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Editorial:

First, I wanted to confirm that we will have our free weekly networking and brainstorming call this week, even though it's a holiday weekend in the U.S. On these calls we critique 3 websites, and then discuss timely marketing issues. Register for the call and then follow the details in the autoresponder confirmation that you get to **submit YOUR website for a free review**. Register by sending a blank email to: willie3-56875@autocontactor.com

The call will be from 11 am - 12:30 pm, CST.

***** Regulars on the call, please note that the call-in number HAS changed. It will be in your update email.**

These past few recent months I've lost a number of friends and relatives. I've been reminded a number of times of just how PRECIOUS life is. I personally let those in my life know how much I treasure them at every chance that I get.

I'm inviting you to **let someone know that you treasure them TODAY** by sending them an unexpected greeting card. I'll pay for it. All you need to do is go to:
<http://makeloyalcustomers.com/willie> - and request a free trial account. When you do this, **I'll set it up so that you can mail a few REAL greeting cards right over the Internet completely at my expense.**

The <http://makeloyalcustomers.com/willie> site does tie in with a VERY profitable niche business that I'm involved in. If you're curious about exactly what that business is, you can check it out at:
<http://sendoutcards.com/willie>

Ok, today, I'm giving you one of those RARE guest articles

that I run. I read this article by my friend JL Scott, and it struck such a chord of truth that I just had to share it with you. After reading the article, drop by my discussion forum to comment on it. The forum is at: <http://williecrawford.com/cgi-bin/index.cgi>

There is a lot I'm tempted to add to the article, but that's why I invite you to drop by my forum :-)

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Feature Article:

## **Busting the Myths**

© JL Scott

Internet marketing has its myths. Unfortunately, most of these myths keep many people from being successful online.

Daniel Webster, in defining the word "myth," includes: "Myths usually involve the exploits of gods and heroes." I was surprised to see he didn't mention that myths are rarely true.

Could "gods and heroes" refer to "gurus?" Of course! Who else would BE the gods and heroes of internet marketing? And, "exploits" is a perfect choice of words.

Our myths have been CREATED to mislead and, therefore, exploit the competition. Belief in the untrue tends to make people feel like failures when they can't match that untrue statement.

What is the intended result? LESS competition!

### **Myth #1**

You should convert at least 1% to 2% of site visitors to sales if you have the RIGHT sales letter.

NOT! This may be true in direct mail marketing - which is where that percentage originated.

Some people who receive those long, long sales letters via postal mail DO read the entire thing - then order the product. They'll read it because they can sit down and do that if they're feeling bored, or because it's easy to use as a time-filler.

People reading online are on information overload. I don't care WHO wrote the copy, you'll be lucky if 1% to 2% of site visitors even READ your sales letter all the way through - much LESS buy the product.

When folks sit down at a computer, they instantly go through a personality change. They THINK they're in a hurry. They lose their normal amounts of patience. They do NOT read much, if anything, all the way through - and wouldn't, even if it were written by God.

Then, when you hear that some product or sales letter is converting at 7% to 10%, you can chalk that up as utter nonsense. IF a conversion is that high, it's ONLY directly from the A List of a well-known and well-trusted (or, well-believed) marketer. It is NOT from the general online public.

Those conversions are NOT happening based on every visitor to a web site. Hell, you can barely GIVE something to that high a percentage of visitors. They won't read far enough to find out it's free!

## **Myth #2**

You must stay positive at all times.

Not even possible! People who spend all their time claiming that every little thing in life is another reason for joy will eventually implode.

Rage does that. And, denial causes internal rage.

I've even seen people take a funny axiom and change it to avoid the negativity that makes it funny in the first place. Good grief.

To be a solid success, people need to be real. Of course, that involves keeping a positive attitude as much as possible. But, when circumstances make you feel differently, it's time to take a look at things realistically.

