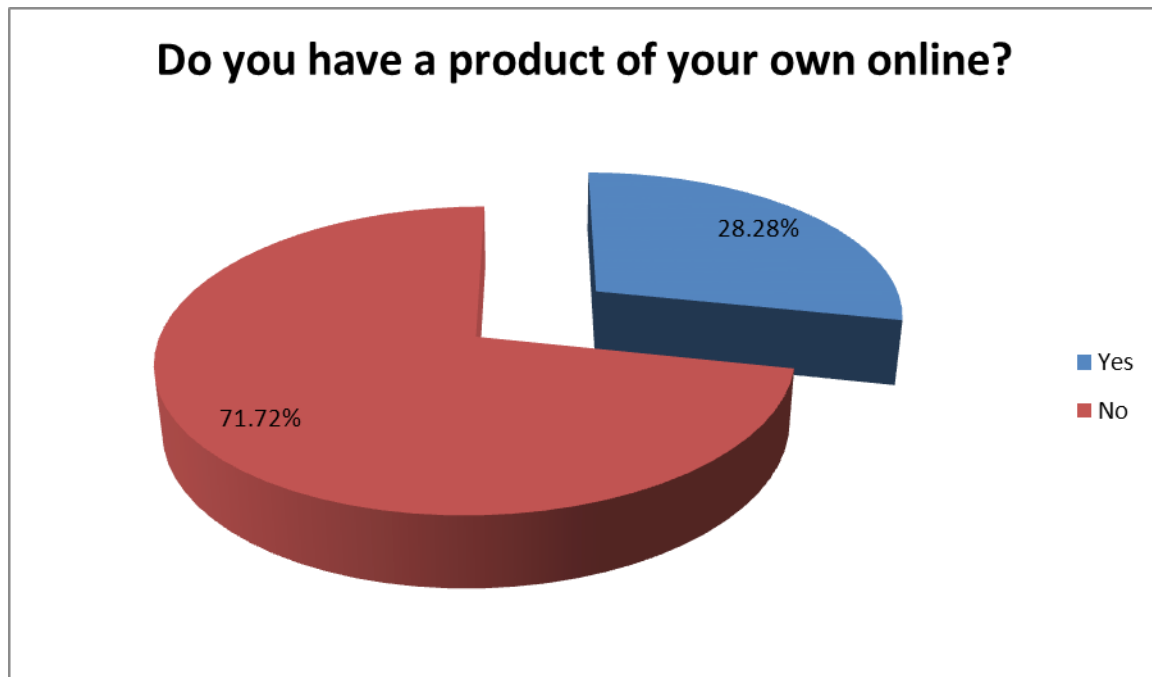
All of these little things do come together in the end and form the foundations of your online business.

Lets' not forget the 26% or so people who have not yet got any website online at all, that's over a quarter of people who for one reason or another have not yet managed to get a website online.

Now this reason may be that they did not possess the skills needed in order to take this step, but for whatever reason a vital step has been missed out in the process.

I can personally assure you that anybody that chooses to follow me will not only learn how to get a fully functioning website online, but will also have it utilized to its full potential, so that you will not miss out on this vital step in your business structure.

Do you have a product of your own online?

