

# “Internet Marketing Predictions For 2010”

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# About Ewen Chia



Striving to earn extra income, Ewen started learning the internet business in 1997. **For 5 full years, he worked on his internet business part-time, every single day from 11pm - 3am while still holding a full-time day job.**

He was extremely motivated to build a better life for his family and to clear credit card debts. After years of perseverance, learning and very little sleep, he started to make real money online and it hasn't stopped since.

**From his experience as a self-taught internet entrepreneur, Ewen decided to teach other people and companies how to use the internet to create wealth.**

He has created proven materials, both online and offline, to teach Internet entrepreneurship around the world in order to help people.

Ewen is so passionate about teaching the internet business because it can truly help you live a better life and achieve your dreams. Anyone who is willing to learn, put in effort and take positive action can change their life with the internet!



## "The World's #1 Super Affiliate"

Since starting as an early Internet business pioneer in 1997, Ewen has truly come a long way...

Today Ewen is one of the world's most famous and respected internet marketing "gurus".

He is often called upon for his ingenious marketing advice, especially in the areas of business integration, profit leverage, product creation and online branding.

He is also referred to as the "World's #1 Super Affiliate" and his name is synonymous with Affiliate Marketing, although that is not all he does.

Widely acknowledged as the "secret weapon" of many internet marketers, Ewen has the uncanny ability to trounce the competition and take on the **coveted #1 reseller spot** in almost every marketing rollout.

Ewen can guide and teach you how to become wealthy with the internet - if you want to. For example, a new internet business he set up generated **US\$100,000.00+ in less than 30 days**.

Fact is, many people following his teachings have been able to quit their day jobs and make their own income online!

## **#1 International Best-Selling Author, Trainer & Speaker**

Besides running his many internet businesses, Ewen is also a highly sought after international speaker. He has toured the world sharing his Internet business knowledge and helping thousands of people achieve financial freedom along the way. He has spoken in events together with people like Robert Kiyosaki (Rich Dad, Poor Dad) and Anthony Robbins.

In November 2006 (Singapore), Ewen received the *first ever* World Internet Summit “World Internet Challenge” award for starting a new Internet business and generating **US\$80,000.00 in 3 days** from that very business - right in front of an amazed audience of 1,000+ participants!

### **Best Speaker: World Internet Summit 2007 (Australia)**

In March 2007 (Australia), Ewen was unanimously voted the Best Speaker out of 10 other international speakers by the audience at World Internet Summit for his breakthrough presentation and sincerity in helping people become successful with their own Internet business.

### **Best Speaker: World Internet Mega Summit (Singapore)**

Speaking in front of *almost 4,000* people, Ewen won praises for his teachings, motivational speech and convincing demonstration that completely captured the audience...so much so that he received a standing ovation and the best speaker award!

### **"How I Made My First Million On The Internet and How You Can Too!"**

Ewen launched his print book, ["How I Made My First Million On The Internet and How You Can Too"](#) in February 2009.

Within **3 hours** of launch, the book made internet marketing history by hitting the **#1 BESTSELLER LISTS** on both **Amazon and Barnes & Nobles at the same time!**



To find out more about Ewen Chia, please visit [www.InternetWealth.com](http://www.InternetWealth.com)

# **Internet Marketing Predictions For 2010:**

## **“Is There Enough Room for You as an Internet Marketer in 2010?”**

“This niche seems so saturated – I might as well not even *try* to go into *that* one.” This is a common complaint that’s uttered by newer Internet Marketers who come into this business wet behind the ears and intimidated by their existing competition.

There’s a saying that you should adopt when you decide whether or not to get into a niche – “Everything that can be done has been done before.” Business is all about reinvention.

It’s about putting your own stamp on a product or topic and making people understand that yours is better than the rest. If it didn’t work this way, then we’d all be resigned to accepting only one hamburger brand, one brand of jeans, one movie with the same theme.

Think of how many Internet Marketing guides you’ve read to date. There are a wide variety of styles in teaching this business. Some will give a methodical, step-by-step technical accounting of AdWords, while others will deliver a more theory-based approach based on gut instinct and trend forecasting.

In the dating niche for men – there are those who teach you the traditional, seemingly common knowledge strategies and some who tell you to throw caution to the wind, forget everything you’ve ever known and use some tactic that would seem to get you slapped rather than score with a woman.

### **There will be plenty of room for you as an Internet Marketer in 2010.**

It doesn’t matter what niche you want to enter. There’s a spot with your name reserved on it, and here’s why:

*If you want to succeed, then you should be going into this business truly believing that you can do it better than any of your competitors. That you can provide something no one else can – whether it’s secret knowledge of a trick used to make more money (or pick up women) or it’s in the way you teach – that helps people learn better from you than others.*

Don’t go into Internet Marketing with a mindset that you’ll throw darts against the wall and hope something sticks. There’s room for you in this industry – but only if you’re willing to do the research and map out a plan of attack before you haphazardly jump in and waste time, money and patience on something you don’t really grasp.

There may not be an Internet Marketing degree you can earn at a college near you, but there is a wealth of information that can prepare you to succeed as an online marketer in any niche market you want to tap. All you have to do is generate enough interest, determination and motivation to get you from point A to point Z.

## **“Will Info Products Still Be a Viable Option to Promote in 2010?”**

There are so many business models you can pursue as an Internet Marketer. As the New Year approaches, you may be planning to branch out in a new direction or you might still be plotting out your strategy for your very first foray into building an online business.

You can build a membership site, create thousands of pages of content to fuel an AdSense campaign, be a mentor to others in your niche, act as a service provider who tackles tasks others would rather pay to have done – or develop your own info products that provide you with a residual income for many years.

Info product development means many things to many people. An info product is a product that shares information with others – but the format in which it teaches can vary. Some marketers use an eBook, while others prefer making people pay for podcast or video productions.

*Any or all of the methods can help you generate a great income online, if the info product is created and marketed in a way that makes consumers rave about your abilities as a teacher.*

Info product development will still be very viable in the year 2010. Many newcomers to Internet Marketing mistakenly believe that because there are so many free blogs, websites and article directories chock full of information, there’s no way consumers would pay to gain information shared in a digital download. *That’s not true now, nor will it be in the year 2010!*

### **Consumers have always been willing to pay for convenience.**

Take the free social networking site Squidoo. Not only had Seth Godin, the creator of the site and bestselling author, produced a guide of his own about Squidoo, but there were an endless number of lenses and threads in the forum that taught new lensmasters how to use the site.

Yet every day consumers are paying money for a Squidoo guide that compiles it all in one place – usually written by someone who has achieved great results. Some people are left scratching their heads wondering why they would pay if it’s free elsewhere? Because they don’t want to sit and hunt and peck for hours trying to find step-by-step instructions on how to use the site for a specific purpose (to make money).

First do the background research to see what kind of searches are being conducted for your niche topic. Then determine what media format would best convey your instructions to your audience. You might even find that a healthy combination of audio, video and written text is what makes your hungry audience crave your info products.

*If you want to discover the SECRETS to making a fortune from info products 24/7, you’ll want to look out for [www.InfoProduct.net](http://www.InfoProduct.net) soon.*

## **“Is 2010 The Year You’ll Finally Succeed as an Internet Marketer?”**

What obstacles have been holding you back from achieving the kind of success you’ve always dreamed about? Do you even *know* what’s hurting your financial success? Not everyone does.

Some new marketers spin their wheels indefinitely, running out of money until one day they quit trying and leave the Internet Marketing business frustrated and broke – re-entering the workforce and getting a J-O-B to support their families.

What I want you to do in the coming New Year is slow down, reassess your strategy and move cautiously from here on out. The first thing you have to do is quit attempting any or all get rich quick schemes.

It’s designed to make a quick buck for the seller, not to truly help you develop a substantial business of your own. Anything that offers too good to be true promises (six figures in 24 hours with no list, no experience and no start-up funds) is a red flag for you.

Don’t take the bait. I want you to prepare for this journey, because if it’s done right, then it can be a fantastically rewarding time of your life – whether you’re 18 and just out of high school or a senior citizen entering retirement.

If you’re still employed, don’t quit your job until your Internet Marketing business is off the ground and flourishing. That way you won’t be dealing with the stress of money and frantically grasping at straws (this is when you’re most likely to fall prey to Internet Marketing scams).

Now that you have a safety net – of a steady paycheck – you’ll be able to slowly and cautiously make decisions for your future online business endeavors. I want you to take time to evaluate the different options and compare them to your strengths.

