

THE **END** OF THE **WEB** (AS WE KNOW IT)

**THE 3 CATAclysmic
SHIFTS THAT WILL MAKE
97% OF ONLINE BUSINESSES
IMPOTENT OVER THE NEXT YEAR**

BY RYAN DEISS

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Published by:

Idea Incubator, LP

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DIGITAL MARKETER PRESENTS

PAGE 1

End of the Web

PAGE 2

My \$200,000 Bet

PAGE 7

End of Online
“Mom & Pops”

PAGE 8

5 Phases of Invention

PAGE 10

If You Haven't Started
yet...Good For You

PAGE 12

Reasons To Listen

PAGE 15

Selling By-Products

PAGE 17

Challenge #1

PAGE 18

Challenge #2

PAGE 17

Challenges #3

THE END OF THE WEB

**It's the end of the world as we know it...
...and I feel fine.**

-R.E.M. (1987)

Ok, so maybe the world itself isn't coming to an end, but for those of us who have been marketing and selling online for the last 5 to 10 years, it's certainly going to feel that way.

But you know what...

I FEEL FINE!!

Since I first began writing and talking about this subject in early 2011, I've been called a “fear monger” by so-called-experts who either take my findings out of context or refuse to even consider them because...well...change is scary.

So rather than deal with change, it's easier for some to label me an “opportunist” and a “fear monger”.

But nothing could be further from the truth...

As you're about to read, the web as you have known it is coming to an end. The Internet, as a medium, is transitioning into a new “Phase”, and this transition will leave many businesses (both small and large) in the dust.

It's a “changing of the guard” unlike anything you've ever seen, but you know what...that's ok!

In fact, for those of us “in the know” it's actually a very good thing, because we'll be well-positioned to take advantage of the incredible wealth transfer that is about to occur.

This truly is history in the making, and like all lessons in history **those who fail to understand the mistakes of the past are doomed to repeat them.** But for those who recognize the changes that are happening, the next 12 months could become your own, personal “**Golden Age.**”

But don't just take my word for it...

The DEATH of the Web?

According to Chris Anderson, the Editor-in-Chief of Wired Magazine, the Web as we know it is... DYING!



If this sounds like BAD NEWS, that's because it is!

Doing business online is getting harder and harder every day, and those who fail to recognize (and adapt) to the changes taking place will soon be extinct.

The waters are rising, leaving you with two choices:

1. Drown, or...
2. Learn to swim

And that's what this report is all about.

First, I'm going to give you a glimpse at **the future of Internet business** and how it's going to change over the next 12 - 24 months.

I'm going to show you why the "web" as you know it is dying, **PLUS the 3 cataclysmic shifts** that will render 97% of online businesses **IMPOTENT** in the next 12 months.

I'm serious! Most of the "big names" you know (and look up to) today will be **OUT OF BUSINESS** this time next year, and in this presentation I'll tell you **why it's INEVITABLE**.

History is Repeating Itself

I'm also going to cover the **"5 Phases of Technology,"** why the Internet is **NOT immune**, and how you can profit from the "Phase 4" to "Phase 5" shift that's occurring **RIGHT NOW**.

Then I'm going to show you how I'm repositioning my different online businesses to take advantage of this "shift", and how you can **follow my lead** and do the same.

All I ask in return is your time.

As you can see, this report is not short, but based on the feedback I've received from my close circle of friends and colleagues (who already got a preview of this), I can say with all confidence that the time you spend reading this will be **the most valuable time** you invest in your business and yourself all year.

One thing is certain: You will not leave the same person, or with the same view of the Internet that you have right now. And that's good, because things are changing.

So now that you have this report, I have just two requests to make of you before you dive in:

1. **Please read it with an OPEN mind.** History may ultimately prove me wrong on most (or even all) of the predictions that I'm about to make. I obviously don't think so, but even if it does, I believe you'll still make more money if you heed my advice...even if things don't change like I'm predicting they will.
2. **Please read it with an OPTIMISTIC mind.** Again, this is a positive message... not "the sky-is-falling" fruitless fear mongering. Yes, I believe things are changing, but I also believe these changes will create unprecedented opportunities for start-ups, entrepreneurs, and small businesses that are willing and able to adapt.

Ok, so now that you have the right perspective, let's dive in. Turn off chat, close down Facebook, put your cell phone on silent mode, and give this report your undivided attention.

You see, I believe this **SO deeply** I'm betting on it. And it's not a small bet, either...

My \$200,000 Bet

Every 30 days I place a \$200,000 BET on what I'm about to share with you, and I **want BOTH of us to win**, so please pay VERY close attention.

