

# Why You Can't Make Money Online

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InlineSEO.com

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Contact info: [InlineSEO.com](http://InlineSEO.com)

website: [www.InlineSEO.com](http://www.InlineSEO.com)

## **This Report Aims to Show You Everything That's Wrong With the Concept of Making Money Online!**

OK, maybe not everything and I should say all of this is just my opinion.

The main reason I'm writing this is because I was thinking really hard, maybe a little too hard about something someone emailed to me. The email basically went on about how the guy was tired of being blasted by marketers about how he 'needed' to buy such and such course to get ahead.

Either he'd bought a lot of courses and wasn't getting ahead or he didn't have the money to buy the courses and this was the reason he used for why he couldn't get ahead.

I've been running a business for a while so I tried to think about what it would be like to really want to 'make money online'. Right from scratch, right now, without knowing everything I already know.

I know it would be frustrating to subscribe to all kinds of email lists from people claiming they knew the secrets and would show you the way, but many would just be empty promises.

And why is that?

I can't say for sure, but I'm going to tell you a little about how I got started 'making money online' (abbreviated as MMO because I'm already tired of typing it out). I'm putting it in quotes for a reason, mostly because even when I first got started on my MMO journey, I never thought of it like that.

For one, I got started in 2001 or something like that. At that time there just wasn't as much MMO stuff out there. So it was a lot easier to steer clear of the hype. But the biggest reason I never thought I was getting into 'making money online' was because in my own mind I was starting a business. A small business, and at the time, one that I thought would just bring in some extra money, but it was still going to be a business.

I thought a lot about what I could do. I always like helping people with career-type stuff so I thought about creating a resume business on the side. But since I already had a full-time job, I didn't think this would work out so well because I'd have to be constantly writing resumes to earn any money. I thought that would quickly become a drag.

I also thought about getting into the framing business. Not sure if that's what it's officially called, but my idea was to make picture frames and sell those. I always liked photography and art and was thinking I wouldn't get bored of making frames. So I bought all kinds of molding and actually even bought a miter saw (not sure if that's the right spelling) and got to work.

Me and the miter saw really didn't get along as I'm not really cut out for any type of construction, or construction-like equipment, even something as simple as a miter saw. All my frame projects went to family members for Christmas that year as I really wasn't very good at it and it became clear I could never sell those frames for much over the cost of all the materials (not to mention my time).

So that was a pretty crazy idea.

Then I just thought, why not design furniture? That would be a cool business and I wouldn't have to touch any equipment. I liked looking at furniture and home interiors and thought I could do it. But that's not something I knew anything about.

Now that I think back to this, I actually did design some weird lamps. It's so funny because as I'm typing this it's a trip down memory lane. I kept one for a long time, but it didn't last through moving. I think it got crushed, but it was pretty cool.

I have no idea how long all this took, probably less than a year?

Then I started thinking about writing something. I actually wrote a 100 page book on a biology topic (that's what I went to school for and the type of job I was working in). I started wondering where to go once I had the book done. Like how do you get it published and that sort of thing. I kind of felt like no one was going to pay much for that book even if I finished it and that I'd make pennies from it so I just kind of tossed it aside.

At some point in there I realized that writing/publishing would be really cool because you could create something one time and then continue to get paid for it. I just didn't think the whole book idea was the way to go. So instead that's when I set upon the training course idea. The training course was going to cover something in the career field and I thought it would end up working because that's the kind of thing people spent money on.

Now one thing I should point out is during all this time I did not make much money at my full-time job. I had just enough to pay my rent on the apartment I lived in, make my car payment, pay back the minimum on my student loans, utilities, and food. I did not have much money leftover and I did have some credit card debt. Not a real bad credit card bill, but enough for it to bother me.

So the last thing I was doing was buying any how to 'make money online' products, business courses, or anything like that at all. All this time I was formulating a business plan for myself. I really never did write anything down on paper, but was thinking about it all the time. So really I was coming up with ideas for my business, which I was hoping would bring in some extra money for me.

