NAMS

Novice to Advanced Marketing System

11 QUESTIONS EVERY NEW BUSINESS OWNER REALLY WANTS TO ASK

Copyright Notice

Copyright © NAMS, Inc. All rights reserved worldwide.

No part of this material may be used, reproduced, distributed or transmitted in any form and by any means whatsoever, including without limitation photocopying, recording or other electronic or mechanical methods or by any information storage and retrieval system, without the prior written permission from the author, except for brief excepts in a review.

This book is intended to provide general information on video marketing. only. Neither the author nor publisher provide any legal or other professional advice. If you need professional advice, you should seek advice from the appropriate licensed professional. This book does not provide complete information on the subject matter covered. This book is not intended to address specific requirements, either for an individual or an organization. This book is intended to be used only as a general guide, and not as a sole source of information on the subject matter. While the author has undertaken diligent efforts to ensure accuracy, there is no guarantee of accuracy or of no errors, omissions or typographical errors. Any slights of people or organizations are unintentional. Any reference to any person or organization whether living or dead is purely coincidental. The author and publisher shall have no liability or responsibility to any person or entity and hereby disclaim all liability, including without limitation, liability for consequential damages regarding any claim, loss or damage that may be incurred, or alleged to have been incurred, directly or indirectly, arising out of the information provided in this book.

MyNAMS

★ INSIDERS CLUB ★

Build your team and get all the business training and tools you need now!

MyNAMS Insiders Club is more than a membership! It's a mastermind for serious business people who want to have fun and build the business if their dreams with the support of a like-minded community.

CHECK IT OUT TO GET A

$1 FOR 7 DAYS!

https://nams.ws/7trial

Table Of Contents

Copyright Notice	1
"Can Regular People Make Money Online?"	5
1) Can a guy like me REALLY go from zero to a modest but consistent monthly income doing this?	13
2) Which of your many products would you recommend for a guy like me?	14
3) What's the difference between your approach and that of others?	16
4) Do you primarily train folks to be affiliates?	17
5) How long before I'm making money?	18
6) What should I expect to spend on things like start-up costs and monthly memberships?	20
7) Do we teach business administration, as well as marketing and tech stuff?	21
8) Are there legal issues?	22
9) What if I'm not a big social media guy?	23

10) Do I have to work in the make-money-online space to make money online? 24

11) Bottom line is... 25

So, my question to you is how badly do you want it? Are you ready to commit to it? 26

"Can Regular People Make Money Online?"

A dialog with a person struggling with the BIG online business questions we all have in the beginning...

I got a really good question from Peter, one of our long-time blog readers last week. It was long! He warned me first thing that this was going to be a long question. And it started like this:

> "My name is Pete, and I've been receiving your emails for a little while now. But I've never purchased anything, largely because I'm VERY inexperienced with all this online earning stuff and so a little unclear about how to proceed."

Ugh, these are the kinds of questions we get and I think,
"Oh, boy... here we go?"

Sometimes, these can border something similar to a $1000 coaching call, and a lot of trainers would respond with a buy button to a coaching program, but Pete's questions were so good and so organized, I thought it might be helpful to tackle it publicly to help a lot of folks at once.

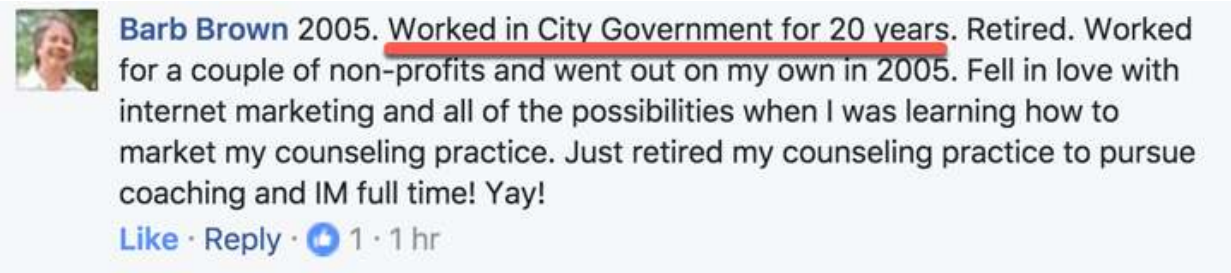
And Peter agreed to let me respond to him here so I could share it with you too. The main question that jumped out at me was this:

