

# Finding The Right Internet Marketing Coach

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**Brent M. Stangel**

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Dear Reader,

Internet Marketing Coaches have not come on the scene recently, although it may seem a rather new phenomenon. "Marketing Coaches" have been around for a long time. They have just recently become referred to as "Coaches."

I purchased "How-to" marketing products many years ago when I first got into the "snail mail" business (Yes, I'm old!). The coaching industry has just evolved into a much better, easier to access, dynamic teaching system. You can get training in every form from a simple email course to video training to one-on-one phone or Skype sessions.

\*Read more about different levels of coaching further down.\*

No matter what you call them, an experienced marketer can make a huge difference in your online business, and may very well be the deciding factor in your ultimate success or failure.

The following information is designed to give you a firm base to launch your search for just the **Right Internet Marketing Coach** to help you achieve your online income goals.

***Best Of Success!***

*Brent Stangel*

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## Part 1:

### A Little Internet Marketing Coach Research!

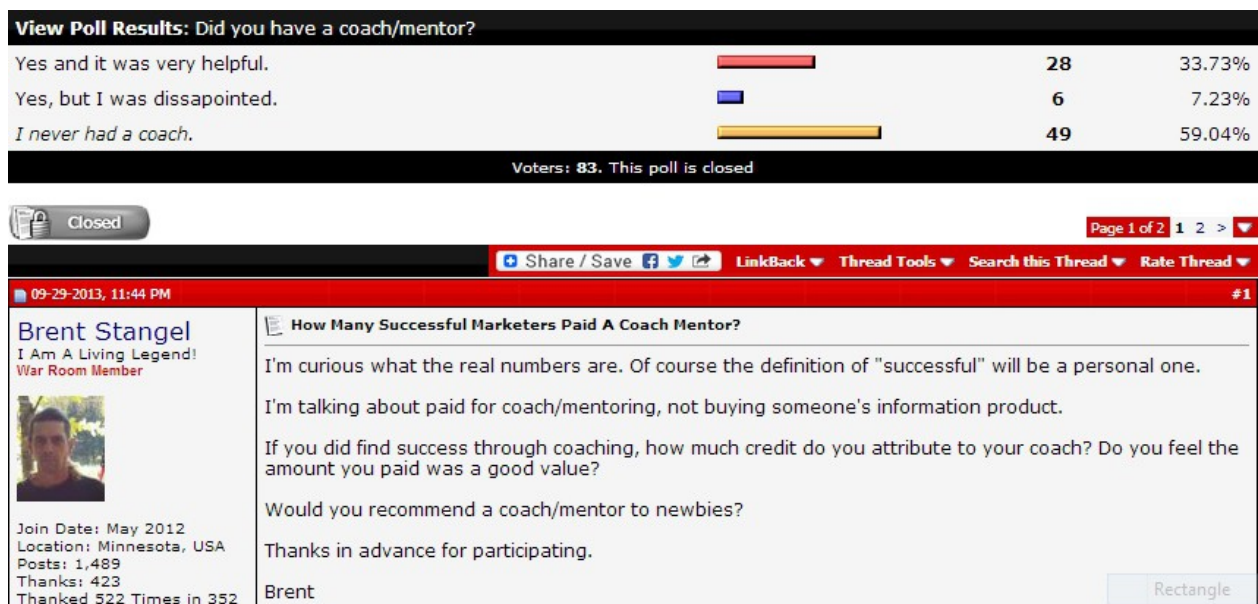
Well, actually a lot of research went into *"Finding The Right Internet Marketing Coach."* I read on a lot of forums and blogs, I asked questions, I listened to the questions others were asking, I researched a lot of Internet Marketing coaches and coaching programs.

One very interesting bit of research I did was running a poll on the world's largest, busiest Internet Marketing forum. If you look at the screenshot below you can see the results of the poll.

At first glance it may seem that just as many people say they never had a coach as people who say they did. I believe that is because a lot of old-timers like myself, even though they probably bought "how-to" marketing information products, never technically paid for "coaching." My answer to the poll was "I never had a coach."