I'd come up with a possible plan; resume service, frame business, furniture design, book author and then spend as little money as possible trying to barely get going with it. When I hit on the training course idea, I still spent the bare minimum. I already had a computer so I didn't think I needed anything else for a while. Just to sit down and write the course.

But before I started it I did a lot of research on my potential competition. They all had websites online and that's how they were marketing their courses. And the main thing is that there WAS competition. I don't care how unique your idea is, you better have some competition to even consider getting started in it.

So I checked out the competition a lot. Before I ever got started with the project and throughout the entire time I worked on it, I'd spy on my competitors. Although again, I wasn't really writing anything down, but I was formulating in my mind how my course would be different and better in some ways. I was kind of carving out where I thought I'd fit in the marketplace.

And that's really important. I sure did a lot of things wrong with that first business and many other ideas I've had since then, but that last point is something I did right. I really checked out my competition and thought about how my product was going to stand-apart.

Not that I have the requirements to be a business coach officially, but I think that's very important. You've got to figure out how you're going to stand-apart.

And while I'm talking about this, I've got to point out that first; you need to have the 'business mindset'.

That's kind of the whole point to why I even wrote this short report.

You can't just go around thinking *'Hey, I could use some extra money. How am I going to get that money? Oh, I'll just make money online'*.

Because what comes next is, *'Hey, I'm going to make money online. Now how do I do that? Oh, there's all these nice people out there offering free information if I sign up to their newsletter. So I'm going to sign up to a whole bunch of these ... what nice people.'*

Even while you're doing it you may be thinking how they might ask you to buy something, but you'll just say no and stick with the free stuff. But even if you never buy anything, you're in for a wild ride, one that will likely mess with your head in a big way. One email will lead you to one product, then another, and another, and so on.

The problem is you don't have a plan, you're not even thinking about starting a business (even a small business for some extra money), you're just thinking about making money online. So you don't have the right mindset and you don't have any focus. So all these emails you're getting bombarded with pull you in one direction first, then another, then another. And it just becomes a terribly frustrating cycle.

Again, I'm just making this up, you tell me if I'm right or not (just leave a comment on the blog post later on). But this is what I'm seeing after hearing from people who are frustrated and from being there myself at one time or another.

Anyway, I really think the problem starts with that seemingly innocent little conversation in your head. *'Hey, I could use some extra money. How am I going to get that money? Oh, I'll just try to make money online'*.

Right when you think that or say it out loud you're traveling down a path that is in my opinion, the wrong path. I really think you'd be way better off if you realized, *'Hey earning extra money is going to take work, but I don't want to get a second job (or whatever your situation is)'*.

The crucial part is if you could take the leap to ... *'Since I don't want to get a part-time job and just work for someone else I should really think about starting my own thing'*.

Because that's where I'm thinking ALL of the people hoping to get rich or just 'make money online' are screwing up. Yes there's a ton of hype out there and people hoping to make a quick buck from you, but in some ways, and I'll probably get busted for this, you're kind of asking for it when you don't take the initiative.

If you just want some extra money, then there are much easier ways to go about it than doing your own thing and trying to start your own small business. And even if it never occurred to you that you are trying to start your own small business, that's really what you're attempting to do.

But if you don't get that then you're now a sitting duck for these guys to come along and pry money out of your wallet.

Even as I'm typing this, I'm imagining that some people reading this will have a glazed over look. Their eyes are probably starting to roll right into the back of their head. I just don't know how to get around this though.

It's not about 'making money online', it's about starting a business.

There are some really cool benefits to starting your own business. For one, and this is true even if it's a very small home-based business, is that it sounds cool. I know how ridiculous that is to even bring up, but everyone wants some respect and being a business owner is a good way to get that.

Here in the US, you can file with the right government agency and come up with a name for it. It's like \$50. I think you go to the secretary of state.