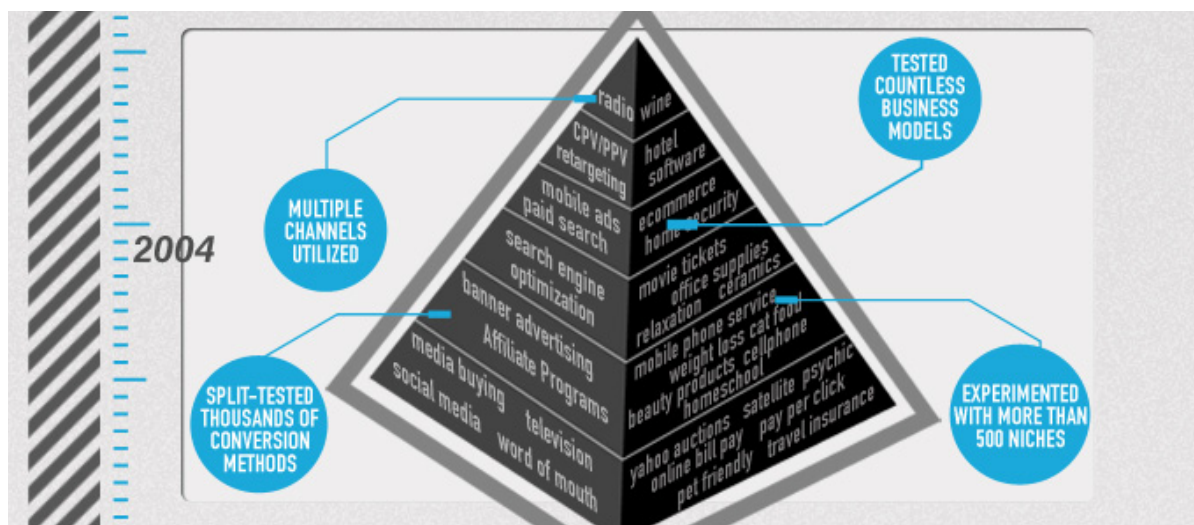
Most of the people reading this letter already know who I am and are familiar with my story, but since I know there are a few whom I haven't had a chance to meet, I wanted to give you a quick bio so you know a little more about me and my background.

I started my first business from my college dorm room in November 1999.

By 2001, I was making more money than my professors selling downloadable software and ebooks off of ugly little websites I built in my spare time between classes. Before I knew it, my little company ballooned from one employee (ME!) to 35. It was insane!

From 2004 to 2006 my web properties exploded!

In less than 24 months, my team and I had launched or acquired thousands of little web businesses in **over 500 different markets**, and we were adding 10 – 20 new properties each and every week. Hair restoration, insurance leads, weight loss, ring tones, software, pet products, travel insurance, truck bed covers, time and attendance systems, arts and crafts...even BABY FOOD!!



In other words...if someone was looking online for a product or service, I made it my mission to create a site that sold them what they wanted.

It was a ton of fun and I learned a lot, but this model was impossible to maintain, and while I MADE a lot of money I actually kept very little of it.

In fact, **I nearly went broke and lost everything**. So after a lot of time and a lot of money, I decided to try a different model.

I consolidated my separate companies and teams under one new company called:



Idea Incubator is located in Austin, TX, and we employ over 30 brilliant superstars. We own hundreds of sites and dozens of products (both physical and digital) and combined we sold \$18 Million last year and fully expect that to double this year as it has each of the last 4 years.



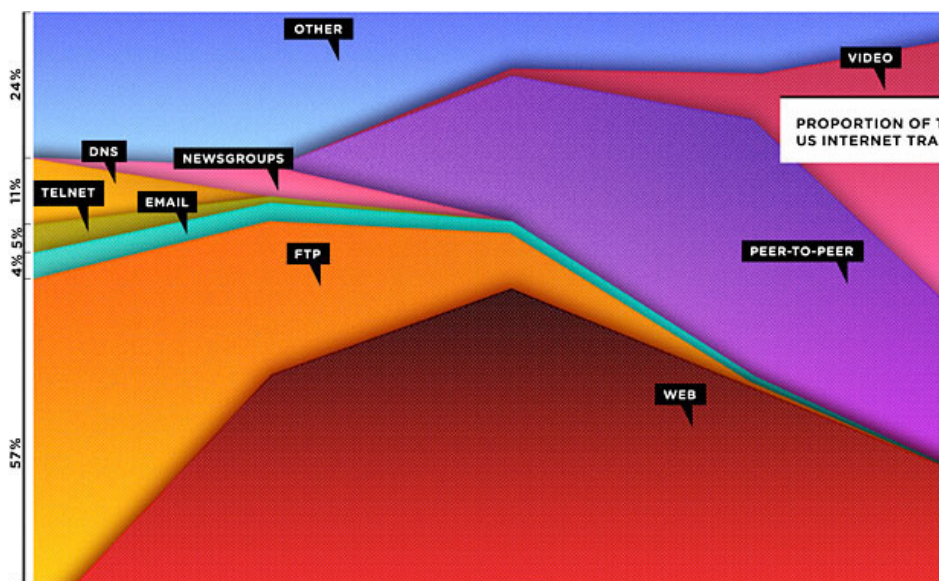
I'm not showing you that to brag. In fact **I hate revealing** my private data to anyone, but I have to get your attention.