I think the much more interesting aspect of the poll is the people who said they paid for a coach. The overwhelming majority say they were happy with their coaching experience. That says a lot! The poll would seem to indicate that very few people who paid for coaching were disappointed with their decision. This would further indicate that for most people, investing in an Internet Marketing coach produces a **Good Return On Investment**.

In my opinion there is no better single investment you can make in the success of your online business.



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## Part 2:

### Why Do I Need An Internet Marketing Coach?

In order to attain “mastery” in any skill, it's commonly considered that you need at least a thousand hours of experience working on it. Actual performance is key, and during the time when you are building up your “mastery” of Internet Marketing, you may experience a lot of bumps and bruises. You could find out that an entire methodology that you've built your framework on is not, in fact, as effective as you believed it would be. The entire disaster could have been easily avoided if you had gotten advice from someone who had that level of mastery that you're looking to achieve. That is where an Internet Marketing coach comes in.

### Sailing Through Unfamiliar Waters

Internet Marketing is a complicated arena, and one of the major reasons for that is that it is constantly changing. Here are some of the things that you have to deal with when you want to market your website:

Rules on search engines like Google change constantly. Because Google, Bing, Yahoo, and other search engines use learning algorithms to determine the top results to show to users, even conditions that you're aware of can change as sites go up and down in ranking.

There's a **lot of competition out there from Internet Marketers who know what they're doing**. Not having as much of an advantage as you can get can really hinder your performance. Experienced marketers know exactly how to land on the front page, and when they do, it pushes other, less experienced marketers out of the running.

There are new standards, technologies, and platforms that require your consideration. A major area that many new marketers miss is the growing mobile market; with **mobile internet usage expected to overtake desktop browsing as early as 2016**, it would be a big mistake to pass over so many potential views and customer engagement opportunities.

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You need to know the right ratios. Just investing in search marketing isn't going to get you the highest returns on your investment into online marketing. You need to know how much you should invest in social marketing, email marketing, and other forms of online customer engagement. An Internet Marketing Coach can tell you what works for your specific industry, often from a place of **real world, working experience**.



## Finding the Right Guide

Remember, when you're dealing with people who specialize in marketing, they will always market themselves quite well. What you're really looking for is past experience, **references that you can check**, and other information that lets you know that you're working with the real deal.

A genuine Internet Marketing Coach can change your entire perspective on how you approach online marketing, where you invest your marketing budget, and how much of a return you see in real dollars and cents. Consider working with a coach as being **one of the most important investments that you can make into your business**; otherwise, you may end up footing the bill for a lengthy period of trial and error.



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## Part 3:

### Will Hiring An Internet Marketing Coach Guarantee My Success?

Every person wants to be able to find success. For many, this success comes from Internet marketing. People are always buying products online, and being able to make a hefty commission for helping sell products is often a person's ticket to success. However, others want to go a different route and will create and sell their own products. In either case, people will hire a coach so that they can learn what they should do to increase sales, gain exposure and ultimately become successful online.



Coaching, however, is very interesting as there are no guarantees that success will be imminent.

### Coaches Guarantee

Normally, coaches will provide a guarantee with their services. This guarantee is going to be very detailed and will always have a few stipulations that students must follow. If a coach guarantees profits, they will not be in business for very long. What coaches do guarantee is that they will provide their students with all of the information that they need to be able to succeed. What is done with all of this information is completely up to the student. When a course is finished, every strategy a coach promises to teach will be divulged.

### Student Responsibility

If a coach is so good, why can they not guarantee success? Many students stumble on the fact that coaches do not guarantee success. The problem is not related to the coach or their methodologies. In fact, the problem is that of the students themselves. If a student does not do the following, they cannot find success:

- Follow every strategy their coach provides

- Pick a popular, profitable niche

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Devote the necessary time to put strategies into action

Continually change tactics to increase profits

Work closely with a coach and listen to their tailored advice

Students simply have too many variables involved in determining whether they will succeed or fail. If a student is eager to get started but they only put in 75 percent of the work needed for success, they may not make any profits. However, if a student starts off diligently and follows the advice of their coach, they may be able to realize profits much faster.



