
10 SECRETS OF SUCCESSFUL MARKETERS



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Everyone who gets into Internet marketing online looks for that special formula that will help them achieve success in the least amount of time. Whether they're frantically seeking push button profits, or simply hoping some guru will take them under their wing and teach them the ropes, it feels like it's based on luck or a lottery.

The truth is, each and every person striving for success as an online entrepreneur has it in them to succeed. The unfortunate part is that most people sabotage themselves with a broke and limited mindset.

Instead of looking so hard for some mysterious ancient scroll that delivers all of your dreams to you, give yourself a chance by embracing the lifestyles, habits, and mindset of people who know what it takes to reach their goals.

There are two different kinds of people who pursue this kind of career. The first are those who actively study and practice a change in habits, effort and mindset so that there is no obstacle they can't overcome.

The second are people who brush off the concept of change completely. These are the frustrated individuals who falsely believe that if someone would simply lead them, they could succeed.

They Approach Self-Doubt Strategically

In many different areas of life, you're bound to experience bouts of self-doubt. How you handle it will depend on whether or not it is capable of crippling you, or unable to break through the armor you are protecting yourself with.

Even the top niche gurus have had to deal with moments of self-doubt. Whether putting themselves on video for the first time, or approaching someone for a joint venture, they've all felt that insecurity and hesitation.

The difference is, successful people will tackle that feeling by fortifying their knowledge and effort. Unsuccessful people will merely give in to the feeling and accept defeat. You get to choose which direction you want to go.

Whenever you feel a moment of self-doubt, try to pinpoint where it's coming from. Often, you'll find that you simply need a bit more education to feel as if you are well versed in whatever the concept is.

Sometimes you can get this by investing in an advanced course. Or, you may want to book a session or two with a business coach who can help you strategically. You might even simply ask in a forum or on a social networking platform to see if anyone can help you overcome the limiting thoughts.

Keep in mind that many successful marketers work in spite of their internal fear and self-doubt. There are moments when it simply cannot be eliminated completely, so you simply have to forge ahead and gain confidence along the way.

They Learn How to Lessen Their Efforts

It's a fact that most successful marketers do work hard. They work longer hours than they probably did when in the corporate world. That's because they take personal pride in what they are doing and in building their business.

However, one reason successful marketers have achieved their goals, is that they are always looking for better and faster ways to do things. Instead of taking the long, hard route each and every time they do a task, they will try to find ways to lessen their workload.

This can be done in a variety of ways. Sometimes, they will simply outsource or delegate a task to someone else. The people who insist on doing everything themselves are the ones who will be held back because they are limited with time.

Another way they may lessen their efforts is by reinvesting their earnings into tools and templates that can help them quickly complete a task. This may be a plug in on their blog, a template they use for sales copy, or something like private label rights that allow them to put their name on it without having to write it themselves.

They Don't Copycat Others

One sad thing that you will see time and time again when it comes to newbies trying to succeed online, is that they never have an original idea. All they're interested in is becoming a cookie cutter marketer to replicate exactly what someone else is doing in the hopes that it will bring them riches.

Truly successful entrepreneurs are trail blazers. But, they are not reinventing the wheel. It is possible for you to stick to a beaten path, yet set yourself apart by tweaking well established concepts others will appreciate.

One reason many newcomers fail to set themselves apart in this manner is because they fear the ridicule that accompanies experimental progress. If your efforts fail, you assume everyone will be laughing at you behind your back.

The truth is, everyone is too wrapped up in their own efforts to waste time picking on you. If you can brainstorm some different ways of doing things, and present those to your audience, you may have some who don't care for your method, and others who appreciate having the new option.

They Use the Competition for Their Own Success

When people first get started online, they often eye the competition as the enemy. Successful marketers understand that competition can be leveraged to their benefit. Especially with online niche leadership, it's beneficial to form relationships with those you are competing against.

Customers will often follow more than one niche leader, and if you isolate yourself from the top advisors, you will be locked out of a strategic sharing aspect that goes with this business.

The competitors will have the power to help you gain more subscribers, increase traffic to your blog, and earn more profits if you let them. This is a two way street, so you will be helping them, too.

That's why it's important that you surround yourself with the right kinds of competitors. You don't want to be aligning yourself with any marketers who have developed a shady reputation.

They Know When to Listen to Their Audience – and When Not to

As an online niche leader, it's important for you to understand and address the needs of your audience. It will be your responsibility to identify their common pain points and provide solutions that can help them.