Do you love working one on one with people? A mentoring or coaching business might suit you. Are you fond of writing and research? Consider info product development where you create a whole line of eBooks.

**Once you have your ideas set in stone, scout out the best way to learn *how* to do it.**

When you do this, don’t just read sales copy and hit the order button – these guys have a lot of experience convincing you to buy. Instead, research the seller’s reputation. Research real reviews (not where an affiliate link is listed) to see if the product is worthy of your investment. And never buy more than you can afford.

As you learn, take baby steps in building your business the *right* way. Don’t rush it too fast or you may skip an important component that could make or break your online success.

## “The Shift From Digital Downloads to Tangible Products in 2010”

Digital downloads will always be a staple in the online world of marketing. People want information, so they click the order button and download it instantly – we’re a world of instant gratification seekers and we always will be.

But digital downloads are now being converted into tangible products in a more common manner. Take eBooks for instance. Traditionally, an eBook was sold online, downloaded and read in PDF format from your hard drive.

For marketers who had a hefty bankroll, they were able to offer printouts of the product, which were simple printed pages stuck in a binder and shipped to your door. It was really something you could do yourself at home if you had enough computer paper and ink to do the job.

But now, you can be the creator of an info product in digital format and get the same professional means of delivery as a professional, published author – providing a tangible book with artistic cover artwork to your readers.

This is what’s known as print on demand, so you don’t have a huge inventory of books you have to try to sell.

Many marketers have been using print on demand bookstores for years. But it just wasn’t as affordable as continuing to sell it in eBook format and getting 100% of the profits. Print on Demand bookstores took out too hefty of a percentage.

Now, more online stores are allowing eBook authors to promote their products at an affordable rate where they get ample exposure to consumers looking for information in their niche.

**Amazon.com is one such place.** You can sign up for an Amazon listing and your eBook will be printed whenever someone orders it, and shipped directly to their front door! You’ll even have your own ISBN number and a professional listing in the Amazon marketplace.

Books are one of the top sellers on Amazon, and it would be nice if your name were among the authors listed who had devised a contract with a major publishing house. Now you can have that as a reality.

There are some marketers who have been approached by publishers for a contract after they spied the author’s success on Amazon’s site. And you can have the best of both worlds – selling to a consumer market who wants instant gratification in the form of a digital download at 2 o’clock in the morning, and catering to the demands of those who like to hold the book in their hands and invest in tangible instruction manuals alone.

## **“How Will the FTC Rules Affect Your Online Promotions in 2010?”**

The FTC (Federal Trade Commission) passed new regulations that will affect Internet Marketers in regards to the Guides Concerning the Use of Endorsements and Testimonials in Advertising section.

The changes they've made affect bloggers and website owners who use testimonials or those with celebrities. If you're an affiliate marketer, it affects you, too. While most of the buzz was about celebrities who fail to disclose they're being paid or receiving freebies when touting a certain product, it's smaller entrepreneurs we're concerned about.

You'll want to do ample investigating on your own before you start promoting anything for a paid commission. This article isn't meant as legal advice for you – it's simply an observation about the new rules and how we might feel their impact.

The point of the changes is to connect the dots for consumers between advertisers and endorsers. Not everyone has an Internet marketing background and can spot an affiliate review compared to an unbiased, unpaid one.

This will affect marketers who make up their testimonials. Some of them have written up their own testimonials and bought a stock picture of the “testimonial giver” – falsely making the consumer believe people have gotten good results with the product, when in fact not a single person had tried or purchased it yet.

Traditionally, advertisers could simply put an asterisk next to a real testimonial with the words “results not typical” in fine print. This was still shady because it wasn't blatantly exposed on the site.

Now, if you get paid a commission, or if you got a freebie in exchange for recommending a product, then you'd better openly disclose that connection to your readers or you could face an FTC fine.

There's no broad laws governing bloggers and marketers, though – the FTC says each case will be investigated individually.

Aside from the payment being disclosed, you also have to be honest. You can't say something helped you make \$10,000 in revenue if it didn't – and if you get caught, you could be forced to pay up.

Now if you're caught, the burden is on the FTC to prove their case and how it violates the FTC Act. You can order a copy of the FTC's updated Act here: [FTC's Consumer Response Center, Room 130, 600 Pennsylvania Avenue, N.W., Washington, DC 20580](#). The bottom line for 2010 is – don't cheat your readers out of an honest review, even if that means you admit you're getting paid for your opinion.

**On my websites, I use the [“Website Legal Forms Generator”](#) and you should too.**



## “How Your Testimonials Will Change in 2010”

*The year 2010 is going to be a year of change for Internet marketers.*

In fact, the changes began as of December 1, 2009, and these are changes that you need to be aware of and fully participating in, so that you can enjoy a profitable year, in compliance with the Federal Trade Commission (FTC).

You've probably heard about this already, but if not, the FTC has made some changes regarding the rules on testimonials – for Internet and offline marketers alike. The days of posting a fantastic testimonial on your sales page with the words “results not typical” buried in the small print somewhere are over.

We'll look at the basics of what the new FTC rule means for you, the Internet marketer, but I strongly urge you to visit the FTC website and read their new guidelines for yourself. You can find them here: <http://www.ftc.gov/opa/2009/10/endortest.shtm>, and then download the “Text of the Revised Endorsement and Testimonial Guides.”

While the rule changes cover a lot of important ground, I'd like to point out a couple of key points that may affect how you are using testimonials right now.

First, you can no longer use testimonials that a) you cannot substantiate, and b) that are not reflective of *typical* results. The keys here are being able to substantiate claims that are made via testimonial, and results that are typical.

As an example, if you're marketing an eBook on getting your ex back, and someone who has bought and used the eBook emails you saying that he used your eBook and got his ex back within one week and now they're planning the wedding of a lifetime, that would make an awesome testimonial, right?

But you might not be able to use it because the results might not be typical, and you also can't substantiate whether other eBook users will be able to have the same wonderful success. Your eBook might not work at all for one person, and for another, it might have taken three months to win an ex back vs. one week.

You probably don't know what *typical* results would be, and the FTC is saying that you can't use that glowing testimonial and just a note that the results aren't typical anymore. So what are your options?

You cannot use the testimonial, you can risk using it and possibly getting into trouble, or you can spend money on market research to find out what typical results would be, and then make it very clear on your sales and other pages what kind of results most people can expect.

Another issue centers on affiliate products. If you're promoting someone else's product, you could be held liable for the product owner's non-compliance with the new FTC rules

regarding testimonials. And furthermore, if you have affiliates selling your products, and they aren't in compliance in their own sales pages and websites, you could be held liable, right along with them.

Don't despair! You may have to make some changes, but this certainly won't put you out of business. A possible answer would be to have market research done, which is costly and time consuming, but would actually add credence to your advertisements, and allow you to still use the fantastic testimonial.

Or you could pull the testimonial (which you don't want to do), or leave the testimonial up, but use it as an opening for a discussion on why the eBook worked so wonderfully for this person, and how it might work differently for others - you could even ask people to let you know their result from using your eBook, whether it was good or bad. This *could* keep the FTC happy with you. A bad idea is to leave the testimonial, and risk being caught and fined.

If you're involved in affiliate marketing, it might be time to start an application and vetting process for your affiliates to make sure you're dealing with people who are willing to be in compliance with the FTC rules.

Finally, don't forget that you need to be careful with *your own* testimonials that you let other's use. The rules have changed for that, too. These new guidelines are changing the way the game is played, and if you want to avoid an altercation with the FTC, you're going to have to make sure you're playing by their rules.

Read the FTC guidelines, because they cover more situations and are more in depth than what I've outlined here, and they also give lots of good examples. Then check with your own legal counsel, and finally, do what you need to do to make sure you're in complete compliance.

**As mentioned, USE THIS: [“Website Legal Forms Generator”](#).**

## **“Article Directories Revving Up for New Rules in the Year 2010”**

Ezine Articles (EZA) is perhaps the best known article directory and most widely used by Internet Marketers. It used to be that you could submit any topic to them, include links how you wanted, and reap the rewards for your content efforts.

**Slowly but surely, EZA has been cracking down on marketers – and this may be an inconvenience to you, but it ultimately provides a better marketing venue for you.**

Chris Knight, the owner of EzineArticles.com, has implemented new rules that will probably continue to grow in the year 2010.

In 2009, they stopped letting you submit articles about certain topics. For example, you could no longer submit articles about private label rights – because they don’t want to promote the use of PLR to the public. Some people were sorely disappointed when a new rule impeded their progress.

