



# MrOverDeliver News

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You Cant Block This

*Create virtually unblockable popups in seconds!*

Easy Product Profits

*\$12,000 in two weeks. Learn How I did it!*

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MrOverDeliver

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## How You Can Avoid Becoming an Online Failure!

According to many sources, more than 90% (Yes, you read that right. NINETY PERCENT!) of all internet business start-ups end in failure within the first 120 days.

This failure rate should be a warning to those who are considering trying their hand at making a go of working on the internet rather than at a job in the brick and mortar world.

Of course, success is possible. There IS that 10% that do succeed. The thing is success doesn't happen by accident. And success isn't just a crap shoot. Success happens because of some very important factors.

Success happens because people have the right ideas about internet marketing and how it works. They do not expect to get rich quick or be able to make a killing over night.

The thing about starting a business - any business - is that there is no guarantee of success under any circumstances. Even big international businesses can fail at new business ventures. Failure is always an option, but the possibility of success can be optimized.

You can optimize the possibility of success by:

1. Having a good solid business plan in place BEFORE you launch your online business.

There is an old saying: "Those who fail to plan, plan to fail".

A detailed set of plans for success needs to be made. You need to have the steps from getting from point A to point B listed in great detail that include realistic cost estimates and timelines for accomplishing each step.

2. Expecting to work very hard to accomplish your goals.

You must never expect anything to be easy. You will be right most of the time because things are rarely as easy as they look. Each step toward success requires work, time and patience.

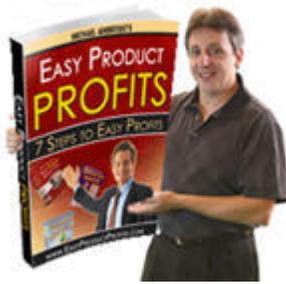
Sometimes things don't work out right on the first try. You have to be willing to try again and again until you do succeed.

3. Not falling for 'get-rich-quick schemes.

The internet landscape is full of those who prey upon those who are looking for quick and easy ways to become rich. Those ways do not exist. Get over thinking that there is an easy way. There is NOT.

Remember those statistics! Ninety percent of all new internet businesses fail in the first 120 days. You don't have to be part of that majority.

You CAN become a part of that 10% minority of successful internet business enterprises if you are prepared to take action and follow the above 3-steps.



Do you want to know how I was able to generate roughly \$12,000 in three weeks with just about \$650 invested? **You Cant Block This** launched a few months ago and let me tell you – I didn't kill myself on creating this...

Now, I KNOW you can do it too, if you just knew how. And that's where **Easy Product Profits** comes in.

*Michael Ambrosio*

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## Marketing Freebie



Did you know there's a free version of my wildly popular You Cant Block This software? That's right! Now you can create those "Light Box" style pop ups that you now see everywhere.

You also get 100% redistribution rights so you can give it away too! Use it to build your list, or give it to your own list as a free gift!

Grab yourself a copy now: [You Cant Block This Free](#)

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## Recognizing and Using Leverage!

There are dozens - maybe hundreds - of business models out there. Some are, of course, more successful than others but they all come with their own set of pros and cons.

The idea is to get the most bang for the buck. You need to use all of the power of the Internet to make your e-business successful. You really cannot afford to leave any stone unturned.

If you are a real go-getter, the temptation is to do everything first and that isn't possible. You need to make a realistic plan and build one thing upon another until you have a good solid base from which to operate.

Once you get a website built, you will need to begin leveraging SEO (search engine optimization) and gaining page rank.

One thing does lead to another, of course, but one of the quickest ways to leverage SEO is to add a blog to your website. This is a way that you can get much more quickly indexed by the search engines.

Leveraging also includes branding yourself, your website and your products.

One of the quicker ways to begin to get yourself branded is by investing in PLR (Private Label Rights) products and changing the names of those products to include your own name or logo. (Don't forget that there must be some rewriting done.) This is probably the quickest way to become branded as well as gain credibility on the internet.

