

Liz TOMEY

THE MAKING OF AN INTERNET MILLIONAIRE



**Learn What It Takes
To Become A
Millionaire Online**

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Introduction:

According to the www.Dictionary.com, a millionaire is defined as:

“A person whose wealth amounts to at least a million dollars, pounds, or the equivalent in other currency.”

So, what is an Internet Millionaire?

In a nutshell, an Internet millionaire is someone who spots an opportunity, creates a plan, and organizes a team or leverage on software or tools to seize it.

An Internet millionaire is also one who has the ability to create his own opportunity or cash in on ideas, may it be his own or other people's.

This is especially true if you have the desire to start an Internet business, which sells digital products.

Now, the thought of you becoming an Internet millionaire can be intimidating, but the truth is that, anyone can be an Internet millionaire, if they really want to.

What Makes An Internet Millionaire?:

While most people enter into the world of Internet Business fueled with dreams of making money and creating wealth, only so few really do make money.

So, what really parts the minority who is making most of the money on the Internet from the rest who are struggling just to make a few cents? Here are some of the essentials you must have in order to become an Internet millionaire.

The Plan...

In my opinion, this is one of the most important aspects of anyone's Internet business. And with so many Internet business start-ups that fail almost everyday, having your own Internet business plan is more important than ever.

Several people may start their own Internet business but more often than not, I notice that their "plans" have one thing in common and that is to make money.

I would be lying if I said I started my own Internet business not for the money but the truth is that there is more to my business undertakings than just the money.

To me, making money is not a good enough reason to start an Internet business. Your Internet business plan should fulfill the customers' needs, regardless of the niche as long as there is a demand for it. When that is accomplished well, only then you will begin to make your money from your Internet business.

As you can see, it is perfectly okay to go into business to make money, but money goes to those who first have the desire to serve, give before receiving, and prove their worth. I also tend to notice that those who have a genuine plan tend to stay in business longer than those who are only looking forward to make the next quick buck.

Be aware of your own Internet Business plan because even though you may or may not state your business plan in your web pages, anyone can tell if you are genuinely helping someone with their needs or just trying to sell something, consciously or subconsciously.

Most beginning Internet business owners give up easily especially when tough times come (it will come, that is for sure) or in the first few months of their Internet business. This is often because they hold on to a bad plan. As I have said earlier, making money is not enough a good reason for a plan for your business!

Focus...

Also, a good plan, and a genuine one at that, helps maintain your focus especially in the infancy stages of your Internet business. A genuine plan also keeps you going even when the going gets tough.

With so many advertisements, business opportunities, money-making programs, and the fair share of scams and hypes, being focused is more important than ever. It might be easier said than done in most instances but that is not the case with a real Internet millionaire.

Most beginning Internet business owners, probably because of the lack of their Internet business plan, importance, and passion, jump from one opportunity to another. In my opinion, this is not an ideal thing to do.

Now, I am not saying that I am against jumping opportunities. I have accepted bad offers that are not workable on a few occasions and bailed myself out before I jumped onto another offer. But all too often, most people are really impulsive and acting on "instant gratification".

I strongly urge that you build your Internet business because no matter how complete your Internet Business can come with, whether you have purchased Resell Rights to a proven, selling product or a turn key business, you still need to put in time and effort to build your Internet business.

Leverage Users...

An Internet millionaire, in contrary to most small Online Business owners, is one who leverages on the efforts of other business associates and software. While small online business owners leverage on software and tools, too, but the distinctions between a big time Internet millionaire and a small online business owner can be seen in the sophisticated network of business associates and affiliates.

The good news is that today, the Internet allows even one single person to achieve so much with the leverage of software and tools available to make daily tasks easier in the pursuit of growing their business.

But that does not mean you can define yourself as an Internet millionaire just yet. The fact is that you can only achieve so much and seize only so many opportunities by yourself. If you are planning to seize bigger opportunities, you will need to assemble a team of people with the required expertise or resources.

The statement “time is money” may be true to small online business owners, but that is not the case with the huge Internet millionaires. The sayings for the Internet millionaires may very well be “time over money”, because an Internet millionaire thinks in terms of time rather than money, enabling them to make more and more money with less and less effort done on his part.

The Skills You Need As An Internet Millionaire:

Your journey towards being an Internet millionaire is made up of knowledge and skills from the following areas of expertise:

Leadership

It is okay not to be a leader when you are working for someone else, but it definitely NOT okay when you start your own Internet business.

