

Advertising doesn't cost...it pays!

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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!

Advertising doesn't cost...it pays!

By Robert Kennedy

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Well this has been a busy day. I am truly fatigued. So I may cut my writings today short, but not cheap. We set a sales record today and entered more new printing orders than any other day since our inception in 1989. Today was a banner day...great.

What I want to write about today was advertising...

- 1) When should I advertise?
- 2) How should I advertise?
- 3) How much of a budget should I allow?

These are the three BASIC questions each business needs to answer before listing in any advertising campaign, online or offline. I will address each of these points very briefly in a matter of opinion.

1)When should I advertise? When you're busy. Many businesses make the mistake of advertising when they are not busy. This will often lead to the 'feast or famine' result. The time to advertise is always. If you need to start somewhere advertise when you are busy and watch the peaks and valleys level out.

2)How often should I advertise? Repetition is good, it helps create brand awareness. Find the venue that works best for you and stick with it. Keep flow charts running so you can calculate return. Advertising, done properly doesn't cost...it pays.

3)How much of a budget should I allow? This answer usually comes from your business plan. Work your plan and plan your work. If you come in under budget and achieved or exceed projected results put the funds into growth of your business.

Here are a few free tips that may help you:

Tip 1

Do me a favor. The next time you are shopping at your local Wal-Mart, Home Depot or Tops, create a third eye for ADVERTISING. Walk the isles you would normally walk and buy the items you would normally buy. At the same time, keep your third eye opened. You will begin to recognize some

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common factors. Signage colors, placement of merchandise, free sample booths or aroma of baked goods. Allow these corporate giants to show you some advertising psychology that has proven success and apply these concepts in your world.

Helpful Links

Psychology of color– <http://www.weprintcolor.com/moodofcolour.htm>

What do you see? <http://www.cs.toronto.edu/%7Emoraes/illusion.html>

How does color affect your mood? <http://www.weprintcolor.com/usingcolour2.htm>

Tip 2

If you are an online business, exposure to search engines is becoming increasingly difficult. Search engines are where most websites receive visitors from. Once your website is completed and ready for business submit it to search engines, guides and directories. Especially the more prominent ones such

as Google, Yahoo, MSN. You may even want to consider a paid listing at Yahoo. Google offers AdWords and AdSense, great programs. AdSense offers you revenue opportunities for running text ads on your site. Every time the ads get clicked Google will pay you. On the other side there is AdWords. AdWords offer you an opportunity to advertise your product offerings in the text ads that appear on these search pages. In both cases all you need to do is apply:

AdWords– <https://adwords.google.com/select/>

AdSense– <https://www.google.com/adsense/>

How to make money with AdSense– http://www.createonlinebusiness.com/adsense_index.html

Tip 3

Design and print quality marketing material. So many businesses try to cut costs in the wrong areas, when it comes down to your image don't cheap out. Also do not forget to print your website address all of your company's printing and marketing material. It would surprise you the amount of times I see this being overlooked. Keep all of your expensive, high quality printing brief in content and more about image. Why, you might ask? Unfortunately, in my business I have seen my share of wasted printed matter because someone didn't proof read properly, product information changed or prices changed. Display all of this information on your website, changes are far easier and cheaper to implement.

Helpful links:

Full Color Business Cards with Free Coating– <http://www.weprintcolor.com/>

The importance of Logo Branding– <http://www.designlogos.net/>

Download Business Templates– <http://www.cardtemplates.com/>

Well that's about it for me today, I'm on my way to Walmart.

Robert is regarded as an industry expert in print and design. Online since 1999, Robert was one of the pioneers that brought graphic design tools to the web. For online graphic design solutions visit <http://www.weprintcolor.com/>

How To Build Your Business With Break Even Marketing!

By John Colanzi

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I'm sure you've seen the formula for determining whether or not your ad campaign is successful.

Sales from your ad – cost of advertising = net profits.

A positive number means you've made a profit from your ad and a negative number means you've lost money. Either your ad or where you placed your ad resulted in a loss.

You then decide to continue advertising if the ad was profitable or you evaluate what changes need to be made.

It seems fairly straight forward and logical.

Well there's a third type of advertising which doesn't require that you make a profit from every ad. As a matter of fact, using this method you can build a solid income with ads that break–even.

The key to making money with break even advertising is to promote offers that offer residual income.

What is residual income?

Residual income results when you make a sale that pays you a monthly income. So what type of offers result in residual income?

Monthly services such as web hosting or autoresponders

Private sites that charge a recurring fee for membership

Many network marketing opportunities

Suppose your offer pays \$10 a month for as long as your prospect is a member. You place an ezine ad that costs \$20.

You need two sign ups to break even. So you place your ad, you get your two sign ups and you've broken even.

Not really. You've actually created a \$120 per year

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increase in your bottom line from the amazing power of residual income.

Think about it. Just by breaking even you've ended up with a yearly return of 6 times your original investment.

Imagine how quickly your business will expand if you just took 50% of your profits and kept rolling it over at 6 times your investment.

I want to let you in on a little secret. A good program with a well planned ad campaign will do much better than break even.

If you're tired of the "Get Rich Quick" offers and are serious about building a solid income online, try the break even method of marketing and I think you'll be pleasantly surprised.

Wishing You Success,
John



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