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# **Fast Track Secrets to Internet Marketing**

**Five Keys To  
Fast Track  
Internet Marketing  
Success!**

**E-Commerce / Internet Marketing**

**Alex Major's**  
**Fast Track Secrets to**  
**Internet Marketing**

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# Forewarning

**Warning!** This book is **NOT** about how to make money online (technical-wise). This book **ISN'T** about how to profit from AdSense, creating products and generating traffic to your web site, either.

No technical element is going to be discussed in the coming pages as other books have already done quite a good job in those areas. But if you are new to the E-Marketing scene or don't seem to be getting ahead in your Internet Marketing career even with those digital products and courses in your hard drive, this book is for you.

Why? Because it could just be responsible for your **next breakthrough** in the Internet Marketing arena!

Call it the Self-Help for Internet Marketers if you want to, but if you want to be on the fast track to Internet Marketing success in the shortest time possible and speed up your learning curve, you will do well to practice 5 Fast Track Success Keys. They are:

1. Focus Only on 3 Things
2. Be a Modeler
3. Every Shot You Take Must be a Hit
4. Play Full Time
5. Take Action!

“Is that all?” you're probably asking. And to this I say, “Yep, that's right!” While these 5 fast track keys aren't the only things that matter in your soon-to-be success story – I could talk about the 8 habits, positive thinking, blah blah blah - but I guarantee that the 5 fast track keys alone will greatly **speed up** your learning curve, you will make **less mistakes**, and succeed **a whole lot faster** in Internet Marketing.

The most important thing to do in the beginning of your Internet Marketing career is **NOT** to spend majority of your time sinking your head into “how to make money online” books and courses. Don't get me wrong: they ARE extremely important, but nowhere near as important as practicing the five fast track success keys I am about to share with you for if not for these fast track success keys, your wealthy knowledge will be rendered *useless*.

It's no big secret that there are many individuals who have spent anywhere from one to four years (maybe more) trying to figure out how to make money online. And I've also seen a fraction of other individuals bypass the rest even though they've spent a shorter period of time in the scene. I know this too well, because I belong to the latter category.

**Remember this:** *it's not the number of years you put into your life, but the life you put into the number of years.* The same holds true for Internet Marketing. You and I have to admit that it's no fun being a novice especially for a very, very, very long time. I mean, who likes to be a novice? (If you don't believe me, indulge me in a quick exercise and name one.)

So why not speed up your learning process and make it big and faster online? And how to do just that, you'll discover in a flash. Read on to learn why this is the case.

**Warm Regards,**

*Alex Major*

# Introduction

I was walking out of the room as soon as the Malaysian/Singapore Mastermind meeting ended and I was pretty much prepared to depart for Johor Bahru when another marketer who attended the same meeting caught up with me.

We talked Internet Marketing for a while as we were heading out to the car park when he finally asked me, "So how long have you been marketing online?" I looked up my eyebrows and said, "Close to 2 years". "Whoa!" he said. "What?" I was beginning to wonder if I said something wrong.

"That's quite a short period of time you amass success in marketing online," he said. I felt flattered though I naturally felt I still had much to learn. But then, he was right about it. At least, when compared to if I had continued to work at the chemical plant for a few Malaysian Ringgits per hour to this day. "I started out almost the same time as you did but I haven't seen much money coming in from my Internet Business," he said as we walked our ways.

And then I have come to know another person who also started out almost the same time as I did in the Internet Marketing arena. The last time we chatted online, our income and Internet Business differences were... like sky and sea.

Now the reason I'm mentioning this is **NOT** because I want to brag and boast about it. As a matter of fact, I have also come to know of individuals who have been more successful than I am given the same period of time. And that's what this book is all about: **succeeding in Internet Marketing on the fast track.**

I think it is a shame when someone says that they have been "trying" to market online for the last 1 to 4 years yet ended up miserably. And if you ask me, I also think that the odds could have been controlled.