In the world of business, leadership is not an option but rather an obligation, and that applies even to the Internet. Just because you work from home does not mean you do not need to be a leader of some kind.

It does not matter whether you work alone or you have 10,000 people working for you. Being able to tell yourself what to do is important and this is especially crucial when you make a decision that will leave impacts on yourself, your Internet business, and maybe the business associates you network with.

So what constitutes an Internet millionaire with good leadership?

1. The ability to communicate with other Internet business owners, experts, and specialists who are better than they are. This is a skill very important and I believe that this skill is more needed by any budding Internet millionaire rather than the established ones.

The early stage is probably the toughest of all stages in the Internet business and this is where most Internet businesses fail. Most budding Internet businesses fail because they failed to communicate with others who are better than them.

The over-used excuse “Those Internet businesses are successful because they have been established for 4 years” makes no sense to me because the truth is, the established Internet millionaires, like everyone else, also started with virtually nothing on day one of their

Internet business. But one of the reasons these successful individuals grow rather contract is because they have the ability to communicate with individuals who are better than they are. And very often, the Internet millionaires instill a certainty or a promising success to the people they network with, even though they were not successful yet.

2. The ability to fix things when they go wrong. Owning your own Internet business means you are in full control. This certainly demands more discipline and control on your part than at a regular 9 to 5 job. When you work in a company and make a mistake, the company pays for it. When you make a mistake in your own Internet business, you have to be able to bear the consequence.

If you do not have any plans of bearing the full consequence, you had better fix what went wrong fast.

3. People care what you have to say. Whether you have 100 or 100,000 people in your mailing list, people do bother reading your emails. And when you send out endorsement letters to products or services you are selling or that you are an affiliate for, people do bother purchasing from you.

Call it your own “fan club” or a “cult” if you want to, but remember that people with poor leadership and communication skills are those no one will ever listen to. This can be a cruel and harsh reality but the good news is that you do not have to be a “guru” but a leader.

Tip: You are now finally given a golden chance to be independent and free by starting your own Internet business. However, if you have been spending most of your life taking orders from someone else, running your own Internet business is going to be a challenge. But the good news is that leaders are made, not born. I believe that if schools can train people to become employees, I am sure that there are also schools that can train people to become employers or entrepreneurs. Therefore, I urge you to invest in a few self-help books on leadership at the nearest bookstore.

Selling

If you cannot sell, you cannot make money. You cannot even call yourself a businessman of any kind in the first place. Selling is the No. 1 skill you CANNOT go without even when it comes to online business.

When you write your sales letter, you are selling. When you negotiate with other business people and associates, you are selling. When you talk to your subordinates and professionals, you are selling.

If you hate the idea of selling and you are attracted to programs whith so-called “requires no selling on your part”, becoming an Internet millionaire is probably not in your future.

This is because no matter what ideas or resources you have, without the ability to sell, you cannot turn them into assets. If you have not mastered this skill yet, now is the time for you to learn to sell.

It would not be easy, but it is a skill worth learning and time worth invested in.

Marketing

Marketing deals with bringing your product or service to a worldwide audience. If you take a look at most of the successful Internet millionaires out there, most of them come from a direct response marketing background. Even the school dropouts and job-quitters learn marketing, in one form of education or another.

Investing

The ability to put in your money, time and effort and pull in profits manifold.

Networking

Business is about people and no people means no business. Even though you are working from home, and do not need to meet your prospects in person or travel long distances, you still have to communicate.

Investing In You!:

Investment Rule No. 1: Invest in yourself. Notice that the first rule of investment isn't "invest in your business" or anything else other than yourself. While investing and re-investing into your Internet business is important, investing in yourself is your first priority of investing.

What to Invest In Yourself

When he said, "invest in yourself", he really meant that you should invest in your education, making yourself better than you were yesterday. By reading this book, you are already making an investment in your education.

Getting the essential education you need to get started online and on the right track is considered an education. The good news is that unlike investing in anything else other than yourself, you have full control over yourself because YOU are the investment.

The other good news is that it does not cost much, if any, to acquire the essential information you need to start and build a successful Internet business.

The Price of Investing

When starting your Internet Entrepreneurship journey, you must be prepared to invest the following on your part:

- 1. Money.** Like any other business, you still need money to start somewhere. However, compared to conventional businesses, you do not need to invest much money into starting an Internet business. Your start-up fee can be less than a hundred dollars and I am sure you can afford at least a dinner for two every month, right?
- 2. Time.** Investing money alone is never enough. Like any other businesses, your Internet business needs time to grow. Very often, the Internet is perceived as a place where "get rich quick" dreams

come true. While there are success stories of Internet millionaires who make money overnight by simply sending an email to their mailing list, the truth is that they have invested their time to harness such a responsive, quality mailing list before the final touch.

