



BIG RED BUTTON SYNDROME:
THE CURE

OR HOW TO START ON THE RIGHT FOOT
IN ONLINE MARKETING

by
Marthe Dumas

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SYNDROME

THE BIG RED BUTTON SYNDROME: THE CURE

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INTRODUCTION

This report is about online marketing and it is not different from other reports. The only difference is that this one will try to present you an honest picture of the reality. It is



not about an opportunity to make money. However, it offers you an opportunity to understand and learn the requirements to make money online from the author's point of view.

This report does not contain the ultimate truth and it does not present the BIG secret for success. It is only the sum of the author's experience and her analysis of her work online. It is her personal testimony.

MEET THE AUTHOR



My name is Marthe Dumas. Maybe we have crossed roads online without knowing it. Why, would you say? My nom de plume is **“hasgards”**.

For a little more than two years now, I have been working in the field of online marketing. I am not a guru, if only they really existed, and I am not millionaire either.

I am like you, someone who is trying to make a better life for herself and to find her place under the sun. Like you, my goal is to make enough money to end the struggle at the end of the month, pay my bills, and stop worrying about money. So, if I am not a guru, I am not rich and I do not possess the ultimate secret to become rich online, why would I want to write an e-book?

The answer is easy. I am doing it exactly because I am none of the above. However, I am a very good student, curious and capable of looking at myself in a mirror and finding my strengths and weakness. Because of that, I can now say, that I know much more now and I know now what to or not to do to succeed online.

I hear you mumbling ... hey, two years to learn what it takes to succeed. That is not fast... Maybe but, contrary to what you have read online, the field of online marketing is complex and you need to know a lot of things to make it. It is even more complex for a person like me whose first language is French and not English.

After two years in the field, losing money and after having tried different opportunities, programs and others, I discovered the biggest barrier preventing me from succeeding on the net. Moreover, you know what, with this discovery, I realize that about everybody



can succeed. I am not speaking of becoming a millionaire, but at least, more money in your wallet than money going out.

Therefore, the biggest problem I perceive is what I call "The Big Red Button Syndrome" or Millionaire in 24 hours Syndrome. You can call it what you wish.

THE BIG RED BUTTON SYNDROME

You are wondering what I am talking about when I say the big red button syndrome. Here what I mean.

Online marketing is not new. However, with the arrival of the recession, two years ago, the opportunities, adventure, websites, companies to make money online have increased.

My perception of the syndrome comes from the infamous phrase "only 2% to 3% of the people trying to make money online will succeed". (Truthfully, I am tired of seeing that phrase.)

I do not know if you notice, but the people who use that phrase or, "... 97% of the people trying to make money online will not succeed..." were always broke or in debt or were near bankruptcy. Those are the perfect examples to use to make people think, " ... hey, I am there myself. I know what he's talking about..."

After that, you read the section where they say that they finally found **THE SECRET**, the one the guru does not want you to know to be as rich as them. Finally, they tell that they are so happy now to have succeeded that they want to help others succeed. Does that ring a bell?

Their secret is always easy to learn and to apply. Hey, so easy, a 5 years old child can do it and on top of that, you're going to be rich after a month after using **THEIR SECRET**. In addition, of course, since they really want to help you, they will not sell their secret to you for a high price even if they could easily ask for \$350. Bingo, they convince me. Eldorado here I come and, yep, I buy.

If it does not work: no problem. Anyway, as they say, you do not use your own money. No, I am not crazy. They want me to use my credit card. The only problem is that if it does not work and you do not make money to reimburse your credit card company, you are the one who is going to have to do it from your own wallet.

Therefore, it is at that moment that you are hit with the Big Red Button Syndrome. Let me explain.

Do I believe what that sales letter is telling me? Okay, I buy and I work a little on the opportunity, if I can understand it of course, and surprise, it does not work. I do not understand. In the sales letter, it clearly stated that with 15 minutes a day of work, I would be rich in a month. It is probably my fault or it is a fraud?

What can I do? The mortgage is due in a week and I do not have enough money to pay it.

It is when I see another sales letters or opportunity and, bang. I believe the person, again, and I pay for the secret, again. You see what I mean and you know the ending.

That is what I call The Big Red Button Syndrome. I just need to press that big red button and I am going to be rich. What is the barometer in all of this? Since I am testing red button after red button, doesn't that make you think of a weathervane or a barometer? It does for me.

After a time, I have told myself that it is true, only 3% will succeed online and I am not going to be one of them.

So, why do I persist? That is a good question. I persist because, now, I know. Yes, I know the ultimate SECRET, THE CURE to the **Big Red Button Syndrome**. The one that is going to make you hate me when I tell you; in fact, you already know.

