

IM Success Secret: Just Write It!

... how to win forum friends and influence people

By

Dennis Becker

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Dennis Becker began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover.

That strategy changed his life, and he wrote about it in the classic "5 Bucks a Day" book, available at Amazon, or through a link in the resources section.

He also opened an "Insiders Club" in 2007 to help more experienced Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.

Would you like me to summarize the one key skill that, once developed, will add a zero or two or three to your Internet marketing income?

Well, like it or not, here it is:

The ability and willingness to write

Sometimes the most important things, after taught, are also the most obvious. Like in "5 Bucks a Day", the obvious things were set goals, make lists, focus, and improve your income. Some complained that the teaching was too obvious. If that's so, why weren't they earning what others are?

I suspect those that complained were looking for the magic bullet, the trick that would be like a slap upside the head, something that nobody else had ever thought of, or a "black hat" technique that would deliver riches without effort.

Set goals? Make lists? Focus? That sounds too much like work or mumbo-jumbo to some. Hopefully not you. And too obvious to others. My goal has always been to boil down complex strategies into the simplest steps, and in so doing, if it all sounds obvious in the end, so much the better.

If you're reading this, and obviously you are, I would say the odds are excellent that you have the ability to write. So, you're halfway there.

But are you willing to write? Better yet, do you write? And if not, why not?

I'm not necessarily talking about writing a novel, even a book, even an e-Book, even a 15-page report. I'm not telling you not to, either. But we'll discuss more on all this later.

Let me tell you a bit about myself. As a young child, I was terribly shy, so much so that I can remember little else of my

pre-school years, but I can remember my grandmother telling me that she was ashamed of me.

She was ashamed of me because I wasn't outgoing, loud and boisterous like her other grandchildren. Actually around children my age, I was all of that, but with grownups nearby I retreated into a shell.

Did her lecture inspire me? No, to the contrary, it terrified me. I lay awake nights. What was wrong with me? I knew I had things to say, but yet I was afraid to say them to grownups. I guess I was taught that "children should be seen and not heard" and I was the poster child for that motto.

What was I afraid of? Probably rejection. Probably like in school if you raise your hand to answer a question, and your answer is wrong, and the other kids laugh at you. That kind of rejection. Nothing terribly painful physically, but something that can haunt you psychologically the rest of your life if you let it.

It's something that a person might not even realize, but it might be causing that person to avoid communication of some specific type for years to come.

It's easier to just sit there in the classroom and let someone give your answer, and you can smugly say to yourself "I knew that".

Unfortunately you're the only one that knows that you knew that, and your credibility, though it doesn't decrease so much, certainly doesn't increase.

So too on the Internet. But more about that later also.

To avoid immediate rejection as I started to grow, I took a fancy to writing instead of speaking, and by doing so, rejections were slower to come. When they did, I didn't care any more. At least the rejections weren't immediate.

I found as I grew older that I enjoyed writing letters to people. Even though when I talked to them on the phone, and they would say "what's new" I would reply "ah, nothing much", yet I could sit down 15 minutes later and write a 10 page letter to them.

This was before the Internet and email of course, and long before text messaging. Too bad, I would have flourished today.

I guess it was a good thing that my grandmother lectured me and drove me more to writing than to talking, that habit served me well later. The majority of communication on the Internet is done by writing, isn't it? Not by one on one speaking to someone.

But enough about my childhood.

Let me ask you: What's your favorite form of communication? Verbal or written?

I'd like to encourage you to, as I did eventually, balance one with the other, the verbal communication with the written form. Why should you bother? The incentive is that your income will increase if you write more.

It's as simple and as obvious as that.

In fact, written communication is more important than verbal online. Very seldom is it necessary to talk to someone verbally. Especially since the person you need to communicate with may be in a far off country and asleep during your prime time hours.

Over the course of my years on the Internet, I've accumulated a list of my favorite forums. People are online 24/7 chatting, asking questions, answering, helping, and occasionally spouting off with nonsense.

You would think that these active forums with new posts being made constantly would be an indication that the ability to communicate with the written word is alive and well.

Not so. In fact, in most forums, 80% or more of the members have never made a single post. And 90% have made fewer than 3.

That's a shame.

I'll repeat it again. The ability (which 99.9% of computer users have) and the willingness (which 90% or more lack) to write is the key difference between success and failure with Internet marketing.

Where do you fall into this group? If you're in the 90%, you're typical, but I suspect your income could be higher. Even if you're in the 10% there's a good chance we can improve it still more.

Would you like your income to be higher? The good news is that there is hope, and it can start today.

I'm not talking just about writing that killer sales letter that will make people take out their credit card and give you their money.

I'm not even talking about writing a 10 page or so report like this one.

I'm talking about starting with simple things.

