

Welcome To The Kelly-Stone.com Newsletter

Succeed Where Most Fail

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1. Changes At www.Kelly-Stone.com

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Some of you may have already noticed that changes over at my marketing blog. Most of them have been for the better, but one or two of the changes resulted in the loss of the blog for quite a few days!

In the end, and after much worrying, I managed to get it back up and running. I can tell you that those few days were a real worry to me. I did learn a thing or two along the way though.

1. **NEVER** try and play around with something that you don't understand.
2. **NEVER** try and play around with something that you don't understand.
3. **NEVER** try and play around with something that you don't understand.
4. **ALWAYS** be prepared to pay someone to put it right when you don't listen to rules 1,2 & 3!!!

When this disaster struck, I went in search of someone who could sort this mess out for me. In the end, I ended up wasting too much time and effort believing that something could be fixed without needing to pay.

In the end, it cost me a mere \$15 to put right and took less than 10 minutes!

This was a tiny investment for my business and I just wish that I had done this from the start. It would have saved me so much time and effort. The worst thing is I am always telling people to do this anyway!

When I visit a site and see one of those awful graphics that have been made by someone who really doesn't know how to make them They instantly devalue a product or site and I am a firm believer in paying to have them done properly.

Why didn't I take my own advice?

Probably because of the old saying "A little knowledge is a dangerous thing." I really did think that because I knew a little about the subject that I could put it right. I was VERY wrong.

Apart from this, there have been several changes, including the look of the site. The old one looked ugly and I couldn't keep putting it off. At the moment, I am in the process of getting a unique one designed and coded – so it should change even more over the coming weeks.

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2. That Nightmare Question - "What Do You Do?"

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I still get asked this question all the time, even from family members. "What is it that you do again?" A few years ago I would have clammed up and muttered something and changed the subject – fast!

It was something that I hated being asked. It's also something that I see being discussed all the time in forums. People never know how to respond and worse still, they hate the looks they get after.

My response these days is something like "I work full time online doing marketing." Because I respond as if it's a totally normal thing and don't try and explain any further than that, most people just accept it.

Remembering what it was like a few years ago though, is something else. I hated it. I knew that people were about to look at me as if I had just grown two heads or told them that I scam people out of their money on the PC.

No matter what your own response is, if you try and explain what you do, some people won't understand what it is and will become almost afraid of it. I know of several big name marketers who still try and justify what they do to family members. Some family members, especially the older generation just refuse to understand and choose to see you as some kind of scam artist.

When I first started out, my husband was totally against what I was doing and thought that I was starting to try and scam people. The first affiliate check that I got sent him into a real panic. He convinced himself that we were going to have the police in full riot gear turning up if I took it to the bank. :-)

It took me nearly six months to show him what I was doing – Now he attempts to play along as best he can. He doesn't have much interest in it – but he tries. He is also the first one to try and answer what I do – normally confusing people even further in the process.

Never be embarrassed about what you are doing and always keep it short and sweet. The only people you should spend time explaining and showing what you do are to your partners. Without their support and backing, you could be heading straight into a divorce! Never assume that they understand words like 'affiliate', 'blogs' or 'ftp' and always try and show them what you are working on, especially if you are taking away some of their family time.

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3. Are You Promoting To The RIGHT People?

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We all know the basics of internet marketing. (At least we should)

If you have been reading my stuff for a while now you will know that I repeat a few things over and over again.

- Keep it simple
- Stick with the basics
- Use your common sense

This might look fairly obvious, but to be honest, it's overlooked way too many times within internet marketing.

We see the Guru's bringing out their latest must have software, or their new and improved guide to making lots of money online. The thing is, that these people have been making money by re-hashing the same old material. They just make it look harder and harder – after all, they want you to keep buying it.

Not all Guru's are like this (I have to say that 85% are though in my opinion).

By keeping things simple and sticking to the basics, you are building some really solid foundations to work from in the future. Just look at the post above about my and a little knowledge I went straight in with the hard part and forgot to learn the basics.

If I had known the basics from the beginning, I probably wouldn't have messed up quite as bad as I did!

The same applies to marketing. Learn the basics of internet marketing – no matter how boring they seem and you will be building a knowledge that will keep you going when things start to get a little tricky.

Promoting your products (either affiliate or your own) to the wrong crowd is something that I see being done each and every day. If you get this basic wrong, your whole campaign is worthless.

Get it right well, you are on your way to earning.

How do you know if you are promoting the right products to the right crowd?