The big secret is

WORK, TIME, PERSEVERANCE, MOTIVATION, DISCIPLINE, PATIENCE, LEARNING AND A DOSE OF PASSION WON'T HURT

Along with a couple of other things that I am going to tell you the easiest way I can.

MY BIGGEST DISCOVERY

I am going tell you a secret. I do not spend all my time online. I have a small offline company in import-export that is taking a good part of my time trying to build it to be able to pay myself a salary.



One day, after reading an e-book or after attending a webinar or reading a newsletter, I do not remember, a phrase just made something click in my head and change my perception of online marketing.

To do business online is like doing business offline. Bang. I had completely forgot, business is business; a big lesson of humility.

It is then that I realise that I had forgot to ask myself several important questions before thinking of succeeding online.

These questions appeared when I was discussing with other on chats, forums or in my readings and my experience as an entrepreneur offline. Those questions were asked by people who had really succeeded online or offline, trustworthy people who tell you really how it is.

Those questions are:

- 1) Am I an entrepreneur or not?
- 2) Am I ready to put my face, name and opportunities online?
- 3) How much time can I put online each day?
- 4) How much of my money can I put the adventure?
- 5) Am I ready to learn and listen?
- 6) Am I ready to wait more than a month before seeing some results?
- 7) Do I choose one or many opportunities?
- 8) Which areas and fields interest me?
- 9) What are the programs to help you to make money online?

Am I an entrepreneur or not?

This question may seem strange but it is a very important one. It is important to be honest with yourself and take the time to think about it. Why? The time and the amount of money to invest is not the same depending on the answer.

To be an entrepreneur online, you need more than 15 minutes a day of work. Do you think that Bill Gates was working 15 minutes a day when he started his company? I do not think so. To be an entrepreneur online is the same thing. The only difference is that you can work from your home.

To be an entrepreneur also means that you are going to invest money in a product, a website, advertising and other things. That also means to find a field where you can compete or where you can specialise in a specific domain. You also must think of the market, the customers, and the planning etc.



Online, the people called gurus are the entrepreneurs. They do not have a special secret except to have money to develop products, have people working for them, put time in their businesses. They also have an original idea and are visionaries.

You do not need a lot of money to be an entrepreneur online. However, you are always going to have to do the most important thing, work.

Nevertheless, if you do not have the entrepreneur fibre, you still can make money online in PTC (pay to click) or teams, data entry from home (be careful with that one), freelance writing or some of the other prominent opportunities available on line. You just have to choose the right opportunity. However, one thing remains the same. You are going to have to work for it.

So, whether you are an entrepreneur or not, just remember one thing. To succeed you need to work your business or opportunity and that usually means that you need money to make money.

TRICK OF THE TRADE: when you are looking for a business opportunity or a program, always: What is the product? Is it viable in the long term? Is it something people need? Are you comfortable with the product? Do you believe in it?

Am I ready to put my face, name and coordinates online?

These are very important questions if you want to do business online. In fact, if you search for customers for an offline company, you must give a chance to people to learn to know you and to be able to put your face on the name and opportunity. It is very important to create trust between you and your potential customers. Between you and me, do you think that someone would trust a person, whose picture is that of a dog? It is the same online. More than that, for me a good picture of the person is even more important than when you do business online or offline.

Remember that people, in general, are still apprehensive of doing business or buying online. So, the fact that they can associate a face with a name, that they can see an address that they can verify can make all the difference between them following and buying from you or not.

Of course, there are exceptions. I know some online marketers whose picture is their logo or a design so particular that you cannot miss them. Even then, they always use the same logo. So much so that if they decide one day to put a photo of themselves, people could not recognize them. What is important is that the picture, logo or design cannot be associated with anything else. It must become your trademark.



TRICK OF THE TRADE: Many advertising sites, forums, and in chats others usually ask to enter a username. Always use the same username. If people see it all over the web, it will be good for you. On top of that, use the same photo, a clear one where we see your face and smile.

How much time can I put online each day?

That is a crucial question if you want to come to a point where you can live with your activity on the Internet.

I hope you will not say 15 minutes a day because I will not have good news for you. If it is the only available time you have, forget your dream of succeeding online, at least at the beginning.

Be realistic, no job, online or offline working 2 hours a week, will make you money. You must take time at the beginning to develop your business network. Of course, if you have more than enough money, you can always pay people to do the job for you, pay for advertising, build your website, and write your articles, blog and other tasks.