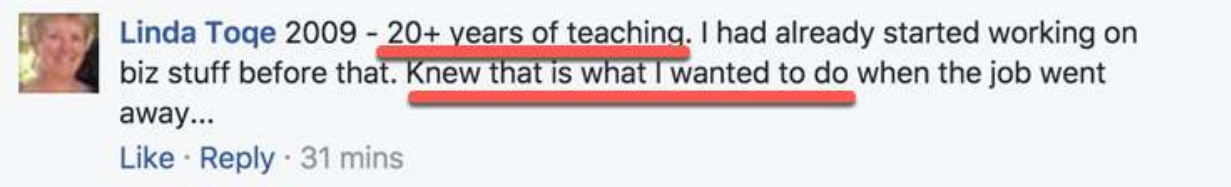
"Can regular people like me make money online? Or is some super-human skill required?"

Interesting question, I thought. Of course, the answer is "YES" - almost anyone can do this. But, coming from me - the guy who obviously benefits from the affirmative answer, I decided to post the question in our Insiders Club and see what they thought about it from their experience.

Their unedited Facebook comments are included where appropriate.

A few of our community members responded like this:





You'll find that everyone who is successful online is a "regular" person with a very unique focus and drive.

Let's dig in...

Here's a first response from Stephanie:

Stephanie Watson-Barry I make a middle class living online and have consistently since 1996. What I do today isn't anywhere near what I did in the beginning because the technology has changed so much today I'm much more virtual than I was in 1996 where I started providing Services by building brochure type web pages for local businesses. Then by 1998 or 99, I moved into Online Community Management, at some point I built many websites and made money from AdSense, I've been a divorce coach..... I've done all kinds of things and now I am a Content strategist, author and and I've been doing that for the longest stretch. And I'm just an average mother and now Granny, if I can do it anybody can do it.
Like · Reply · 6 · Yesterday at 7:54am · Edited

Stephanie makes a really good point.

The business world is changing at light speed due to technology and new ways of making money. We have to adapt to remain viable every day.

What worked yesterday may not work tomorrow, so it's really important to be part of a community that works together. Two (or even a 1000) heads are better than one.

But, make no mistake, even a "granny" can do this Stephanie says.

What about Pete? Can he make money online?

Let's find out. Luckily, I have his story in his own words.

> "I'm wrestling with whether or not to take the plunge, not only with MyNAMS Insiders Club but also with 'digital marketing' itself...I have no experience or real knowledge about online businesses. My background is actually in Christian education and various ministry-related fields...But about three years ago, I became the primary caregiver for a homebound, dementia-afflicted friend, making it impossible for me to maintain anything resembling a 'day job.'
>
> I've spent the last three years looking for ways to do (something else). And all roads seem to lead back to online stuff in one form or another...I just don't know how to earn a living like this. And, to be honest, I'm not even sure it's really possible... though I've heard a lot of fascinating rumors!"

Ah, the fascinating rumors!

That's what intrigues us all, right? We hear about the success that everyone else is having, and it looks so easy according to them.

Pete's doing the right thing - asking questions. I love this guy. He's laying it all out there for everyone to see. But he's got more...

> "What's more, of all the candidates for this kind of thing, I'm probably the worst. I'm a middle-aged geezer with no 'list' (or knowledge of how to get one), no 'product' (or savvy about how to create one), no 'niche' (or sense of how to find one) and, frankly, no real clue about any of this stuff.
>
> But I desperately need a way to make a modest home-based income... And I'm willing -- even eager -- to work at this with the same kind of ethic I'd apply to any other business pursuit. But I don't even know where to begin."

Pete's given us some great clues about himself.

First, he's got enough gumption to reach out and ask questions. That makes him a very good candidate for creating a business online if what he says is true.