It still amazed me when I compare two different individuals – started out at the same time with almost the same little resources – yet a year or two later, one individual seems to be making quite a hit online while the other is struggling and well, labeled the other individual "lucky".

And just as amazing, two different individuals may have the same kind of product(s), web hosting, domain name, and auto responders – yet after a year or

two, one of them makes a killing in the Internet marketplace while the other left to wonder how to put all these will-they-ever-become-assets together.

This, I believe, is very true, because I have been the former individual I have just mentioned. It was also the partial reason why I felt a little intimidated when asked about how long I have been marketing online. Not because the number of years seem short but it's the kind of jealousy and "you're really lucky" lines waiting to be uttered by someone else who also started out the same time as I did – but without much success.

And then, there were also those who asked me, "how did you succeed in Internet Marketing in a short period of time? Well, you started out with little money, almost nothing and no weight to your name." This isn't taking into account my age and other forms of handicap back then.

That's what compelled me to write this book, as struggling marketers are more common than I initially imagined. And I feel it's about time this book helps set them free from it. Okay, so I know even the greatest book in the world – the Bible – didn't convert every person on Earth. But it's not going to stop me from telling it like it is: as long as this book gets into your hands and tells you the fast track secrets, it has done its job.

After some mental turmoil and soul searching, I have finally identified five (yes, only 5) fast track keys you can use and unlock to the fast track lane of Internet Marketing success. I believe no other marketer has written on this subject before, and that's all the more why I feel it should be out.

Hence, the book "Fast Track Keys to Internet Marketing Success". And I will show you why number of years has got NOTHING to do with achieving big online because It's **really** all about speeding up your learning process and doing things where the money **really** is.

While I cannot guarantee an overnight success for you, what I CAN guarantee is that you will succeed in Internet Marketing way a LOT faster practicing the 5 success keys than if you didn't buy this book. And by success, I mean you will make even more money from your online business, achieve peak reputation and eliminate guesswork altogether.

If there are any side effects at all, you won't see Internet Marketing as a beginner or a skeptic. So take a deep breath... and turn the page slowly.

# Fast Track Key #1: Focus on Only 3 Things

When starting your Internet Business, you should focus on 3 things and 3 things only. They are none other than:

1. Sell,
2. Build your list, and
3. Sell again!

And that's it. There is really nothing else to it in as absurdly simple as it sounds. Regardless of what niche you are in, you should make these 3 goals your primary focus no matter what. And you make money only when you sell something.

You may come up with as many marketing strategies (no matter how fancy they can be) as you want, but they should all focus on these 3 key tactics. Just as you can kick the ball anyhow you want in the football field, you score only when the ball clears the goalpost. On the same token, you make money only when you start selling, building your list and then sell again.

I thought you might also want to know: when several successful marketers were asked the question, "If you are to start all over again, what will you do first?" they often reply with answers that revolve around building their mailing list as their first priority.

This is how the phrase "the money is in the list" is coined. I am not known to join popular opinion, but I do anything that is time-tested for my Internet Business and you should, too! 😊

So you can start your own newsletter, run a free or paid membership site, create your own product with Master Resell Rights, and so on – but they must ultimately collect leads for your mailing list and then, you send even more offers to your list.

While it's a given there are many ways to build your mailing list, which is a subject fit for another book, bear this in mind: don't feel guilty sending promotion offers to your mailing list from time to time, may it be your own

product or an offer you're an affiliate for. The purpose of having a mailing list is to make money. It's not about sending free stuffs to your list (you don't make money giving things away for free). And it's not about giving free content, either, contrary to popular belief.

Yes, there's no doubt some of your subscribers would get cheesed off and un-subscribed. And it's only a matter of time you will get your share of nasty mails from some of them (which I personally dubbed "Subscribers from Hell"). But you shouldn't be wasting time on them and in fact, you might do well helping them out in un-subscribing them from your list.