TRICK OF THE TRADE: take the time to go in forums, chats and social sites specializing in marketing on the internet. Read, ask questions, and let people know you. It is a wonderful way to make interesting contacts. Please do not try to sell anything at first. It is the worst thing you can do.

How much of my money can I put into the adventure?

It is possible to do money online without to have to buy something. There are different opportunities that permit you to do so. In fact, there are sites where even the free members can make money if they sell the product or refer others to the product. However, the commission is usually lower than for the people who are upgraded members.

There are other opportunities such as an affiliate; where you make commissions on what you sell for the owner, and e-books, webhosting, natural products. The list of things to sell is too vast to mention. In my next e-book, I will explore some of those opportunities.

Some people are really succeeding in programs without paying a cent. They do not count success in terms of money they count it in terms of time spent. Make time to place ads everywhere using free advertising sites or classified ads, write articles, and post in forums. However, usually to make money, you need money. If you are afraid of

losing money, choose an opportunity where you have a single payment, something you can afford and not a monthly membership and there are many “free” opportunities.

In addition, you must think of a toolbox. I am talking about a domain name, a website, hosting, autoresponder, tracking, and do-it-yourself site to make splash and squeeze pages like [AdKreator](#). The choice of the tools depends on the online opportunities you choose and how much money you want to spend and make.

TRICK OF THE TRADE: do a monthly budget and stick to it. Do not take the money for the mortgage or the food. What is important in your online adventure is that you do not incur with debt.

Am I ready to learn, listen and do I have discipline?

If you have experience in online marketing, it is not a problem. That is great!

If not, I suggest that you take time to learn, listen, read and go research information about the subject. You are going to find many e-books or sites to do that will assist you they are free. The forums, social sites, webinars, chat on traffic exchanges are also good places to learn and find answers to your questions.

The time you spend learning will not be a waste of your time. You will learn how to find your own way to succeed online. In the long term, it will save you time, money and the pain of deception. In addition, when you find “that” opportunity you are comfortable with, keep working at it. No pain, no gain.

TRICK OF THE TRADE: take one thing at a time; understand it well before moving on to something else.

Am I ready to wait more than a month before seeing some results?

That is another important question. If you think that only subscribing and becoming a member in an opportunity will make you rich, you are deceiving yourself.

There is nothing magical about making money online. You need to work to make things happen. If you want to be rich by pressing a single button, go buy a lotto ticket. Tell me how that works out.

So, if you really are interested in making it online, you had better prepare yourself that it can take 2 or 3 months before seeing real results. You must plan your budget with that in mind. How long will it take? Hard to say, it depends on many things: the

opportunity, the products, your skills, the money and work and time invested in your adventure.

TRICK OF THE TRADE: Be patient and work for what you want.

Now the, "... one million dollar question", **Do I choose one or many opportunities?**

Some people will tell you, it is better to work one opportunity at the time and stick with it. Others will say, diversify. I think the decision is up to the individual depending on the time and money you have and knowledge of the online marketing field.

If you want to work more than one opportunity, you can choose several sites in the same area. For example, you can decide to advertise traffic exchanges. You can have a website presenting each one and get more chances to have signups or referrals.

You can choose to be on a team. It is free to join them but each one has a different opportunity attached to them. The opportunities cost money. It can be only one payment or a monthly membership. Usually, everyone advertises the same pages with the help of a rotator in each different opportunity. Signups and referrals are distributed among the members according to their positioning on the team.

The downline builder is another way to have more than one opportunity. They are usually free to join and there are many opportunities in different areas. You join them, insert your affiliate links and advertise the downline builder. The biggest difference with the team is that people who join after you can already be in a number of opportunities that are in the downline builder. That means they will not become your referral but it helps to build the team and the opportunity for more advertising.

Whatever your decision to work one or multiple opportunities, keep in mind that you're going have to work, put in time and learn on a consistent basis. Most of all, you must take the time to understand the opportunity and how it works. Those who do not put in the work will not succeed online.

TRICKS OF THE TRADE: Take the time to study the opportunity before joining and do research about it on Google or other search engines. Look how much money it will cost and the work needed to succeed. The time you research will make the difference between online success or failure.

Which area, field, interest me?

Once again, take the time to look around and see what interests you. Do you want to sell, be an affiliate, develop a product, or have an e-store? Are there subjects that you have a passion and knowledge? What skills do you have? Is it easy for you to write?



What are the programs to help you make money online?

There is a lot of opportunities and programs online. Some of them are swindles and you will lose money. However, a lot of them are legitimate and offer the possibility to make money if you are ready to invest time, work and often, money.