- He's motivated to the point of desperation: *"I desperately need a way to make a modest home-based income…"*
- He's willing to work: *"I'm willing -- even eager -- to work at this with the same kind of ethic I'd apply to any other business pursuit."*
- But he has no confidence in his ability to translate his past experience into an online business: "*...no real clue about any of this stuff"*
- And he has a bit of a concern the world has passed him by, even though he doesn't tell us how old he is: *"I'm a middle-aged geezer with no 'list'"*

We want to help Pete get clear on two things:

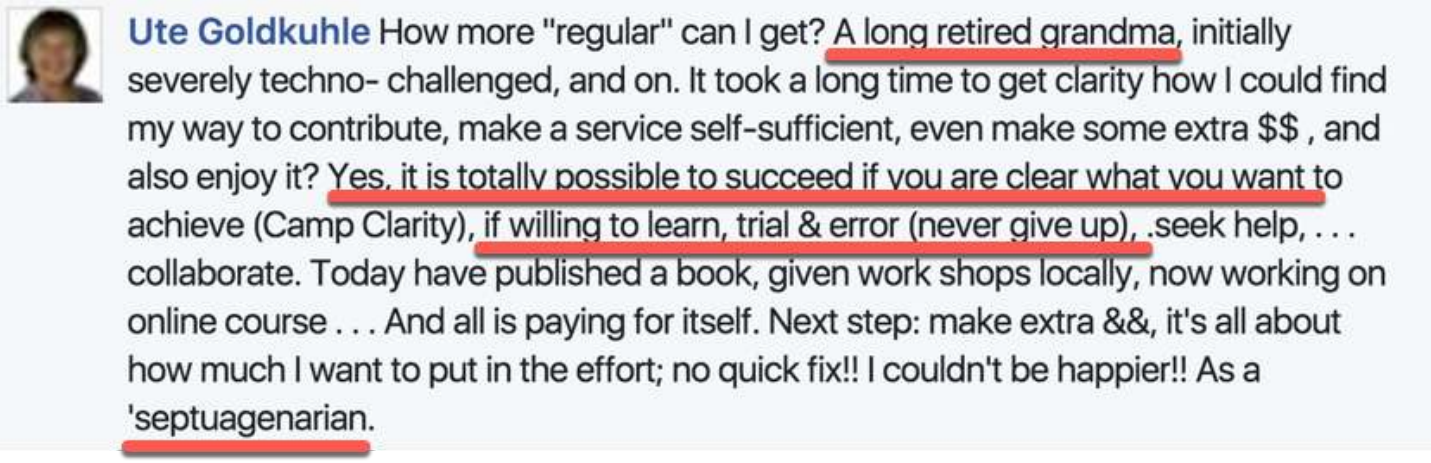
1. Is he a candidate for doing business online?
2. Let's set the right expectations for what is required to succeed.

That's our main goal. But we also want to eliminate his excuses from the get-go. To do that, we've enlisted our Insiders to recount their stories.

The first one we tackle is age...

Age is not an issue. Willingness to learn and to stay healthy are the key elements.

This is Ute, a grandmother first, German immigrant (many years ago) who had to learn English, and then became a writer too. Now, she's writing books.


Ute Goldkuhle How more "regular" can I get? A long retired grandma, initially severely techno- challenged, and on. It took a long time to get clarity how I could find my way to contribute, make a service self-sufficient, even make some extra $$, and also enjoy it? Yes, it is totally possible to succeed if you are clear what you want to achieve (Camp Clarity), if willing to learn, trial & error (never give up), .seek help, . . . collaborate. Today have published a book, given work shops locally, now working on online course . . . And all is paying for itself. Next step: make extra &&, it's all about how much I want to put in the effort; no quick fix!! I couldn't be happier!! As a 'septuagenarian.

Age doesn't seem to have anything to do with it. I said, "Happy Birthday" to one of our folks a few weeks ago who turned 90.

Ninety! And she has a thriving online business.

As Ute says, *"...it is totally possible to succeed if you clear what you want...if willing to learn, trial & error (never give up) ..."*

Willingness and desperation may work against each other…

I've found a very interesting connection between willingness and hope.

It's almost circular. The more hope you have, the more willingness you acquire. The more willingness you get, the more hope you have.

But desperation is a double-edged sword. Desperation causes stress. If you can control the stress, a desperate longing (or what Napoleon Hill called a 'burning desire' in Think and Grow Rich) can be just the motivator to achieve what you want quickly.

But if you're desperate to pay the rent, that stress can quickly eat into every thought and action you take, sucking the life right out of you. That's why it's so important to have a future vision.

Keeping your job, but creating the right plan to achieve what you want, can be exactly the answer for some.