For example, how do you rate yourself on a scale of 1 to 10, 1 being scared to death, and 10 being proud of your ability, in performing the following tasks that require you to write:

1. emails
2. responding to forum posts that others have made

3. starting new forum threads
4. posting comments on other people's blogs
5. setting up your own blog and posting regularly.
6. writing articles for the purpose of getting publicity, links to your website, Bum marketing purposes, etc.
7. writing press releases, or submitting articles to your local newspaper for publication
8. writing short reports (5+ pages) for sale or to give away
9. putting together an autoresponder series to send to people who you've convinced to sign up to have you send them more information about something
10. sending promotional emails to people that have signed up to receive them from you
11. writing a sales page to promote your product or service
12. sending an email to someone who doesn't know you, asking him or her to do a joint venture with you.
13. writing complete e-Books
14. writing books for POD (publish on demand), so that when someone requests one, a hard copy version of your book will be printed and mailed to them
15. writing books that can be sold on Amazon.com
16. writing books that will show up on the shelves of your local bookstore, or in your local library

The further you can go down that list before saying: “Whoa, not me!”, the more comfortable you seem to be with your ability to write, and if you’ve reached step 6 or higher, you obviously have a willingness to write.

For the rest of you (at least), I would like to offer another personal example.

For years, I too was a lurker in the forums. You wouldn’t believe it now, since I administer a very active one. Back then (a whole year and a half ago as I write these words in 2007), I saw others that would write nonsense and get bashed. I saw others that would ask a question and have some self appointed guardian of the forum tell him or her that the question had been asked and answered 17 months ago, why didn’t they know that?

I guess I was shy in the beginning there also.

But eventually I got over my fear of posting. I joined a relatively new, at the time, membership site and started contributing. Since we were all new there, I felt comfortable.

As I contributed I learned from others and I like to think they learned from me also.

As I contributed, I developed friends. These were my forum friends and I’ll talk about them in just a bit.

As I contributed, I developed confidence. I started to answer questions others had, as well as requesting help for myself. In some topics I became a go to guy. Imagine that.

As I contributed, and as I developed confidence, I learned new skills which I developed and tweaked, and profited from.

As I developed my tweaks and started increasing my income, I suddenly felt that I had ideas that I hadn’t seen others teach before.

And with that, I decided to write a short report to give away, to use as an incentive for people to join my email list.

Then a funny thing happened. I had forum friends whose opinions I trusted, and I felt able to call on them for advice on my little report.

These were people from all over the world. I had never spoken verbally to any of them a single time. I had no idea what race they were or what religious belief they had. I didn't know if they were young or old, short or tall, thin or fat, single or married, in fact in some cases I didn't know if they were male or female. None of that mattered. They were my forum friends.

The advice from my forum friends astounded me. They told me I shouldn't give my report away, I should sell it.

Me? A writer? Writing something that others would pay to read? You're kidding me? At that point I realized that I had to upgrade my little report, it was one thing to give something away, a whole new level of responsibility came with selling it.

And so I wrote some more. And got more feedback from my friends. That was how I started writing for profit, and I've never looked back. My little report became an e-Book, and several thousand copies have been bought and paid for (that would be my [5 Bucks a Day](#) book).

Imagine that. 😊

It all came out of a willingness to share my thoughts by writing a paragraph or a line here and there on a forum. By so doing, I was able to develop relationships with people that have helped me attain more success in the last 9 months than I could have ever dreamed.

It sure pays to have forum friends, doesn't it?

Now, let's talk about you. Only you know where you stand as far as the list I wrote earlier. I hope you spent some time honestly evaluating your progress down that list. If not, do it now.

If you're willing to try to improve your scores on each level, I can guarantee that your income will improve.

If you're at the lowest level, I encourage you to spend more time developing your email skills. Don't just read an email and trash it. Of course you'll trash the spam, but what if you get an email from a friend telling you that you're invited to a party after work. Do you have questions? Don't pick up the phone and chat, put your questions down in an email reply. Honestly. Yes, it will take longer than the phone call, but it will improve your ability to communicate with the written word.

So, OK, send the email and if you don't get a reply in half an hour, pick up the phone. But you crafted a reply, wrote it, and sent it. Chalk up some experience.

Do you get emails from internet "gurus"? I'll bet you do, lots of them, right? Occasionally I'll have violent disagreement with something someone sends me. Don't we all?

So what do you do? Unsubscribe and trash the email? What I do is put my feelings into words. I'll reply to the email. I'll tell the person what I think. I'll tell them why I think they're wrong. I give the guru the respect they deserve and point out my opinion.

Sometimes, I even get a reply. How about that? Even if I don't, if the guru reads his or her own mail, which isn't always the case, now they've heard of you. There's nothing wrong with that, in fact that's a good thing. If they don't reply, then don't take it personally, nothing ventured, nothing gained. But you

did venture forth into uncharted territory and you never know what miracle could happen.