28.28%

71.72%

■ Yes
■ No

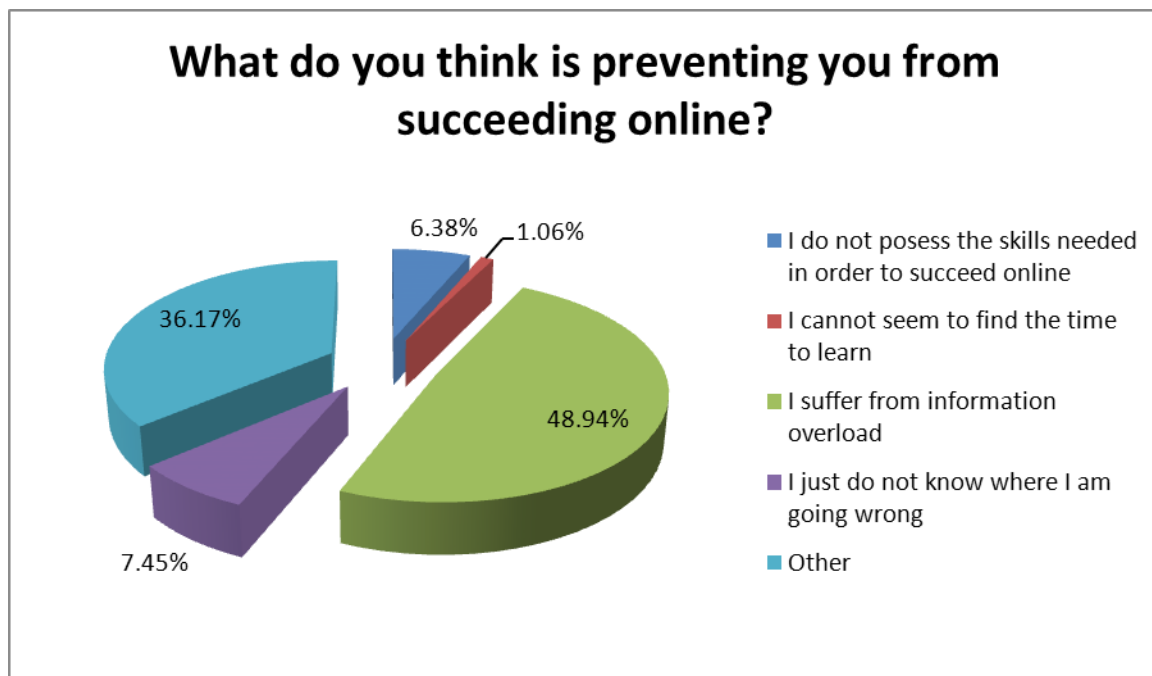My question was:

Do you have a product of your own online?

The results of this question tell me that over 71% of people do not have a product of their own online, so that means that over 71% of people are missing out on the potential to build not only a customer database, but also an additional income stream, and a prospect, customer and affiliate mailing list, to mention just a few of the advantages of having your own product.

There are literally loads and loads of advantages of having your own product online, for many different reasons, however, over 71% of people are missing out on the benefits of having your own product online.

Again, this reason may be that they did not possess the skills needed in order to create a product, maybe they just always thought that this is too hard to do… It's not once you know how! Whatever the

reason, these people have missed out on yet another very important step in an online business.

Product creation is one of my specialities, so anybody that chooses to follow me will not only be shown how to create their own product, but they will also be shown how to put into place all the additional benefits that come with having your own product.

What do you think is preventing you from succeeding online?

6.38%   1.06%

36.17%

48.94%

7.45%

- I do not posess the skills needed in order to succeed online
- I cannot seem to find the time to learn
- I suffer from information overload
- I just do not know where I am going wrong
- Other

My question was:

What do you think is preventing you from succeeding online?

Before these results were in I pretty much knew what the majority was going to be, with a whopping 48.94% it seems that most people suffer from information overload… Surprise, surprise!

Being able to manage your work flow is one of the hardest tasks that you will have to overcome, this is not something you want to attempt in an online business without at least a little guidance, as

one wrong choice can make the difference between you sailing through your work and drowning in it!

However, it's not just information overload that prevents a lot of people from succeeding online, there are many, many different reasons.

That's the reason I placed an 'other' option in this answer list, so I could get to see some of the reasons that prevent people from succeeding and hopefully help them to get over the reasons and keep going.

If you decided to follow me I can personally assure you that I will prevent you from being 'drowned' in information and show you how to structure not only your business, but also your free time too, keeping them both separate so you can actually enjoy your work.

Take a look at just a few of the 'other' reasons that people gave me as to why they are being prevented from succeeding:

I make money, but there is not enough time to make it big enough to quit my day job.

Getting traffic, list building, converting sales pages.

I am building things up slowly.

I can't decide which route to take. I have a very successful offline business - solar energy. I would like more leads i suppose.

Need to move from learning to doing mode.

Lack of active affiliates.