Paul Taubman, one of our Insiders and a NAMS Instructor, made the switch from a full-time, demanding job to a full-time (and still demanding) online business, and he did that better than anyone I've known personally.

Paul Taubman For years, I had a job. Day in. Day out. Being on call. Late nights. UGH. I am a slow learner so I had a Day job that lasted 27 years. Towards the end of that, I came up with a plan to make my website hobby that was paying for some nice vacations into a full time job. I picked a date, planned the work, worked the plan and then used St. Patrick's day, 2015 to be the date I gave my 2-week notice. They were shocked, I will tickled. On April 1, 2015, I walked out and have been doing ever since.

Like · Reply · 4 · 20 hrs

Paul came up with a plan to turn his hobby into a business. And he stuck to the plan.

Confidence comes with experience

Kevin Riley, one of our early NAMS Instructors and a MyNAMS Insider as well, told the story of how he tackled his online business after faltering the first time.

Kevin Riley Most of my friends wouldn't call me "regular," however I shall share my story. Although I was first online in 1994 and built a website in 1995 (which, due to us being far ahead of the market, never took off - good lesson there 😉) . In 1996, I moved to Japan and spent the next 5 years building houses, and basically offline. Not until late 2005 did I start to dabble in info products, and hanging out on the Warrior Forum.

After seeing a need for more step-by-step info products, I created my first course in autumn 2006. Because it filled a need (a gap) I started making money the first day I released it (in front of a very targeted market of rabid buyers, I must say). I remember my 2nd or 3rd day, when my wife and I went out for the day and I returned to find over $700 had come in while we were out. Compared to later, it was not much - but it certainly verified the immense possibilities inherent in marketing online.

Like · Reply · 5 · Yesterday at 8:50am

Ten years after his first, ill-timed attempt, Kevin discovered the secret to building a successful business online: *Filling a gap after seeing a clear market need.*

He found success quickly. After 10 years.

The key is to have the tenacity to persist and persevere. If you're the kind of person who gets discouraged easily, you're probably not going to be successful online.

Some days you're going to feel beat up.

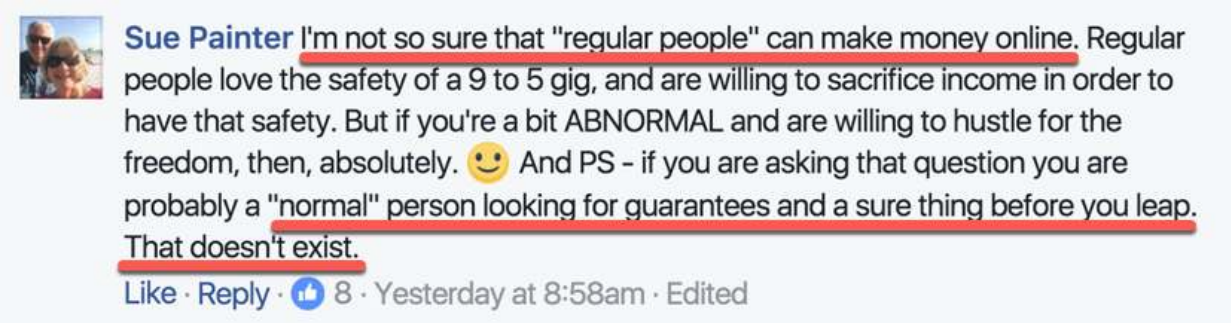
You have to be able to survive those days cheerfully to tackle the next day. That takes a special type of person.

And if you don't have confidence in your ability, you'll quickly be discouraged. But truthfully, overcoming the failures are what builds your confidence. So, you must embrace the challenges, and failure, to learn the lessons quickly.

No one likes failure, but if you see it for what it is - opportunity, you will progress fast.

It requires mastery. Building your confidence requires you to win occasionally. Remember Thomas Edison's quote, *"I have not failed. I've just found 10,000 ways that won't work."*

Sue Painter, one of the NAMS instructors and a long-time Insiders Club member, said she wasn't sure a "regular person" could become an entrepreneur.