I could name them all in this report but it is not why I wrote it. Take the time to surf on the net. Subscribe at safelist, text ads exchanges, traffic exchanges or other places where people advertise their opportunities or programs or simply use a search engine.

Always keep a vigilant eye when you read sales letters. Ask yourself what is the product, where does the money they pay come from and if it is realistic.

In addition, you can go to, [IMReport Card](#) where you can find comments about opportunities. It is also free to join.

THE LIST

Finally, I would like to touch a very important point. Whether you are an experienced online marketer or a newbie, you are going to see this statement often: **“BUILD YOUR LIST”**.

Some people will say that it is not important to have a list to succeed online and for some, it can be true. In my opinion and do not forget, I do not hold the ultimate truth, it can be true for some opportunities but not for others or if you are skilled in advertising, writing articles or have a lot of money to use Google Adwords.

However, if you want to have more clients, a loyal clientele, you must have a list. That list is your own private market. The list you take time to build will build the trust between you and your followers. It is in the building of your list that you will need an autoresponder like [TrafficWave](#) and squeeze pages.

You see, the difference between having a list or not can be the difference between making \$2000 a day with a list or \$50 without a list.

Speaking French, I must confess, the autoresponder and the squeeze pages were scary for me. I was telling myself that I could succeed without them. This was my other big mistake and I did not succeed. Without a list, you lose opportunities to market online.



FINDING

Yes, you can succeed online.

Yes, you can make money online. But remember, there are no big red buttons that will make you rich, no big secrets. There are only a few things I can suggest to help you and your own approach.

WORK, TIME, PERSEVERANCE, MOTIVATION, DISCIPLINE, PATIENCE, LEARNING AND A DOSE OF PASSION WON'T HURT

Remember, all the roads lead to Rome. The important thing is that you choose the one that goes with the least amount of pain.

I hope this report will help you. If not by making more money, at least by saving the waste that you may be making by investing in every other opportunity. Good Luck!

REFERENCES

TO LEARN

These sites will give you information to understand online marketing:

[IM SUCCESS FORMULA](#)

[INTERNET BUSINESS TUTORIALS](#)

[CLICK TRACK PROFIT](#)

SOCIAL SITES THAT SPECIALIZE IN INTERNET MARKETING

Here are few social sites for internet marketers; there are a many more online.

[IM FACEPLATE](#)

[SOKULE](#)

[KULESPACE](#)

[STARTUPSPACE](#)

[VIRALNETWORKS](#)

TRAFFIC EXCHANGES

Traffic exchanges are sites to advertize. The principle is easy. You watch ads from other members for 6 to 30 seconds, you get credits and you can show your own ads with your credits. Usually, you can also put banners and text ads.



There are many TEs online but they do not convert equally. These three sites can help you with finding efficient traffic exchanges and they are free to join.

[Traffic Hoopla](#)

[Traffic Exchange Hoopla](#)

[Affiliate Funnel](#)

Few TEs have a high quality traffic and admin and offer good and active chat and forums. They can be a great place to meet professional people and make contacts. They are the new generation of TEs, ones that offer the entire social networking experience. Those sites are:

[TRAFFICJAM PRO](#)

[TRAFFIC SWIRL](#)

[INSTANTXCHANGE](#)

[STARTXCHANGE](#)

[TOPHITS4U](#)

[THUMB VU](#)

[SHOWBIZHITS](#)

[IT](#)

[TECLUB.](#)

[LIVE TRAFFIC NETWORK](#)

There are many others, but those are my favourites.

DOWLINE BUILDER

There are a lot of these online. You can even find some in each traffic exchange. [Traffic Hoopla](#), [Traffic Exchange Hoopla](#) and [Affiliate Funnel](#) act as downline builders. In addition, in the area of downline builders, you have [TE Command Post](#) where you can check where you need credits the most for your sites, banners and text ads.

TEAM

The team concept is becoming very popular in internet marketing over the last 2 years and there are many online at present. Some are more active than others are. Far from me to make an analysis of the different teams online. I can only talk about the ones I know. [LTeam](#), [Atlantis Team](#) , [Utopia Team](#) and [Team Success](#) are teams that offer interesting opportunities and have excellent support. They are great places to learn, meet people, especially in their forums.

FOR YOUR LIST

Here, you have the choice in e-books, sites and others. My two favourite places are



[Take Action List Building](#)
[Autoresponder Profit System](#)

TOOLBOX

Autoresponder: [TrafficWave](#)

Splash and squeeze page creator: [AdKreator](#)

A toolbox including, splash and squeeze page maker and tracking: [Affiliate ToolBox](#)

