

# No More Hype!

## How To Overcome The 'Overhyped' Marketplace And What We Can Do About It.

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In this article I am going to discuss some of the times when article marketing will not work as opposed to the usual, and most often, writing of, why it does work.

Let us suppose that you are looking for a real quick way of making money online and you need lots of traffic and you need it fast! At least 1,000 visitors per day to look at your opt in page.

Let us also suppose that what you are selling is a affiliate program, one which you have not really tried yourself, so you're not really sure if all the claims that it makes are true. And you don't know much about the product. You don't have a very good review page for the product either.

In this case, one which **many beginner internet marketers get trapped in**, I don't think that Article Marketing would be a very good option at all.

In fact, the scenario above I know is a very real prospect for beginning marketers. One in which they think they can make some quick money with very little effort.

In this business model, they are told to write 30 articles to promote their 'business' and get them published on a article submission website. But, they can't write articles so they look to plr article websites for some inspiration.

They find what they are looking for, thirty articles, and try their best to pull them apart and rewrite them! But, this all seems like hard work to them. So they have seen in an email they had from another internet marketer, claiming this is the way to make \$10,000 per month, that they will need to buy a article spinner.

So, they spin off the 30 articles into about 100 or so, which costs them a few dollars. Now the plan is to publish thirty of them to a website like ezinearticles, articlebase and goarticles. The 'entrepreneur' picks the articles that he thinks read ok and tries to get them published.

Whilst he or she is waiting for the articles to be accepted, they are told to build another five or ten sites to create a circle of backlinks to the articles and back to the main site selling the affiliate link. They do this using the spun articles, or highly spun, with a link in each one to the previous article on another site and one link to the website with the affiliate link!

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Wow, this is getting interesting. A lot of work is involved in creating all those links!

About five days or so after the first article submission, they get an email telling them their articles have been rejected! They must have copyscaped the articles and found they that were less than 80% original.

**No, the articles were actually no good, and almost unreadable.**

Oops, what went wrong!

Nevermind, they still have all those other sites, with lots of links to them, about ten in total. So they still should get some organic traffic from the search engines, right?

Who needs the article submission websites anyway!

They are hoping for at least one sale per month, looking at around \$60 in affiliate commissions, whilst building their list. All seems good so far.

**So, here is the key. How do they scale all of this up!**

How about this for an offer. Build another 1000 sites offering different affiliate products for sale!

Now, remember that you will also have to build ten more sites per site to get those backlinks in, right? That in total is 11,000 sites to build! No sweat!

Think about it, if they are making \$60 per site, per month with 1000 sites, that's  $60 \times 1000 =$  **\$60,000 dollars of affiliate commission per month!**

Now that sounds great! You don't need to create anything, no need to write anything, just copy and paste and in a couple of years they might have those 1,000 sites up and running. Oh, sorry 11,000 sites up and running, nearly forgot those backlinks for the search engines to find them!

*Does any of this sound familiar to you?*

This is no joke, this is what people are really selling, and a lot of people are buying into this kind of business model. Because **it sounds like easy money!**

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*Do you think this kind of model could establish you as an internet entrepreneur?*

Now let us look at another entrepreneur. One who also has no product to 'sell' and has an idea that he or she might like to write for a living, but is not sure where to start.

They are not after quick money and not pulled in by all the hype of \$10,000 per month. They decide to start a blog. After a few weeks they come across ezinearticles and read a few articles and an idea occurs to them that article writing might be a good idea.

And it is!

So, they decide on what they would like to write about and publish their very first article. Written by them about something they love to do. It is accepted and published.

After a day or two they see that their article has been read by around ten people. Great! How about another article? They write another, then another.

After a while they find that people are starting to like their articles and a few of them have been shared on someone else's website! Fantastic!

**Soon, people are coming to their website and reading their blog!**

It has never occurred to this person that you have to pay for traffic because that is not what they really wanted to do. It all seemed a little over the top, placing an ad on Facebook or Google, and paying when someone clicks on it. Why do you really need that unless you are after the big bucks!

This is of course a hypothetical situation. But, which one do you think will last longer? The first situational entrepreneur or our blogger? Who would at least be having more fun doing what they are doing?

*Which one are you?*

If you are the first, then it's time to leave this post, now, still here? **Maybe I can help?**

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You see, after all the hype has died down, which it will eventually, or maybe after the claim of \$10 million per month affiliate programs! Which I am sure will come one day, that is if they are not already here. After the dust has settled and you are scratching your head wondering what on earth went wrong and why you didn't make any money.

### **It's not your fault! You are not to blame here!**

The type of person that sells this 'stuff' was probably sucked into the same sort of system. One that is probably very difficult to get out of. They are probably sending thousands of emails every day with very little response, so their claims have to get bigger and louder and louder, just to get noticed!

If you really want to make money online then it's time to give up the hype. It's time to get real and get down to business. You have to think what you can offer to someone in exchange for their hard earned cash.

**It's time to build a real business**, one that you can be proud of a year from now. No, it may not be making you \$10,000 per month, but that doesn't matter at this stage. What you need is an idea, an idea to get you started and how to move forward.

Then you need to be able to offer a lot, and I mean a lot of information to prospective clients for free. You need to be a trusted person. **Someone who has a credible business that people can believe in.**

You will then need to **build authority and recognition**. Only then will you be trusted enough by people that you really are a legitimate business and a person to be trusted.

### **How can all of this be achieved?**

You will need to do some work. You need to do lots of research, that will take time, decide what you want to do and how you want to present this information to a reader.

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One way is through article marketing. You can do this by writing your own unique articles, full of great information that people need and want. Offer this information for free and offer more great information back on your blog or website, for free. This not only builds trust but you will gain recognition for your efforts in more ways than one.

You will find, that after a short time, people will visit your website and it takes on a life of its own. Your articles will get shared around the internet, because what you have written is of interest to other people. Blogger's are always looking for fresh content and by leaving the link to your website, found at the bottom of your article, you can leverage their success too!

### **Help others achieve more and you will be rewarded!**

You can do this by giving them great articles to read, a great website to browse through and a great blog to read also!

### **Do me a huge favor, would you?**

**Share this article**, pass it around, post it on your blog or facebook page, because **I don't want people to get stuck in a system that does not work!**

I don't want you to waste any more time trying to make other people rich!

I want you, in a couple of months time, to be able to look at yourself and your wife in the eye and tell her you have **built a great online business and that you are proud of it!**

You did it yourself and other people are visiting your site and interacting with you via email, blog or whatever you decide is the best way.

I am Darren Breeze and I am here to help you do just that.

Visit my website [here](#) and I will show you how to get started with building a business that gets free traffic, warm and targeted traffic. All for FREE without any hype whatsoever!

Whatever you decide, I wish you the best of luck for your future.

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