Why?

I want you to have good reason to **listen to what I'm about to say**, because it **WILL** indeed rock your world in a good (or a very bad way). Either way, you will **NEVER be the same** after you hear this.

Here's the deal: When I started selling online in 1999 (**over a DECADE ago**) this business was VERY easy, stupid easy, in fact.

The Reason: Timing



Source: The Web Is Dead. Long Live The Internet by Chris Anderson & Michael Wolff
http://www.wired.com/magazine/2010/08/ff_webrip/all/1

But back in the late 90s and early 2000s things were still so easy. People **LIKED getting**

emails and reading long websites. They even **LIKED** giving you their email address. (Remember, “You’ve Got Mail!”) The web was growing by **25% - 50% every year** so you **ALWAYS** had a fresh supply of wide-eyed prospects to sell to. It was hard to **NOT** make money!

Email deliverability and open rates were near **100%**, and I raked it in hand over fist and so did a TON of my buddies.

It was a **GLORIOUS Time!**

Google & Yahoo let ANYBODY with money run ads and grab customers and eBooks were suddenly worth 5x to 10x as much as a real book.

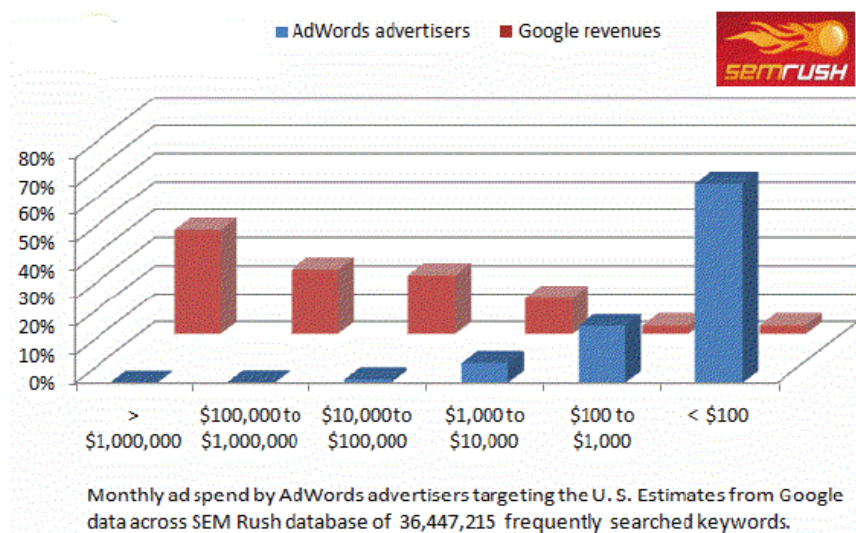
Why was all this so?

One Word: Novelty.

The same reason microwave ovens and VCRs used to cost \$2000, and FAX numbers were once the coolest digits to have on a business card. When technology is **NEW** and exciting, everyone wants a piece of it and ordinary people become downright **IR-RATIONAL**.

And for those who are lucky enough to “**get in on the ground floor,**” business is easy and everyone looks like a genius. But the **ether soon wears off, and today things are very different.** Dark, in fact, and deadly for newbies.

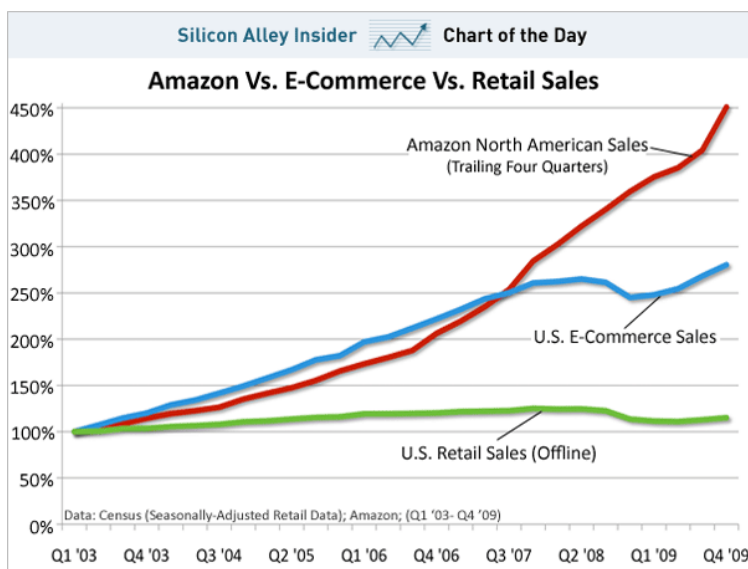
- Thanks to the proliferation of spam (and spam blockers), today **less than 10% of emails on average get delivered...**and even fewer get read!
- **Most lead capture pages get REAL email addresses from only about 12% of visitors...** The rest of your traffic is **WASTED!**
- **And speaking of traffic...cheap, easy traffic has all but dried up.** If you’re a “little guy”, Google **won’t even take your money** anymore and has banned over 100,000 direct marketers for LIFE, and Bing and Facebook are expected to follow.