Simple, you just need to make sure you follow these exact steps ...

- 1. Make sure that you are promoting a product that people want to buy**
- 2. Make sure that you are promoting a product that people already buy**

Read those two again to make sure that you read them right.

I'm sure that you are thinking already something along the lines of "Yeah, but those markets are saturated!"

There is also the fact that I am going against what most other marketers are telling you. They are telling you to go for low competition phrases that you can dominate

This is where most people become confused.

You want to be promoting under those terms. You want to find products that are already being sold and have people promoting them. Remember, we are keeping it simple, not trying to invent the wheel all over again!

Promoting a product that people don't want or need is a waste of your time and effort. You want a product that is in demand and wanted. Something that can bring you in money – something that people will give their money for.

This is basic marketing.

Finding out what people want and handing it to them is vital if you want to succeed at internet marketing.

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4. Your Feedback Requested

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As you know, this newsletter is sent out to both Kelly-Stone.com and Squidoo Queen readers. From the next issue I will be sending them out separately, the two are getting too big to combine.

What I am asking of you this month is to send in to me is anything that you would like to see in next months newsletter.

- Niche Marketing
- Blogging Related
- Squidoo Related
- List Building
- etc etc

If there is something that you want to read about more in depth – let me know.

Obviously, I can't answer everyones requests personally, but what I will do is to collect the top few questions and create the newsletter around the questions.

If you send in a question, I would love for you to send in a link to your site/lens/blog and a brief bio on yourself. Or course this isn't compulsory, but I think it will let the other readers know that 'real' people are asking the same questions that they are thinking of.

You can use the [help desk](#) to send in your questions – just click [here](#) to go there.

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5. A New Bread Of Marketer Is Emerging

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One of the posts that I had lined up for my blog was about the new bread of marketer that I am seeing emerging. But with the PLR series it has been left on the shelf. It is an important part of marketing so I have added it to the newsletter.

Perhaps the term 'new bread emerging' is a little strong. But ... there is certainly a new trend coming through in the 'newer' marketers. The anti-guru marketers, the no hype marketers etc.

Have they always been around?

Yes, personally I think they have. In one form or another they have always been here. Marketers go to extreme lengths to brand themselves and rightly so too. The thing is, that the techniques are not new – they are just becoming more popular.

Let's look at the anti-guru marketers. Am I one of them? To a point I guess I am. I hate the term guru and I bet that a lot of those guru's hate it too. In fact I know they do. Do you think that they named themselves a guru? Some probably did but others just get named it by their followers.

Guru's on the internet get to have a certain amount of fame associated with their name yet they don't get mobbed walking in their local supermarket. Their 'fame' is generally only online. They might carry a little of that over into 'real' life in their friends and family circles or neighborhood but would you know some marketers if you found yourself stood next to one?

A guru is someone, by definition, that is a leader within their field, a recognized expert within a given area. Within the internet marketing arena there are several guru's who we think of Mike Filsaime, Joel Comm, Willie Crawford to name a few. Each one a guru within their field.

Did they give themselves that title? No, we gave them it. We saw them as the leaders, those who knew what they were doing and we ran with it. We gave them the title and these days we want to try and pull it down.

Kelly Stone Newsletter

Just like the press, in the UK certainly, they can make people and then do a great job of ruining someone just because the fancy takes them. Some of the facts that they use are genuine and some are just plain old stupid.

It works though and these are the techniques that we see each and every day online trying to produce the same outcome.

WE put them there, **WE** gave them the titles and now we want to try and destroy them. Why?

Some of you will already know that I have been called an anti-guru. You may also be aware that I can't stand **some** guru's and will speak out if I feel that they are doing something because they have that title.

Am I against all of these guru's? No, I am only against someone who has got to the top of their game, is seen as an expert within a field and starts to abuse that. The one's that will release the same old rehashed material for profit. Those are the one's that I am against.

Some people will fall into a trap as they start to make money online. They start to see that there is easy money to be made by sending out a mailing to their list. They watch as thousands of dollars can appear within minutes of an email going out. **THESE ARE THE PEOPLE WHO I AM AGAINST.**

These people can easily become dangerous to other internet marketers. Am I exaggerating?

No.

When people start to become a 'Guru gone bad' or take advantage of their success it is dangerous to other marketers who have not yet got their. They can send out these mailings happy in the knowledge that they are about to make a lot of money. The person that takes up these offers though can be easily sucked in to a hyped up sales page which is only going to leave them with a whole in their pocket and space taken up on their hard drive.

