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A New Permission Based Marketing Forum

By Smiley Webb

Here is something really cool I thought you all might be interested in listen to this folks they're

claiming this is the future for all marketing including adsense. Read my little blurb about possibly the wave of the future below.

A permission based marketing forum called Squidoo has been started by Seth Godin he's an early pioneer of "Viral Marketing".

Nearly ten years ago, Seth founded Yoyodyne, which originated the idea of permission marketing online. After Yahoo acquired Yoyodyne, he served as VP of Direct Marketing for Yahoo for about a year.

In 2000, Godin focused full-time on his career as an acclaimed public speaker, an author and a blogger. Several of Seth's books have been bestsellers somewhere around the world, and his blog has been picked as the best business blog by several leading publications. Seth's head is one of the most recognizable author icons in business.

Right now Squidoo is in Beta, eventually it will be a co-op which will pay Squidoo "writers" called Lensmasters, or let them build a Squidoo page for a charity. It is still in Beta but even before coming out of Beta it is now paying Lensmasters.

Rumor has it a major media campaign about to be launched concerning Squidoo by a PR firm and expert who helped launch MillionDollarHome Page.com for Alex Tew, which led to 3-million unique visitors in a month.

With all that being said check it out it may well be worth your time to investigate this new opportunity check out my first lens and let me know what you think here it is:

<http://www.squidoo.com/SmileyWebb>

A New Permission Based Marketing Forum

If your interested in your own lensmaster page. Here is a link you can go to and start your own Squidoo page

<http://www.squidoo.com/lensmaster/referral/Smiley>

Hey this is a way to have fun and make some

extra cash too! The cool thing is this it's free and I think it probably always will be free knowing Seth Godin.

If you like this article and check out my Squidoo Lens why not give me a vote it would be very much appreciated.

Smiley Webb has been working for himself at home for enough years to learn the advantages and disadvantages of self-employment and loves to share his ideas and insights with people all over the world who want to do the same. Smiley also maintains websites at

<http://www.smileycomm.com>

and

<http://workathomebusiness.smileycomm.com>

for more inform

A Business Forum: Customer Experts

By Scott Lindsay

"If you make a product good enough, even though you live in the depths of the forest the public will make a path to your door, says the philosopher. But if you want the public in sufficient numbers, you would better construct a highway." – William Randolph Hearst

One way many enterprising business owners are finding to construct that highway is through the use of an online forum. If you have clients who can create a buzz about your product there is likely to be more interest as other guests find your forum.

Some entrepreneurs have discovered that getting a forum started may be difficult work. In order for there to be dialogue among a growing list of members someone has to start the conversation.

Paid Postings

There are a variety of freelance services on the web that provide writers willing to place informed posts on your forum as a means of priming the pump. This may not be a solution for every forum, but if you'd like to give your forum a good kick-start you may want to allocate some funds for the purpose of a

series of start-up posts that allow guests to perceive your forum as one with activity and one worth participating in.

"Customers buy for their reasons, not yours." – Orvel Ray Wilson

Let the Experts Convene

Everyone is an expert on something. It is possible some of your customers can provide expert assistance to others that use your forum. Many forum boards ultimately find themselves directed by members who simply have a knowledge of your product or service and how best to utilize and pass along that information. This can be valuable because you gain an expert voice at no cost to you while visitors gain insight from someone who has had experience in the use of your product.

Many of these same individuals may be interested in assuming a moderators position for the forum. They will likely do this without pay and will work to keep it on track if for no other reason than they have discovered an online community they want to see continue.

"Trends, like horses, are easier to ride in the direction they are going." – John Naisbitt

The trend in online marketing is likely to change over time given the rapid advances in technology, however the use of forum boards and other marketing tools that are proving themselves should be something you consider and implement whenever possible.

Scott Lindsay is a web developer and entrepreneur. He is the founder of HighPowerSites and many other web projects. Get your own website online in just 5 minutes with

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