Sue Painter I'm not so sure that "regular people" can make money online. Regular people love the safety of a 9 to 5 gig, and are willing to sacrifice income in order to have that safety. But if you're a bit ABNORMAL and are willing to hustle for the freedom, then, absolutely. And PS - if you are asking that question you are probably a "normal" person looking for guarantees and a sure thing before you leap. That doesn't exist.
Like · Reply · 8 · Yesterday at 8:58am · Edited

And she has a really good point. Anyone who is focused on the *"safety of a 9 to 5 gig"* as she puts it will never make it with any business, online or offline.

Back to Pete. He has a list of questions...

The questions Pete submitted are the kinds of questions people think, but seldom ask. Let's dig in.

1) Can a guy like me REALLY go from zero to a modest but consistent monthly income doing this?

> Q: Am I a lost cause when it comes to online earning, given the sketchy details I've just outlined? Stated differently, can a guy like me REALLY go from zero to a modest but consistent monthly income doing this? Or is this something that only a few really skilled 'insiders' ever achieve?
>
> *(Please be honest here, without fear of discouraging me. I'd rather know up front that I'm fooling myself in thinking this could work than to find out later that I've only exacerbated my own and my friend's present difficult situation by chasing a pipe dream. If nothing else, knowing that would free me to look elsewhere for the solution we're seeking.)*

Connie Ragen Green When I earned $21.60 from promoting a dog training product in a post on my "dog blog" in 2006 I knew it was possible. I persevered and grew my business in a direction that was out of my comfort zone yet joyous each day. Only my doctor has ever referred to me as being "regular".
Like · Reply · 3 · 14 hrs

A: A pipe dream? Yep, I think it is a pipe dream. But all great achievement is.

As NAMS Instructor, Connie Ragen Green, points out, a $21.60 sale convinced her this was possible. At the time, she was a teacher with a real estate side job working long hours and barely making ends meet.

But the stress of her job(s) was the driver.

When you have that kind of goal or need, you take action as fast as possible. And if you're lucky, you can be as focused and determined as Connie was to create a way out, and into your business.

2) Which of your many products would you recommend for a guy like me?

> Q: Assuming it is within the realm of possibility, which of your many products (planners or otherwise) would you recommend for a guy like me? Would I be able to learn all I needed to succeed at this from the stuff you offer?

A: This is an easy question to answer. No!

Nothing we have or that anyone else has in their training programs will ever teach you everything you need to know to succeed. And that's the truth.

But there is a process that must happen to successfully create an online business that doesn't crush you in every way.

1. The first step is getting absolutely clear on what makes you tick, and why you want to create an online business. Once you know why, you don't deviate from your Big Why! We developed Camp Clarity to help students get clear, focused and committed.
2. Next, you go for the money. Business is about solutions to problems and helping people solve those problems as much as possible. But business without cash is a nightmare waiting to happen. That's why we developed the 12 Steps to Building a Better Business. The core purpose of that course is help students become profitable before they sink a ton of money into building products laden with expensive infrastructure.
3. And finally, ongoing team, training and tools help students stay on track with a vibrant support community, more fundamental business training and the right tools to do the job as efficiently as possible. That's why we built the MyNAMS Insiders Club.

3) What's the difference between your approach and that of others?

Q: As I mentioned, I've been prowling around for the last couple of years in search of a 'strategy.' So, I've come across other training orgs online. Can you tell me the difference between your approach and that of others, in particular a group like Wealthy Affiliate?

A: Frankly, I don't know. We are so busy serving our students needs that I don't pay attention to a lot of other programs. I follow a handful, but that's about it.

And I always have a coach. And I NEVER have more than one coach at a time because I'm completely focused on sucking all information I can out of that coach.

Art Remnet As Kevin will tell you I'm abnormal (great way to put it Sue). I started building local business websites using HTML, then frontpage, and Dreamweaver (long before Adobe bought them up). The lack of client content drove me deeper and deeper into content creation.

I've made a decent living online. I've pulled into consulting and coaching from time to time over the years as well. As Stephanie said well, my business model has evolved over the years. I most often consult when I'm in transition.

It's possible, even probable to make money online if you have a plan and work it. There are a number of "plans" you can work, including the one that NAMS provides. The special thing about NAMS is the family of support you get and the Insiders take that to the next level.

In my mind the key to success online is to have a community of support (community of practice in academic terms) to get you though the tough spots.