You can even decide what role you'll play in the business. Like are you going to be the president or the CEO?

Who's not going to respect that? We're talking \$50 to be the CEO of your own company. Even if you never make a cent, that's just plain cool. Sounds a lot better than, 'I'm going to make money online'. What does that even mean? Are you going to fill out surveys on the internet or what?

I'm not an accountant, but it seriously is under \$100, I think closer to \$50 to go register a name for your company. I think that \$50 gets you what's called a sole proprietorship. It's also called a 'doing business as' set-up. So that means you can go to your bank and open a special account just for your business, in your business name. Again, I'm not an accountant, so please don't ask me questions about this, you can get online and start

looking into how to do this in your state (or country). It's a way better use of your time than signing up to another marketer's newsletter (I'll admit, even mine).

Anyway, now you have a business, a business account at the bank, and can really say you're the CEO of whatever your company is.

And that's another big hurdle, what is your company going to be about? What's your business? You're not in the 'make money online' business. The way I see it, you have 3 main choices.

1. You can sell a product.
2. You can offer a service.
3. You can be a publisher.

All of these can be marketed using the internet if you want or using traditional methods.

Honestly, if you are making some money with your business later on, I don't know why you wouldn't want to try some traditional advertising methods along with the online ones. You can get flyers printed up and put them where your target audience is at or whatever.

Creating a website and having it online is great though because you can reach a global audience.

So that means your business choices are probably one of the following ...

1. You can sell a product and learn how to market it online.
2. You can offer a service and learn how to market it online.
3. You can start an online publishing business.

I consider earning money through advertising revenues of any kind to fall under the category of an online publishing business. So that means building a site and monetizing it with AdSense, affiliate programs, or CPA offers means you're a content publisher or into online publishing.

Someone else may call it something else, but that's what I mean when I say that term.

I wouldn't say my InlineSEO.com site fits into that category; it's more like selling a product and marketing it online. I don't offer advertising from other companies on InlineSEO.com, at least not at this time.

But I do really like online publishing or content publishing, whatever you want to call it. I own a number of sites that I monetize with advertising. And it's become my favorite business model.

So anyway, you need to figure out what you want to do. Don't look to me or anyone else for the answer to that, it's your decision.

And once you pick the type of business (and you can always mix things up), then you need to figure out exactly what you want to do. What kind of product or service are you going to create or offer? What market do you want to get into with your content publishing model?

Again, something only you can decide for yourself. I will say that you're way better off picking something with competition than something that's wide open.

I really think the trick is to pick a market with a lot of competitors and then come up with a unique angle or way to make yourself stand apart. It's called a unique selling proposition or USP.

The best way to do this is to review the competition. Visit their sites, read what they offer, maybe even take some notes. Then figure out how to improve on their offer, even if you just change a feature or two. You could also make your offer different. Have a different price point, different features; there are all kinds of options.

For example, if the competition is doing a live seminar, maybe you could do a home study version. Maybe you could target people with a lot of money ... or those without. The possibilities are endless for this. But it all starts with checking out your competition first and taking notes on how they've got things structured.

It's a little different for content publishing, but still the same premise.

If you want to get into content publishing, then your site is the thing you're offering. And you're going to put different forms of advertising on it. You're going to help other businesses sell more of their product and services. And you're going to help the people who visit your site by having some unique content on it of some sort with answers to their questions. Then you just showcase related ads.

This is a very different mindset from someone who just wants to 'make money with AdSense' or that kind of mentality. I only just recently started taking content publishing seriously, but I'm already doing very well with it. Partly because it is so easy to overtake everyone out there with the 'I'm going to make some money with AdSense' mentality. And when you take these guys out of the picture (because they're not really even competition), there aren't too many real competitors left.

So if you're getting into the tooth whitening market, you would have some good content on tooth whitening along with ads for those those types of products.

But before you really do anything, you should look at a ton of tooth whitening sites on the internet. Take notes. Every site that's out there on tooth whitening or that covers it is now your competitor. You can learn a ton from them.