But the trends above aren't what scare me the most. To me, the biggest problem we'll have to face is...

The End of Online “Mom and Pops”

Just like major retailers like Wal-Mart have killed off most of the “mom and pop” shops in the offline world, in the online world a couple of “Wal-Marts of the Internet” are emerging and they're putting all the “little guys” (like us) out of business.



I knew **this was going to happen**. This story explains how the fact that this is happening to the Internet should come as no surprise. It's following the exact same **5-phase pattern** that all technologies follow.

“The Fastest Changing Industry in the World”

To better illustrate this point I'm going to tell you a story, and I want you to tell me if it sounds familiar. It's the story of a new information medium **being born**.

In the beginning, everyone had a chance. For the first time **information traveled at record speed** and TONS of people jumped in to share info and sell their stuff.

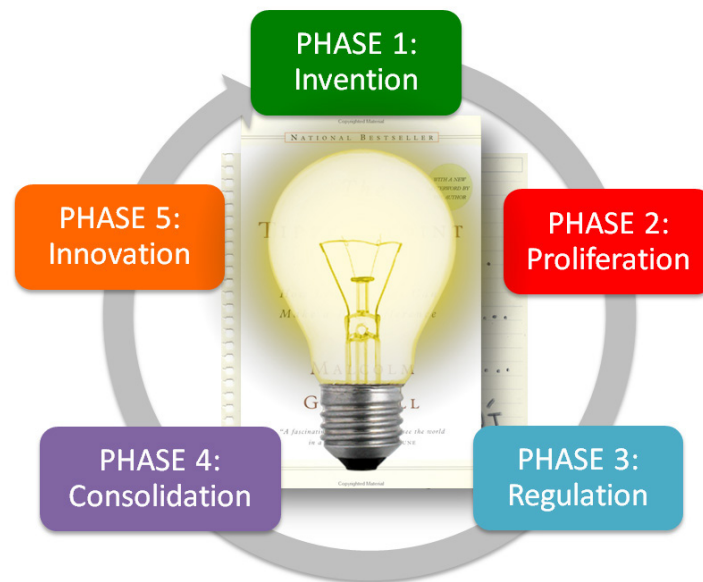
Then...**information OVERLOAD, scams, and back biting** set in, and MOST Information was dismissed as WORTHLESS. Finally, leaders emerged and the smartest and the best joined them to create bigger distribution, higher quality, trust and **LOYALTY!**

Next came CONSOLIDATION. Big players BOUGHT other big players and the rich get richer while the all the little independent rebels who chose to “go it alone” went belly-up in very short order.

Sound familiar?

But this is NOT the story of Internet marketing. It's the story of newspaper publishing industry in the 1800's and history is **QUICKLY repeating itself**.

But it's not just newspapers and the Internet. All technology follows the same 5-phase cycle of life, death and rebirth.



Here's how the Web has moved through the 5 Phases of Technology.

PHASE 1: Invention

This is the period of early adoption (1995-1998) where a relative few have access to the Internet, and most still don't see a need in it.

PHASE 2: Proliferation

This is when I arrived (1998 – 2001) along with everybody else to the Internet party. Money was flowing like wine and over 100,000,000 new Websites sprung up almost overnight. Then IT happened.

PHASE 3: Regulation/Standardization

By 2004, Google set the standard, both in terms of traffic generation (with their search engine), and in their online advertising model (Google AdWords). This quickly led to the next phase.

PHASE 4: Consolidation

In this stage, most of the traffic, money, users, etc...are sucked up by the key players either through acquisition or extermination. "Wal-Marts of the Internet" begin to emerge.

Consider this: In 2001, the **Top 10 Websites** in the world controlled **31%** of all Internet

traffic. By 2006 that number jumped to **40%**. In 2010 the Big 10 accounted for **72% of ALL the traffic**. For 2012, the Top 10's estimated share is **82 - 85%**, leaving ordinary "Mom and Pops" to fight for the scraps.

And again, this isn't isolated to the Web. All technologies eventually reach the consolidation phase.