Like · Reply · 8 · Yesterday at 9:32am

As Art Remnet, one of our long-term Insiders Club members, says, *"the key to success online is to have a community of support."*

I think what separates us from others, it's probably our loyal, intense and like-minded community.

And one other thing. One of our partners said to us, “When we talk about you guys vs. the other marketing companies out there, we call you the no-B.S. people.

And we know that makes what you do very hard to market…” And they would be right. Our business would be so much bigger if we were THE B.S. people, but we’re not.

4) Do you primarily train folks to be affiliates?

Q: Do you primarily train folks to be affiliates, or are there an assortment of business models offered in your materials? What if I don't even know which model is best for me? Can you help me figure that out?

A: Affiliate marketing is one of our favorite sources of revenue, so yes, we teach that. But we also teach blogging, traffic generation, video marketing, content creation, passive income strategies, and much more.

One important goal starting a business is staying in business.

Patti Massullo I have had my own online business starting with ebay for 15 years. I now do some e commerce as well as online marketing for local businesses. The answer is a resounding Yes! And I do make a decent living. Every year gets better

Like · Reply · 6 · Yesterday at 8:07am

One of our long-term insiders, Patti Massullo, is a good example of how someone may change their business model along the way as the business world shifts. Adapting is key.

Patti has survived different business models for 15 years because she has the ability to adapt. THAT is what we teach, the ability to adapt. Sure, we'll go through different ways of making money online: Blogging, ecommerce, advertising, affiliate marketing just to mention a few.

But being able to see into the future of the market is really the most important skill we hope to pass on to our students.

5) How long before I'm making money?

Q: If I could devote between 25 to 30 hours per week to this for the next 9 to 12 months, is it even conceivable that I'd be nearing, say, the $3K per month level of consistent income? If not, can you give me a better sense of how long it might take to get to this level? *(I know from hours of reading online disclaimers that no guarantees can be made here. So, I'm not really asking for that. I'm only attempting to weigh my options, count the costs before taking the leap and make as rational a decision here as possible. I hope you understand.)*

A: It's ok. Everyone asks this question. I once asked a coach, *"When am I ever going to start making money?"* And he responded, "*Whenever you decide to.*"

It really is that simple. We create things twice: First in our minds, then in physical form. If you can't think it, or imagine it, it will never take shape.

Having said that, making money online is on you. Only you. This is probably the harshest truth you'll ever get. Only you control when you make money.

We all come to a moment in our lives where have to make a decision:

Change or stay the same.

If we choose to stay the same, we get what we've always gotten.

And when a couple of mentors and gurus told me that, I wanted to punch them in their faces because I desperately wanted something easier and more predictable.

Business is only predictable if you follow a process to create predictable results. Period.

That's your job.

6) What should I expect to spend on things like start-up costs and monthly memberships?

Q: And speaking of costs, is there any way to guestimate about the amounts I should anticipate spending on things like start-up costs and ongoing monthly business expenses to launch something like this?

(My employer's generosity over the last few years has not been so generous as to leave me with much disposable income. So I'm looking for relatively inexpensive ways to get going.)

A: Another impossible question to answer. You can do as little as $47 per month for your MyNAMS Insiders Club membership which gives you almost everything you need up to thousands a month. It depends on what you want, how focused you are and how many resources you have.

It's possible, in today's world with social media and affiliate programs, to start your business and start making money with less than $100. We have a blueprint and course on that particular topic.

Here's a funny thing though. *The more money you have at your disposal, the less successful you'll be in building your profitable business. The first time.*

Of course, that's not always true, but it seems to be that the more resources you have the less urgency you have to be successful. Just an observation.

7) Do we teach business administration, as well as marketing and tech stuff?

> Q: Do you provide training in the business administration side of online earning, as well as the marketing and techy sides of things? Or would I need to look elsewhere for that kind of instruction? Put somewhat differently, are you a 'full-service trainer' for folks like me?

A: Full-service trainer?

We pride ourselves on being a one-stop shop, but what people love the most about the MyNAMS Insiders Club is the real Mastermind sessions we do every Thursday at Noon with members. We discuss what's working, and what's not. We review the trends and the fads. We stay away from fads and implement to take advantage of long-term trends.

We teach business operations for an entire month in our 30-day challenge, as we do with 11 other fundamental topics like list building, traffic, passive income, publishing, and more.