## Niche Factors

There are also factors that are outside of a coach's or student's control. Success may be seen for a week, but their current niche may be abandoned shortly after. This is something that is seen with many dieting products. They may be popular for a month or two, but after that time, the market shifts to a new product. If a student picks the wrong product or uncontrollable market factors hinder success, there is nothing that a coach can do besides recommend that the student change their niche and start over.

## Part 4:

### How Much Should I Expect To Pay An Internet Marketing Coach?

Internet marketing coaches have to make enough money to cover the profits they would have made if they were not spending their time teaching students.





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A coach that makes well over a \$100,000 a year will be able to charge more to their students. Why? The fact is that if a marketer is able to reap profits repeatedly, they can charge more for doing so. There is a direct correlation between the cost of an Internet marketing coach and how much they personally earn. The more valuable a coach's time is, the more they will charge their students. Averages While difficult to ascertain, there are standard figures that are seen within the industry. These will fall into two distinct categories:



**Forum Gurus:** The average Internet marketing forum will have coaches selling their coaching services for varying rates. Coaches that want their students to find success will charge on a monthly basis and will normally have webinars, standard video overviews, a forum and some 1-on-1 training. For these courses, the standard price is \$197 per month. However, the bigger names will charge upwards of \$500.

**Industry Known:** Those that have solidified their name in the industry and have made millions off of their endeavors are going to charge substantially more for their coaching. The big names such as Frank Kern and Dan Kennedy are known to charge their students \$8000 for 8 weeks of personal training or \$997 per month for other forms of training. These figures are always dependent on what the coach is going to incorporate into their training, but the prices are always higher. With this, a person will be getting advice from the best in the business and can often double, triple or even quadruple their sales using their techniques.

## Part 5:

### Researching Internet Marketing Coaches

Internet marketing coaches come in many different price ranges and with their own set of prestige. It would be nice for you to deal with only coaches that have made millions of dollars, but this is something far too expensive to justify.

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Thankfully, by researching Internet marketing coaches the right way, you will be able to find a coach that is able to far exceed your needs and do so without having to spend thousands of dollars in the process or worse - be scammed.

## **Look for Credibility**

Credibility is worth its weight in gold. Anyone can claim to be a successful Internet marketer, but they may have never sold anything else but coaching. The goal is to find someone that is deemed an authority in your niche. Someone that works with PPC or CPA exclusively, or any avenue(s) you wish to follow. When this is done, you will be able to judge how credible a person is by talking to others that they have mentored. There are coaches that come and go every time a new Google update occurs, but the credible coaches are those that have stood the test of time. They have reviews online, they are not listed on scam reports and they have a massive name in the industry.

## **Be Careful of Forums**

Internet marketing forums are both good and bad. When people sell themselves, or their coaching, on forums, it is very easy to hype up what they actually provide. The goal is to look through all of their posts, judge what they advise others to do and really dig deep into your research to see what others have to say about a potential coach. Oftentimes, these forum coaches make their living off of only teaching others, but they have no practical experience themselves.

## **Talk to Past Clients**

Talking to past clients is of the utmost importance. This can be done by contacting people that have claimed to work with a coach on forums or other websites. Ask them what their experience was like, and if the coach was able to deliver on their promises. If you are having a difficult time with this on forums, start to look for reviews online. The industry is very critical and if someone has had a bad experience in the past, they will certainly make their experience known to others. Those that go about researching Internet marketing coaches appropriately will be able to make money and lessen their risk of paying a coach that simply has nothing to offer.

## **Summation**

Internet marketing is something that every person wishes that they could fully understand and utilize. The idea of making money from the comfort of your home, or while traveling, is very enticing. However, most people will find that they simply cannot make their first dollar online, let alone make enough to quit their day job. This is not a case where a person is not trying their hardest to make money online, but rather that it can be difficult to learn the right techniques that will be profitable. Let's take a look at how to choose an Internet marketing coach so that you can start to realize your dream of an online income.

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## Will Hiring An Internet Marketing Coach Guarantee My Success?