Some of those sites are going to be really good, while others will be the typical mini-site. Look at the good sites. What kind of content are they giving away?

Do they have videos, audio, presentations, widgets, web applications, or anything cool like that or is it all just text? (If it's all just text can you see how you can blow them away with some of this other stuff?)

How are they monetizing their sites? These are advertisers you may want to contact.

How are they getting traffic to their sites?

Collect all this and now think about what you can do to make your site better. You're going to start small, but that picture of the site that beats all your competitors is your target. And now you have a sort of business plan.

Now when you do see a training course for 'how to create a product in 3.5 minutes', you know you don't need to buy it. You're not going to create a product; you're getting into content publishing.

In all reality, you don't need to buy anything. Sometimes the act of buying all these courses and subscribing to newsletter after newsletter is just because you don't have a plan.

You're hoping someone will give one to you.

But you do have to make some decisions. Otherwise there's really no point to buying anyone's course.

To recap ...

First, what type of business are you going to try to build?

And second what are you going to offer (or what's your market)?

This is the way I do it at least.

The third thing you should decide is how you're going to get traffic to your offer/website.

If you think you're good with video, try video marketing. If you're usually the life of the party, maybe give twitter a try. Or you might want to try paid advertising. It really

depends on personal aspects, what your competition is doing (which is another reason it's smart to do a little research), or where your target market is.

To start, I'd only pick one type of traffic method. Master it and then move on if you want.

It might make sense here to buy something geared to traffic generation online. But again, you surely don't have to. You can make it without.

I really haven't read as many business books as I should, but one I did read all the way through was the 'E-Myth Revisited' by Michael Gerber.

I've only been to two Internet Marketing seminars in my life and at the first one I met Jonathan Mizel. He was the one who recommended that book to me.

I remember he also asked me why I got into internet marketing. I told him because I wanted to start my own business. And he said that was interesting because most people told him they didn't like their job, or they couldn't stand their boss, or whatever. It's not my place to say what a good reason is or isn't, but I can see how someone would have an edge if they want to do something over simply doing it because they don't like the alternatives.

So if you really want to go into business for yourself you'll probably do better on your own than if your only doing it just because you don't like the boss at your day job.

Anyway, the E-Myth Revisited is a great book to read. It doesn't have anything to do with ecommerce (which is what I originally thought), instead the E stands for Entrepreneur.

And that's what you want to be if you plan to earn money without getting a job or work for someone else. You're an entrepreneur.

The full title of the book is actually 'The E Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It'.

The title is a little misleading (although who am I to say) because it's really about the entrepreneur behind the small business.

It covers a lot about starting a business.

There's a companion book called the 'E-Myth Mastery' which might even be more important (but is really kind of a boring read). It talks about the skills entrepreneurs need and that they can actually be learned through practice. There are 7 major skills he covers. I don't remember them all, but I do remember decision making being one of them.

And that's a big one. If you don't like making decisions then running a business may not be the best way to earn some extra money (or to make a living). There's no way around making those decisions. You're the boss.

Even if you buy a course that's A to Z, you're going to have to decide plenty on your own. Ever since I started offering my training course on SEO, I get a flood of emails from people asking me to basically help them make decisions for them. Decisions like 'should I pick this domain name or that one'? Or how should I organize my site? Or is this a good market?

Making decisions for other people is not what I do. In fact, I shouldn't be doing it at all, they should be doing it for themselves. So unfortunately, I do have to tell them that.

There's really no way around making decisions (well, other than working for someone else).

But if you can get comfortable with that and work out some sort of business plan or concept, you're going to move away from being a cash machine for the next guy with a hyped up course and move into being the owner of a real business that can bring you extra money or possibly even support a fantastic lifestyle.

Anyway, I hope this helps. People might not want to hear it, but I really think it's exactly why so many people can't seem to make money online.

All the best ...

Lisa Parmley