And what next? Focus on your interested subscribers. Subscribers who are interested in receiving your next email. Subscribers who look forward to your next product launch. Subscribers who look forward to be your customers.

THIS, my friend, is the kind of mailing list you want to build ultimately. While there's no harm giving free content and a little bit of gifts from time to time, you should stress more on making money with every email you send to your list. But then, it's also a given you cannot just email your list irresponsibly like every few hours or a frequency too often that it pisses too many of your subscribers, pushing them to click on the un-subscribe link!

The recommended frequency is 1-2 times a week or a month but it's up to your due diligence in mailing your list. And when you start making money from your mailing list, well done! You've just cracked the online wealth code! 😊

## **Fast Track Key #2: Be a Modeler**

One **sure fire** way to succeed online quickly is to model your business system after an existing successful marketer. This kind of practice has been around for as long as mankind can remember and as far as human literature can date back into history. 😊

In other words, it's time tested! So the second fast track formula can be summarized as:

1. Identify a successful Internet Marketer,
2. Follow him or her closely and tap into his or her thoughts (and not just what you see him or her doing), and then
3. Duplicate the success and business system for your own!

Since no one holds any form of trademark or copyrights to ideologies and patterns to how a person thinks, you will do well to first model your thinking after a successful marketer and later everything else will fall into place. This includes the way you set up your business system, how you approach potential partners, the way you start and operate your business, and so forth.

It's a better alternative to learning the ropes on your own in ways more than one. For starters, you eliminate plenty of guesswork. Secondly, you make fewer mistakes because someone else has already done it for you. And last but not least, it makes you smarter. 😊

“Smart people learn from their mistakes, smarter people learn from other people's mistakes,” a wise man once said. You can't possibly be that wise man, but being smarter is always a more appealing option than just smart!

## **Fast Track Key #3: Every Shot You Take Must Be a Hit**

Once, I visited an E-Commerce company called MindValley Labs in Kuala Lumpur, the main city in Malaysia. My purpose of visit? A possible Joint Venture drew me over even though I was 5 hours way from home.

Most foreigners whom I've come to know and visited this city told me that it's one of the best places they've been to in the world, though at this time of writing, the headline in the Readers Digest read "Kuala Lumpur: the third rudest city in the world".

It was dubbed so because some staff behind the Reader's Digest "tested" the people of Kuala Lumpur by doing things such as accidentally dropping down a few pieces of paper (on purpose) to see who bothered to help them and observe how often the fellow citizens said "thank you". Only if Reader's Digest knew that most of the people in Kuala Lumpur speak other languages and dialects such as Cantonese, Hokkien, Hakka, Mandarin, Teo Chew, Malay, Tamil, and a list of other dialects and languages I've personally not even thought of.

Fortunately, the people at MindValley Labs were nothing like what Reader's Digest dubbed the people of Kuala Lumpur being the third rudest city in the world. ☺ Upon entering the office for the first time, I was quickly greeted by the company director, Vishen Lakshani, and we found ourselves in the meeting room to discuss business.

Now while Vishen is a name you have probably not heard of in the Internet Marketing arena, he started his online business way back in Year 2001 in the Self Improvement niche, selling courses and seminars on the "Silva Ultra Mind System". By any standard, Vishen's success is obviously something to rave about – he made \$250,000.00 in the first 1.5 years. Today, he owns multiple Internet Businesses some of which branches into the social niche. The sure sign of a big silicon valley on its own!

After our few hours of thorough discussion on a possibility of a Joint Venture, I was introduced to his staff and operation. It quickly dawned on me that the company spends thousands of dollars in testing and tracking, and that's just on top of advertising! (By the way, if you don't have thousands of dollars to put into

testing and making mistakes, you'll do well to learn and benefit from these brave risk takers at <http://blog.mindvalleylabs.com/> ☺.)

