



# 16

# RULES

## OF INTERNET SUCCESS

BY

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Recently I celebrated a big anniversary for me – 16 years ago, I started my first Internet business.

Yes... I actually started all the way back in the summer of 1996.

I've come a long way since then – from incredibly humble beginnings in a corner of the baby's room to selling tens of millions of dollars of my products. (And, of course, that baby is in college now.) More importantly, my students and clients have sold hundreds of millions of dollars of THEIR products.

In any case, since this is my 16th anniversary, I thought I would share my  
**16 Rules of Internet Success.**

These rules came to me at different times over the years. I was lucky to stumble onto the first two of these laws right at the very beginning. The rest were hard-won lessons I learned over the years. So without further ado, here they are:



A photograph of a white notebook with handwritten notes and a pen resting on it, placed on a wooden surface. The notebook has some diagrams and text written on it. The pen is silver and black.

# 1

## ALWAYS BE BUILDING YOUR LIST AND YOUR RELATIONSHIP WITH YOUR LIST

This is one of those laws that I somehow instinctively understood from day one. This is critical, and people still screw this up. For most digital businesses, your list is the one true asset that you can truly own.

Your content can get knocked off, your technology can be bettered, your search engine rankings can go away. But no one can take your list away. And with that list you can overcome nearly any setback. It's your "license to print money"...it's your insurance policy.

**BOTTOM LINE:** In your Internet business there are all kinds of things you can't control, but your list is the one thing you CAN control.

And don't forget that second part – your relationship with your list is just as important as the size of your list.



# 2

## ONLY SELL WHAT THE MARKET WANTS

I learned this one in the first few months of starting my business, when I was looking at which pages on my site were getting the most traffic.

I realized that was an easy way to tell what people were interested in... and I also realized that it wasn't what I would have expected them to be interested in.

Hmmm... big surprise – and I learned to look at the data instead of trusting my instincts. You need to do the same... sell what the market wants, not what you want to sell them... or what you think they should want.

There is so much data and feedback available in our online businesses, there's no reason to mess this one up.



# 3

## TAKE THE LONG VIEW — WIN WITH STRATEGY

So many people continually screw up their positioning, their brand, and their reputation by chasing after the latest tactic or the last dollar that... well, it's just downright sad.

The good news is that if you take the long view (and in this business, the long view seems to be anything past the next three months), then you'll instantly stand apart.

With your marketplace being so connected (and getting more connected every day), you have to deliver quality, and you have to be congruent.

Chasing today's dollar too hard can have long term collateral damage. Giving away last month's flagship product as a bonus to spur sales this month is horrible for your positioning, and it WILL negatively impact your business in the long run.



# 4

## DON'T DEPEND ON ANY SINGLE SOURCE OF TRAFFIC

If you're dependent on your search rankings, you don't have a business. You've temporarily won the lottery... and the gravy train will NOT last. Same with other sources of traffic... none of them are permanent.

Diversify your traffic sources. If you only have one primary way of getting your message in front of people, then you're living on borrowed time.

### Here are some great traffic sources to test out:

Joint Ventures / Affiliate Programs

Social Media (*Facebook, Twitter, YouTube, Google+, Pinterest*)

Search Engine Optimization

Content Distribution (*press releases, blogs, articles*)

Virtual Events (*webinars, teleseminars*)

Online Advertising (*pay per click, media buys*)



# 5

## GET OUT OF THE HOUSE AND GO TO LIVE EVENTS

My business changed radically after I started going to live events –

**that is where the connections are made,  
it's where the deals are done.**

I met nearly every one of my top Joint Venture partners at a live event,  
long before any of them ever promoted for me.

# 6

## THE PURPOSE OF THE SALE IS TO GENERATE A RAVING FAN

**When you make the sale,  
your job has just started.**

**You need to deliver a great product  
and a great experience.**

Your raving fans will return to buy from you over and over  
(which is where the real money is made), and will become your  
evangelist in this uber-connected world.



A red coffee cup with a white lid is on the left. To its right is a box of macarons, with several macarons visible. The background is a blurred image of a desk with papers.

# 7

## SELL YOUR OWN STUFF (AND OTHER PEOPLE'S STUFF)

First off, I'm a huge fan of selling my own stuff. This gives you big time control, positioning... and most importantly it gives you **higher profit margins**. And higher margins aren't just about you making more money, it's about your business survival.

For example, if you're selling a \$97 widget that someone else is producing, you might only make \$10 or \$20 or \$50 per widget you sell.

That might sound good, but if you're competing against someone else who is manufacturing that widget (or a competing widget), and they are making \$90 in profit per widget... then you aren't going to be able to compete.

They have more money to spend to attract traffic. They can use affiliates, they can buy traffic, they can use that margin to hire out content creators, etc.

Bottom line, higher margins mean you have more money to spend to pull in more traffic. That's why it's important for you to have your own high-margin, high-value products. Maybe not when you first start out in your business, but it's something you should quickly work towards.

AND you should also sell other people's products – either as an affiliate or by getting paid to run ads. This is smart because it helps **diversify your revenue**, and because you're not going to be able to create all the products that your clients need.



In the short run, you can use tricks and tactics to create some level of success.

But if you're doing that stuff without delivering real value, then you're just spinning the karma wheel... and that doesn't usually work out so well in the long run.

**The path to long term success is by creating massive value for your clients... and your clients are the ones that will be measuring that value.**



# 9

## IT'S ALL ABOUT RELATIONSHIPS IN YOUR INDUSTRY



I don't use the word "competitor" in my business.

**I only think in terms of "partners"  
and "future partners".**

I suggest you try that out for a while...

because your net worth is equal to your network.





