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10 Keys To Successful Online Marketing

By Jackie Ulmer

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The Internet is definitely the wave of the future. Dot-com fever is every where, and it seems that there is no cure.

Fortunes are being made online and you want to stake your claim.

Here are a few key points to keep in mind as you develop and build your business –

1. Focus on the knowledge that you already have. Every web site, newsletter and online venture needs to have a Unique Selling Proposition or USP. This is something that sets you apart from the rest. Everyone has knowledge between their ears that is different and unique. Use it. Be willing to go the extra mile to make your product stand out. To further develop this, find other web sites and newsletters that are similar to yours. Study these and brainstorm about what appeals to you, and what you can do that is different.

2. Make sure your site is not another copy-cat web site. Nothing is worse than seeing the same information over and over again on many web sites. If you are offering Affiliate Programs, that's great. But, develop your own sales letter and testimonials. Don't just slap up a banner and hope it will make you millions. For more information on doing this effectively, go to <http://www.streetsmartwealth.com/sitesell.htm>

3. Avoid constantly comparing yourself to others.

Everyone comes to the table with different experiences, education, ideas, etc. If you are just getting started, you must realize that it will take time and many fine-tunings before you get your site, newsletter and product line just the way you want it. This is just part of the process.

4. View everything you do through the eyes of your potential customer. Make it about THEM, and not about you. Use the word you at least three times more than

you use the word I. Believe it or not, people don't really care about you and what you have done. Turn your knowledge and experience into information that relates to them.

5. Tell people who you are, provide them with contact information and don't be anonymous. Your picture should be on your web site, as well as where you are located, a phone number and valid email address. You don't need to list your home address, but give them an idea of where you live. There is nothing worse than a web site promising you overnight riches with no contact information. I don't know about you, but to me, this screams "SCAM" very loudly.

6. Automate your business as much as possible from the very beginning. Use autoresponders to provide highly requested information about your product or service. Autoresponders are also a great way to follow up and stay current with people that have expressed an interest in your offer. Most people do not buy on the first visit. Studies show that it takes 7 to 9 exposures before most people buy. If you give up too early, you'll miss the pot of gold at the end of the web! For more information on autoresponders, send an email to automate@quicktell.net

7. Use common business etiquette and manners. Avoid the use of slang. Remember, the World Wide Web is just that – world wide. You will never alienate an audience by using a professional tone, but you might if you get too casual. Other than blatant Spam, answer emails, even if it is a brief acknowledgment. You never know

when you will interact with someone again, so treat each person as your most valued customer. They might be!

8. Ask questions of others! Successful people love to offer help and advice. There are bulletin boards all over the Internet where you can post messages looking for help on a particular topic whether it's how to design something into your site, where to get a merchant account or something else. If you don't ask, you'll never know. I learned through my first business project that people are successful for a reason. One reason is that they didn't try to re-invent the wheel. If I can't find the answer on my own, I'm the first one to post a message or send an email to someone that I think might have the answer. Try it! The responses and offers of help I have received from Internet

millionaires are amazing.

9. Online marketing is great, but don't forget to market your business offline as well. Every time you give someone cash, write a check or give your credit card, include a business card with it. Tell people about your online business and ask them to spread the word. Word of mouth advertising is better than any other form. Press releases, offline classifieds and traditional methods of advertising are important to your online business.

10. Build relationships and use networking skills online. Visit bulletin boards and newsgroups and offer real help and assistance. Don't Spam these places, but use a signature line promoting your business, if it is acceptable. If you are legitimate, people will remember you and it could be worth gold to you in the future.

I hope these tips will help you. The most important thing is to just get started. Don't wait until you feel everything is perfect. It won't be. It never is. You will probably make thousands of changes. Everyone does! When you are changing, you are growing and your business will, too!

3 Keys To Building a Successful (Online) Business

By David Lovelace

Want to know the secret to effectively building a successful online business? I'm afraid the answer may not be what you're expecting.

Take this simple pop quiz. (I know, I haven't given you time to study yet. But I think you'll pass the test anyway).

If you want to build a structurally sound home, you must first do what?

If you said, "Lay a solid foundation". Then congratulations. You've passed! :-)

Building your online business is no different. The secret is not new. Just follow these 3 keys:

1.--> Learn

2.--> Take Action

3.--> Adapt

1. Learn

Educate yourself. But don't re-invent the wheel. Model your business after the blueprints that are already proven. There are systems in place. Follow them! But MOST importantly ...

2. Take Action!

Lack of this step is the single greatest contributor to failure! Educate yourself on the proven systems, then put them into Action. But remember this .. it doesn't matter that it's not perfect. It's not going to be. Just the fact that you did 'something' will motivate you and the momentum will come. If you know what you need to do, then "Just Do It".

3. Adapt

Change is around us all the time. Stay informed. It's just as important to know what Doesn't work as what Does!

Realize that it doesn't come without hard work, desire, patience, perserverance (belief in yourself) – and lots of A–C–T–I–O–N. Did I say that already?

Now here's what to do from here. Take keys and insert into business ignition. Crank and don't look back.

10 Keys To Successful Online Marketing

Enjoy the ride!

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