EZA implemented the Premium account where you could pay almost \$600 a year for faster service, better reporting, and more convenience perks such as an increased number of resource bio boxes you could store onsite.

Chris Knight is deeply aware of how Google perceives his site. For 2010, he’s considering making a change that will eliminate or hinder your ability to edit your article after it’s submitted and live.

Why will this be done in 2010? Because Google is being told there’s an article in a certain place. If your article is edited (and according to Knight, about 83% are just resource box edits), it ceases to be live, so Google goes there and sees nothing there – making EZA look bad in the eyes of Google’s indexing system.

Other article directories are going to clamping down on affiliate links and spam topics, too. Just like social networks, they fear their site will be slapped by Google if they allow marketers to create a “bad neighborhood” online.

As Knight said in his EZA blog this year, “Our reputation (and the reputation of everyone who participates in the EzineArticles platform/system) is on the line with every single outbound link included on every single article.”

They have to be very careful of where you’re linking and for what reason.

Instead of being angry about the new rules they create, why not embrace them with a thankful attitude that this article directory is working overtime to help ensure your content is safeguarded against prevalent spammers and that it maintains its positive reputation in the eyes of search engines everywhere?

**You can also check out [Article Secrets](#) for the secrets to succeeding with articles!**

## “Making the Most of Your Ezine Articles Submissions in 2010”

In 2010, you’re going to forget about all the shortcuts you’ve learned on how to game the system with article directories.

If you think the founders of these sites are onto you, you’re wrong. They frequent forums and lurk and read and buy the “how to” products too – to stay one step ahead of scheming members of their sites.

Crackdowns are inevitable when things start going wrong. When Ezine Articles started to feel the heat from Google, they clamped down and made some new regulations. So to succeed in 2010, you have to approach your article submissions from an above-the-board viewpoint. Here’s how to successfully submit an article to EZA:

First, stop focusing so intensely on keywords. I’m not saying *forget* about them – just realize there’s more to a successful article than a bunch of phrases repeated over and over again. EZA wants articles that present something beneficial to the reader (and Google wants to be able to present a link to your EZA article in good conscience too).

Keywords are important for Google to be able to see what the article is about, so use them, but don’t overload your article so that it’s awkward to digest. It sometimes helps to read it aloud.

Second, pretend you’re the reader and not the writer. What would *you* hope to learn if you were conducting a search for that keyword? Now you don’t have to give away the farm, but you can’t make it so shallow that it leaves the reader unsatisfied, either.

Practice making sure you serve a nice appetizer to your audience so they’ll click through your link for the full course.

Third, remember what you learned in high school about writing a good essay. You don’t have to use formal English rules 100% of the time, but it’s nice if you work on making sure the information flows.

Think of it like this:

- Main idea presented in the introduction
- A couple (or few) paragraphs of supporting statement
- Conclusion that sums up the information
- Call to action – this one’s added especially for marketers and should go in your bio box

**As long as your article is well organized, informative and creates curiosity in your reader to learn more, your campaigns should be a success – and you’ll make Chris Knight and his staff very happy to have you onboard as a frequent author.**

## “Beware of Stiffer Competition in Google AdWords in 2010”

In the Google Adwords blog, they recently posted about the 2010 New Year strategies that you’ll need to develop to succeed in their campaigns.

The simple fact is, more competition is aware of Google AdWords than ever before.

Instead of just a handful of net savvy marketers leveraging this advertising powerhouse, brick and mortar businesses and everyday entrepreneurs are utilizing AdWords campaigns to get an upper hand on their competition.

In their blog, the AdWords team stressed the important of experimenting with your campaigns to get the ultimate optimization possible. That’s something far too many marketers fail at.

If you’re going to pay for advertising, as opposed to using free marketing avenues like social networks, then it makes sense to invest as much time as necessary to get the most out of your money – in this case, the ROI is your click-through and conversion rate into sales.

They even give you some hints about how to stay one step ahead of your competition. You can monitor niche trends using Google Alerts – so whenever something new is making waves, you’re one of the first ones to capitalize on it via an AdWords campaign.

**AdWords also created many tools for your 2010 campaigns to help you get better conversions – including templates that show you the display ads you make that have text as usual, but also images, video and logo options.**

The AdWords team understands that a marketer doesn’t have to be the *first* to campaign about a topic – just the best at connecting your product’s message to the intended audience and for this, Google’s team keeps enhancing their analytics tools.

Google has created an entire series called **Think2010** for its AdWords users. They want you to get the most out of your experience with this tool because when *you* succeed, they make more money, too – it’s a win-win situation to help you learn the ropes.

They want to stress that we’re in a recovery period. Amid all of the doom and gloom about the economy, 2010 is poised to help get people back on their feet – and consumer shopping will likely increase, contributing to more profits through your AdWords campaign.

Don’t shy away from Google AdWords campaigns in 2010. It’s the perfect time to take a course and educate yourself about how to create an effective campaign through the use of trend-watching, predictions – and of course, technical acumen when creating your next promotion online.

## “Is Outsourced Content Still Necessary With the Influx of PLR?”

With the creation of [private label rights](#) (PLR), marketers on shoestrings budgets rejoiced while those who had the funds for private ghostwriting became aware of increased competition.

PLR has been a savior to many marketers. You can buy a fully fleshed out 50-page eBook for \$50 or less that was written by a professional ghostwriter, slap your own name on it, and market it for whatever price you want.

Ghostwriting fees could run as high as \$50 per *page*, which meant that same 50-page eBook would cost \$2,500 to own if you outsourced it to a private freelancer. There are, of course, perks that come with having your content ghostwritten as opposed to purchased as PLR.

So for 2010, will you be investing in private label rights – or saving up for a private ghostwriter to create your courses? **Perhaps the answer is *both*.** You can use PLR as a cheap way to get traffic to your site where you sell your individually ghostwritten eBook.

A typical PLR pack can provide you with all of the elements you need to build a formidable list of targeted prospects. You can buy web content, email autoresponders, content for social networks, and reports that serve as a viral freebie where you can hyperlink to your paid product.

Regardless of whether you’re using PLR or ghostwriters, you have to be careful about how you spend your money. With both, you want top quality.

It doesn’t make sense to have a budget set aside that only allows you to purchase poorly written content – because the time you’ll have to invest in repairing it to make it viable for your promotions will eat into your cost savings.

Let’s say you had a dollar limit of \$10 per page for ghostwriting that you were willing to pay for your 50-page eBook creation. For this amount, you found you could only find sub-par writers.

At that price, you saved \$500 off what it would have cost you to hire a really good writer. The work you had to do to repair it took up three workdays of 8 hours each – a total of 24 hours rewriting and fixing what the cheap ghostwriter delivered to you.

Now ask yourself what you price your hourly wage at. Is it over \$20.83? I certainly hope so. If it is, then you’re in the hole. You worked yourself out of the \$500 savings.

If you’d spent that extra \$500 and hired someone who delivered perfection, you’d be ready to roll with your info product and your 24 hours could have been spent on other marketing tasks to help you generate traffic and sales right away.

This same mindset can be applied to what you budget for PLR. Private label rights won't replace outsourcing.

Marketers will still use both. And both can have advantages over the other – whether it's cost savings or the perk of having a unique product. In 2010, it's predicted that more PLR sites will pop up, giving marketing consumers a wider selection of affordable content.

## **“Why Are the Gurus Sending Out Retirement Emails Before 2010?”**

Have you heard the one about the guru who said he was retiring? Yes, it’s starting to sound like a joke to many marketers who learn from those who have paved the way for our success.

It seems like it’s the trending thing to do – send out an email that says you’re leaving Internet Marketing, followed by an email that gives a last chance to buy sale, ending with a “let me clarify” email.

Why is this happening? For some, who follow in the footsteps of their competitors, it’s just a case of mimicking others to be part of the same crowd. For the rest, it’s an opportunity to make a large sum of sales right before switching gears into something else.

**Growth of your business means you’ll frequently be reassessing your opportunities and pursuing things that make you more money, with less effort.**

Some marketers have speculated that these retiring gurus are just burned out, or have made enough money already.

Make no mistake about it – they don’t believe they can ever make enough money. That’s why they run these last ditch sales and make widespread announcements that they’re going to now be doing something else.

It’s the start of a new phase of branding for them. Some of the gurus are moving away from instructional teaching because the expectations have risen by consumers and they now have to work harder to keep refund rates low and meet the needs of those who purchase their products.

