



**By Mike Vandergraaf**

# The Lies They Tell You About Online Marketing

**Mike Vandergraaf** is an online marketer trying to perfect the subtle art of 'Cut The Crap' marketing

You can get an idea of why he's doing what he's doing [by clicking HERE](#)

Here is a common lie in the internet marketing industry

Buy a 3 click system that promises to do all the work for you.

When that one doesn't work, buy another one.

Rinse and repeat until you are finally fed up with all these programs that don't work.

But unless you have a clear picture of what WILL work, even once you are fed up and stop buying 3 click systems, every time you open your email box or read a sales letter and someone tells you in most persuasive language a good reason why all the others systems didn't work and why his will work, it is easy to "give it one more chance."

But the only person making money in this scheme is the person selling the 3 click system.

At some point you may be exposed to the truth of building an information marketing business: that's it's hard work, that success doesn't come overnight, that it requires intense work, it requires producing content (what is an information business without . . . information).

And information can only be shared when it is converted to . . . content.

Until then, it is only an idea in your mind.

It is knowledge in your mind.

It is information in your mind.

But until you convert the information in your mind to a tangible, shareable, representation of itself, you cannot sell that information.

And without sales, there is no revenue.

Makes sense, right?

But it feels like hard work.

So although you might make the mental commitment to “build a real business,” tomorrow when you wake up and there are 100 emails in your inbox promising an easier way . . . it’s really easy to just buy another program.

And thinking about this easier way is the most dangerous lie of all.

The lie that keeps telling you... that keeps reinforcing the idea that building an internet business is just really easy, and that all you have to do is keep reading the right emails, all you have to do is find the “secret.”

The “secret” is like the other woman, the “secret” is like the grass on the other side of the fence, the “secret” isn’t real.

Have you ever met someone who is in a relationship with a wonderful person, but just cannot commit because their “might” be someone a little better out there?

Or someone who cannot stick with a job or a career path for more than 1-5 years because the grass is always greener at another job?

Only to find out 6 -12 months later (if not sooner) that the grass really wasn't any greener?

It's the same thing with information marketing. But because it's intangible, it's harder to accept the solution.

You see, with marriage, with a long-term career, with other things in our physical or tangible world, we do things like “stick it out,” “push forward,” and “stick with our commitments.”

You see, the penalty for not doing so is unemployment, or divorce, or never getting married, so it's a “real” and tangible result that occurs if we keep chasing the greener grass.

But online, the greener grass is virtual. So it's really easy to switch grass.

Because we don't have anything tangible to hold onto. So we just keep switching and switching and switching, yet never building anything of long-term value.

And it's easy to blame the industry, who keeps pushing you to buy 3 click systems that don't work.

But that's like blaming the ice-cream industry because you were hungry last night and ate 500 calories of ice cream and that's why you can't lose weight.

Or blaming the new job offer for why you can't keep a job.

But with the internet, it's easy to stay stuck in these vicious patterns.

And then when you pile on things that can become uncontrollable when you are sitting at home on your computer, things like emails, articles and sales pages with endless promises, you can easily become the victim of useless patterns and cycles of doing non-productive things over and over and over again.

You would be fired from your job if you spent 2 hours on email each day instead of doing your job, but you don't fire yourself from doing the same thing.

So no matter how confident you feel on day 1 about building your business, as soon as you begin to be bombarded with those conflicting messages in your inbox, your subconscious mind believes the ease message, and sabotages your ability to clear-headedly focus on your solid business plan.

As a result, you never are able to fully build out the business about which you dream.

We could say that it is an issue of not doing the work, and in one way it is, but one of the critical components to success is being able to push through final levels of resistance.

But when, in the back of your mind, you keep hearing that there is an easier way, then when the going gets tough - the point where the 1% who succeed will push through to success – you fall back on thinking about the easier option.

And even if you intellectually know that the easier option isn't going to work, just thinking about it sabotages your ability to push through in your current endeavor.

What usually happens is that you retreat, quit working with your current coach or training, and start at the beginning again, with yet another training, another way, another method, usually one that feels or looks easier.

By the way, if you choose to continue learning from me, you will discover that the way I propose is NOT the easier way.

So if you are looking for yet another easier way, you won't find it with me.

What you WILL find, however, is a way that can produce real results through the

consistent and diligent work.

This will not be easy, and will take some time to learn and implement, but will yield results, rather than an amorphous 3 click solution that is always changing and never fully real.

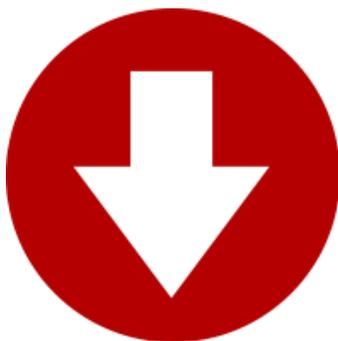
But it will require an acceptance of the fact that there is no easy quick fix solution.

Buying WSO after WSO, reading email after email, buying program after program is only part of a destructive pattern that must be crushed if you are going to succeed online.

And yes, success IS hard. Anyone that tells you otherwise is not telling the truth.

Mike Vandergraaf

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