Need a bigger list than 400.

Is only time my business is too young (4 month).

Losing focus.

Still learning.

Can't get any traffic.

I'm getting there slowly, not far to go til my first product release.

Time management.

Getting JV's is hard these days - everyone is booked up!

Information overload & lack of money.

I lack application at times but am well on the way with my first product. I also have to spend a lot of time on the other activities on and offline which currently bring in money.

I am unfocused at present.

Distraction.

Economically challenged. It's not what you think. If you examine that word, in Greek it's oiconomia, meaning household arrangement. It encompasses three major areas, time, organization, and finances.

Mailing list not big enough.

I have started with a blog, and just recently added an email sign up, now i just have to figure out how to do my newsletter.

Just got started 3 months ago.

It's a combination of info overload and skills.

Dave, I have your answer, auto responders I have been thru all of them i think. Why do they make it so hard? This next thing is driving me crazy, when i purchase something like eBooks, videos, etc. When i unzip them they go right into storage because i have no idea how to put them together.

Have been in and out of hospital for last 9 months.

I am grossly inefficient.

Traffic generation.

Skills and consistency.

Day job & debts.

Have spent too much money on educational products that don't work and not enough on investing in my own product.

Finding the time to implement what I have learned - and failing to plan!

I don't have time to do all the things I know to do -- AND to stay on top of emerging trends.

Too many other things to do.

Building a sizeable list.

Do not know whom to trust, so many offers and so various info!

Jumping from one thing to another.

Nothing is preventing me, I WILL succeed eventually.

Until recently, a lack of focus and direction.

I do not know how to start.

Not enough time to get work done for my 6 web sites.

Time management, need to learn more, plus what order to do things in.
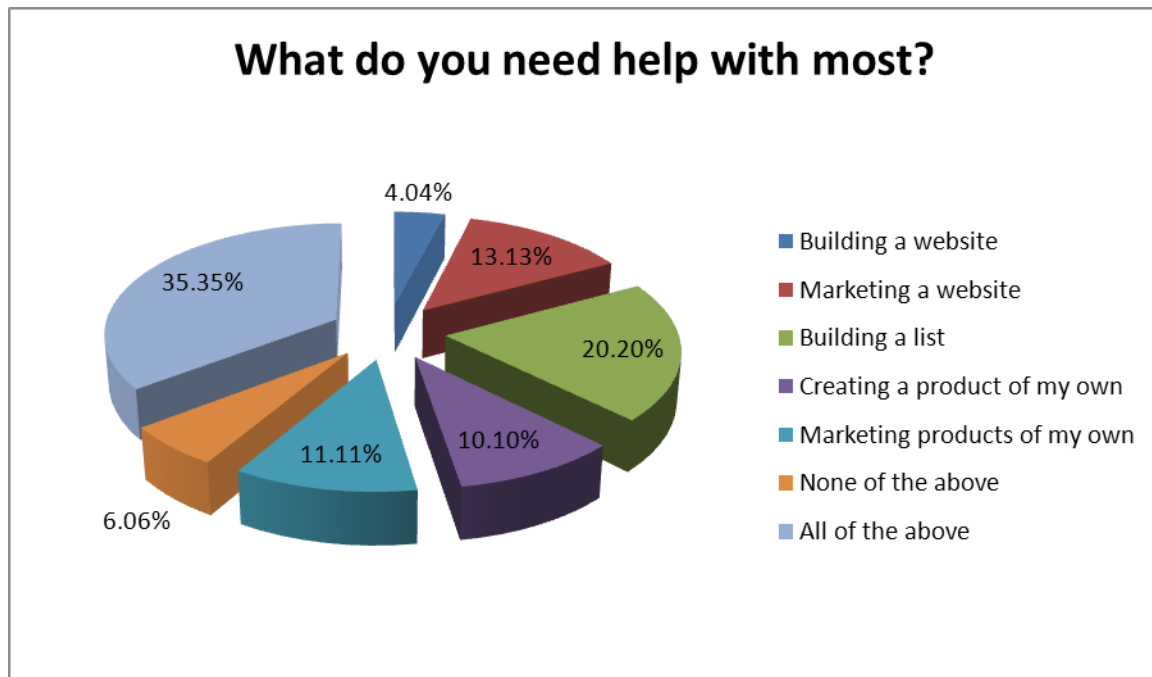
Need a product & Traffic + Buyers.

