

[To Learn Internet Marketing Success, Be A Copy Cat](#)

Do you want a simple strategy to learn Internet marketing and greatly improve your odds of having a successful online business?

It's a simple idea really, but every budding online business owner doesn't seem to implement it.

So what is it you ask? The curiosity is building, so let me tell you this principle for successful Internet marketing.

The drum roll please.....

Modeling. Find a business that is already having the success you are looking for and model what they are doing.

Well there you have it. Not too complicated

The key thought here is that you are using an Internet marketing strategy to imitate a system and ideas that your research reveals. What I mean to say here is that you don't ever want to copy word for word a website, business materials, logos etc. So considering what I said above about copying word for word, is copying an idea or a technique illegal? The answer is no. No one has a copyright on ideas or a particular way of implementing an Internet marketing strategy.

If it's working don't try to fix it. If an idea can put more money in your pocket use it. In fact use it and you can try to improve on it to make it more successful. A good example that comes to my mind of using an already successful business model stems from the reality hit show American Idol.

This show is so successful that we have seen many copy cats in the last 3 or 4 years. These are other shows on different networks with a different theme, but the same format. You watch these shows and they have all the ingredients of the hit show. For example, the 3 judge panel with one female and two males. They make sure they have an outspoken male judge with an English or Australian accent. Well, we could probably put them side by side and see they are pretty much the same, but again a different theme and title.

The networks are in fierce competition for viewers and most don't deviate too much with an already successful model. They're not stupid. Their objective is to make money by filling advertising space. If something works, they'll ride the wave till it hits shore. Like the networks, don't mess with what works.

If you do your research and find a business that's doing it right, learn Internet marketing the right way and do what they do to get those results. A word of caution. Don't copy a business exactly. You may implement a technique exactly, but copying information word for word is illegal and you will get in trouble. Think about it. You do this and your credibility is shot and you won't be in business for long.

Here are some examples to help you understand the concept of modeling.

For one, If you see a lot of successful businesses providing bonuses with their products or services then it's probably worth the time and effort to do the same. This in fact is one of the Internet marketing tips that should always be used. Keep in mind the bonus needs to fit tightly with the theme of your product and needs to be useful and great quality. Some people will buy your product more for the bonuses than for the product itself.

A second example is making sure you have superior customer service. If a top online business gets back to their customers within 24 hours then follow their lead. In fact if you can try to even improve on that to keep your prospects and customers very happy.

Another business concept is to build a prospect and or customer list. If you do your research you will find that this list of prospects is a major source of income. It takes a lot of time and money to find a prospect and retain a customer. Repeat business is your stability and if you don't do it, don't expect to have long term success.

Take a proven successful business model and learn Internet marketing the right way by promoting a completely different product or service in another niche. You can always compete with the same people if you want to, but I would rather have the best opportunity and the least amount of competition.

Just think about all the people online that have no idea what they need to do to put it all together. If you can learn Internet marketing strategies and apply them in non-Internet marketing niches (bass fishing, scrap booking etc.) you can dominate a niche and have great success.

To sum things up, it's crucial that you find a successful business and learn Internet marketing from them. Don't reinvent the wheel, but rather take what others have already proven to work and apply it to make it work for you.

About the Author

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