

Are You An Internet Marketing Success Story?

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Are You An Internet Marketing Success Story?

By Jude Wright

Are you an Internet marketing success story? No? Do you want to be?

If you do, you can't just focus on one aspect of Internet marketing. What I mean is, don't just think about ad copy or just about traffic generation. It takes an "all around" approach to succeed.

First, and foremost, you must get your website visitors' email addresses. Build your prospect list. Use not only a newsletter, but also use autoresponder ecourses, ebooks and reports. All should be given away; the only "payment" being their email address.

Put the signup forms for these ebooks, etc. on your navigation menu and on the content pages throughout your site. You never know which page your visitors will be seeing when they arrive.

Make each signup page a "sales" page. Why should they want the ebook or report? What are the benefits to them? Make it good.

Have great customer support. What? They're not customers? Well, not yet, but they could be. Treat each subscriber and contact as if he or she is the best customer in the world and that person will be more likely to remain your subscriber.

Provide some way for your website visitors to provide feedback. It could be a community blog, forum, or even just a contact form. Just make sure there is some way that your visitors can communicate with you. Make sure that the link to your contact form is on every page of your website.

These days, I don't recommend adding your actual email address to your site because of all the spam bots. They scour your site for your email and soon your inbox will fill up with junk.

Does your website look professional? If you just have a site full of blinking banners and ads, I don't believe you'll succeed in the long run. You need it to look nice – not fancy – just nice, and have valuable content for visitors. If you do, they'll come back.

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What about popups? You can use popup windows, but don't go crazy with them. Personally, I do not stay on a site that has more than one popup. I have been on sites where so many windows appear that you can barely get away from the site. That is just plain rude in my book.

A word about promotion. In my opinion, the best way to promote your website is by writing articles. You need articles for your newsletter and to distribute to article directories and other publishers. This is how you get your "name" out in cyberspace...to the people who matter...the ones looking for good content for their own newsletters and websites.

And the most important key to success? Perseverance. Don't give up at the first problem, or even the second. Find a mentor. Ask questions. Do whatever you have to do...but hang in there! You WILL have your OWN success story!

Jude Wright is a Webmaster, Internet Marketer and Graphic Designer. She welcomes you to her websites at:

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Are You Missing The Boat

By Raymond Johnston Jr

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I see articles all the time talking of how productive ezine advertising is. I have no doubt that this is true and obviously so do hundreds of thousands of others who are using them to advertise daily. One of the things that I don't read about ezines, is how informative they are.

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If you are one of the many who subscribe to ezines and just use them for free advertisements, you are losing out big time. Ezines can provide you with the latest information on what is happening in the marketing world.

Internet marketing is changing so rapidly that most are being left behind. Many of the people out there marketing are using yesterday's methods of success. I believe that it is one of the biggest reasons that so many are not making money with their internet adventures.

There are people stealing your website visitors (there is a link to an article in today's issue about this problem). There are new viruses crashing peoples systems. The list goes on and on, yet most people don't even have a clue that most of it is happening.

There are new tools and ideas coming out on a continuous basis. Things to help with your website, advertising and many other things to contribute to you being a marketing success story.

Ezines are one of the best places to find out the latest happenings in the marketing world. They can help keep you informed. They can help keep you from falling behind the curve.

If you are one of the people who are just subscribe to ezines to advertise. If you are one of the people who hits the delete button when the ezine arrives in your inbox. You are the one missing the boat.

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