When you have more marketers entering this niche to teach, it cuts away at their income – and more people expect freebies and hand holding than they did five years ago.

So if a marketer finds a way to outsource the development of technical tools that help marketers, like a keyword research tool they can sell, it makes sense to cash in on something like that where they retain their reputation as a leader in the IM niche, but not as much is required of them to succeed.

If a favorite guru of yours has announced that he or she is retiring, I wouldn’t worry too much about it. It’s highly unlikely that their leave of absence will be as final as you might believe from the wording of the last email they sent out.

It’s also highly probable that the next trend you’ll see in 2010 is the “I’m coming out of retirement just for this one quick guide because it’s something you *must* see” trend. And you can laugh when it happens because you’ll have known it was coming all along ☺



## **“How Will I Know Which Internet Marketing Strategy to Pursue?”**

Get rich quick schemes are out with 2009. In 2010, it's all about building your business from the ground floor-up. That includes looking at your online efforts from the perspective of a brick and mortar entrepreneur.

You want to know which titles you'll wear in the business – will you just manage everyone working for you (meaning freelancers and service providers)?

Will you have a hands on approach to the graphics or content? Or will you oversee the marketing and advertising development for your products and let outsourced professionals handle all the rest?

**You need a plan, and part of that plan is to evaluate each of your opportunities to see which business model would best suit your personal preferences and your financial needs.**

It might be info product creator, software developer, service provider, membership site coordinator – there are many options for you to consider. Many people were taught how to build AdSense sites for awhile. No one ever told them it isn't as big of an income as an info product site for the same amount of work generating traffic to the domains.

You can't just trust the judgment of someone else – you have to take responsibility for checking out *all* of your options and making the best choice for *you*. For the 2010 year, you want to look at things a bit differently.

Rules are being implemented left and right – with the FTC, with article directories – even with third party affiliate marketplaces like ClickBank.

So everything you do needs to be above the board. Long gone are the days when blackhat tactics were something to envy. Now it can potentially end your business in a flash – nothing no smart entrepreneur would do to risk their livelihood.

Start with a niche that won't get you into trouble. Yes, some of them stand to help you make a fortune, but is it something where you'll have a lot of trouble posting content online?

Then move on to what you can learn – and from whom. Are there ample guides to teach you about this marketing strategy? Do the marketers teaching it have good reputations or will they be instructing you to “get away with” things that might jeopardize your business?

Don't risk it! Pursue something that is ethical and that provides you with happiness in addition to the financial success you're after. It's not *all* about the money. Sometimes the joy you get out of building your business is what can sustain you through the years until you achieve the highest level of accomplishment you can imagine.

## **“How Will Social Networking Evolve in the Year 2010?”**

The year 2009 was the year of slaps, smack and strict rules in the world of web 2.0. Social networking sites saw a mammoth rise in membership by marketers, followed by a surge of spammers and eventually got punished by Google for their leniency.

So their slap by the search engines is being passed down to you. Everyone has tightened their belts, restricted certain content, lessened the number of links you can use – and implemented any other rule to prevent Google from doling out the same harsh punishment in the future.

Social networking was once a way for peers to share information and opinions – it’s so much more than that now. It paved the way for marketers to immerse themselves in communities where targeted consumers were lurking, converting peer traffic into click-throughs and sales.

It probably would have been smooth sailing if everyone had done his or her part to provide great content and keep topics above the board. But it’s inevitable that when a good thing surfaces (like web 2.0), spammers and seedy characters will suck it dry of any opportunity it possesses.

Certain social networking sites such as Squidoo, Ezine Articles, Google Knol and Hub Pages have already learned their lesson when it comes to cracking down on spammers and unsavory marketing tactics.

**The year 2010 promises the evolution of more niche-specific social networks for people – along with some broad web 2.0 creations that cater to many niche groups.**

It will be your job to infiltrate these membership areas in a way that helps the community with true value so that you’re branded as trustworthy and not a leech of their online society.

It’s estimated that blatant advertising on social networking sites (like Facebook for example) will reach a whopping \$2 billion in the year 2010. So marketers may not have to be as stealth in their promotions as they once were, if they’re willing to pay for the right to be there.

Social networking will also play an important role in on-the-go advertising. Mobile Messaging will evolve into a new sort of social marketing. You’ll be able to designate ad groups that are shown to people while they’re away from, their computer, reaching them on their cell phones.

People are already social networking from their cells – logging into Facebook, Tweeting about their everyday actions. You’ll become part of the common mass marketing strategy already being tested in many markets today.

## **“Squidoo’s Slap Will Result in Big Changes for Marketers in 2010”**

It was a rude awakening for many marketers. They watched from the sidelines as Squidoo evolved into a SERP-ranking powerhouse and finally invested in a guide to teach them how to do it themselves.

They created content, did all the recommended traffic tactics – and one day awoke to discover their lenses locked and their efforts ruined. Squidoo has made many changes in 2009 – and for good reason. They were in the good graces of Google until one day the search engine giant decided to teach them a lesson and slapped their search engine rankings into nowhereland.

To combat this horrible effect, Squidoo knew what they had to do. They had to lock down spam lenses, implement some new rules and take down unsavory content. Gone were the porn lenses that were previously allowed on this site. A new Squid Don’t lens was erected to help guide lensmasters in how to create a proper page on Squidoo. Many ClickBank products, which were the bread and butter of some affiliates, were blacklisted.

No more teaching how to cure toenail fungus or how to lose weight with acai berries. These topics were just too enticing for spammers, so Squidoo had to make them off-limits for everybody – even those who provided viable content about them.

Squidoo did create a great program called the Giant Squid program, where lensmasters with at least 50 good lenses could bypass the filter system they set in place – because they earned a badge of trust from the creators of Squidoo.

They limited the number of links to a hefty nine, which is more than generous considering places like Hub Pages only allow two. In the coming year, Squidoo will be checking up on lensmasters to see who’s abiding by their policy and who isn’t – and they’ll be cleaning house on lenses that don’t comply.

One unfortunate prediction about Squidoo is that they will continue finding new resources that help them make money. It’s understandable, of course – but it inserts links and competition in your lens that you can’t always turn off.

**One of the best ways to get what you want on Squidoo is to become an active participant in their SquidU forum.**

Here, you can interact with the founders and worker bees on Squidoo – and they constantly ask for your input on future decisions, letting you speak out about how it will affect you.

For example, they’re considering giving lensmasters the ability to take a live Squidoo lens and purposefully make it a work in progress lens – but before they do, they’re asking for *your* opinion. Take advantage of this open door philosophy because not many social networks have it – they simply make the rules and you’re expected to follow them.

## “Will Twitter Traffic Become More Targeted in 2010?”

Twitter rose from the lowly ranks of new microblogging social networking sites swiftly. Some say an entire Presidential campaign was won partially off the viral nature of this site – but regardless of whether or not you believe that, there’s no denying it can be a very powerful method of reaching a large audience.

**The problem to date has been to determine just how to single out the *right* people to communicate with.** With the implementation of robots to add friends or auto-follow people, you never knew if those who reciprocated your follow were even interested in your products or services that you market online.

In 2009, Internet marketers learned how to get traffic to their domains, blog, Squidoo lenses and forums simply by devising a potent Tweet and sending it out to the web-o-sphere. They learned how to personalize their Twitter profile page, including product images, tag lines, and hyperlinks to important sites. Some lucky users were grandfathered with the ability to have an animated avatar (which catches many eyes) before Twitter nixed it to the masses.

Just before the end of the year, the site created a Beta test version of list options, that supposedly wasn’t available to everyone using the site. With lists, you’re able to take the people who you’re following and categorize them, allowing you to read the Tweets of one particular group at a time rather than wade through hundreds or thousands of Tweets that might just be a courtesy follow instead of a true interest.

***Biz Stone, the founder of Twitter, is going to help marketers out by allowing you to open a business account for the year 2010.***

It will be a paid version of the site, but you’ll get perks such as analytic tools to help you focus your message more precisely. You can’t blame Twitter. It must be horrible to have developed such a powerful social networking site that’s become a household name and *still* not be profitable.

That’s the primary goal of Twitter in 2010 – to make acquisitions of developments that help them make revenue for the site. As marketers, we’ll be paying the bill for things we use, but hopefully well be reaping the rewards and our ROI (return on investment) will make it well worth it.