So, full service? Yes.

Teresa Cherry Mills I'm moving steadily along. Also a slow learner. My turning point was writing kids travel books and putting them into print version. I don't make enough to quit my day job but am definitely better off than when I started with the books a few years ago.

The book venture for me all started with the NAMS kindle challenge.

I wouldn't be where I am now without NAMS.

Like · Reply · 4 · 14 hrs · Edited

8) Are there legal issues?

Q: Are there legal issues I'll need to consider in order to run a business like this? If so, can you help me identify those? (Of course, I'm not asking you to provide legal counsel of any kind... just wondering how to avoid overlooking any important steps in setting up and maintaining an online business.)

TAG ARCHIVES: TIRAN ZAKEN

FTC Crackdown on Get Rich Quick, Work From Home, and Biz Op Schemes, Sends Message

Business Related, Debt Articles, Scam 0 Comments

Who thinks screwing consumers is a smart thing to do. Only the scammers. The Federal Trade Commission is concentrating efforts to protect consumers from fraudulent business opportunity programs and stomping on some of them very hard. As part of a coordinated attack on deceptive or bogus business opportunity programs, stated and federal agencies have been participating in Operation Lost Opportunity. ... Read More »

A: *You betcha! Legal stuff can get you in trouble in a heartbeat if you don't have the right tools in place. That's why we rely on Chip Cooper and FTC Guardian software to get all the right compliances and more in place. And we think it's so important that we've secured a free version of the software for everyone in our community. In fact, you can click here to get it. We think that's so important!*

9) What if I'm not a big social media guy?

Q: What if I'm not a big social media guy? Will this make online business success impossible for me? I have a Facebook account that I really don't shepherd too well, and I've peeked sheepishly at Twitter and LinkedIn, but honestly my middle-aged geezerhood has made me slow to dive into the social media world. I can barely keep up with my email! Does this mean I should start thinking more seriously about early morning paper routes? :)

A: Honestly, that's a problem. The world revolves around social media today. It's possible to do business without social media, but if you're new, and with limited funds, it's the easiest way to build a community, find a target market, get word out about your offers, and much more. Lucky for you, we have a lot of training on that in the MyNAMS Insiders Club.

10) Do I have to work in the make-money-online space to make money online?

Q: Finally (for now!), I've noticed (I think) that a lot of folks doing this online biz thing seem to be selling to each other, since so many of them are in the 'online income niche' -- or at least it seems that way. Does that mean I'd also need to work in that 'space' (again, that's the correct term, right?)? Or is it possible to make a modest monthly income in other niches as well?

Esly Carvalho I'm moving in that direction. I'm now making about 1k/month on Amazon with books. Slowly starting online courses and hope to build an online community soon, not easy in Brazil. I had a serious soap opera blow-up a year and a half ago that slowed me down. Getting back on track. Just launched my 4th self published book yesterday and working on the translations for English and Spanish. Next step is to hype up the marketing which is why I stay here. Lovely community.

Like · Reply · 6 · Yesterday at 11:40am

A: I hope you STAY OUT of the make money online niche. There's MUCH MORE money available in the "real" niches. The Internet Marketing niche is small and loud, which means it gets a lot of attention, usually negative.

Our most successful people have online businesses in:

- Retirement communities
- Selling products like carpenter bee traps on Amazon
- Gardening
- Jewelry
- Baseball training
- Chicken farming
- Travel books for kids
- Religious training
- Inspirational/motivational programs
- Network marketing
- Local marketing agencies
- Health and fitness

And many more. MOST are not doing Internet Marketing or make money online. And I like it that way.