When railroads started in the 1800's, 186 train companies sold stock in public offerings. But in 50 years there were just 6 real railroads. That's **97% consolidation**.

When AT&T's patent on the telephone expired in 1894, **6000** new phone companies were formed in less than a YEAR. None survived.

When the rotary printing press was invented every "po-dunk" town had **20+ newspapers**. Today they have one (at most) and that one's on life support.

How about one more example just to drive the point home?

At one time the US ALONE had over **100 auto makers! Now there are 2 1/2.**

Are you starting to **get it?**

This is HISTORY and HISTORY never lies.

More **recently**, **Wal-Mart** & Home Depot CRUSHED traditional main street stores.

Cell phones have made **land lines obsolete**.

Cable has all but destroyed network TV.

Salad in a bag now outsells LETTUCE.

Coffee is \$4 a cup and EVERYWHERE.

And **GPS systems** have replaced paper maps forever.

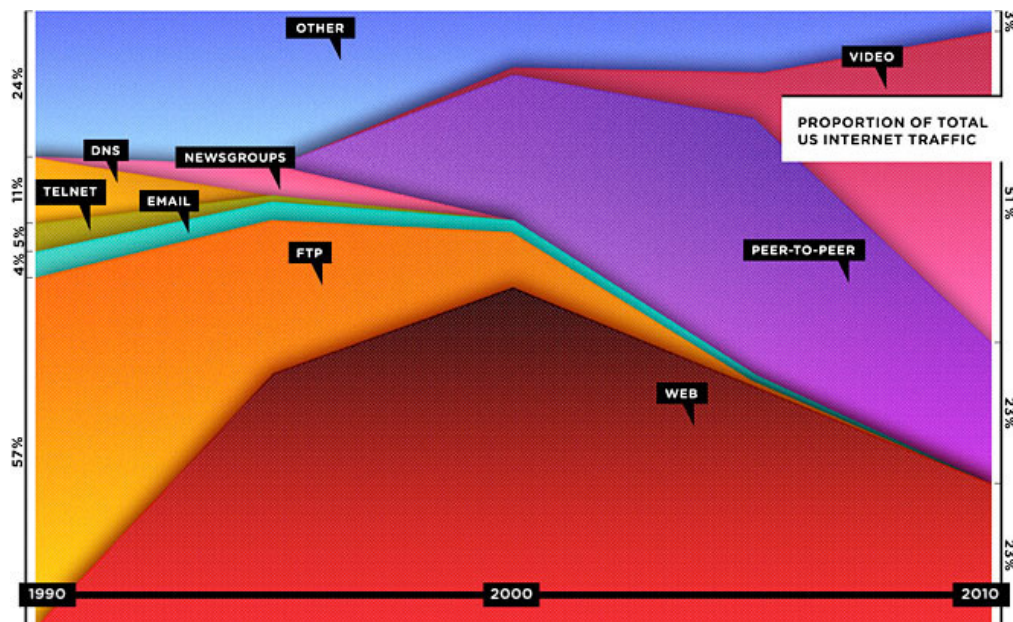
This is the **NATURAL path** of business development.

It NEVER Waivers...NEVER!

The only difference with the web is **SPEED**. The web has completed the 4 cycles in around 10 years when it took some of these innovations decades.

But remember, there is a 5th phase - **INNOVATION!!**

Cars replaced the horse, radio CRUSHED newspapers, **TV beat radio** and eventually SOMETHING will beat the Web. In fact, I would argue that the process has already begun.



Source: *The Web Is Dead. Long Live The Internet* by Chris Anderson & Michael Wolff
http://www.wired.com/magazine/2010/08/ff_webrip/all/1/

PHASE 5: Innovation

Younger users are bored with traditional websites. Apps are replacing browsers, texts are replacing email, Facebook is replacing Google and mobile is replacing traditional Internet traffic.

So what Phase is the Web in today? I happen to believe it's stuck in "limbo" between Phase 4 and Phase 5. **Facebook ALONE is an innovation** against a Google-controlled web, and it has more users today than the ENTIRE web had when I began online!!

Mobile MAY replace the web, Apps will probably replace software, **credit cards will soon be embedded** into your cell phone (heck, they already are in Europe.)

This **IS all happening** and you can't stop it, but you can profit from it if you **take your head out of the sand**.

So where does this leave you? What are you supposed to do with this information?

Well for starters...

**If you haven't yet started an online business,
GOOD FOR YOU!**

I'm usually the guy who's encouraging people to take action, but in this case I think it's good that you haven't gotten started. I can **100% guarantee you** that if you attempt an internet marketing venture TODAY using advice just **12-24 months old** (which is probably all you have access to), you are **DOOMED** to fail!

That may sound harsh, but it's the absolute TRUTH!