For example: you might buy a PLR E-Book about Easy Dog Training and change the name to 'John Doe's Easy Dog Training Methods'. You can sell the book, give it away as a free gift on your own website or list it in online ebook sites for others to use.

Above all remember that reputation and credibility are everything on the internet. Don't take any shortcuts and never damage or allow others to damage either.

# Success and Reputation!

When all is said and done, most people create an online business for one purpose...  
...to make money!

Some want to make a few extra bucks, others want to make a full-time income. But regardless of your individual goals, we all want to make additional income from our online businesses.

In order to do this you need to sell. Whether it's a product, a services or just to get someone to take a desired action - it's all about being able to sell whatever your are promoting.

So needless to say that it is very important to use marketing methods that do not call into question your reputation. There are all kinds of ways to market your products, or the products of others as an affiliate.

If you plan on being in business for the long haul, you'll want to build your business on a foundation of integrity, and your good name.

However there are a number of marketers who cross this line and purposely use questionable methods and tricks to mislead people into buying their products. And if you plan on being an affiliate for other people's products, you will need to make sure you do all your homework before you mail for others. For example:

Not so long ago a colleague contacted me and asked me to check out his ebook he had just created on earning an income from selling red widgets. (I'm protecting the interests of my colleague so this is not what the report was really about).

When I reviewed the ebook I thought that although the information was a bit elementary, it was solid and would be good for people just starting out. So I went ahead and did a mailing.

After a couple of weeks, I received an email from one of my subscribers who purchased the product. He told me that he was not happy because the author gives instructions on using a "questionable" tactic in your marketing.

I didn't recall any such thing in the ebook, so I immediately reread it. I still could not find any reference to this questionable tactic. Until, that is, I checked in one of the bonuses...

I did indeed find it. I found what my subscriber was talking about in one of the bonuses... which I didn't initially read.

All in all, there were no LEGAL issues with what the author was doing. However, the ethics are indeed questionable and I personally would not use or promote this method.

Naturally the alarm bells immediately started to go off and needless to say that in my view his reputation took a severe noise dive.

And I'm sure others have also now got the same view.

The sad fact is that this is not an isolated case. There are hundreds of online marketers with low ethical standards who are waiting to make money by using "questionable" methods.

So the moral of this story is that if you're selling anything online line, your reputation and the trust of your potential customers is EVERYTHNING.

Your reputation is all you have and if it is tarnished for whatever reason, it is quite possible that your online business will never recover.

I am thankful that I have subscribers that know my reputation and are watching out for me – much the same way I watch out for you. As it should be.

The valuable lessons I take away from this:

1. Always stay on the up-and-up. Questionable business tactics are NO way to build your business or your trust.
2. Always review not just the product you are recommending but the bonuses as well.
3. Always maintain an open line of communication between you and your subscribers and customers.

Your reputation is all you have online - so don't blow it!

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## Happy Holiday Season



We're coming upon the holiday season for many people. Christmas, Kwanzaa, Hanukkah, and probably a few others I am missing. And since I am sure I won't get another PDF newsletter out before then, I just wanted to wish you a joyous holiday this year.

I also want to wish you a very prosperous year in 2008. I know it will be for me and I am glad to help you as much as I can.

Once again – Happy Holidays!

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## That's A Wrap!

Don't forget to send me any comments or questions you may have to the Feedback Loop. I would be only too happy to help you in any way that I can.

From time to time I'll send you important updates that will provide information that has the potential to greatly improve your online business... and of course your profits!

However, you can rest assured that I will only ever recommend products that are considered to be of HIGH value and will provide indisputably benefits to help you grow your business... that's my guarantee!

To Your Success,

A handwritten signature in blue ink that reads "Michael Ambrosio".

Michael Ambrosio

<http://www.mroverdeliver.com>

Recommend "MrOverDeliver" to your friends. Subscription requests should be sent to:

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