Anger, frustration and the so-called negative emotions are a signal that something's wrong. It doesn't need to be internalized, but it DOES need to be dealt with. THEN, you can release it and get on with things.

No one sane - and I mean NO ONE - is capable of staying "up" all the time. If you buy into the myth that this is mandatory for success, you can't possibly succeed. Get real!

### **Myth #3**

Since the CAN-SPAM Act was legislated, you no longer need to provide content to your list - you can send them blatant advertising.

Now, this may be true - legally. However, if you follow the lead of the "gurus," you may soon find yourself answering to the Federal Trade Commission (FTC).

Once you start sending stand-alone advertising - no matter WHAT your subscribers signed on for - you come under ALL the

regulations for commercial email. Do you know what those regulations are?

Well, true, the FTC hasn't enacted all the regulations, yet. But, when they do, you'd better understand them inside and out - AND have the resources, i.e., money to stay in compliance.

The good news is - NONE of those regulations need to apply to you at all. Provide an opt-in (preferably double opt-in) and an opt-out mechanism, content, don't put any advertising at the top, and you become an ezine publisher. The regulations DO NOT APPLY to ezine publishers!

As I'm reminded of them, I think I'll continue to show you how the myths are just that - myths. This field has been saturated with courses and rhetoric containing what people WANT you to believe, rather than what's real.

Of course, it comes from marketing. The standard seems to have become: convince people they need something - even if you have to use false claims to convince them.

For instance: If you aren't converting THIS percentage (the myth) of visitors with your sales letter, you NEED to buy THIS product.

It's those false claims - the myths - that will bring people down and convince other marketers they simply don't have what it takes to BE successful.

Less competition. Mission accomplished.

Don't fall for the myths! Use common sense at all times. Just because "they" say something is true, doesn't MAKE it true!

If you feel like you're not "up to par" with what others claim

to be doing, stop and think about WHY you're being told that. Gee, is it possible those "facts" are created to sell YOU product? Imagine that!

You CAN be successful online. Everything you learned in life is NOT down the toilet just because you're working online. Your own experience is STILL worth a fortune - YOUR fortune.

The thing that will help you go further than anything else is to simply ... trust YOURSELF.

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dr. jl scott is the Founder of the International Council of Online Professionals (iCop) - and also the publisher of the Internet Marketing Trade Journal - the ezine that keeps you up to date on Internet marketing coming of age. To subscribe: <http://www.i-cop.org/trade-journal.htm>

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Willie's Seminar And Tele-seminar Schedule:

I'll be participating in the following events over the next few months:

July 16th- 17th, 2005, Ken Calhoun's MegaSeminar (Denver Colorado).

Ken is hosting an incredibly inexpensive seminar AND making it a NO-PITCH zone. There will be no back of the room sales - Register now before it sells out at: <http://www.megaseminar.com/WillieCrawfordLive.htm>

Special Note: I sent an email earlier offering to create an audio product for anyone who signs up for the above seminar through my link. Basically, **I offered to do a teleseminar or interview, record it, and give you the full rights to it.** We would just need to coordinate the details of the interview/teleseminar. We could do it at any date that you are ready provided I have an opening on that date. If you'd

like more details on this offer, just email me at willie.crawford@gmail.com Otherwise, simply forward your registration receipt to me and we'll coordinate the details!

August 26th - 27th - Rhea's Entrepreneurial Day, Phoenix, Arizona.

Rhea is a home-schooling mom, who believes that teaching your children to be entrepreneurs is an important part of their education. This seminar is for both adults and their entrepreneurial children. She'll have not only Internet marketing experts, but experts in various forms of investments and other types of business.

Get full details and register at:
<http://williecrawford.com/rheas-days-phoenix.html>

I'll also be **in London, England in September**, and **Manhattan, New York, in October**. More details on these two events will be forthcoming.

I'd love to meet you at any of these events!

That's it for this issue. Thanks for reading :-)

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Also check out our blog at: <http://williecrawford.com/blog/>