



Mark Mason <masonworld@gmail.com>

[LNIM] Day 2 - The 2 Most Important Ideas, Mark

Mark Mason (LateNight IM) <mark@latenightim.com>
To: Mark Mason <service@masonworld.com>

Thu, Jul 25, 2013 at 12:35 PM

[Web Archive](#)[Join Us](#) [Facebook](#) [Twitter](#)

Internet Marketing eCourse - Day 2

Internet Business Mindset

I hope you had a fantastic night's sleep Mark, and you're ready to tackle day two of our five day e-course. Before we get started, I want you to be completely honest with me.

Did you do the homework?

I'm very serious when I say that it's important that you understand why it is that you want to get on this journey and build an internet business. If you're looking for easy money or you're not quite sure why you're doing what you're doing, the chances of your success are very low.

It's important to me that you are successful, so I really encourage you to finish the homework. Don't worry, this email will still be here in an hour. If you need to stop now and go finish the homework, I'm okay with that.

Some Words About Mindset

Mark, if you don't get anything else from these emails, please take away the two ideas in this email. These two ideas are very powerful, and they will help you even if you never read

another one of my emails.

And at the end of this email, I've included the first of many free gifts.

But First, Let's Talk About The Hard Part About Internet Marketing

This may come as a real shock to you, but I really don't think internet marketing is rocket science. Sure, when you're first getting started in internet marketing it can be overwhelming. There's a lot of stuff to learn about conversions and website traffic. There's a lot of words you've never heard before like PHP and Wordpress or plugins. There's things to learn about how to format affiliate links and so forth.

The bottom line is that **internet marketing is not that hard to learn**. In fact, I'll make the bold claim that I can teach you absolutely everything that you need to know about internet marketing if you've graduated high school. I'll bet that in some cases, for those of you that didn't quite make it through high school but are pretty smart, I can teach you too.

Teaching people about internet marketing is usually not the problem. Usually the challenge with people being successful with **internet marketing is mindset**. There are two mindsets that I think you need to work hard to adopt if you want to be successful in internet marketing and I'll tell you what they are right now.

Mindset #1: You Must Add Value.

If you're interested in internet marketing because you think it's an easy way to make money online, that's the wrong mindset. If you're interested in internet marketing because it's a way to escape some day job that you absolutely hate, that's also the wrong mindset.

Actually, it's OK if both of those things are true. It can be relatively straightforward and "easy" to make money online (please don't confuse easy with not having to do hard work, because I promise you there is hard work to be done) but those are not the right things to focus on.

You need a different focus.

The mindset that you need to have in order to be successful is that your online business must create value. Any online business that you create that isn't actually adding value to the people that are involved in the transaction will eventually wither and die.

If you're an affiliate marketer and you're building affiliate websites, your websites must add value to the website visitor, or eventually they will die. If you're creating products for sale on the internet, your products must add value for your customers, or they will die.

Mindset #2: You can succeed.

I don't really know you (yet) but I know this -- you can succeed in internet marketing. I'll be the first to tell you that as you proceed on your internet marketing journey doubts are going

to creep into your head. People, maybe including your spouse and your best friend, are going to tell you that you're crazy for wanting to be involved in internet marketing. They're going to confuse what you're doing with get rich quick schemes that are seen on TV late at night.

The truth of the matter is **you can be successful in internet marketing**, especially if you have the mindset of adding value. It's just a matter of time, effort, and correct focus.

I'll let you in on a secret related to this second mindset. Most of the people that I know that have "failed" in internet marketing, ***failed because they quit too soon.***

If you want to something to think about each and every day, write down these two ideas on a 3x5 index card and review them every morning when you get up.

#1: My business must add value to customers.

#2: I will succeed in internet marketing.

Note that many people, to the tune of billions of dollars, have succeeded before you. There's no reason you can't succeed as well.

Keep the index card with you and review it a couple of times every day. I know it sounds silly, but it really helps.

And That Free Gift I Mentioned...

Recently I was asked to write a book chapter about the most valuable internet marketing tricks that I knew. It turns out that these tricks are really mind hacks, just like the ones that I mention in this email. I'd like to give you a copy of my chapter and ask you to **read it for your homework.**

You can download it here:

<http://www.LateNightIM.com/bookchapter>

Give it a read. I think you'll really enjoy it (and I think it will help you).

Thanks. I'll talk to you again soon. Tomorrow we'll be taking a look at some of the most common internet businesses out there. This will give you a great foundation for understanding what your internet business should look like.

Until tomorrow...

Best Regards,

Mark



Mark Mason helps people just like you understand how to start and build a profitable internet business on-line in their spare time



Visit my **Recommended Resources** page to see the tools I use for success with my Internet Marketing



Subscribe to **The Late Night Internet Marketing Podcast**

Copyright © 2007-2013 LateNightIM.com

You may reprint this newsletter in its entirety, without revision.

[Privacy](#) | [Disclaimer](#) | [Disclosure](#)

MasonWorld Enterprises, LLC
1314 W. McDermott #106-606
Allen, TX 75013
214-444-8655
[Unsubscribe](#) | [Change Subscriber Options](#)