Like I said at the outset of this letter, **EVERYTHING HAS CHANGED!**

If you're planning to start an online business, you need to make sure your model, systems and strategies will all work within a Phase 4 (Consolidation) environment, while at the same time preparing for the next innovations (i.e. mobile, apps, social, etc.). And if you're currently running an online business and growth has stalled out, **now you know why!!**

But here's the bad news. 99% of the books and products related to online marketing are out of date and useless. And in this business, old information and bad information is truly **DANGEROUS**.

And the worst part is, the so-called "gurus" hawking this crap have either never made money online, or they made their money back in Phase 2 (the wild, wild west phase when everything was easy) and **their tactics and strategies don't apply in a Phase 4 and Phase 5 world!**

So what CAN you do except just sit there and suddenly realize **how screwed you really are?**

Allow me to answer that question by telling you **what I'm doing** to adapt to and capitalize on all these changes.

FIRST, recognize that change (while scary) is actually a **GOOD THING!!**

Wealth is NEVER destroyed it is only TRANSFERRED. The Great Depression produced more millionaires than the world had ever seen, and I firmly believe this "shift" will create more online millionaires than ever before.

Look, you are about to be on one side or the other of one of the **greatest wealth transfers in the history of the Internet**. Phase 2 may bring the "easy money", but Phase 4 (the Consolidation Phase) brings the "BIG MONEY." And the reason is simple.

There will NOT be as many seats in the "**Winners Circle**" as there used to be, but since wealth is never destroyed, that simply means the money pile will be split up by fewer people. And I intend to be one of them. **How about you?**

But all mindset stuff aside...

Here are **4 other reasons** why I know I'll come out on top, and that **you should model**.

Reasons You Should Listen

#1) I Sell REAL Stuff

Truth is, most people who sell marketing advice ONLY sell marketing advice. **I sell EVERYTHING.** Here is my short list of **Products & Markets:**

- **Financial Advice**
- Trading Software
- **Rubber Stamps**
- Romance & Dating
- Urban Survival
- Hot Dog Carts
- Importing Advice
- Packaging Equipment
- Fitness Systems
- **Bed Bug Killers**
- Horse Grooming
- Petting Zoo Kits
- Doggy Daycare Biz-Ops
- **Cupcake Boxes**

...just to name a few. :)

#2) I Make My Own Traffic

I leverage my partners for traffic and I NEVER depend on favors, luck or the wills and whims of a monopoly like Google.

Here is a list of Traffic and **Lead Getting Sources:**

- Newsletter Ads
- **Sponsored E-Mails**
- CPV Traffic

- Trade Associations
- Media Buys
- SEO
- **PURL Postcards**
- Joint Ventures
- Bounce Back Offers
- **Thank You Page Rental**
- Social Traffic
- Distributed Content
- Strategic Partnerships
- **Lead Sharing**

#3) I Know What People Want

I only bet on SURE THINGS! We use 12 different sources of intelligence before creating a single offer, **so I don't even need to sell well!**

#4) I'm connected to winners

I'm blessed to have one of the largest and most advanced team of folks working for me in my office in Austin, Texas. Here is my **Dream Team**:

- **One of the Top 10 living Copywriters on Earth**
- A 25 Year \$100M Marketing Strategist
- The #1 systems-execution man in the industry
- My testing & tracking fanatic
- **An SEO ninja that gets me 100,000 free visitors**
- 3 Social media leaders
- Local & mobiles top 2 expert leaders
- **\$70M CEO and Director**
- Killer CTO

- 2 Expert PHP, Java and CSS programmers
- Award winning graphic artists & designers
- **4 divisional conversion specialists**
- The highest performing JV manager on earth
- **A paid traffic staff running 200 platforms**
- Our \$100,000 a month media buying sweetheart
- Importing, shipping & logistics experts
- Ecommerce strategists
- **Outsource managers**

And if you think it's expensive to maintain a staff like this on your payroll (not to mention cover the office rent to house them), you'd be right!

I currently pay 100% of the cost for my intelligence data, my connections, my test results, strategy development, staff training, systemization of everything down to the 1-2-3 step, etc., and it costs me a bundle - **over \$200,000 A MONTH!!** And that's not including bonuses and variable comp plans.

It's a big bet to make, but it's a bet I'm more than happy to place because I know **it's the only way I can adapt to what has changed AND prepare for what will change. This industry just moves too quickly**, and to think I could keep up with everything on my own would be utterly delusional.

So now I have a question for you, **and please pay attention because this is probably the most important part of this entire letter:**

What's your next move?

Now that you know that the "old methods" being taught simply don't work in this "new Internet economy," **what are you going to do about it?**

Are you going to stick your head in the sand?

Are you going to go into denial?

Pretend you didn't see this?

Pretend it's still 2004 and that nothing has changed?

