

*Here's Your Wake Up Call...*

**Are You  
Infected by  
Intimidation?**

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## *A Silent Epidemic Is Sweeping the Marketing Industry*

I'm seeing a trend that I want to spark a discussion about because I have a feeling if we get it out in the open, it may not entrap so many others quite so easily. It's a form of marketing nobody really talks about, but boy is it rampant in the Internet Marketing niche!

I've coined it "Intimidation Marketing."

Intimidation Marketing is when a marketer (usually someone deemed a "guru") has such a strong presence within an idea or even a hold over the niche itself that he or she intimidates anyone else from entering into competition.

It's genius.

It's not even being done intentionally.

And you may be infected and not even realize it!

With one short and fatal blow, they've eliminated the competition before anyone ever even puts a product out to see if it has merit to battle against the originator's product. Once someone begins their intimidation marketing campaign, their rule is almost effortless as the word spreads of *saturation*.

### *How Do I Know Intimidation Marketing Exists?*

I've been interacting with other marketers – first as a ghostwriter for them, and then as a fellow marketer tossing around ideas. I was shocked recently when one person at guru status (money-wise) told me they were scared of personal branding due to the whole "higher you climb, farther you fall" scenario.

Someone who is already successful was admitting that they worry about putting their balls on the chopping block, so to speak. It shocked me.

That person asked me for my help, because I had made the bold leap from behind-the-scenes ghostwriter to full-time marketer, even entering the Internet marketing niche, which is supposedly **saturated** already.

Who the hell was I to offer advice?

Well one thing I do know is that there are a few marketers that I respect for "telling it like it is." Those who get people to sit up and listen are those who aren't afraid to be blunt, honest, and risk offending people if it's for their own good. That's different from being out and out rude, by the way.

That big-time marketer asked me to write something for them about this phenomenon of intimidation, so here it is. Hopefully, it'll allow others to “pick themselves up by the bootstraps” and get up the nerve to play king of the mountain with the big boys.

As a ghostwriter, I get to see ideas run through the filters before they ever take shape and come to life. A marketer will get in touch with me and run 5-6 ideas by me, honing in on those where competition is low – **but not for profitability purposes.**

### ***That's What They Claim, But the Real Reason Is Fear!***

Let's take a broad subject like Internet Marketing.

“**Who else wants to** put out a traffic secrets eBook and go up against John Reese?”

(...the sound of crickets...)

Okay, try again: “**Who else wants to** put out an eBook on affiliate marketing and go up against Ewen Chia?”

(...crickets again...)

One last time: “**Who ELSE wants to** write an eBook on list building and sell against Jimmy Brown?”

(.....)

If you asked this question in a place like the Warrior Forum, chances are you'd be told that these guys already own that field – you're better off choosing a lesser-known niche and trying to eat the scraps that fall off the table.

They didn't do this themselves – the general population elevated them to intimidation status because they excelled in their efforts. They deserve it. And no one is saying they shouldn't still dominate the niche – if they deserve it.

But...

I see a lot of ideas being shelved that might be the next big thing on the horizon **just because these marketers are considered nobody's.** Who would listen to them when a guru has a product for the same niche?

### ***Need a Swift Kick in the Rear?***

I'm afraid we're going to have to stop letting fear and shyness get in the way of our success. Who cares if nobody knows you – YET? For all they know, you could have

been earning a living online for the past decade and have amassed millions in your bank account already.

If you put out a quality product that helps people with a solution, then they will appreciate it. It doesn't matter if your name is Guru Gus or Wallflower Willie (no relation to Willie Crawford, by the way).

You're not only doing yourself a disfavor by holding back a product that could be very profitable for you, but you're also depriving the community of knowledge that you **know** could change the way they do business.

Have you noticed how many "success mindset" eBooks are on the market now? Talk about saturation! Everyone has a different viewpoint – from those in-your-face personas to the ones who sweet-talk you with words of wisdom like:

- Have faith in yourself
- Set goals
- Stick to a plan

That's all well and good, but where are **these** nuggets of advice?

- Dare to go head-to-head with ANYONE.
- Don't worry about doing something similar - just do it better!
- Quit being scared to say who you are and what your **true** level of success is.