Here's another thought. If you're an Internet marketer, there's a good chance that you are a member at the Warrior Forum. Most of the gurus are over there, some of them post frequently like Willie Crawford, Dr. Mani, and so on.

Some of them are less frequent contributors, but they do show up occasionally. I see John Reese, Marlon Sanders, Yanik Silver, and lots more.

So if you wanted to send them an email, and you didn't get a reply, what next? Well, I would give them the benefit of the doubt that your email got filtered out, or read and trashed by someone who worked for them, and I'd send them a PM (private message at the forum).

I'm not advocating spamming anyone. I'm advocating that if you have a personal message for George Guru that concerns something they sent to you, or that you think they would be personally interested in, that you craft a well written message and send it to them as a PM (private message) at the forum. It's very unlikely that they won't personally read it, I assure you. PM's take on a whole different level of urgency, not to mention the fact that they'll realize that you also belong to the same forum, therefore you have something in common.

But don't tell them I told you to do that. 😊

And above all, don't send the same PM to every guru on the planet asking them to promote your new 10 page report that sells for \$7 to their list of 100,000 subscribers. It won't get done, I assure you.

Terrified by doing that? Then I've got real good news ... you don't need to do that because if you keep reading, you'll find out that you don't need the "A-list" gurus anyway.

Because slowly but surely you're improving your writing skills, and slowly but surely you're developing more forum friends that collectively will be more important than any single A-list guru. Really. Trust me on this. More later.

Then take the next step on the list after you're comfortable with emails and PM's. And work on that.

Here's a tip I read somewhere that I like. It's boring but it's effective.

You're reading sales letters all the time online, right? Some make you drool and pull out your wallet. Then that's probably an effective sales letter, so here's what you do.

First print it out. Then take out your pen and paper, and write it word for word. Yes, with pen or pencil. Not typing into a monitor. Sit down and write every single word on the page. If it's one of those long sales pages, yes, it will take you hours, maybe days, to get it all written. Trust me, it's worth it. Just do it.

What this will do for you is embed into your subconscious some very effective methods of written communication. You'll be building up your mental swipe file.

Do the above once or twice a week with different sales letters that you like, and soon you'll be a pro at writing them yourself.

Have you set up a blog yet? Millions have. Millions have also set up a blog, posted 3 times, realized that "if you build it they will come" was a movie, and nowhere in the movie was their blog mentioned.

Others have started blogs, written interesting and valuable information, stuck through it by posting day after day, week after week, month after month, learned their craft, and

accumulated enough interesting posts to acquire a large audience, get solid search engine rankings for some of their posts, and started earning a large income from just writing a few paragraphs a day.

Which one do you want to be? Joe that posts 3 times and gets bored. Or John that posts 365 times a year and makes \$100,000?

I don't know which you answered, but I know what the difference between Joe and John's effort is, and I know what the difference between Joe and John's income is, so therefore ...

There's more to it than that, of course, but not that much more. Or at least nothing more important than the quantity of quality posts.

In fact, after several months of writing blog posts, and reading and replying to comments your readers have left you, you might have enough material for an eBook. Take it to the next level. Keep going down that list.

Following these steps, writing gets a whole lot easier. It starts with emails and forum posts and your skills at writing develop with each step.

You don't need to aspire to reach the final point, going on Oprah to flog your book.

But you could if you really wanted to.

I like to think that my writing skills have developed to the point where some people like to read what I write. That's cool, it really is. That fact alone is responsible to a large amount of my income at this point. If I recommend something in an email or in a forum post, some people will check out what I'm recommending. Very cool.

At this point in my career, I would say that my biggest and most treasured assets are my forum friends. If everything else got wiped out, I could start again from scratch, as long as I had my forum friends and a way to contact them.

The odd thing is almost without exception, all my communication with my forum friends have been in writing. I've never met most of them, I've never spoken with all but a few of them. Yet I would say I have several hundred, or more, forum friends.

Amazing, isn't it?

Can I give some concrete examples where my own ability and willingness to write has helped me? Sure.

Example: I visit the Warrior Forum WSO (Warrior Special Offer) forum every day, several times most days. I probably purchase as much or more than anyone there, I'm a sucker for a good sales letter. One thing I like to do is leave a sincere comment after I've purchased something that I feel is good quality. This might just be a habit I developed from using eBay and their feedback system for so many years, but for whatever reason I just feel it's appropriate to simply say in as many words as it takes: Good job, I enjoyed your report, and here's why.

Over the months and years that I've been doing this, it's made me lots of forum friends. In fact some of these friends now regularly give me their products for no charge, just for an honest review. Without my asking.

Cool.