Identifying a niche that I am comfortable to work in (skill set and ethical).

Too much work, too little time, lack of automation.

Sorry to list so many, but those are just a fraction of the reasons that people gave to me as to why they are being prevented from succeeding online, take a look and see if you can relate to some of those reasons.

Let me tell you now though… Apart from health problems, there is nothing on that list that cannot be fixed with a little time, effort and guidance.

So there is absolutely no reason at all for <u>anyone</u> to be prevented from succeeding. As long as you have a little guidance along the way, you WILL succeed!

What do you need help with most?

4.04% 13.13% 35.35% 20.20% 10.10% 11.11% 6.06%

- Building a website
- Marketing a website
- Building a list
- Creating a product of my own
- Marketing products of my own
- None of the above
- All of the above

My question was:

What do you need help with most?

The results from this question tell me that the majority of people need help with most of the important processes in an online business, some people have already got started and got lost along the way somewhere, some people have started off in the wrong direction and others have not started at all.

Of course this is just what people feel they need help with, there is nothing to say that what they feel they need help with is actually what they need to be proceeding with. The only way to be absolutely sure that you are on the right path in your online business is to get a coach/mentor to guide you every step of the way.

If you choose to follow me I can personally assure you that I will be able to guide you along the right path and teach you everything that you need to know along the way, in order to make your business succeed.

Do you think personal coaching could help you succeed?

20.20% Yes

7.07% No

45.45% Yes, but it depends on the cost

27.27% Maybe, but it depends if I trust the person can actually help me succeed

My question was:

Do you think personal coaching could help you succeed?

Looking at the results of this question it's plain to see that most people realize that they actually DO need personal coaching, a MASSIVE 45.45% in fact! Quite rightly though, they are concerned about the cost. That's totally understandable, I mean, you would not just go out and buy a new car just because you needed one, you would obviously look at the cost first.

A massive 27.27% of people realize that maybe they need personal coaching but they are understandably concerned that they need to trust the person teaching them can help them succeed.

Again, this is also something you should always look into when you decide to make any purchase at all, mentoring/coaching can change people's lives if done correctly, so you are really deciding on an investment for your future happiness. It's a big decision, so make sure you trust the person you choose.
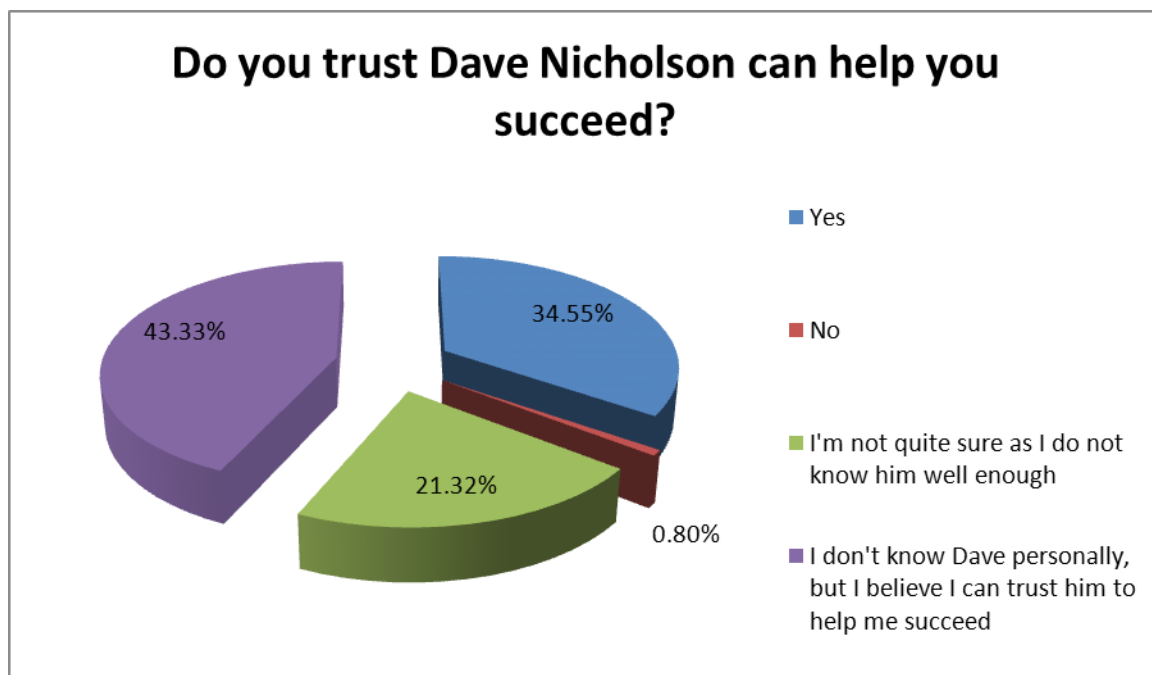
In saying all that, sometimes you just have to make a leap of faith, just like over 20% of people decided to do. These people obviously realize what they need and they just WANT IT! I must admit, I'm one of those people, I see something I want and I grab it before anyone else does. Sometimes you need to be impulsive and trust your instincts!