**Another 2010 forecast is that your Tweets will soon be indexed in real time on both Google and Bing.** As any marketer can tell you, this is wonderful for those who are marketing trend products and services and want to defeat their competition using effective keyword-laced Tweets that result in decent conversions.

***By the way, my REAL Twitter page is at <http://twitter.com/ewenc> .*** There are a few others bearing my name but those aren’t mine.

## “Trending Topics for 2010 Info Product Pursuits”

There are always certain topics that remain the same in nature and some that evolve from year to year (even faster in many instances). If you enter a niche where trend spotting is important, then that’s a skill you need to learn how to master.

For example, if you were to write an eBook about the grieving process when a loved one dies, you could get away with writing an eBook that pretty much didn’t change from year to year (unless there was some new mind-blowing process someone came out with). Dog training is another similar niche – dogs aren’t changing, so training them pretty much remains consistent over the years.

**But if you are in a niche about fashion, Internet marketing, finances, or technology, then you’d better stay abreast of several things** – consumer needs, wants and demands and marketplace developments that create selling opportunities for you.

Let’s take finances as an example first. Consumers are going through a disastrous economical crunch right now. They need, want and demand money savers. Your info product could teach a wide variety of things.

When gas prices hit the roof, a ton of eBooks about saving on gas were flooded into the marketplace, but what else happened? Technology developers created tools to help convert water into gas and stretch the gas out. Those who were early on this trend made a lot of money with it.

**In 2010, consumers will continue to need cost cutting advice.** We’re not out of the recession yet. They’ll also need advice on how to find or keep a job, since unemployment is very high going into the New Year.

Work at home topics will be highly sought after for those who want to save on daycare and commuting costs, or those who weren’t able to find a job the traditional way. Check out my [“Work From Home Internet Success System”](#) for more information.

Mobile networks will become even more popular in 2010. Cell phones, social networking from your mobile gadget – all are on the horizon of becoming mainstream, where grandma has a Motorola Droid and she’s Tweeting at her grandchildren’s recital. Even your gadgets will have gadgets developed for them.

Cell phones are going to have boosters – if you only get 1 bar in a certain area, you can use a gadget that boosts you by 3 more bars. In the gaming niche, video games will almost make handheld clunky controllers a thing of the past – developers are coming out with games that are controlled more by the movements of your own body.

You’ll need to determine if your own niche has trending possibilities and create a forecast based on some market research that you conduct with keywords and a little investigative spying on what manufacturers or experts are predicting.

## **“Video Marketing Gets Easier in 2010 for New Internet Marketers”**

Internet marketers have been buzzing about their plans for 2010. What did they need to learn? What tools did they want to invest in? Video marketing was the top topic for so many people hoping to edge out the competition, and with good reason. It conveys professionalism and personalization all in one.

There are a lot of tasks you have to learn in this industry and it can get overwhelming trying to decide which to focus on and which to ignore. You need to know how to conduct niche and keyword research, how to set up an email marketing campaign, how to cash in on social networking.

**Video marketing is just one more important component of your online strategy.**

It's powerful. But to date, only top marketers who had the money for tools and the technical savvy to master them had been riding this wave of success.

In 2010, every marketer will be searching for video marketing methods that help them dominate in their niche. Because of increased demand, developers have been working on tools that help the average consumer.

Video marketing will help you brand your company in a positive and professional (not to mention cutting edge) slant. It helps you highlight the benefits of your products and services.

It increases the stickiness of your site, which is how long your visitors stay on your domain. And it also help you connect to your audience for sales conversions and instructional tutorials.

Some marketers have yet to invest in their copy of Camtasia. Editing video was deemed too hard. But there are free tools like Camtasia Studio that can help you get started and get comfortable before immersing yourself into more complex recordings.

You can even invest in simple point and click technology where you aim, click the button to record and stop, and upload it online via your USB port. You can do this with a Flip Video Camera.

In 2010, there will be more tools dedicated to helping marketers use video marketing as an SEO support system. Video advertising will be one of the increasingly used media formats in the social networking world, too.

Not only will your target audience be seeing a video played automatically on sites like Facebook, but there will be mobile video advertising, too. It's not too late, but you want to educate yourself ASAP about this form of marketing so you won't be behind the times when it comes to capturing the attention of your consumer base.

## “What Headlines Will Work for Your Online Audience in 2010?”

The Internet isn't a sparsely populated virtual world anymore. Just about everyone you know is online – even those older generations who claim they know nothing about computers are now learning to log on, check email and socialize with distant friends and family, so your headlines will impact a wider global audience.

There are two things you have to consider for your 2010 headlines.

The first is the legal ramifications of your headlines (which could be costly) and the second is the consumer effectiveness of them when it comes to converting traffic into sales. Now for a minute I want you to clear your head of the Internet Marketing niche.

I know you're used to “make a million dollars in 24 hours while you sleep” tag lines, but that's not going to sit well with the FTC committees who investigate fraud complaints. Chances are, you won't have to worry about those anymore.

Let's think about other niche markets. You still have to consider FTC regulations for your headlines. You can't claim a product will help you lose 20 pounds in two weeks unless it's a typical result for everyone who buys your product.

In any niche, you want to be careful that you don't make outrageous claims in your headlines that aren't going to hold true for most of the people buying your product or using your service.

Now let's look at consumer-friendly headlines. I think between you and I, most people know the difference between too good to be true promises and realistic ones. But even in the Internet Marketing niche, there are tons of people (you might even be guilty of this yourself), of hoping too much and trusting in a headline when you know better.

**For 2010, try to practice conveying benefits to your intended audience without being outrageous.** You may have to tone down your claims from losing an exact number of pounds to simply losing weight or staving off hunger or getting healthier.

When it comes to the promotion of tangible items, headlines that will work in 2010 will be a year, according to marketing experts, that focuses on energy efficiency and loyalty to items being made in the USA.

Continue practicing **AIDA** in your headline creations – **Attention, Interest, Desire, Action** – and in the entire sales copy that you produce. But don't violate FTC regulations and try to steer your consumer to above-the-board products and services that won't result in deep disappointment.

## “Keyword Research and Usage for 2010”

Keywords used to be used for one major purpose – to stuff a web page so full that Google and other search engines considered them the most relevant to a particular topic. We’ve come a long way, baby!

Keyword research is going to change dramatically in 2010 in a way that will help marketers capitalize on trends more than they have been. To date, most keyword research tools have been a bit lagging in results.

But now, developers are coming out with real time trend data for keywords. Google Trends, for example, is updated daily. And now you can access Hot Topics and get an hourly snapshot of what topics are most being investigated by the public.

You can periodically log into these free tools to see what topics or content is relevant or can be connected to your own niche site. Then create an AdWords campaign or blog about it or Tweet something to get that current flood of traffic diverted to your own website.

**I predict that you’re going to find more free keyword tools that are almost as competitive as the paid versions.**

Developers will make their money elsewhere with the tool. For instance, Wordstream just launched two free keyword research tools (Keyword Niche Finder and Keyword Grouper) that search for, build and clean your lists for you.

*In 2010, Google and other search engines will be looking for ways to counter keyword spam. They’re going to have future functions that weed out spammers and try to connect searchers to relevant content they really want.*

**Keywords will also be delivered via Google using the Real Time Search function, which will run side by side with the older results and will include information from social networking sites like Twitter and Facebook.**

Somehow I have a feeling spammers will find a way to capitalize on that, too.

You’ll be using your keywords and phrases – dominating with long-tail phrases as usual – in more places online in 2010. Aside from using them on web pages, in AdWords campaigns, and on typical social networking sites like Squidoo, you’ll also consider using them more in video marketing (which many marketers fail to do) and on mobile advertising networks, which are on the rise.

Whatever methods you use, you’ll want to make sure you continually build your keyword list, clean it for duplicates and irrelevant phrases, and then put them to use for you instead of letting them sit on your hard drive.



## “The Impact of Autoresponders in 2010”

If you're one of those marketers who keep saying, “I know, I know – I haven't built a list yet,” then shame on you. I'm going to make sure you understand the importance of having an [autoresponder system](#) in place for the 2010 marketing year.

There are too many marketers who are lazy about list building. Then they have the nerve to complain that they're not making much money – only a few hit or miss sales even though they've had ample traffic.

Most of the time, it takes a few communications with a consumer to convert them into a buyer. You can't expect to continually come up on their search radar and be the *one* out of millions they choose until you happen to snag them as a customer.

With new FTC regulations, you won't be able to convert as easily since hyped up testimonials and sales copy will be against the rules, so an autoresponder will help you convert people using less risky verbiage, allowing you to educate and inform your prospects over time.

