

**The One And Only Reason Why Most People
Will Never Make Money Online
(and why you should be part of the privileged minority who will)**

by Alonso Santamaria*

Thank you for reading my brief Report on doing business in the Internet. At least, it is as brief as I could do it considering the amount of information you would need to grab the strings of this subject. Please give good use to a few minutes and read it to the end. I am sure you will find it useful.

I chose this not so nice title because I get an awful feeling every time I know that someone had to quit her or his dream of making a lot of money from the Internet, usually tired, frustrated and many times with real life problems like a big credit card debt.

I just can't stand to know of those stories while I believe there is a way to make some money from the Internet if you do not fall for the marketing, the glamour and the hype.

You need to stay focused on the real goal: *doing business*.

And you need to know the basic truths of this market.

The one and only reason why most people will never make money online is:

We are still naïve enough to think that we can get
money out of nowhere ...

... or put in other words ...

... that there is a "magic" place where no one
spends any money and all earn a lot of money

We keep on falling for the same lie: that we can join a Free program or many Free programs and we can earn thousands of dollars in a few months without spending a single penny (just following "simple" instructions or working long hours with the different promotion tools and resources).

In the end we have spent some or a lot of money, wasted some or a lot of time, and earned pennies or a few dollars in the best of the cases.

Profits: none!

Losses: enough to make us run away from it!

Excuse me for being so blunt, but if you really, really want to make money in the Internet you have to be aware of a simple truth: money comes out of the pocket of someone and it is never out of the pocket of the program owners.

Programs do not *make* money, people *spend* money. Your job is to find a realistic way to earn as much of that money as possible and preferably doing something that you like.

Do you really, honestly, think that *you* can be the only one not spending any money and just receiving a lot of money?

Well... too many people have that kind of wishful thinking and that is why most simply FAIL.

Statistics I read in many websites talk about a 90% failure rate or so. I do not have the "hard" numbers but I am ready to believe it may even be optimistic.

It is good old common sense.

The Internet is like any other place in the world to do business:

- you need something useful or attractive to sell,
- you need some investment,
- and finally you get customers and do business.

There is no "hidden secret" or "magic formula" as some self proclaimed experts and marketers are trying to convince you.

A **big difference** is that in the Internet more people, *almost anyone*, can have a good chance of doing business, because:

- Investment need not be high. In fact, a *very low* investment can do.
- Reaching customers is fairly easy. Technology has revolutionized the way we communicate.
- Intelligent work (rather than hard work) can be multiplied and replicated over and over again.

Drawbacks of the Internet:

- Besides search engines, there is no such thing as "targeted" advertising (no matter what they say).
- There is an awful lot of competition.
- Most people in this rather closed community are "sellers" and very few are "buying customers".

Here we have to make a distinction: one thing is to have a commercial website that sells goods or services to the general public (like Walmart, Office Depot, Sacks Fifth Avenue or whatever other online store you can think of) and another, very different, the community of surfers, safelisters, etc. where we are trying to do business. This is a rather closed community of similar persons who are mostly "sellers" rather than "buyers" and add up to the hundreds of thousands rather than the millions. It has also a very high rotation rate.

If you are struggling to do business in the Internet most probably you not only *want* to make money but you **need** to make money!

I can not think of anyone who has a big capital or a well paid full time job that would spend hour after hour in front of a computer chasing elusive customers. Except program owners (myself included), of course.

Now, do not get me wrong. I am not saying that programs do not work. In fact, people make money in this programs:

- Few people make a lot of money (*all of them* paid members, please note).
- Some people make enough money to be worth the effort and time invested. You will find here mostly paid members and very few hard working free members who have been in the program for a long time.
- Many people make a small profit which compared to the effort and time invested is really a loss (your time is too valuable to ignore). Here you will find mostly paid members and some free members.
- A lot of people make some dollars and are at net loss or a break even (which is a loss considering time and effort). Here you can find a few paid members and a lot of free members.

So, programs do work (pay plans are well designed, products are good enough, training is ok). It is the way of doing it that fails.

Enough nagging already, right?

Any solution?

First, let us state some facts:

- Most of the real Internet Business Opportunities are Multi Level Marketing programs. It would not work any other way.
- Many programs are simple, money grabbing scams (good or not so good faith behind them).
 - Do you really, honestly think that someone can double your money in a few days, again and again, without having any product or service to sell? Or even having one?
 - Do you really believe that someone can turn you and me and anyone else into FOREX experts overnight? Or that a software robot can trade better than experienced traders?
 - Would you really believe that a serious stock trading company will advertise in traffic exchanges and have a Hotmail, Yahoo or Gmail address?
 - Are you ready to believe that a small "one time payment" can turn into a big monthly recurring income? Do you realize how many "one time payments" would be needed to sustain everyone's income? If people do not pay recurring, how do you expect to earn recurring? Will the program keep on bringing in "one time payers" forever?
 - Do you really believe that you can make money without ever referring anyone (unless the program owner is willing to share his own personal referrals with you, in which case it may happen, but it is not so common).
- Again: money comes out of sales. It will not come from anywhere else.

Multi Level Marketing is a great way of doing business for everyday persons like you and me. It gives you the opportunity to build your own income and destiny without having to invest in the business infrastructure, design a product or service, support it, etc. It is a good system.

But it has to be used the right way.

Have you noticed that in offline MLM's there is no such thing as Free?

You pay for your training, you pay for the big meetings, you pay for the advertising materials, you are required to purchase the product or service for yourself, you are required to pay for your own stock and you have no credit to purchase product.

And that is my point! The "Free" syndrome is the one and only reason why most people will never make money online! Sorry ... but I have to tell it as it is.

Coming back to the Internet.

Maybe you are a great promoter and you have a big downline. But... are they free or paying members? If you are reading this document, I can be almost sure that either you do not have a downline or you have a downline made up of mostly free members. And, of course, you are not making the money you expected.

My proposal of solution is not "the big secret", nor am I any super expert or seasoned marketer. I am just a fair person trying to do business and help others to do business as well.

My proposal is: Back to the Basics.

- A useful service.
- Focus on the right niche (in this case, the other "sellers").
- Make it affordable, very affordable.
- ZERO Free Memberships!
- All referrals, and I mean *all referrals*, from the Owner's and Admin's advertising efforts are assigned to the members (giving preference to the most active members).
- A very attractive commission plan (we really share the business, we understand that *you are* the business).
- Most of the income (around 75%) is used to pay for commissions (goes to the membership!).

And I repeat, ZERO Free Memberships.

Why **not** give **free** memberships? Everyone gives free memberships.

The answer is:

That is the only way I can really make sure that you will make money with me (or we bust together... just kidding!).

I will never ask you to stop promoting your current business opportunities and follow a new program. You've had enough of *that* already!

In fact, I encourage you to **keep on promoting** your business opportunities. With patience and dedication those programs can and very probably *will* be profitable.

The whole idea behind the **Negomedia Plan** is to help *you* to use the available tools and resources to promote your own Business Opportunities, and make some money (or much money) in the process. Of course, I suggest that you also promote the **Negomedia Plan**, but it is not a requirement.

The only thing I need you to do is be a Member and use the Negomedia tools (state of the art and very easy to setup).

We are working to build and/or select more resources, more training materials (our documents come with the membership, no additional cost) and more reports for your benefit.

I hope we can do business together!

* About the author: a summary of his professional profile.

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