The Internet, although it gives you a certain amount of anonymity, can be intimidating in itself. You're sitting behind a computer screen. You log onto a forum and post and someone flames you. It pinches a bit, doesn't it? Yeah, I've been there. But I had to laugh it off and realize that person's just a jerk.

### ***If You Have a Product Idea That's Been Done Before, I Say...SO WHAT?***

Cars were invented a long time ago. What if no one ever had the guts to do it better? We'd still be winding up our engines and clanking around at 5 mph.

And please, **please stop with the phony claims of income** and success – PhotoShop was not created to manipulate your earnings. You do NOT have to be a multi-millionaire to deliver a good product.

My first product was my [Squidoo Report](#). When I first launched, I sold hundreds of copies and didn't get a single refund. I wasn't a guru or multi-millionaire when I wrote and put that eBook out. But guess what happened? Aside from sales, I found out Seth Godin (founder of Squidoo) blogged about me because of it.

Then in the November issue of John Reese's Reese Report, my eBook was featured on page 5 – along with an accompanying CD he mailed out to his subscribers.

Travis of Bum Marketing told his list about me (and WOW what a great boost those were)!

But what if I'd let Intimidation Marketing get to me?

With my Squidoo Report, I had people email me before they bought it asking, "How much money does it make for you and how much can it make for me?" (in fact, I still get emails today like this).

I didn't give one person any false hope or phony screen shots. It didn't matter. My product is genuine and does what it says it'll do – drive traffic to your domain. How much? How am I supposed to know? What if your niche is underwater basket weaving? I don't think there'll be much demand for it.

It's high time consumers start taking responsibility for putting plans into action. **You can't keep babying them and promising things you don't know will happen** just because you see other marketers doing it.

I think if the pressure is OFF of you to force your product to perform, then you won't worry about putting it out there in the first place.

My Writer's Guide to Internet Marketing for professional writers has a zero refund rate. Why? I tell it like it is. I didn't beef my product up with a dozen rehashed bonus reports – I created two. One is a 20+ guide to Elance and the other is a 5-page PLR report. I showed REAL screen shots they could access on their own at any time.

It's **quality**, not quantity that matters to the public. Yet day after day after day I see requests for X number of pages in an eBook on *blah blah* topic. Does anyone care what goes into their product anymore? I know some of you do. I know others who don't care at all.

### ***Goodbye Defeatist Attitude!***

Let today be the last day that you're intimidated by anything. Go with your gut instinct. If you feel you have an idea for an Internet marketing product – or even if you think you can just do it better than someone already has, GO FOR IT.

Confidence can be felt (even on the 'net) by your consumers. So if you're marketing to marketers, strut your stuff with an attitude that they can feel emanating over the World Wide Web.

If you're meek and mild, and unsure of yourself, then what gives the consumer confidence to buy from you? They smell fear. (Especially fellow marketers.)

And don't get caught with your pants down, either. I've seen many marketers make the mistake of posting in forums asking all sorts of questions about how to make

money online and then suddenly a week later they come out with a “How I Make Millions” eBook while at the same time running a WSO to try to get fast cash for their bills.

A mix of honesty and confidence will serve you well.

From now on, whenever fear creeps in and causes you to reconsider the launch of a product you feel has merit, either pop in a copy of Rocky climbing up the top of the stairs before the big fight or email me and I’ll knock some sense into you :)

A handwritten signature in cursive script that reads "Tiffany Dow".

**P.S.** Want to know more about me? Well I’m certainly not afraid to brand myself and my products – check out all of my sites, lenses, and spots on the web – and feel free to pass this report along to anyone as long as the links stay intact):

**Tiffany Dow:**

[www.TiffanyDow.com](http://www.TiffanyDow.com)

[www.Squidoo.com/TiffanyDow](http://www.Squidoo.com/TiffanyDow)

**Squidoo Stuff:**

[www.SocialMarketing101.com](http://www.SocialMarketing101.com) (The Squidoo eBook That I Wrote)

[www.SocialMarketing101.com/Forum](http://www.SocialMarketing101.com/Forum) (My Forum About Squidoo)

[www.SocialMarketing101.com/blog](http://www.SocialMarketing101.com/blog) (Join the Upcoming Squidoo Challenge I’m Hosting)

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