So if I round up all the results from the question 'Do you think personal coaching could help you succeed?' over 92% of people actually realize that they need personal coaching, as long as the cost is right and they trust the person teaching them will actually help them succeed.

Well, as luck would have it, I am just about to release my own personal coaching program that I can assure you WILL help people succeed.

I am also going to be offering this coaching at a special 'anyone can afford' cost. Kind of my way of showing I really DO CARE!

So that leaves us with one final question…

My question was:

Do you trust Dave Nicholson can help you succeed?

To be really honest here I was not quite sure what to expect as I have obviously not met all the people in person, so it's always hard to make a decision based on how you perceive the person to be, how your experience was when you purchased a previous product, how others describe this person, your instinct and so on… Basically, all your experiences and your gut feeling about the person.

So I was very pleasantly surprised to find that over 34% trusted me to help them succeed unconditionally, wherever these people pulled their trust from I can assure you I won't let you down!

I was also very pleasantly surprised to find that a MASSIVE 43.33% have had no direct interaction with me, but they are also willing to place their trust in me, again, I will NOT let you down.

Over 21% of people were unsure as they did not know enough about me, this it totally understandable, let's face it, you sometimes need to EARN trust, give me a chance and I'll attempt to earn your trust sometime in the near future. I hope that when you get to know me a little better you will see that I am just an ordinary guy who really does CARE.

I did add one more question to the survey at a later date, due to popular request, however, it was not so much a question, rather a chance to voice your comments.

My question was:

Please feel free to add any additional comments that may help ME to help YOU to succeed.

I got literally hundreds of quite lengthy replies, so I am unable to add them all here, however, I can assure you that I read them all, took on board what people had to say and I will be using it to improve my new coaching program. Here are just a few extracts from the comments that stood out to me:

~~~~~~

Where do I start? I need help with list building, article submission etc.

~~~~~~

Having bought products from yourself and close associates, I know you provide good value and a wealth of information. I need an all in one package from the very basics, what to use, who to use, and why.

~~~~~~

I have been in the health niche but dabbling in the internet marketing niche. I want to do both really. Is that possible?

~~~~~~

I need help with list building and using autoresponders, I also have a lack of cash.

~~~~~~

I need help with building a sales funnel.

~~~~~~

Help me Dave, I need someone to guide me step by step and show me what it takes to succeed online.

~~~~~~

Lack of time due to my 'day job' is my biggest problem.

~~~~~~

I think most of the coaching courses out there are either too expensive, too slow or most importantly lack the 'one on one' aspect of coaching. I'm sure yours will be way better than what is out there and I look forward to it.

~~~~~~

I just need to stop fluttering from one thing to the next and start from scratch, period.

~~~~~~

If you have a coaching program, I would definitely consider joining.