That's right. Tons of fortune spent on testing every different possibility and marketing methods imaginable. Tons of fortune spent on sophisticated custom-made software. Tons of fortune spent on Pay-Per-Click advertising. And tons of fortune spent on other things I can't think of right now.

And not everyone can afford to take such risks like Vishen and his business partners. Frankly, I personally don't have the appetite for such risks, either. While Vishen still makes a handsome profit on top of his big time investments (and that he admits he likes to test things out), thousands of dollars is something most people don't have the luxury of beginning with.

I know this because I myself didn't start out with a lot of money. In fact, I was on clinging on a tight rope! Now for the good news:

1. You DON'T have to necessarily spend big bucks in investing in your online business like Vishen does.
2. You DON'T have to rent an office space and hire staff like Vishen does.  
And,
3. You DON'T have to spend thousands of dollars in advertising and testing and tracking like Vishen does! (Well, not necessarily!)

In fact, you can still profit hugely on low cost if you know how to have it done right. **But heed a warning here: every shot you take must be a hit!** And this is the case with you and me especially since we are one-man entrepreneurs.

If a huge E-Commerce company makes a mistake (or plenty of mistakes), they can still sustain the damage. But the same damage could kill a one-man entrepreneur.

So when you invest in a new domain name and web hosting, it spells a new business. Don't go on building another site until it profits first. It amazes me sometimes how people can have over 50 domain names yet the number of profitable sites can count up to zero. And when you calculate the amount of monthly hosting fees (take 50 x \$5.00 for example) and annual domain names (50 x \$8.00 for example)... man, that's quite an expense with no profit return.

And when you invest in a new product (Resell Rights or created for you), it's got to be turned into profit first before you move on with the next). By this, I'm not

necessarily encouraging you to avoid mistakes but believe me: some mistakes are not worth re-inventing.

Since we've already established that you might be low on resistance when it comes to taking risk as a one-man entrepreneur, you have to treat your situation as if your revolver is low on ammo – and so every shot must be a hit. No exceptions.

When you see your situation in this picture, you'll definitely make your next decisions wiser... guaranteed.

## **Fast Track Key #4: Play Full Time**

Once in a while, I would hear of stories of high school students who completed 5 years of syllabus in one year – when they're still freshmen! It's no surprise how amazing stories deserve a space in the local newspapers since every student automatically studies (well, not all) and follow the trend of the school exams and semesters. And on the free will of these ahem, special students, they covered five years of school academic syllabus in advance!

This are stuff successful people are made of, believe it or not, on the same token. Every one successful individuals we know of today, Internet Marketing related or not, play full and study time. This is no necessary reference to academic schooling and even quantity of time.

What I'm really talking about is: **eating, breathing and sleeping Internet Marketing!** It's another guarantee that you will put you on the fast track to Internet Marketing success. Unfortunately, there is no line, border or syllabus of any kind in E-Commerce and Internet Marketing so if you want to get pass the novice level a.s.a.p, well, this is your only ticket and way out!

One obvious given is that you should spend longer hours on getting your business started and running online. And if you are in the work force as I was before, this would mean sacrificing some precious sleep even after you return later from work. But believe me, it's a better cause worth fighting for. (By the way, I used to wake up at 6 in the morning to go to work and come back at 8 at night, sometimes 10 – you could say I never saw the sun when I was working at my day time job!)

The rationale is simple: you want to clear your “newbie” stage as early as you can. And the only kind of fuel that would help you get there is by playing the Internet Marketing game full time.

Don't worry: this doesn't mean you're going to land yourself on another job but as with any other kinds of business, they take time to build. And also, this doesn't mean you need to leave your full time job at the moment just to pursue Internet Marketing (at least, not just yet).

One thing is for sure and vitally important: you should be **eating, breathing and sleeping Internet Marketing!** It will be worth your temporary sacrifice and when you finally earned yourself an automated Internet Business, your hard work have answered for you.

