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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!**

**Are You A Pelican Marketer?**

**By Willie Crawford**

**Are You A Pelican Marketer? by Willie Crawford**

Watching the pelicans catch fish near my house reminded me of how some online marketers behave. These pelicans fly high over the water where the unknowing fish don't notice them. The pelicans spot a big fish and dive at high speed into the water. A few seconds later the pelican surfaces and gulps down the fish.

There's only one problem with the way this particular species of pelican fishes. Their method eventually leads to their demise. You see, as the pelican dives into the water at high speed, intensely focusing on the target fish, he is damaging his eyes. Eventually, these pelicans go blind, then they starve to death.

There are other water birds that slowly swim along, and when they spot a fish, they dive for it and seem to have just as much success as the pelicans at getting a meal. Their true method provides them with a nice meal too. Swimming along looking for fish rather than flying above the water has other hazards, but they don't blind themselves in the process of getting a meal!

Many online marketers, are "pelican marketers." They fly high above the market place looking for an unaware victim or prospect. Then they

## Are You A Pelican Marketer?

swoop down forcefully and offer them a product or service that the marketer really doesn't even believe in. He eats that day, he makes a profit. However, in the process he often destroys all possibilities of repeat sales. He burns the bridge to future business, in effect "putting out his own eyes."

The non-pelican marketer knows that to enjoy a steady lifetime of fish, he needs to do 2 things:

1) He needs to make sure he offers his customers

and prospects things that will really improve their lives. He needs to serve the customer rather than using him.

2) He needs to develop a marketing system, or plan that isn't centered around one-shot sales. Instead, he needs to develop a line of products that provide him with a steady stream of orders from the same customers. How do you do this? You develop a stream of products that all solve your target market's problems.

Using pelican marketing – not developing long-term relationships with your customers, means that you must constantly search for new customers. For long-term business success, it's much more profitable to focus most of your energy on serving existing customers. Then instead of seeking new customer full-time, you spend a small portion of your time prospecting. The majority of your customers will come from repeat business and referrals from your happy existing customers.

Examine your marketing efforts today. Ask yourself if you're a pelican marketer. If you are, open your eyes to the fact that this will likely lead to your ultimate demise. This is a fact of life for the pelican marketer. This is a fact of life for the pelican. The only really old pelicans I ever see are those that hang around fishing piers receiving handouts from sympathetic fishermen.

## **How to Choose an Internet Marketing Company**

**By Lester Boey**

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--- Internet Marketing Determines Web Success ---

Internet marketing is essential to the success of e-commerce sites. You can have a professional looking website but what good can it do if internet users are not able to find it when they need your products and services? That is where an internet marketing campaign comes into play.

Internet marketing is similar to designing websites– it does not require much experience to do a good job, just good knowledge and a keen eye for details. It is fundamentally important for a good internet marketer to constantly update himself weekly, if not monthly, of online markets.

---What an Internet Marketer can offer---

In short, an Internet Marketer oversees that your website is built properly for visibility and promoted with the best dollar spent on your internet marketing campaign. It is no good having a website and not appearing in internet searches. Your website has to magically appear before buyers when they need products and services. Internet Marketers deploy search engine optimisation techniques to make your website visible and targetted to internet users.

Internet marketing requires research and analysis effort for individual website, followed by optimisation of website. Hundreds of hours may be spent on each website, depending on the size of your targetted market. You are essentially paying for the amount of effort involved, effectiveness of your internet marketer and daily sales tracking of your website.

--- How to choose an Internet Marketer ---

Internet marketing requires constant updating of skills and knowledge. One crude way to test if your internet marketer is a genuine or fake– Ask your internet marketer about recent events that happened in his field. If he cannot answer that, he must have a genuinely good reason to back himself as a good internet marketer! At times, it is easy to fall prey into the hands of bad internet marketing companies as happened in US and other parts of the world.

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