I've been trying to search for an online business, but really do not know how to get started.

~~~~~~

Hi Dave, when doing coaching you could include transcripts of everything and cover audio, camtasias, info on creating products and different ways to build lists.

~~~~~~

Ask anyone who has really succeeded, they all say a personal mentor/teacher made the difference. Online training is good, but it's great to have someone to say it works or doesn't.

~~~~~~

I think I have everything I need but I'm just confused, can you help?

~~~~~~

A quick answer to all of the comments above is <u>YES</u> I can help with all of your problems and put you on the path to success. Everything from list building and autoresponders to product creation, product marketing and time management. More importantly, I will make everything simple to follow for ANYONE!

>> **[Checkout Dave Nicholson's Coaching Here](#)** <<

OK, so now we have got the survey results out of the way I have a few words that I need to get off my chest.

"A Lot of Online Marketers Are Full of It!"

I'm sick to death of certain online marketers feeding honest people line after line of useless, irrelevant or incorrect information in order for them to make a fast buck. I see it day after day in my inbox, yes, I watch pretty much every big online marketer in the world at some time or another, and It stands out like a sore thumb when these online marketers basically fill you full of crap to make a sale.

Most of the time they don't even bother to hide it, yet a lot of people still fall for it! I sometimes wish I could contact all the customers to tell them what they are letting themselves in for.

Let's talk about coaching programs for example while we are on the subject. Sometimes I really don't know where some people get their figures from when they are launching a coaching program, I'm sure they just pluck a number out of the sky and say "that sounds good".

I mean 'come on' some guys are charging $5,000 to $25,000 for a coaching program with a fancy name and loads of empty promises. That's one of the reasons that I put the 'cat among the pigeons' and put an 'anyone can afford' price tag on my coaching. Another reason was that I quite simply wanted to show people I DO CARE!

I know what you're thinking, "I won't get as much stuff"… WRONG!

In fact, I always <u>over deliver</u> with everything I do and my coaching is no exception. I fully intend this coaching course to be the best of its kind in the WORLD, yes… <u>The WORLD!</u> If you know me personally, you will know that I ALWAYS follow up with what I say!

You see, the way I see it is the people who have the least to invest in personal coaching are probably the ones who need it most. I'm sure we have all been there at some point in our lives… You need to make some additional funds in order to supplement your low earnings, or you need to get out of your dead end day job, maybe you just want to work from home to care for your family.

The problem is your funds are very limited so you are unable to invest in a decent coaching course. You end up stuck between a rock and a hard place!

That's one of my main motivations for creating this coaching course, I want to help as many people as I possibly can to get to where they want to be. If you don't believe me then just 'watch this space!'

So if you want my honest advice, don't just follow somebody because you have heard their name in the IM circuit or because they 'say' they can help you. Trust your gut feeling, weigh up the costs and above all, ask yourself if you trust that this person will REALLY HELP YOU SUCCEED, before you accept help.

I have personally been marketing for quite a few years now and I can say that I am very successful, but more importantly I know what people need and want, I have been there myself!

I'm now at a point in my life where I want to give something back to all the people who helped me to succeed. Let's face it, I would not be where I am today without people trusting in me and my products.

If you trust that I can help YOU SUCCEED then take a look at my brand new coaching program that I am releasing to the general public for the very first time here:

>> [Checkout Dave Nicholson's Coaching Here](#) <<

The data from this survey was compiled to help people realize exactly what they need in their online marketing ventures, sometimes people cannot 'see the wood for the trees', they spend too much time and money on the latest 'shiny' thing that comes along, without realizing what they really need is right in front of them.

I hope you found this report useful in your quest to succeed online, I can assure you that everything in this report is 100% honest information that I hope will help you find the 'REAL TRUTH' about Online Marketing.

If you wish to let me know your views on this report or anything that is mentioned in this report then please feel free to make a comment on my blog:

http://www.dave-nicholson.com/blog

Whatever you decide to do with this information I wish you all the very best, I hope you find what you need to help you succeed.

Best regards,

Dave Nicholson.