For your sake I hope not. And frankly, if you're still reading this I don't believe for a

moment that you're the type of person to respond like that.

The fact is, the message (not to mention the length) of this letter was created to **scare off the weak and cowardly, not to mention the "do-nothings" and the bitter know-it-alls**. So because you're still reading I want to make YOU a very frank, transparent proposal.

To put it bluntly, I think I can help you.

Actually, **I KNOW I can help you**.

You see, while there are a fair number of successful online entrepreneurs in the world, most of them aren't talking. This means that the TRUE KNOWLEDGE about what it takes to start and grow a successful online business is trapped inside a sort of "**black box**" that only a fortunate few get to access.

There aren't any books, and certainly **these guys aren't hanging out in late night infomercials revealing their "secrets."** (But come on...you're too smart to fall for that crap, aren't you?) :)

And if you think about it, it kind of makes sense.

Logic dictates that if I discover a "secret formula" that I'm better off to keep it to myself and not share it with anyone else.

I mean, *LOGICALLY* that only makes sense, right?

But "logic" (in this case) is actually just a **SCARCITY-MINDED PRICK!!**

Why I Sell My "By-Products"...



You see, I recently came to realization that there's no harm in sharing my research, data and systems with a handful of business owners. I came to this realization after reading the book, *Rework*, and in particular the chapter called "Sell Your By-Products".

In this chapter, the authors correctly point out that every act of creation has a by-product. They give an example of sawmills selling off their by-product (sawdust) to be used in the production of fireplace logs, mulch, particleboard and even concrete.

But the story I found most interesting was the one involving Henry Ford.



You know Henry Ford as the inventor of the Ford Model T - the first mass-produced automobile in the world and the patriarch of the Ford Motor Company.

But did you also know that Henry Ford “invented” mass-produced charcoal as well? ***It's true!*** Ford took the wood scraps that were left over from the production of his Model T's and turned them into charcoal briquettes (used in cooking and heating).

This “side venture” (built off of by-products) became so profitable that he built a separate charcoal plant and founded **Ford Charcoal Company**, which was later renamed:



Obviously I have no plans to get into the charcoal or sawdust business, but the lesson of “sell your by-products” remains intact. And for my business, the by-products we produce are our marketing and business-building systems, strategies and tactics.

So rather than hoard my “by-products”, I have decided to share them with eager en-

trepreneurs and business owners (like yourself) who recognize that **things have changed**, and that the old methods that worked in 2004 (and heck, even 2009 for that matter) just don't work any longer.

I'm calling it:



DigitalMarketerLab (or DMLab for short) is truly a labor of love.

Our mission is to empower small and mid-sized online businesses with the knowledge, systems and contact they need to achieve extraordinary success in uncertain times.

In other words, DMLab will allow you to **THINK BIG** and **ACT BIG** so you can not only survive, but **THRIVE as our industry shifts into the next phase**.

For example, I have identified three major challenges that all online business owners (whether they choose to admit it or not) will be forced to face in the next 6 – 12 months.

They are:

- 1.The End of Cheap, Easy Traffic
- 2.The “Wal-Marts” of the Internet
- 3.The Death of eCommerce

...and in DMLab my team and I will be showing you how to overcome these (and many more) challenges so you can profit while your competition flounders.

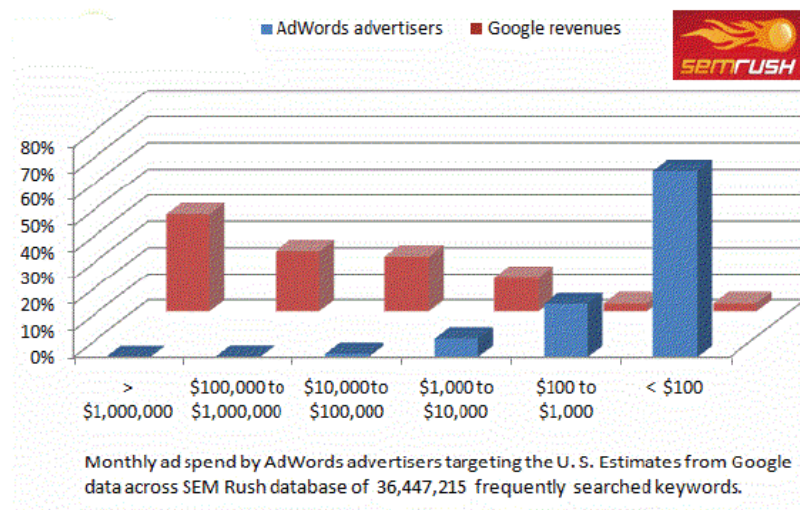
CHALLENGE #1

The End of Cheap, Easy Traffic

As much as I hate to say it, Google traffic is NOT an option for 90% of direct marketers. Traditional SEO takes a lot of time, and search traffic overall is in decline.