**You want to have opportunities everywhere that capture names and email addresses where you can reach out to your target audience on a regular basis until you *do* build enough trust and loyalty or inject enough curiosity in them to click the order button.**

The good news it doesn't have to cost you a penny to build a list. There are free list builders if you simply don't have the money to invest in the paid versions. It's also easy to set up as far as technical prowess goes – it's as simple as clicking choices for your form, and then cutting and pasting code into your HTML.

You don't even have to be a professional writer to get a viable email autoresponder system up and running. There are tons of private label rights packages that are made for autoresponder campaigns.

You just buy them (usually less than \$1 per page), put your introduction in your autoresponder, paste the PLR you bought, and give it your own signature. You can also alter them if you want to provide your own unique slant.

*In 2010, if you're a copywriter, you might want to consider launching a service to provide autoresponder campaigns for marketers who don't possess that particular skill.*

It can be lucrative when you're selling something that makes it convenient for others. You want to make sure that your autoresponders comply with recent FTC regulations. That means if you're endorsing a product, if you're promoting someone else's product (or your own), you need to be honest and learn the FTC rules.

Check out [Optin Profits](#).

## “ClickBank Changes for the Year 2010”

Expect more competition both as a product creator and an affiliate marketer on ClickBank. While this prediction might make you squirm a bit, consider it a beneficial forecast. A thriving marketplace attracts more consumers.

**ClickBank just introduced three tutorial videos to help bring on German, French and Spanish speaking sellers and affiliates.** This will help widen the global audience and your potential for sales.

They will be doing more handholding for the masses, training product creators to stay above the board and not spam or do unethical things, and training affiliates to utilize tools to make more sales.

For example, in a recent ClickBank blog post, they even advised affiliates to use PLR to help promote ClickBank products. That’s a positive thing for marketers, because many online companies frown on PLR, not understanding its ability in the marketplace.

ClickBank is going to continue cracking down on vendors. Many topics are already being declined from the list in 2009, and you can expect them to continue weeding out topics in the coming year.

**They’ve recently shut down topics such as credit repair, marketing through social networks, multi level marketing memberships, and more.** You’re unable to submit topics in these categories at all and they will *not* review your product for you.

ClickBank plans to ensure its vendors are in compliance with the FTC regulations – especially if you’re using the Vendor Spotlight feature. They don’t tell you what’s wrong, just that you’re not in compliance – and they direct you to the FTC’s website so you can investigate the rules yourself.

**The site has also begun expanding its marketplace categories, and probably will widen it more as the number of vendors and affiliates grow.**

You may have noticed, if you already have a product there, that when you log into your account, you’re told of your new category and subcategory – and given a chance to dispute it if you wish to do so.

Some people complain about the ClickBank marketplace, preferring instead to use another form of affiliate marketing like PayDotCom.

But for those who want to cover all bases and have their products promoted by a large number of affiliates (or want to have a large number of products to promote *as* an affiliate), it’s best to just stay abreast of the ClickBank rules as they’re announced, which means staying tuned into their blog.

## **“Facebook Marketing Comes Full Circle in 2010”**

Aren't you glad that the social networking sites are making it more difficult for marketers to use stealth tactics to market to (and spam) its members? Even if it's fruitful for you, it never makes you feel good to deceive customers and annoy the masses.

In 2009, Facebook really took off, replacing MySpace as the marketer's adult web 2.0 playground of choice. There were some drawbacks, though. You had people complaining that their friends were *only* talking about business opportunities – and some complaining that they didn't care to know the personal aspects of their friends lives because they were there to conduct business.

Many marketers decided to clean their friends' list and open fan pages instead – reserving their official Facebook profile for close friends and family only. Facebook has a lot to ensure their income continues to soar with this influx of non-college students.

Their estimated revenue for the year 2010 is over \$710 million. They've grown to over 350 million members and that number will continue to soar. While it's traditionally been a closed site, Facebook is now working to connect its own member content across the World Wide Wide, enabling members to share on their own websites or blogs via Facebook connect.

**Facebook will continue to lead the social networking scene when it comes to globalization.**

It started with a nifty translator that enables you to participate on the site in more than 70 different languages.

One thing is for sure. Facebook's going to have to find a way to help its members avoid spam. Right now, anyone can send you a message without even having you confirm them as a friend. That means you'll get all sorts of spam content – from the long lost relative with the same last name who wants you to pay her \$14,000 so she can transfer \$1.4 million into your account to the cutesy women who want to chat with you, big boy!

Users of Facebook will be hyper-sensitive to any changes the site makes in regards to the privacy of their content, after 2009's fiasco of announcing they officially owned your content and then going back on that statement to put out all of the fires that started.

**Advertising is rampant on the site, so more marketers will be looking for ways to pay to play there.**

Right now you can run an AdWords-like campaign on Facebook, targeting individuals by age, location and more. Then you create an ad, choose PPC or pay per impression and track your conversions. Competition for 2010 may heat up, so learn to tweak your campaigns early on.

## “Blogging Explosion in 2010!”

The movie Julie and Julia took blogging mainstream for many who had no idea that an everyday, average individual could command attention and pursue their passion using an online technology available to the masses for free.

And it's not just movies and rare blog success stories that make people want to blog. In 2009, the job market resulted in a ton of layoffs for journalists and print newspapers and magazines went out of business. These writers will take their skills to the Internet.

### **Blogging will boom in 2010 even more than it already has in marketing circles.**

Just like reality TV has now become a career pursuit for some young adults, blogging is being viewed as a potential income source for those who don't want to take the regular route to financial success.

Perez Hilton has been very open with the amount of money he's raking in – and it's substantial. There are so many blog success stories that you can learn from and apply them to your 2010 Internet Marketing strategy.

The Bankaholic blog was sold for \$15 million. ArsTechnica sold for \$25 million. PaidContent sold for \$30 million. Someone recently commented that you can start a blog about Doritos potato chips and once it gets rolling with traffic, wait and see how much they pay you to own it.

In the year 2010, you're going to find many grassroots bloggers who are flying by the seat of their pants.

The one edge they may have over experienced marketers is that they don't just get into a niche because it sounds lucrative – **they do it because they truly have a passion for it.**

That passion will translate into frequent blog posts and the building of a loyal and enthusiastic like-minded core audience. It will grow like a wildfire and when that traffic hits a certain number, competitors will come knocking at the door of these bloggers hoping to make an acquisition and funnel that traffic to their own interests.

Many of these bloggers you'll be competing with won't have the marketing savvy and insight to monetize their blogs as well as yours, so initially they may not see the same financial success.

But don't count them out if they're fierce about feeding the Googlebots with constant content and ensuring they're not hyping up their reviews in a way that violates current FTC rulings.

**[Your goal for 2010 as a blogger should be to continue leaving breadcrumbs on a daily basis for search engine spiders.](#)**

Make sure you utilize broad and long-tail keywords. Comply with FTC regulations about being transparent if you receive compensation for a review or testimonial.

And narrow your niche down so that you have a high chance for success against the influx of new bloggers in the blogosphere.

**InternetMarketer.com is coming soon ☺**

## **“Focus Will Help Increase Your 2010 Earnings!”**

The biggest problem I see from people who come to me for sage advice on Internet Marketing is that they can't seem to figure out what to do next.

Not only that, but the path they've left is swerving all over the place – from trying to learn Pay per Click to launching new Squidoo lenses to working on an info product of their own.

It's called information overload, and clearing out your hard drive doesn't solve it – it only makes more room for you to buy other stuff you don't need yet.

There *is* a better way, if you're willing to look ahead for 2010 and make a plan *now* instead of planning as you go.

Part of the problem is that you're like a kid in a candy or toy store. You're looking at one shiny new object in awe of it and suddenly see another new shiny object out of the corner of your eye, so you run and grab that one. The object in this case might be a new eBook, personal coaching lessons, or a strategy someone mentioned in a forum.

For 2010, let's do it better!

### **Sit down with a calendar and map out your plan of attack month by month.**

You have 365 days to fill – and make sure you leave some room for time off, because everyone needs that in order to perform at his or her best.

First consider what kind of business you want to build. If it's info product creation, then you'll want to brainstorm a list of all tasks you have to do that are associated with that, such as: niche market research, keyword list building, outline and creation of the info product, sales copy creation and tweaking, affiliate recruitment, list building, etc.

