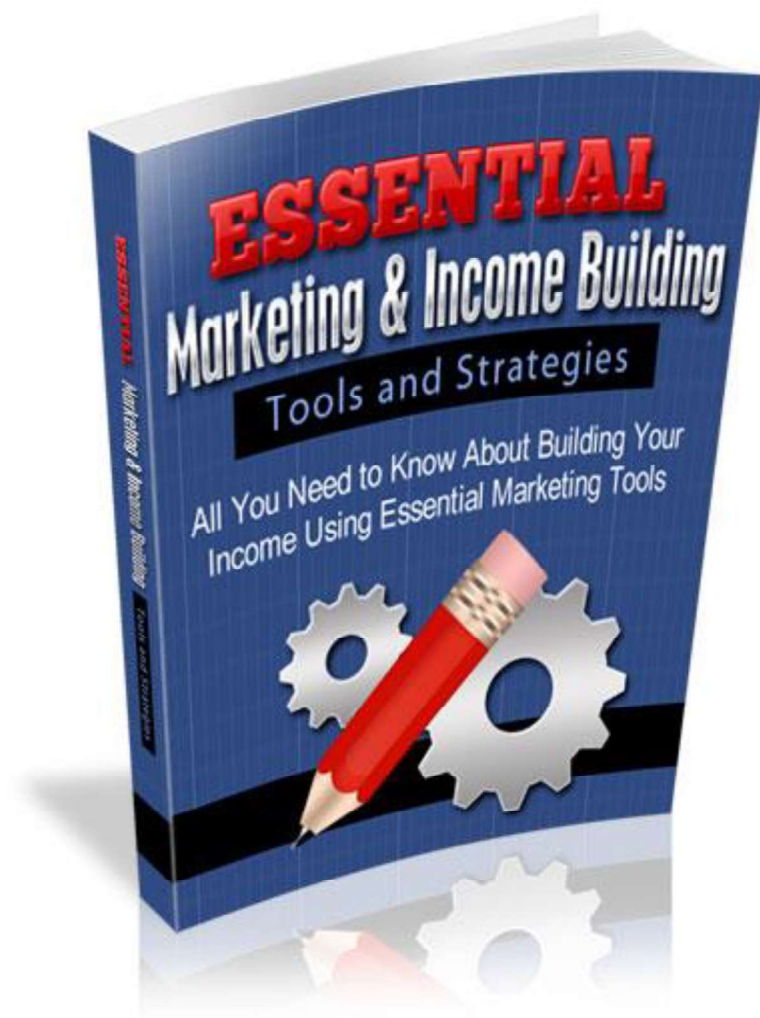


Essential Marketing & Income Building Tools and Strategies

All you need to know about online income



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The Concept

Before starting out with this eBook, we need to know what the terms surrounding rich marketer and poor marketer. This will help put everything in perspective. In today's terms, a rich marketer is someone who has access to different resources and utilizes them. A rich marketer is someone who knows what it means to run a successful business and is able to cater to the market in the wisest manner. The rich marketer understands the importance of money and at the same time does not flinch from making an investment, either in improving the quality of the product or in promoting the product to the market, because it is the promotion that will bring in more money to do bigger stuff.

In essence, a rich marketer is a person who knows what the market is all about and gives it what it wants. This helps the rich marketer to continue on the path of progress and go ahead in business pursuits.

So, where does the poor marketer falter? The truth is that the poor marketer has access to the same resources that the rich marketer has, but the problem is that the poor marketer does not know about them. The poor marketer delves in ignorance, like the proverbial frog in the well.

The world has undergone a drastic change in the 21st Century. Like in the feudal ages, the world is no longer divided into 'haves' and 'have-nots'. The demarcation is not so simple at present. Today, the distinction is between the 'knows' and the 'know-nots'. The people who know how to implement the methods that they have access to and the people who do not know about these methods, forget their implementation. This is what is creating the divide between the rich and the poor today.

If you are reading between the lines, you will understand that the world of today has resources for everyone. Everything is there for everyone to use. But, not everyone is using those things in the way they should.

This is what we are going to see in this chapter—the divide between the rich marketer and the poor marketer. We are going to see what inspired us to come up with this concept. We will also see how the reality is true, in any age, but it is only the superficial aspects that tend to change from one age to another.

Where the Idea Stems from

With a plethora of information on "get rich quick" ideas and "self-help" aids, it is easy to wonder who we should listen to and who to ignore. Robert Kiyosaki of "Rich Dad Poor Dad" fame and a founding member of the Elevation Group is one of those people who when they speak on a subject are worth listening too. Why do I say that?

He has sat where so many of us are currently sitting. In the current economic climate, with so many questions about whether or not any business or investment decisions we make will actually make or lose us money, he has already trod the path of indecision. He, like most of us, has sat facing unpaid bills and the pressures of an income cannot sufficiently cover household and family expenses and has learned how to turn things around. He has learned how to use the economy to make his wealth.

His approach is not a simple get rich quick scheme, but a planned and focused approach to using the tools already in our hands to create a future that many can only dream, Education is the key to open this door of opportunity. Reflecting on the past, learning about trends and

using them to gain valuable insights into the present and future is the approach Robert advocates. As we do this in business and in our personal lives, we can turn around our financial affairs and reap the same rewards he has achieved in this process.

Many of Roberts's books have achieved bestseller status. He is a highly regarded in the business world and as an author who has helped countless ordinary people achieve their dreams of a better future. His websites and blogs detail the life choices that confronted him, to either stick with the status quo or see gaining wealth as something negative or to seize the opportunity and use the current economic climate to find a better way of dealing with the resources and assets at his disposal.

Robert chose this path and the result is "Richer Dad," an innovative approach to helping people make choices and decisions. Robert uses the education approach to help people take charge of the financial planning of their lives and businesses. His online websites and EBooks provide free resources to help guide readers to make personal choices that will benefit them as they seek to decide how to invest money safely.

This is a guide for those who are in business and who are seeking to use online marketing as a tool for their business success. The book describes the importance of creating a niche-marketing environment. It explores the common problems people make in online marketing and will assist you to identify your personal business niche. You will learn how to achieve an effective marketing strategy for your unique niche and how to use the proven Richer Dad principles to achieve dominance in a highly competitive market place.

Kiyosaki's Financial Precepts and Effective Marketing

Robert Kiyosaki, the author of Rich Dad Poor Dad, is a popular name all over the world. He is an American, a fourth-general Japanese American, to be precise. He has written several books, all in the financial niche, all of them designed to be motivational and self-help books, intended to take people towards the path of progress in their business. He is known for his keen financial insight. Most of his advice stems from his own precepts. He tells people of the many ways in which they can achieve financial liberation while managing their own enterprise.

Kiyosaki does not differentiate between the different ways in which one might carry on their moneymaking tactics. He does not tell you to become a businessperson or an investor or a marketer. Instead, he tells you what you must do in order to attract wealth doing whatever you are doing. That is what makes him a special author.

He has special views about the concept of marketing though. Though Kiyosaki has not spoken about marketing directly in any of his works, but his perceptions are all clear. He says that if you intend to have a great rapport with your clients, if you want to grow your business, then the one way in which you can do that is by increasing your network. When your network is expanded, you can tap into it to make the most of your business.

This does require some effort though, and that is the reason why everyone is not into it. It takes special expertise as well. That is what separates the successful people from the not-so-successful ones. Proper networking is needed to reach out to a niche, which is where the real business prospects lie.