On the paid ad side of Google (assuming they even let you buy ads), costs have skyrocketed to the point that only big brand advertisers can afford to play.

And can you blame them?



As the chart above illustrates, less than 2% of all Google advertisers (those spending at least \$10,000 a month) account for nearly 75% of their revenues.

To put it another way, unless you're willing and able to spend AT LEAST \$10,000 a month (and that's on the low end...today you need to be spending closer to \$50,000 a month) you can bet the folks at Google will want little or nothing to do with you.

So with Google becoming less and less of an option for small businesses, you need to find a new source of affordable, predictable traffic...FAST! Without it your business will die (or never get off the ground).

That's why DigitalMarketerLab members will be receiving detailed information on our "Brute Force JV" technique that is our **#1 source of traffic today**.

Imagine, never having to beg and plead for another affiliate endorsement. With this method, you get some of the biggest players to mail for you, and best of all you'll typically wind up paying out less than you would on a normal JV deal. **(HINT: 50% commissions are for suckers!)**

This is an advanced strategy that almost no one else covers, but there's almost zero risk, and it's actually easier to execute than Google AdWords.

And I'll even give you two sources for finding uber-qualified "JV Partners" you've never even heard about **(there are over 4000 on one list alone)**, some of whom will email their entire list of BUYERS for only \$0.08 - \$0.10!

CHALLENGE #2

How To Keep the "Wal-Marts of the Internet" from Killing Your Online "Mom and Pop"

When **Wal-Mart** started selling fishing lures, THOUSANDS of bait shops went broke

overnight. But a handful of enterprising entrepreneurs designed lures, sold them to Wal-Mart and become **MILLIONAIRES**.

The same thing is happening online...

Online “Wal-Marts” like Amazon.com, the Apple App Store and even sites like Etsy.com are pushing out smaller websites, leading many smart online business owners to say, “If you can’t beat ‘em...join ‘em!”

And that’s the exact strategy I’m showing DMLab members how to do!

Believe it or not, it is possible to “partner up” with the two biggest “Wal-Marts of the Internet”, Amazon.com and Apple App Store/iTunes even if you’re a total nobody.

This strategy is the single easiest method I know for generating free traffic; because not only do you get sales just from having your products on their site, it’s also the easiest method for getting ranked in Google we’ve ever come across.

And best of all, these massive sites will even help you get your page ranked on the first page in Google, and in some cases, buy paid media for you...including Google AdWords ads!

That’s right; Amazon.com will actually buy Google AdWords ads for you and drive traffic to YOUR PAGE!!

It’s amazingly profitable, and yet very few digital marketers even know how it works or how to get their products listed in these “Wal-Marts of the Internet” (which is totally free, by the way)...

...but as a DMLab member, you’ll be one of them!

CHALLENGE #3

The Death of eCommerce (And the Two New Payment Platforms That Will Kill It)

Here’s a shocker: Right now mobile traffic accounts for 10 – 15% of all website traffic to our different websites, and this number is growing rapidly every single month.

That may not sound like a big deal, but ask yourself:

Is a visitor to your website able to purchase from a mobile device?

More than likely the answer is “No;” and even if they technically can, you’ll find that almost no one does.

This is a huge problem when mobile traffic makes up 10 – 15% of all traffic, but what

will happen when that number doubles (which it's projected to do over the next 12 months!)

Imagine what it would do to your business if sales dropped by 20 – 30% OVER-NIGHT...

...Would it hurt?

...Would you still have a business?

And what about upsells and continuity?

...Will they even be “possible” in the next version of mobile commerce (mCommerce)?

Few business owners are even thinking about this right now, but WE ARE.

We have developed a plan for dealing with the mCommerce issue, both now (while mobile commerce is still in its infancy) and in the future, when mobile commerce replaces traditional shopping carts...and mCommerce replaces eCommerce.

Fortunately for you, as a member of DigitalMarketerLab you'll be equipped with all the tools and information you need to not only survive, but THRIVE during these and other challenges that are sure to hit us over the next 6 – 12 months.

Knowledge is power, and that's exactly what you're going to get...

Your Next Steps...

To learn more about DigitalMarketerLab and how it can make you and your business more successful, watch our complete presentation over at:

<http://www.digitalmarketer.com/video>

Plus, as an added bonus, you can access additional free content and videos over at:

<http://www.digitalmarketer.com/access/>

About Digital Marketer

At Digital Marketer Lab, our mission is:

To empower small and mid-sized online businesses with the knowledge, systems and contact they need to achieve extraordinary success in uncertain times.

We achieve this through providing cutting-edge, insider information you simply can't get from a book or course - everything we share has been tested and tracked in our own business lab.

Published by:
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