This is dangerous to marketers who are desperate to start making money online. They can fall into the trap of buying and trying, buying and trying yet never finishing.

What then happens is disastrous.

The product that these greedy marketers have promoted will get discussed on a well known forum or blog and pulled apart for not working. Many will pull it apart for not working, some of these people will just jump in and flame the situation having never even seen the product.

How many times have you seen a product take a beating like that? Now look at the people who are claiming that it didn't work. If they have just purchased it how are they making a review of that product?

We all know that marketing takes time, even Squidoo Queen takes a week or so to see results. So how can they make their claims when they have clearly not put the product to the test?

Anyway, I seem to have digressed a little. Back to the new breads. :-)

There are the anti-guru marketers out there and the 'characters' who will use this as their marketing brand. But are they doing more harm than good? Think about it next time you see a sales page like it.

But are there people out there that I look up to? Certainly there are and some of them are guru's and others are taking a new form of marketing to a whole new level.

The new bread of marketer that is hitting the shelves are taking marketing back to it's most basic form and this is something that I love. Most of you will already know my motto – Keep it simple and take it back to basics.

With the young and upcoming marketers, some of them are doing just that. They know that the basic principle of marketing is to build a relationship with readers, subscribers and customers. They are doing this with amazing results.

Giving without expecting anything in return.

These are the people that I want to see more of. These are the marketers out there that are going to bring marketing back to basics. They refuse to use the old methods of creating hype around a product. They refuse to over hype their latest review and demand that the products work – These are the new bread of marketers.

So maybe this is not new, it's more the cycle of marketing. You start out, you become a little better, you start to see results, you become successful, you can end up being called a guru. The last two parts here is where it can go wrong. You can end up turning to the dark side or trying to keep that status when you have nothing new.

My whole point here, if rather long winded, is that just because a marketer is new – it doesn't always mean that they are less knowledgeable. More to the point, it doesn't always mean that they will stay the way they are today.

Plenty of marketers will make mistakes along the way. I know that I have, but doesn't it mean more to you if we admit these mistakes and move on rather than deny them and bury our heads in the sand?

Marketing isn't always about what is being said – sometimes it's about who's saying it.

Personally, I would like to be in the 'newer' marketer bracket and know that I have done as much as I can to help people start their own marketing career the right way.

Look through the hype to the person who is really behind the sales pages. Remember that a brand is just that and behind those sales pages is a real person – it's their intentions that should be most important to you.

Over the past few months I have made it a point to network with other marketers. Some I admire, others I work with and some I just want to learn from. The more I see of the 'new bread' the more I like it – I just hope that they continue to deliver.

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6. Your Success – Guaranteed?

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Many of you know that I really like Lee McIntyre and the work he produces and this week I was invited to go inside Standing Start Profits.

I am often asked to review products for my members and very few of them make it to an actual mailing. So what is different about this one then? For a start Lee didn't ask me to review the product, he never mentioned anything about a JV and didn't want me to do anything once I was in there.

It was just an invitation.

Why am I letting you know about it? For a start, most of the people that I see who create a membership site have no one inside. You pay for your membership from the promises on the sales page.

I'd never even looked at Lee's sales page before I went inside. Today though, I got inside and saw that there are over 600 active members in there, all marketers with an amazing array of talents.

There are some people who claim to help you, there are some who offer to become your mentor and others who will offer you a step by step plan. Inside [standing start profits](#) you get all of these in one.

We all know that once you have started to get results it's just a case of rinse and repeat, so how do you get to the stage where you can start the rinsing? What if you had someone who would hold your hand? What if you have someone who is willing to reveal exactly what they do to create profits? Do you think you could do the same when that exact same person is mentoring you?

I do and I think that you will see the value in [Standing Start Profits](#) when you take a look at just what Lee is giving you. Personally, I think that this almost guarantee's that you are going to succeed with your marketing. Why not take a look today?

With the active forum, videos, interviews and so much more this one really is a no brainer. Let me know what you think.

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7. In Closing

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The month of January can sometimes feel a bit of a let down. The hype from Christmas and New Year is over and resolutions can be easily put on a back burner. Don't let this happen to you – Take action.

It does happen to all of us from time to time and I myself was no exception, [January took me by surprise](#) and it took me a few weeks to get back into the swing of things.

Remember to send in your questions for next months newsletter and keep focused. No matter how much planning you have – you need to follow it through to see real results.

Until next month Take care

Kelly

[Squidoo Queen V2.1 Out Now!](#)

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