You also want to listen to feedback from your subscribers whenever they feel comfortable enough to voice their opinions about what you share and how you share it. This can help you level up in terms of content creation and communication.

However, you have to know when to listen and simply ignore their advice. Remember, these people are coming to you as the expert. They will have their own preferences that may not align with how you want to operate your business.

For example, you may have one to five individuals who contact you and tell you they hate long emails. Instead of listening to those five individuals out of thousands, you will want to look at the track record of your emails to see how they perform for you in terms of conversions.

If they're performing well, but you wonder if shorter emails will do even better, then you can split test it to gain some solid information. Or, you can query your audience to see what the majority would prefer.

Usually, there are a few loud people in the bunch. The rest are perfectly satisfied, but they don't voice their satisfaction. Instead, the complainers get all of the attention. Make sure you don't cave to each and every request until you carefully consider it.

They Step Up to Help Others Free Without the Fanfare

If you look at any marketing forum, you will undoubtedly see multiple people begging for someone to offer free advice and guidance. Even though there are numerous videos and reports circulating online, they want one on one help.

You'll often see people complaining that no one will help them. What you don't see are the hundreds of individual incidents where a successful person sees a question from someone who is struggling and quietly contacts them directly to offer insight and assistance.

It's important that you, as a niche leader, take time to periodically help those who need the advice you have to offer without charging for it. Obviously, you need to make a living with this career, so you won't be doing this 24/7.

But helping others is actually a great way to develop your communication skills, find how to best serve your audience, and get ideas for future info products you can sell to your customers.

They Feel No Shame About Their Failures

While newbie marketers sit and suffer shame about each and every failure, successful marketers chalk it up to a learning experience that will make them better leaders. Most successful entrepreneurs have experienced dozens, if not hundreds of failures.

Some of them were small blips, while others were colossal disasters. If you look at the interviews of some of the world's richest individuals, you will find that just about every one of them has a long string of failures in their past.

What this showcases is not incompetence, but instead their drive and determination to achieve their goals in the face of all odds. These are the people who have overcome every obstacle to cross the finish line when others gave up.

Of course, no one wants to experience failure on any level. We all want to achieve our goals in the shortest amount of time possible with the least amount of resistance. But if you happen to stumble along the way, take pride in the fact that you got back up and kept going.

The only failure they fear is in not attempting to do something at all. The shame they would suffer sitting on the sidelines, paralyzed, is worse than anything they could experience having tried unsuccessfully.

They Shoulder Responsibility for 100% of Their Business

Many unsuccessful entrepreneurs like to play the blame game. If anything goes wrong in terms of a customer service issue, they point fingers to blame the platform it is sold on, the customer's incompetence or misunderstanding, or something else.

If content is late, they blame freelance writers for missing a deadline. When you are a solo entrepreneur, you have to accept personal responsibility for every aspect of your business.

Even if you are outsourcing or delegating to someone else, it is your responsibility to first screen your freelancers for a history of on time deliverables and then keep in touch to ensure milestones are met along the way.

If a customer service issue pops up because of a technical glitch in a system, you will quickly rush to meet the customer's needs and go above and beyond making up for the blunder.

They Use Procrastination to Their Advantage

It would be a lie to say that successful people never procrastinate. Everyone, when they want to avoid a task or uncomfortable situation, will put it off as long as possible. But there's a difference between successful marketers and those who struggle when it comes to procrastination.

Unsuccessful marketers will sit watching Netflix for hours on end or get on Facebook and argue with strangers in the comments section to avoid doing work they find unappealing.

Successful entrepreneurs use the time in a different way. If they want to avoid diving into a certain task, which they know they will eventually get to, they do something else productive with their life.

That could be getting more sleep, exercising, or learning something new. They are always leveling up in some way, shape or form - never resting on their laurels and allowing themselves to fall into a pit of despair.

They Strike While the Iron Is Hot

Niche leaders are often operating according to trends and breaking news. Whether they are leading people in the diet and fitness industry, teaching other marketers how to make money online, or discussing credit repair, they have to stay on top of current strategies.

Not only are they always looking for new information to share with their audience, but they set themselves apart to fill the gaps in the marketplace as soon as they see an opportunity.

You should always be searching for needs that few, if any, other marketers are addressing. You might find a unique solution to their problems, or simply develop a new way of learning the information they seek to know.

Being a truly successful online entrepreneur is a combination of drive and determination, the ability to find, absorb and apply good information, and understanding that only action takers will be at the forefront in this industry.