3. Effort. This is yet another entity required on your part like any other form of business. You cannot grow your business in its infancy stages without any effort on your part. It is like planting the seeds but never watering it yet you expect the seeds to grow into a tree by itself.

Without any of the above investments made on your part, you **CANNOT** build a successful Internet Business.

When it comes to investing in educational ebooks, seminars and courses that can teach anyone on how to start an Internet business, most people are terrified of spending their hard-earned money. And then there are also people who think that starting an Internet business is costly.

I think that those are ironic excuses, because:

1. It takes little money to start an Internet business compared to conventional businesses. You can start your Internet business from home without having to leave the house for work or even rent an expensive office. And since there is no need to hire a team of staff on salary, your overheads are significantly reduced.

Which one is more expensive? Spend less than a hundred dollars to get a domain name, web hosting and other tools necessary and pay less than a dinner for two a month in maintenance? Or spend tens, maybe hundreds of thousands of dollars in setting up your conventional business and pay 4 to 5 figures in monthly expenses, renting office space, hiring staff and funding your business ventures?

2. Getting the essential education you need for your Internet Business ventures is cheap. I often hear complains about why ebooks can be priced as high as \$97 and seminars as high as \$2,000.

While I do agree that these commodities may be pricey but again, which one is more expensive? Would you prefer to spend \$97 on getting the essential information you need from an ebook and use the information as soon as the next day and make all the money you want?

Or would you prefer to spend \$20,000 in getting a college education and graduating 4 years from now just to apply for a job that pays you \$50,000 a year? On top of that, your pay and financial life is decided by someone else. Is that the kind of life you really want?

I think that working at a job or staying broke is more costly than investing the little money you have to get your profits back manifold. I also think that staying broke, struggling to save the little money you have, robs you of your financial independence, and to me, my financial independence is something money cannot buy.

Why allow the excuse of not having money steal your financial freedom from you?

I have also seen and met budding Internet millionaires who have the “instant gratification” and “get rich quick” mentality when the Internet is no more than a means of leverage.

And then I have also encountered other beginning Internet business owners who are not putting in the effort they should be putting in the initial stages of their business.

All in all, it takes money, time, and effort on your part to build a successful online business.

With the leverage and free to low-cost alternatives the Internet has to offer, you can still succeed and make your wealth online even if you do not have much money to begin with.

All it takes is a willingness to invest in yourself. If you cannot invest much money, you will have to make up your investment more in effort and time.

It is also interesting to note that most beginning Internet millionaires did not come from rich or professional backgrounds before they started their Internet business. Some came from as humble a background as a pizza delivery boy, working for a few dollars an hour. Some were even school drop-outs!

Why Invest In Yourself?

Only you can answer that. But here's food for thought: if you are not willing to invest in yourself, why would anyone else want to invest in you?

Millionaires That Work For Free?:

If you are new to Internet business, this can be hard to absorb. You might reason with yourself that you are in business and not charity. That thought came across my mind once.

Let's face it, shoppers on the web love getting something for nothing. So do not disappoint them. Give them what they want. Still do not see the point? All right.

The benefit of giving something away for free is that you can use the email addresses you receive with entries for future mailings such as newsletters and follow-ups related to your products and services.

Case Study – The Supermarket Nearest To You

I am sure that you have seen people giving out free samples of their products such as chocolates, drinks, etc. at the supermarket. You have probably sampled them, too.

You see, the companies selling those products are first proving their worth to potential customers shopping at the supermarket. If they like the product, they will surely want more of it thus they will buy it!

That brings to point no. 2 – giving something away for free allows you to prove your worth. The advantage of an Internet Business is that unlike conventional businesses, you do not have to spend a lot of money on giving out sample products online. In fact, it can be done at zero cost!

Sharing your expertise freely in your newsletters and offering people to try out your services for free would keep your prospects away from sitting on the fence or feeling indecisive about contracting with you.

If done correctly, the freebie you gave away can be viral. That means the person who downloaded your freebie will give away to a friend who will in turn give to another. This is called "viral marketing". This is

will indirectly increase your credibility and a higher chance to make your sales.

For example, if you write a free report on a subject in the form of an ebook, you can include your product sales letters at the back of the report. With many visitors downloading your free report, this will raise your chances of making sales.