Organize the tasks in a certain timeline – what comes first? Don't worry about PPC ads when you haven't even completed your eBook yet. Give each task a timeframe. How long does it take to write the eBook? Map it out on your calendar, but be flexible and don't panic if it takes a little longer. These are just guidelines.

Then pencil in the tasks that have to be repeated over the course of 2010. For example, keyword research doesn't end in some niche markets. You may find that trends affect the way people are searching and knowing things as soon as possible helps you capitalize on the evolution within the niche.

Don't let new guides take you away from your mission. The year 2010 can be your year. It can be the year that you finally get from point A to point Z and celebrate the journey you've been on. Promise yourself that you won't veer off-course until you've met your commitments and seen some results.

## “Learning From the Mistakes You Made in 2009”

In 2009, chances are you made quite a few mistakes that you wish you could take back.

**Don't beat yourself up too hard – just learn from what went wrong and vow to make things different for the coming year.**

Let's go over some common problems Internet Marketers face – see if you've made any of these mistakes and then read how to solve it for 2010:

- **Tried black hat tactics** – You may have invested in a guide that taught you how to sneak around the rules and make a lot of money, fast. Problem is, you got banned along the way – and all of your hard work went down the drain.

In 2010, stay above the board with everything that you do. Why try building a business on quick sand? That's not the smart entrepreneur's way of achieving financial security for the long haul!

- **Ignored trends and opportunities** – Did you even *try* to do any market research? Or did you only do it once in January and then never check back to see how the market was trending in March, June or November? You have to stay on top of these things and although it's a tedious process, it's something you *must* do if you want your business in good health.

In 2010, make it a part of your monthly routine to conduct new keyword research for your niche. See if anything has changed in how they're searching. See what competitors you have now or if there are some additional, new affiliate opportunities you can jump on.

- **Failed to map out a blueprint for your business** – No more jumping from this task to the next without any forethought. In 2010, you're going to have a plan, Stan! Know what's coming up for January, February, March and so on – and stick to it, allowing for a little bit of flexibility that's a perk of being a work at homer.
- **Procrastinated too much** – Is *procrastinate* your middle name? Are you caught up in playing online games or checking in with Facebook friends too much? Commit to your career in 2010. Pretend you have a boss and you have to answer to that person at the end of every day with a list of your accomplishments. Force yourself to work first and play later.

In 2010, you can set aside all of your previous Internet Marketing mistakes and treat your business like a freshly planted garden that you've just weeded to make room for new growth.

## “Plot Your Seasonal Income Opportunities for 2010 Right Now”

Here we are at the end of 2009. Resting and enjoying the holidays. Wait! What are you doing? This isn't a time for rest - it's a time for action!

**You need to start plotting your *seasonal* income opportunities for 2010 now.**

There are tons of ways to make money in 2010, but you can't wait until the holiday or event is close at hand. In order to take full advantage of every opportunity that will present itself in the upcoming year, you should have your calendar out, planning ahead so that you can get a jump on all of the competition, and not miss one beat.

We all know there's [money to be made on holidays](#). People automatically think of Christmas, but what about Mother's Day, Valentine's Day, Halloween, the Fourth of July, Thanksgiving and even Cinco de Mayo.

If you look through your calendar, you'll see at least one opportunity for each month, and if you don't see one, use your imagination to come up with one.

Let's pick a couple of holidays, aside from Christmas, and see what you can do. Valentine's Day is seriously right around the corner and you should be ready to launch your Valentine's Day campaign no later than January 15th.

You can talk about candy and flowers, but also think outside the box for people who are searching for ideas that aren't the same old, same old.

For example, a guy trying to impress his girlfriend might not just bring a heart-shaped candy box, but also a box of Valentine's Day doggie treats for her pup! That would surely melt her heart to know he was considerate of something she cares about.

Now let's consider the Fourth of July. It's certainly a patriotic day in the U.S., and it's also all about picnics, family fun, the beach, camping – everything summer. How can you capitalize on a holiday like the Fourth of July? Start thinking about it and planning for it now, not on the first of July!

Here's what you need to be doing now: Plan to start working on your holiday and event marketing a minimum of one to two months before you want to launch each campaign.

Schedule your campaign to launch well before the actual event – at least a month, so that you can get indexed by search engines.

Use article marketing to your advantage – load Ezine Articles, or the article directory of your choice with articles far enough in advance that they'll get indexed and ranked early. Then get those Squidoo lenses and other marketing methods created and up and running. You have to do this *before* people are ready to buy.



And remember, you can do other event-centered things to bring in money. Think about election season, or even the start of sports seasons.

Think about websites that pay you to take a survey or participate in a poll when new events are on the horizon.

There are so many ways to capitalize on the power of the Internet for earning money. The key is to start planning your moneymaking activities now for next year. There's no time to wait. Get your calendar out now!

## “Is Your Computer Too Outdated for Your 2010 IM Career?”

You might be sitting there reading this Internet Marketing article on a brand spanking new computer system that lets you zip through websites and files at astronomical speeds. Unfortunately for some, that's not the case.

Not only are they working from a computer system that freezes up and is plagued by viruses, but their connection to the online world is still set at dial-up speed. If this describes you, then you may want to consider investing in your upgraded computer equipment and tools for 2010 as a way to further your business growth.

**Many top marketers have several computers set up on one desk so that they can multi-task.** You don't have to go that route (and some experts even say those who multi-task actually get *less* work done because their focus is split).

But you *do* need the bare minimum of essentials to help you make progress throughout the day. You can work on a desktop or a laptop computer. Many marketers have one of each – using the laptop for travel and daytime excursions so that they're never out of touch for long with their business.

You need something with enough memory so that your system isn't sluggish. If you have a virus, then you need to focus the beginning on 2010 on cleaning up your system that you don't risk losing your hard work or worse – infecting others with it.

If you're committing to a routine schedule for 2010, such as investing 8 hours a day into your business, then set aside a workspace in your home or apartment. It doesn't have to be a whole room – it can be a corner of a room, but make it for work purposes only.

Do you need a fax and printer? Maybe not. You may only need the software that helps you make graphics or convert text into PDF files. This will depend on what business model you pursue.

If it's available in your area, upgrade your dial-up to a higher speed connection. This is well worth the additional expense because you'll get more work done, faster, so you'll see a return on your investment quickly.

For some people, upgrading their computer equipment for 2010 may not be feasible right after the 2009 holidays.

But you can plan for it and begin saving for it little by little instead of just accepting the fact that you're chained to an outdated system for the entire year.

## **“8 Must Have Internet Marketing Tools for 2010”**

When mapping out your 2010 plan of attack for your Internet Marketing business, it's important that you don't spend money haphazardly if you're on a tight budget. Even if you have plenty of money to invest, no one likes to *waste* money, right?

Here are eight Internet Marketing tools you want to make sure you have in your arsenal before you go guns blazing into 2010 trying to stomp out the competition. Make sure you have what you need and if you can't afford it, set aside savings until you can.

### **1. Social media management options**

Web 2.0 was new and shiny for awhile. Now it's practically out of control, but you're not going to steer clear of a social networking site when it has the potential to deliver lots of sales to you.

Whenever possible, you want to make sure you're utilizing social media management tools to make your job easier. For example, if you're bookmarking your domains, use OnlyWire to do many sites at once, instead of manually submitting them one by one.

For Twitter, consider using TweetDeck or another similar tool that helps you manage your microblogging communications. These applications help you cut down on the amount of time you spend sifting through dialogue to reach your target audience.

### **2. Site design tools**

Unless you have deep pockets to outsource your projects, then it's wise to invest in some site design tools that help you quickly and easily put together professional websites without having to spend weeks learning some new technology.

### **3. Article spinners and submission software**

If article marketing is your primary source of traffic, then you may be using quite a bit of PLR (private label rights) to help you dominate the online chatter in your niche. While PLR can be used unchanged in most instances, if you're submitting to certain article directories, you might want to spin the article into something unique – and a submission tool can enter your data into many sites at once rather than you having to do it individually.

### **4. Graphics creator**

Graphics are something that can be purchased in bulk and used by many or outsourced to a professional service provider.

But if you have time and want to learn, educate yourself about a particular free or paid graphics creation tool so that you won't have to rely on another person to convey the image you have in your mind for your products and services.

## **5. Keyword research tool**

This is a definite must-have tool for Internet marketers. Some keyword research tools are better than others. Some provide more data, or the information is more up-to-date than a competing product. Review several options before deciding which one is best for you, and then make the most of your new keyword tool for 2010 by taking action on the results it delivers to you.