## Fast Track Key #5: Take Action

Okay, I know this sounds like a “duh” statement or “I already know that” line. But if you hear yourself saying things such as “I’m suffering from information overload” and maybe “I’ve got too many ideas pounding into my head”, it’s a sure symptom you’re passive!

While what I’m about to say is going to offend the passives, I think that suffering from information overload is... well, stupid. People could have tackled it so easily just by digesting it like how they would digest food (whoever said you need to read 100 pages of Internet Marketing material overnight?). Yet it’s more common than anyone could’ve thought so much so a niche is built around it \*hint\*.

And what about your head pounding with ideas? It’s a good thing you’ve got ideas coming – you’d never know which one of them is going to be responsible for your first million – but you’re **better** off putting them into practice.

This is also the case with most resellers who are just collecting “digital dusts”. And if you frequent the popular Internet Marketing forums like I do, don’t be surprised when you see a common trend in the threads where people are whining about the marketplace full of lousy products (on Internet Marketing topics especially).

Now, every market has its good solutions with its share of bad apples, but learn this fact:

**There are more lousy marketers than lousy products on the Internet.**

To a lousy marketer, every product is lousy no matter how much value they actually carry or profit potential they present. But to a competent marketer, he or she can turn the “digital trash” into cash raking assets.

And this begins with **taking action**. How badly do you want to succeed online? This is one question only you can answer. As you may have guessed it by now, I have purposely saved this key for the last for that’s when money really

comes in when you put the rest of the four fast track keys into action through this fifth and last key to Internet Marketing success.

Bear this in mind, too: books, information and reading materials are good guesswork eliminators and as long as you have benefited from their information and saved yourself time, effort (and some money) in guessing which can be quite an expensive thing to do, they've already done their job (and so is the case with this book putting you on the fast track lane in Internet Marketing!).

And what follows after that is **taking action**. Unfortunately, books and information can't do them for you. It's really, really up to you from then on, though amazingly enough, many novice marketers often blame their lack of success on "lousy" products because they haven't been *a cent richer*.

As you've been following me up until now, I would really like to ask of you NOT to follow that!

# Fast Track Tips and Last Words

As this book draws to a close end and nearing publishing, I would like to part some fast track action tips with you. I have kept this book as distilled as possible but don't let the number of pages fool you: it IS powerful stuff once applied.

I would strongly advice you to re-read this book at least twice and you'll come to understand that Internet Marketing is likened to a game of checkers, not chess. When you break the code, it's really smooth sailing from there. ☺ Oh and before I forget, the tips, right?

1. For starters, remember that regardless of what kind of Internet Business you are setting up, your focus should revolve around 3 core goals: **sell, build your list, and sell again!**
2. Next, find the best kind of system you can use for your business and where possible, **model after it**. If you are not familiar with the existing proven business models on the Internet, you will do well to invest in purchasing manuals that detail out Internet Business blueprints – saves you all the guesswork and well... re-inventing mistakes.
3. When you're up taking the bat in Internet Marketing, remember: you don't have as many shots as a big E-Commerce company so whatever you do, it must be a hit or must I say, profit?

Tip: treat it like a “do or die” situation and see what wonders you can work out. ;-)

4. Regardless of what the bogus ads that promise you instant riches working part time, take Internet Marketing real seriously. And no less than that. When you arrive in seventh heaven, only then the word “part time” exists in your dictionary.
5. Last but not least, take action! A good start would be with the digital products that aren't producing profits for you in your hard drive.

That's all there is to the game of Internet Marketing where going fast track is concerned. It cannot get any simpler. You might have clued in by now I treat it much like a game than a job. So should you!

**Sure, there are other factors taking into account but I guarantee you that as long as you practice all the five keys I've taught you in this distilled-but-powerful manual, you will increase your learning speed faster and see profits in your Internet Business faster compared to if you didn't discover or think of the five keys I told you let alone practicing them.**

**So I look forward to seeing you in the Internet Marketing arena. To your success – the fast track way!**