The first thing to understand is that there are a variety of coaches that have clients boasting about success, but there is one key factor that they forget to mention - the client's will. Oftentimes, people will fall under the assumption that Internet marketing is easy. In fact, many people seek coaches believing that they will simply click a button and have a steady source of income. This is not the case at all.

Coaches should be seen as a type of tool that will take all of the guesswork out of the equation. Rather than learn from your own mistakes, coaches will show you how to make products or which products to promote. Furthermore, coaches will explain how to begin marketing your website or campaign to bring in the utmost leads and make a solid profit month after month.



The real success will only come when you realize that this is not a way to get rich quick. The stories that you may have heard from others that have made millions are not the norm. If you put the time and effort into your online endeavors, you will be able to turn this pastime into something that can make you a true living. However, all of the guidance and training in the world will not mean anything if you are not willing to put your all into it. Will hiring an Internet marketing coach guarantee success? The simple answer is *no*. They merely help you if you are willing to work hard.

## How to Choose the Right Internet Marketing Coach

Choosing the right Internet marketing coach will be fully dependent on what your specific needs and desires are. This will also come down to the methods that you deem are most suitable for your type of marketing. Some people have a lot of capital and will be able to delve right into production creation of PPC. However, others may want to use a website and promotional techniques that are less costly. Depending on your needs, you will be able to find a coach that is best suited for you. Let's take a look at some of the traits every coach should have:

**Experience:** Why would you hire a coach that has not been able to prove themselves? Above all else, you will want to find someone that comes with experience and a slew of testimonials. Oftentimes, these are the ones that keep more to themselves and aren't seen pushing cheesy ads. Instead, they get right down to business and make money.

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**Tactics:** What tactics do you want to use to make money online? Are you comfortable making adverts or would you rather build your own website? Do you want to make money through AdSense or do you want to use CPA offers? These are questions you need to ask yourself before choosing a coach.

**Follow Up:** Some coaches take your money and simply seem to disappear. They will promote a course where there is very little interaction or anything of the sort to help its members. This is obviously never warranted and will leave you stranded when you truly need help. Instead, find a coach that is willing to give their true time and dedication to helping you make money.

**Price:** Unfortunately, some high-end coaches can cost several thousands of dollars. The ones that are worth this price are far and few between. Instead of paying more for less, ensure that the course will provide you with the information needed to, at the very least, make your initial investment back.

So, how much should you pay? For a top end coach, you can expect fees to reach the \$2,000 - \$4,000 range. These are the best of the best and paying them will show you how to replicate their success and start to build your own wealth. Coaches that are lesser-known but still prominent will be priced in the \$200 - \$500 dollar range.

It is very important to know how well others have done through the assistance of your desired coach. If you have the means to pay a high-end coach, it still may not be justifiable if their students do not make much money. Do your research and ensure that the coach you procure is one that comes with the reference of their past students.

## Researching Internet Marketing Coaches

The final step in how to research an Internet marketing coach is to start researching them online. Since this is where they make their money, it is important that they have some sort of online reputation. This will likely be seen in forums and on other Internet boards. If you can, start to truly research your potential coach right away.



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The first step is to look for credibility within your coach. Do they seem to say the same basics in a consistent manner? Have others stated how much they have helped them in the past? Oftentimes, bad coaches will say that one method works for them and completely change their story a minute later. Look for some form of credibility so that the coach is not able to force you into an area that they know nothing about.

Forums can be your best friend and a nightmare at the same time. Many coaches will pay others to promote them on forums, while others will have their coaching problems revealed on forums. Do some research on popular Internet marketing forums to see how your coach's reputation is compared to the normal marketer. Good coaches will come with rave reviews, while coaches with a bad record will be easily spotted if you dig deeper and truly try to find out if their methods work.

If you are willing to pay for a good coach and heed their advice, you too will be able to find success online.



I have created an Internet Marketing Coach Directory where coaches can list their services and where their students can leave reviews.

You can browse through coach listings or search the directory by "tags" like "website help," "skype consultations," etc.

Coaches pay to be listed in the directory so there is never any cost involved with using the site. You don't have to sign-up or any other nonsense.

**Start your search for the perfect Internet Marketing Coach Right Now!**

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