## **6. Traffic analytics for SEO purposes**

With more competition coming into the mix, you'll want to really cut your teeth on the latest SEO strategies (white hat of course) that are being taught. Some of the SEO tools you'll need will be how to guides, while others are applications that analyze your existing traffic and make recommendations on how you can achieve even better results.

## **7. Autoresponder list builder**

Don't have a list? Then start building one today. Not tomorrow and not next week – *today!* Too many marketers fail to start building a list until they have ample traffic coming in, but even 1-2 list additions per week will eventually add up to a healthy number over time as traffic picks up.

For 2010, you'll be able to find some viable free list builders, but most marketers with the funds available will opt for the paid tools that give them more peace of mind that they won't someday wake up and find their list has vanished or the freebie site has gone under.

## **8. Reliable hosting**

If you have the most fantastic website in the virtual world, it won't matter if your hosting company has too much downtime. You want to make sure your hosting is affordable, but that shouldn't be the only reason you choose one host over another. Look for a very small percentage of downtime, ample customer service options that are provided 24/7 and 365 days a year. [This is a good example.](#)

## “SEO Predictions for 2010 – How Much Will Change for You?”

Don't you hate it when you spend a lot of money on how to guides, memberships and tools helping you with your SEO (Search Engine Optimization) efforts, only to find out everything's changing for the coming year?

It happens to everyone and some marketers can roll with the changes with ease, while others struggle to keep up. If you look to the future, it can help you predict how things might change so you can head off the SEO lag time most marketers will experience and stay one step ahead of the competition.

**The biggest change you're going to notice is that things are evolving into real time.**

Keywords, indexing – it's going to be updated quicker than in the past, so you won't be able to rest on your laurels enjoying a top spot in the SERPs (Search Engine Results Pages) and likewise, you'll have ample opportunity to move up in the ranks if you pay attention closely.

In 2010, you're going to see Google working on ways to combine real time results (which basically means the last one to mention something, if it's indexed, will be shown) with relevancy, which was Google's biggest beef with websites that were using keywords to trick searchers in the first place!

**Real time search doesn't *replace* regular SEO page results, though.** It's integrated into the SERPs so that you have the option of choosing the latest results or the pages. So you'll be able to capitalize on both options as a marketer.

All of the regular SEO tactics will stay the same. You'll want to post frequently on your website or blog. You'll want to use relevant keyword phrases without stuffing them into it so that it reads awkwardly.

Backlinks from the right kind of relevant sites will be to your benefit, while so-called bad neighborhoods will still damage your reputation with Google.

It's expected that businesses – both online and offline – will be increasing their spending to SEO experts and investing in SEO tools to help them either boost or maintain their position in the search engines.

**You can be a self-taught SEO expert just by educating yourself about what tactics are allowed (and which are frowned upon) and tracking and tweaking your methods so get the best traffic results.**

## “What New Google Features Can Help You Make Money in 2010?”

If you're not familiar with Google Labs, you need to go to <http://www.googlelabs.com> and bookmark the site so that you can check back and get in on whatever Beta functions they're allowing you to play with in 2010.

Google has this experimental section open to the public so that they can have their users test out applications, allowing them to weed out problems and get feedback on how to make it better before it officially launches.

Now we don't know what's on the horizon, but it's important to check in frequently so that you can test features that may be limited to a certain number of people or may be pulled without warning before you got to try it out.

Here are some past examples of what's come out of the box for you to have fun with and utilize in ways that help you reach your target audience:

**Social Search** – This cool new feature lets you see results pages that are in line with what your social circle has created. That circle is made up of people in your Gmail account – chat buddies, friends, family, groups and even Twitter and FriendFeed.

**Related Links** – This is a neat gadget that lets you present a bunch of relevant pages within your own domain that your visitor might prefer to go to. Instead of clicking out if they don't see what they need immediately, Google helps them find what they *do* need without them having to conduct another search.

**Google Audio Indexing** – Did you know that Googlebots can crawl your YouTube video and index it based on what it hears you say? Not only can people find your video through this tool, but they can jump right to the point in the video where you speak a certain keyword phrase. Many say this will eliminate text tags in some instances and will force marketers to be honest about the content of their video.

**Google Checkout Store Gadget** – This lets you have an online store without having to know complex code. Use a simple Google Docs spreadsheet and in under 5 minutes, you'll have code you can cut and paste into Blogger, Google Sites, and your own domain with ease.

This helps many marketers who are on a shoestring budget get started. For example, using Google Analytics lets you analyze the traffic of your website for free while others are paying an arm and a leg for similar tools.

## “5 Free Tools That Can Help You Get a Head Start in 2010”

There's not a marketer on the planet who prefer to pay for something when they can get it free. Free marketing tools are getting better and better – with developers often making money on the ad slots they provide in and around the site or on the tools themselves. If you're watching pennies, or just like to get a good bargain from time to time, consider these five free tools for marketers that you may need for 2010:

### 1.) CamStudio for Video Screen Capture Marketing - <http://camstudio.org>

Camtasia can be pricey (\$299) when you're just starting out. But luckily for you, there's an open source project called CamStudio that allows you to make an endless number of screen capture videos for *free*! Pair your version of CamStudio with some free audio recording software at <http://www.audioflash.org> and you can create very professional videos to help you generate interest in your products and services.

### 2.) GIMP for Graphic Creations – [www.gimp.org](http://www.gimp.org)

Photoshop is often very hard for some non-tech savvy individuals to learn. And when you spend money on a tool like PhotoShop, you want to have the shortest learning curve possible. Now you can take your time and use GIMP instead. GIMP stands for GNU Image Manipulation Program and you can use it for free, along with their thorough documentation, to make call to action buttons, minisite graphics, ads and more.

### 3.) WIX – Free Flash Website Design Tool - <http://www.wix.com>

Flash sites are so expensive when you're searching for a company or professional freelance individual to create one for you from scratch. With WIX, you can customize a template or make your own. With a WIX site, you'll have drawbacks, such as WIX ads being placed on your domain – and the domain won't be your own dot com moniker, but you can upgrade when you have the money to invest in it and remove ads and use your own domain.

### 4.) WordPress – Free Blog Software <http://wordpress.org>

Chances are you've heard of this one before, but some people still think they have to pay for a WordPress blog. Not true. You can either host a WordPress blog on their dot org site, or install it free on a domain that you own. As most marketers already know, WordPress is loved by Google if you utilize it right by posting relevant content on a regular basis.

### 5.) MailChimp – Free Autoresponder Tool - <http://www.mailchimp.com>

This tool is great for those with no list or a very small list to begin with. You can use MailChimp for free to store 500 contacts and send out up to 3,000 emails per month.

## **“Coaching Will Play an Important Role in 2010”**

If you've spent a good deal of time in the Internet Marketing arena, trying to get up and running and feeling like you're spinning your wheels, then you may be looking for a personal mentor and coach for the coming 2010 year.

Learning marketing ropes on the 'net has evolved from advice being shared sporadically in forums to the development of how to guides people could tackle on their own.

But lately, there's been a movement toward more hand-holding and direct one-on-one interaction between student and teacher. To date, only the very rich could afford the high-priced coaching opportunities that top marketers offered.

And in some cases, that will still hold true in the year 2010. But here's the good news:

**You can invest in coaching like you're building a ladder – moving up one rung at a time until you're able to pay for top tier mentoring at the level you need.**

For example, let's say right now you're a total newbie. You know nothing – you're clueless about how to choose a niche, you don't even know what a keyword *is*, and when it comes to launching a website, you'd prefer to run outside and bury your head in the sand like an ostrich.

You can get by with hiring a more affordable online mentor. You'll want someone who has more experience than you, who is making money online, but who isn't priced so high you'd have to take out a second mortgage just to spend 30 minutes on the phone letting them ask *you* questions about your dreams and desires.

Then as you progress, if your coach has taught you all that they can, you move on to the next tier and the next, until you are considered an expert marketer in your own right.

**When you search for a marketing coach for your 2010 business pursuits, look for someone who does *not* have a one-size fits all approach to teaching.**

You want someone who isn't multi-tasking during your time with them, whether it's on the phone or chatting via Skype. On the initial communication, you should both be analyzing each other – the coach should see if you're a good fit for what he or she teaches and you should consider whether or not they seem like a good fit when it comes to how you learn best in terms of sharing knowledge and even how your personalities mesh.

Hope you found this guide beneficial. I sincerely wish you every success.

**To Your 2010!**

Ewen Chia