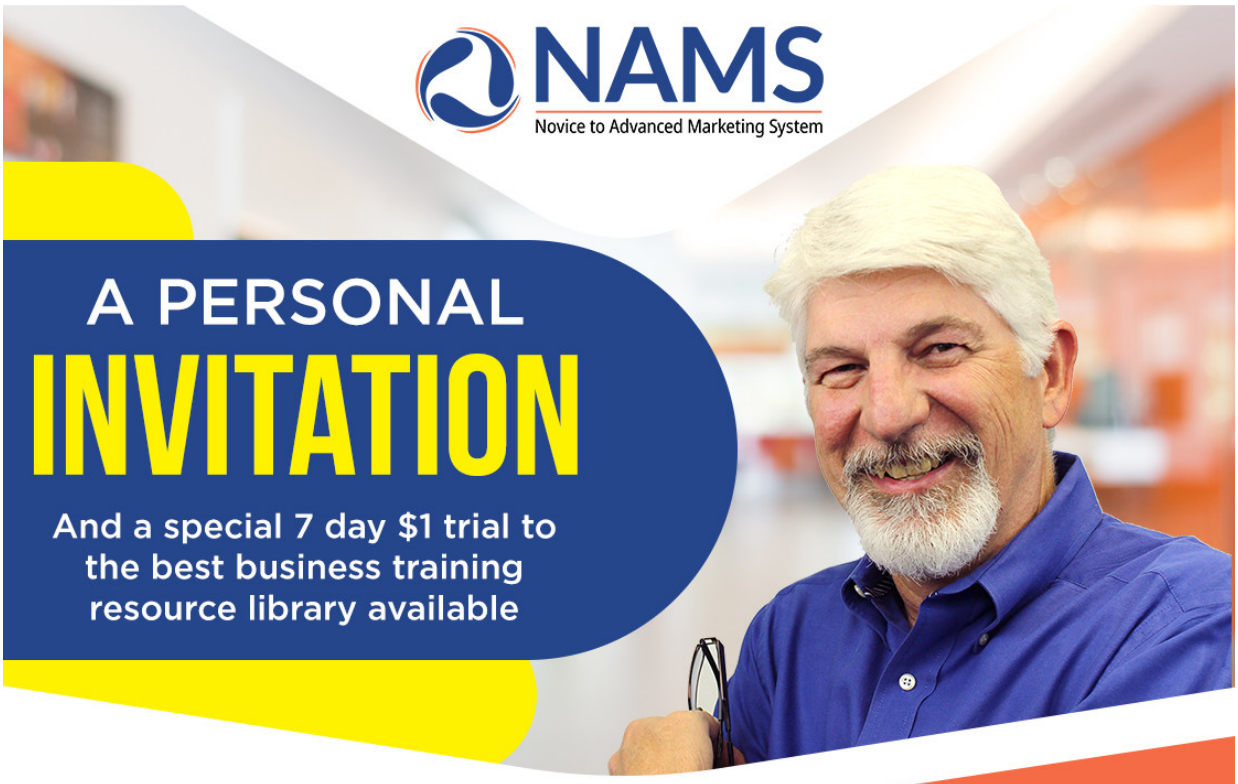
11) Bottom line is...

> Q: But my bottom line is that I really, Really, REALLY need to find a way to support myself and my friend from home, even if I can't earn enough for yachts, trips, mansions and other luxuries. And this digital biz thing seems like it might provide a way to do that. What's more, your organization seems like it might be able to show me how. Am I incorrect on either count?

A: Nope, you're not wrong on either count. We can help anyone who wants to build a business online in any niche. But you must have a burning desire, be prepared to work your tail off, and make sacrifices.

Follow the process, strictly. Get involved in the Insiders Club. Attend the Mastermind calls. Ask the questions even when you don't think you know enough or you're too embarrassed. This is a fantastic journey for those people who want it bad.

So, my question to you is how badly do you want it? Are you ready to commit to it?



- **MAGNETIZE:** Every business person must have the ability to persist until they prosper by trainintg the right mindset...
- **MONETIZE:** Making money is urgent and important for ALL businesses. It's the key to financing you growth...
- **METHODIZE:** After mastering sales and marketing, creating you own products correctly adds zeroes to your business...

CLICK HERE TO START TODAY!

WHAT DO INSIDERS GET?

- 30-Day Challenge – monthly deep dive into one of 12 essential topics
- Weekly Live Hangouts – What's working and what's not in your business.
- Insiders Facebook Group – active peer community
- PLD Articles – articles, reports and e-course each month
- Audio Gallery – royalty free songs, sounds, and stingers
- Graphic Gallery – more than 40 marketing graphics packs
- Micro Workshops – nearly 2 dozen 4-hour training sessions
- Tutorial Library – tech tutorials on tools and processes
- Custom Tutorials – 18 tutorials (and more coming) on specific and essential tools by task
- Custom Plugins and Software
- Site Builder with templates
- And much more...