

File Created by [Blogging Rebirth](#) WP Plugin

Beware - Learn How To Avoid The Extremely Dangerous Business Opportunity Bear Trap

Like the US Gold Rush of 1849, tons of people are rushing online each month, hoping to find financial freedom. And, like the Gold Rush of '49, most are returning with nothing to show but bumps and bruises.

It is estimated that 97% of all online marketers never make a dime. In fact, most lose money, some lose a lot of money.

Why?

Let's go back to the beginning...

A person needs money. Perhaps they want to pay off credit card debt, buy new furniture, or make their car payment. Some are looking for more, perhaps to pay off their house, or even quit a miserable job.

They are told about all this money just sitting on the internet, waiting to provide them with financial freedom.

So they go online and search 'make money on the internet' or 'make money from your computer' or 'make money at home'.

What pops up?

Huge headlines...Make \$100,000 In Six Months...Quit Your Lousy Job In 60 Days...Live The Lifestyle You've Always Wanted...and on, and on, and on. They see two Mercedes parked in front of a mansion, and big smiles on everybody's faces.

They read more....Join Us, It's Easy, We'll Give You A Website To Build Your Business...Only \$47...Hurry, We're Making This Fantastic Opportunity Available To Only 27 More Lucky People.

The innocent newbie joins expecting to be financially free in a matter of weeks, receives his/her affiliate website and starts advertising. But...nobody joins. So the newbie talks to his/her sponsor, the sponsor says you just need to do more advertising. Still nobody joins.

Now the sponsor says you really need to sign up for the \$2500 mentoring program.

So the unsuspecting newbie moves on to another opportunity and the scenario repeats itself again and again and again.

What went wrong?

Let's look at reality.

To become a successful accountant, engineer, surgeon, banker, or construction worker, education and training come first. There is knowledge to be gained and skills to be developed. If you want to be a surgeon, you can't just step into an operating room, ask for a scalpel and start cutting.

The same holds true in online marketing. You can't simply log on to the internet, push a few buttons and expect the money to start rolling in. There are internet marketing principles to be learned and skills to be perfected.

This training is not complex and the skills are not hard to perfect, but they are mandatory, if you want to make money on the internet.

Once you perfect these skills and apply what you have learned, then yes, you can achieve [financial freedom](#) working online.

You need education and training in two areas:

1) technical (website creation, etc.) and,

2) online marketing (creating a sales funnel).

Understanding these two areas is crucial to your internet marketing success.

There are many excellent [online marketing training](#) programs. Some will educate you in all phases of online marketing, some will train you in specific areas.

To begin with, you need to decide what area of online marketing you will specialize in...niche marketing, affiliate marketing, develop your own product, etc.

Now, put your marketing plan together.

As part of your marketing plan, you'll need to drive traffic to your website. It's best to start out with [free website traffic](#). Then, as your income climbs, you can move into paid traffic.

Do not be intimidated by internet marketing. Simply learn the principles and skills, then apply them. Millions of people have achieved financial freedom through internet marketing, you can too.

You can also find this article published on [Beware - Learn How To Avoid The Extremely Dangerous Business Opportunity Bear Trap](#), and on the tag pages [financial freedom](#), [internet marketing](#), [make money from home](#), [make money online](#), [online marketing](#).