Working For Free

Regardless of any type of business you are into, you have to work for free in the initial stages of your business. If you are starting a conventional business, you will need to invest time, money and effort into starting one in your spare time. You also know that you will not make money until the business is ready.

An Internet business is not much different. You will need to invest the same entities into making your Internet business a success. However, the Internet business offers advantages over a conventional business whereby you do not require THOUSANDS of dollars to invest in and you can give something away free in unlimited numbers with little effort and no money on your part (e.g. free reports, trial software, etc.).

If you want to create success on the Internet then consider working for free. With a little generosity, rather than to receive and you shall give, you should give and you shall receive.

Selling Your Way To Millions:

In order to become an Internet millionaire, you must have the ability to sell. No other exceptions.

If you notice, selling is a skill that all the greatest people in history share in common.

When you write your sales letter for your prospects to read, you are selling. When you negotiate a deal, you are selling. When you propose a Joint Venture to a potential partner, you are selling. When you endorse a product or service to your mailing list, you are selling. When you send E-mails, you are still selling.

All in all, you always sell therefore selling is a skill worth investing in. If you have not learned how to sell just yet, you will do well to start learning now.

Without the ability to sell, you cannot make money, regardless of what great ideas or fantastic products you may have.

There are several people who sell their products at the price of peanuts yet still fail to make the amount of money they desire simply because they do not know how to sell or even instill the “perceived value”.

Instill Perceived Value

Before you put a price on your product, digital or tangible, it is important that you believe you have done a good job creating such a good product because if you do not think so, why should your prospects think highly of your product, too?

Sell a Solution or Opportunity, Not a Product

When you put a product or service offer up for sale, you do not sell their features to your prospects. You are not interested in how a car

looks like and neither are your prospects, either. What YOU – or anyone – are interested in are:

1. What is in it for me?
2. What can I get out of this?
3. How does this product or service benefit me?
4. How does this product or service solve my problems?
5. How do I make money from this?

Are You Wanting To Work More?:

All of us have been employees or followers at some stage in our lives before we even thought of starting our own Internet business.

As employees, we learn to work for other people. We are paid more for more work done. However, the exact opposite applies when we take the place of Internet millionaires.

Consider the following:

You work for some one else. Your employer pays you more for more and more work done. If you work in an office, your day-to-day job may range from picking up phone calls, offering customer service and support, to paper work and more. Your employer pays you to do all these.

If you are not working for your employer, who else will pay you for answering phone calls and doing paper work? No one!

And this applies even if you are an Internet business owner. You are not paid to read emails, creating your first business site, and writing articles.

As an Internet millionaire, you are paid only when someone is happy to give you money. And that is none other than your customers. This is why you have to offer top-notch customer service alongside with being willing to work for free until you start to profit from your business.

For some peculiar reasons, most people just do not get the concept. I do not know why but I can only guess they do not read the same books on business. If you are thinking of engaging in a business of some kind, I strongly suggest you read at least a book on Entrepreneurship, Self-Help or Money.

Work such as creating and building a better business site, fixing technical problems, setting things up, and updating the blog are important tasks you cannot avoid doing when starting an Internet business in any niche. But the bottom-line is that you are not getting paid to do those.

If you are really despaired about being in business for some time but with little or no results in your sales, this can be the ultimate mental block you are having, consciously or unconsciously:

You are not looking for enough deals. You are in fact, looking for more work to do. Work that people do not pay you for.

So, I emphasize you look for deals. Look for opportunities. A job will not make you rich. A lot of people who started their Internet business realize that but they still run their business with the same mind-set: look for more work to do.

I often find that ironic as I believe the common goal every person who starts an Internet business is to have more time and money. Why jump from a job into another, which you call a business?

Look for deals and not more work. Deals and opportunities make you rich. You already know how much a job can give you.

Remember that I am not banging on a job. But if you are serious about becoming a successful Internet millionaire, this is an education worth taking to change your perception on looking for more deals rather than looking for more work that will eat most of your valuable time and not make you money.

Day-to-day work on your Internet business operation is important but it is successful deals you have pulled that make you money.

Conclusion:

As this report draws to an end, I trust you now have a better picture of what it takes to be an Internet millionaire.

Regardless of what products or service you market online, having the essential traits of an Internet millionaire is as important to your business success as oxygen is life to you.

And if you have not just yet, you can subscribe to my [Marketing For Real People](#) newsletter to receive more Internet millionaire tips, articles and insights from me.

Having said that, all the best in your online undertakings!

To Your Success!

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<http://www.MarketingForREALPeople.com>