I always want to get to my first dollar of revenue with any new product or business. I've heard so many grandiose plans that never got off the ground... often because the plan was just too big, or because there was no real plan for revenue.

The danger in any new business grows exponentially for every day that goes by without revenue. Force yourself to figure out how to get at least some revenue flowing as quickly as possible.

# 11

## OPPORTUNITY COST IS THE MOST IMPORTANT THING (AND IT BECOMES MORE IMPORTANT AS YOUR BUSINESS GROWS)

The bottom line is there are always more opportunities than there is time.

**You can only do so much.**

Every time you choose a project, it comes at the cost of another project. So picking the right opportunity is **HUGELY** important. Making the wrong choice can set you back weeks, months or even years.

I don't want to scare you into inaction... because taking no action has a **HUGE** opportunity cost. I just want you to realize that when you decide to go down one road, there are several other roads that you won't be able to go down... or at least they will be greatly delayed. My friend, Dean Graziosi uses this analogy... he said it's like he has a bookshelf that's completely full. If he finds another beautiful book he wants to buy... well, he can. But he has to take one of the other books on his shelf and throw it away.

So remember... having choices in your business is great.

But those choices have an opportunity cost.



# 12

## THE POWER OF THE MASTERMIND

## IS ENORMOUS

I wouldn't be where I'm at today if I wasn't actively engaged in various mastermind groups over the last 13 years.

### **Get in a mastermind group now.**

If you haven't ever been through something like that, it's pretty wild – basically one person presents an idea or problem they have in their business... and then the entire group does a big brainstorm about the idea.

If you have the right people in the group, it usually ends up being like a massive shark “feeding frenzy”. You put 20 or 30 really creative entrepreneurs into a room and then you throw a business problem in front of them... well, that's like putting blood in the water.

And don't accidentally leave any arms dangling over the edge of the boat! After all, everyone has more fun solving other people's problems than working on their own issues.



# 13

IT'S A LOT EASIER TO SELL  
WITH THE HUMAN TOUCH —  
THE “CORPORATE VOICE” IS DEATH



I've always been happy just being me, and not pretend-ing to be some big corporation. I didn't refer to myself as “we” in my emails... and that set me apart from the very beginning.

Back in the early days, everyone was trying to sound big and important – I was just writing my emails like I write to my best friend. It worked.

**People want to connect with people,  
not corporations...** that corporate voice will kill you.



# 14

**LIVE BELOW YOUR MEANS...  
DON'T BUY THAT FERRARI YET**

When the money starts rolling, it's easy to let your lifestyle grow very quickly. Fight that urge.

### **Remember Rule #3 – the long view.**

It's a lot easier to do the right things and make the right decisions when you aren't chasing the next dollar... when you aren't worried about making the payment on that Ferrari.



# 15

## BABY STEPS

Your first site will suck, that's OK.

Your first sales letter will suck, that's OK.

Your first email will suck, that's OK.

The important thing is to have a rock-solid plan, and keep moving forward.

**You'll get there... just get started.**

Be gentle with yourself, forgive yourself for mistakes, don't expect to be perfect – just get moving, and keep putting one foot in front of the other.

Remember, just as Rome was not built in a day, you're not going to build a serious business overnight. It's all about taking baby steps and focusing on your progress. I'm thrilled with the success that my students and clients have experienced.

Some of my students have done multi-million-dollar launches. Lots of them have done six-figure launches. Hundreds of them have done six-figure launches. But none of them started off by doing a million-dollar launch. **Every single one of them started off with a smaller launch.**

Don't try to conquer everything in a day... focus on your plan and taking those "baby steps" that one day will lead to the business and life you've always wanted.





# 16

**INVEST IN YOURSELF...  
NO ONE CAN TAKE YOUR  
SKILLS FROM YOU**

I spend a lot of time, energy, and money on my skills and knowledge. I've been doing that from the start, and I'm not ever going to stop... no one can take that away from me. I've been fortunate enough to have long term success... but I've also had set backs.

I've had significant revenue streams disappear overnight – but it never slowed me down. In fact, it really wasn't even very troubling, because I knew I had the skills to bounce right back. Once you've developed your chops, you have the ultimate control over your destiny.

So there's my 16 Rules of Internet Success...

I'm not claiming they are all-inclusive, or that they're a fit for everyone. After all, I only had 16 to work with. But they've been working really well for me.

## ABOUT THE AUTHOR

A portrait of Jeff Walker, a middle-aged man with short grey hair, smiling and looking slightly to the right. He is wearing a dark, vertically striped button-down shirt. The background is a solid light blue. To the left of the portrait is a vertical red bar. Below the portrait, the name 'JEFF WALKER' is written in white and red text on a dark grey background.

**JEFF WALKER**

Jeff Walker is creator of the Product Launch Formula... a system that's been used by thousands of entrepreneurs in hundreds of different niches and markets to create hugely successful product launches.

**The impact has been huge... with his students and clients now having done well over \$400 million in product launches.**

He has coached or helped all kinds of experts in a variety of fields – including, such notables as Tony Robbins, Brendon Burchard, Dan Kennedy, Bill Glazer, Rich Schefren, Frank Kern, Dean Graziosi, Yanik Silver, Greg Clement and doz-ens more “gurus” — but Jeff is most excited about all of the “regular folks” that he’s helped quit their day jobs and grow a serious business.

Visit [www.ProductLaunchFormula.com](http://www.ProductLaunchFormula.com) to access a free video training series on how you can use product launches to grow a highly successful business of your own – where you’ll discover the secret of his “Sideways Sales Letter” and other strategies he’s created and perfected for launching virtually any product or service... in any market or niche you can dream of.