



Presents ...

The “Basics” Myth

The Basics Myth

or...why you don't have to know everything before you get started.

Brought to you by ...

Trevor Greenfield

WARNING: If you're used to doing things in the 'correct order' and believe that knowledge runs in a linear fashion *from beginning to end*, then this report might upset you. I'm sorry. I don't mean it to.

I just want to show you how you can 'dip in and out' of existing internet marketing knowledge - take what you want and ignore the rest, and **utilise only what you need to know** to make money online without having to waste time worrying about 'the *basics* myth'

Hello and welcome.

A few years ago my online marketing friend, Tony Shepherd, and a partner started two small websites about how to create and flip sites based on a small, clever idea.

He hadn't a CLUE about the nuts and bolts of how it would work, but he knew the idea was solid.

Nineteen weeks later and they'd made over \$72,000

**\$50,000 of that amount was walk-away money.
We're talking *in their pockets*, sheer profit.**

Hold that thought for now...

If you've ever hired a coach or worked with a mentor who guides you, step by step, through things such as setting up an Aweber account or building your first squeeze page...

...run like the wind and never go back!

(I'll tell you why in just a sec...)

To hire Tony to work one on one including regular personal Skype calls will cost you \$5,000 a month and he's been sold out for over a year.

But when (as has happened an odd time) he gets someone hire him and then wants him to guide them

through the process of setting up a helpdesk so they can provide customer support or wants a step by step process for setting up their first Getresponse account **he gently explains that five grand a month is WAY too much money to spend just learning the basics.**

And that's what this report is all about. Learning the *basics* is what you should be doing **yourself** - and the even better news is that you *don't need to know everything at once anyway.*

IMPORTANT: Despite what many so-called experts tell you, you **DO NOT** need a 'firm grounding' in the internet marketing basics before you start making money.

And..

You do NOT have to 'serve your time'

You do NOT have to 'walk before you can run'

This is a common myth and a product of a flawed western education system which (wrongly) says you can't move on to the 'next level' without learning every aspect of the stuff that comes before it.

In fact I can't think of anything that put me OFF starting up in internet marketing more than keyword

research, or learning SEO or trying to install WordPress manually (back when I started you had to do it manually)

Sure you need this stuff, but *learn that knowledge at the time that you need it*, NOT altogether at the start of your IM career because you think learning the basics is a good idea.

Learning ‘the basics’ en masse is NOT a good idea. For one thing, by the time you actually need some of that stuff you’ll have probably forgotten what you learned, and things change all of the time online so what you learned at the start will probably be different when you need it.

However learning advanced techniques that actually **WORK** is a good idea, and then **going back** to acquire *specific* basic skills you actually need to put the advanced stuff into place works VERY well.

OK -Some of you may now feel a little uneasy.

That’s good.

That’s natural.

I’m challenging the accepted way of doing things, and that’s ALWAYS a good thing :)

You'll read comments in forums from people who say **you have to learn to walk before you can run.**

Those people are *still* walking.

Why not go from a standing start into a sprint?

Or a leap?

Everyone can do this.

Or at least *most* people can. It all depends on how scared you are.

It's *fine* to be scared of course, as long as that fear doesn't actually stop you doing anything. You can feel the fear and do it anyway as the famous book says.

Here's an example.

To quote Tony again, he made over \$30,000 from one of his early ebooks **before** he knew how to build a website, or how Clickbank worked properly and before he could even create a PDF.

THIRTY GRAND.

He was a total rookie who had no idea what HTML was or how to create a website with it.

So how did he do it?

Well in this particular instance he tells me that it was because of a piece of advice he got early on about affiliate marketing that he's never ever forgotten.

You've got to make it worth it for them to promote!

So he knew he had to build a sales funnel where his Clickbank affiliates could earn over \$100 from sending people to his simple \$37 ebook page.

That's when he started to learn the basics he needed to know, and **ONLY** the basics he needed to know:

How to make a simple website using the seriously CRAP site-building software that came with his stupidly expensive hosting.

I can relate to that, site building software back then really was dire – nothing like we get with Wordpress now.

He learned how to sign up for Clickbank and use payment buttons that included his affiliate links.

He learned how to convert a Word.doc into a PDF (that wasn't easy back then either), and then when he'd done it all he had to pay someone to upload it to his server *because he didn't know how to do it*.

(I'm not sure he knows how to do it now)

THIRTY GRAND AND HE COULDN'T FTP FILES!

He worked night and day for a couple of weeks to put it all together.

He didn't even capture any of the buyers' email addresses because I didn't know how to. (Ouch!)

THIRTY GRAND from focusing ONLY on the stuff that matters.

It changed his life (not the amount although that was nice) in terms of the potential he could see from online marketing.

And it all started with advanced info from a mentor he had at the time.

His mentor told him what his strengths were and what subject he should write about. He told him how he should position his book and himself.

That's the ONLY advice he gave Tony, but it was enough.

He didn't waste his time (or Tony's) talking about setting up sales pages or opening Clickbank accounts because that was NOT where the money was.

LISTEN UP: You can learn the basics of internet marketing anywhere online, for free.

But the advanced stuff you CAN'T!

For the money to come you need to **get together with someone who can show you how to do it!**

As I said at the start of this report, Tony and his partner made \$72,000 in just nineteen weeks from a small but solid idea.

The idea came about from someone who KNEW about that niche.

Tony had virtually no idea about how to put it into place and although he tells me that his partner knew more than him, there were still big gaps in their implementation knowledge.

So by a combination of research (thanks Google) and hiring techies only when totally necessary they got it off the ground and made over seventy grand.

You NEED the advanced teaching, **the core money-making method.** That's the **REAL investment**, NOT the basics that are freely available everywhere.

So here are your options:

1. You can tell yourself that this report is dangerous and could lead some people into hot water trying to run before they can walk. If that's you, go back to the Warrior Forum or Facebook and get advice from people who are just as scared as you are. Good luck with that.
2. **OR go looking for someone who can provide the genuine, core, PROVEN strategies that actually DO and WILL make money online for you, and learn from these people and ideas.**

That's the real benefit of having a mentor. I quite often find with my coaching clients that all they need is someone to look over what they are planning to do with fresh eyes.

It's hard to see where the roadblocks are when you're working with a project up close. You can't step back and look objectively at it yourself.

If you've been spinning your wheels for longer than you'd like and feel that some outside help would be useful than I might be able to help.

I offer a range of coaching options. My most popular and most cost-effective option involves my clients receiving coaching from me via email.

With this option you are able to email me as many times as you want. I answer client emails between Monday and Thursday but there's no limit to the number of times you can request help.

If that sounds like something you'd like to know more about then here's what you need to do.

Go to my coaching website at coaching.trevor-greenfield.com and complete the form at the bottom of the page.

When I receive the form I'll evaluate your comments and get back to you with my suggestions about how to proceed from there.

For now though, jump in and get started where you are.

To Your Success,

Trevor