One of those friends gave me something with resell rights that I was going to purchase, he said no, just take it, use it, do whatever you want with it, you're a good customer. I'll make over \$90,000 this year from what came out of that purchase.

Very cool.

Will you make \$90,000 if you start writing more and develop some forum friends? Maybe not. I can't guarantee it, but I can guarantee you have a better chance my way than the other way.

Another example: Just recently I completed a transaction with a forum friend for a 5-figure purchase, I know the price I received was about a third of what he could have gotten elsewhere, but he was comfortable with me because of our relationship.

We negotiated this purchase without direct contact except by PM. All along I thought he was located in England, but I found out late into the negotiation that he was actually in Australia. It didn't matter either way, but where else but on the Internet could this happen? Would he have sold to me below market value if I wasn't a forum friend? No. Would I have bought from him if he wasn't a forum friend? No.

Another example: One of the members of one of my forums recently came onto hard times. He needed quick cash. He had something that he had written that he was selling sort of successfully.

My advice: Offer a discount and sell your book on the Warrior Forum WSO section. The problem? He was a member, but he hadn't paid his dues, he hadn't contributed to the main forum, so he was ineligible to post a WSO. Too bad. The members would have gotten a good product at a good price, and this guy would have gotten some much needed cash.

A lost opportunity, not because he didn't have the ability to write (he obviously had that, because he had the e-Book), but he didn't take the time, he didn't have the willingness to write and develop forum friends at one of the top Internet marketing forums of all.

So, my biggest recommendation of all on how to get started on your journey to success with Internet marketing is this:

Don't be a forum "lurker" (not that there's anything wrong with people that lurk).

Those that lurk can still benefit and learn. Those that contribute will benefit, learn, develop relationships (forum friends), brand themselves, and be in a position to take their income to a whole new level.

Again, your forum friends, like mine, could be your greatest single business asset.

I mentioned before that you might try sending a PM to an Internet guru occasionally if the situation was right. But after a while you won't need to do that. In fact ...

Once you start developing forum friends, you won't need the gurus. Think about the Hollywood celebrities. There are the A list celebs like, I don't know, Paris Hilton, Clint Eastwood, Madonna, Brad Pitt, etc.

Then there are the B list wannabes that are far more numerous, and far more accessible to the paparazzi, though fewer people care.

Then there are the rest. Would you rather have a dozen close friends that you can hang out with, reach by phone or email anytime you want, exchange birthday gifts with, or would you like to sit at the table next to Paris Hilton for an hour while she ignores you? I know my preference.

The same goes for Internet marketing relationships. Over the last year or so I've developed a lot of friends on my level, and a couple on a level above. I don't want to be considered a guru, no matter what. That's not at all necessary.

Not that there's anything wrong with John Reese and Jim Edwards and Marlon and Yanik and the others, I respect them

tremendously, but I prefer networking on my own level. On my level I can expect to be able to send emails and PM's and get immediate replies, and get things done, and further develop a mutually beneficial relationship.

How do you start developing forum friends? You have to let them know you exist. They won't know you exist if you aren't writing what they're reading. It's as simple as that.

You have to be willing to help them. If someone asks a question in a forum post that you know the answer to, raise your hand (figuratively) and answer the question, whether it's an opinion or a fact.

You will slowly and surely rise in stature among the others that spend time in that forum, and definitely in the eyes of the person you helped. You'll never know who's watching, will you?

Before you can expect to receive, you need to give. Pay it forward. Be willing to give 100 times what you expect to receive, and in the end it's likely you'll receive 100 times what you give.

That's what developing the ability and willingness to write will do for you. I assure you it doesn't take long. There's nothing to be afraid of. It will improve your income, sometimes drastically. Not overnight, but soon enough.

Yes, it is as simple and as obvious as responding clearly to emails, and to posting to forums. Take the next steps, make helpful blog comments. Start a blog. Write a short report. Write a sales letter for a resell rights product you own.

The more you write, the easier it gets, the more comfortable you get with it, and the more you'll earn.

Develop this skill:

The ability and willingness to write

Your life, and your career, will never again be the same.

Add some zeroes.

Start it today. Just write it. Watch the seas part for you. 😊

Want More? Here Are Some Resources:

[Earn1KaDay](#) – Join hundreds of other successful Internet marketers inside our famous Insiders Club, where you can build relationships and learn new skills.

[Product Drop](#) - Save 100's or 1000's of dollars per month by getting dozens of new products monthly for one low monthly price. Chances are you could have had this product for no charge if you were a Product Drop member.

[5 Bucks a Day - Revisited](#) – Dennis Becker's classic strategy, updated and enhanced after 5 more years of experience.

[Action Enforcer](#) – The desktop application that will bring you more focus and let you get more done in less time than you ever imagined.

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