

"A Marketing Plan That Sells!"

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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

"A Marketing Plan That Sells!"

By A.T.Rendon

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Most small business people on the Internet are on a budget and that forces you to be "creative".

Testing is important and a constant ongoing part of any marketing plan. You need to test various approaches and be able to access the results.

The simplest manner to do that is with Auto-Responders.

(For a FREE list of some good Auto-Responders that can be used for online business, send for at:
mailto:freeautoresp@emailexchange.org

You can easily set up a different Auto-Responder for each different test that you run. For example, if you were to market software, you could list your Auto-Responders as: software001@123.com, software002@123.com, etc.

This allows you to test different ad copy, headlines, prices or whatever and to gauge the results just by viewing the responses you receive to each approach.

You must stress your:

1. Product or Service.
2. Focus on the Benefit.
3. Keep it Simple.

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What might work great for your competitor, may very well be completely wrong for your own project.

Make your project a personal extension of what you need to accomplish with it.

Set aside a consistent amount of time that you can afford to invest daily.

And, test, test, test until you find just the right combination of elements to make your project

a HUGE success

Dust Off Your Marketing Plan

By Robert Wardrick

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Do you have a written marketing plan?

Are you following your plan?

Your written marketing plan serves as a road map to reach your target market.

Many entrepreneurs who spend time and energy developing a marketing plan, will soon abandon it if the plan don't produce immediate sales.

Marketing can be Time–Sensitive, 1) It takes Time for you to learn your market niche. 2) It can take even more Time for consumers to get your marketing–sales–message.

Elena Fawkner (<http://www.ahbbo.com/niche.html>) wrote an article "What's Your Niche" that is MUST reading for anyone markeking products and services ON or OFFline.

Whether your marketing plan is 1 page or 100 pages, refine it and update it. but don't leave your marketing–base without it.

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