

Are You Marketing A Product That's Unrealistic For You?

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**Are You Marketing A Product That's Unrealistic For You?**

**By Joe Bingham**

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Fact: There are far more people wishing to make substantial incomes from home over the Internet than there are actually doing it.

That's an obvious statement to be sure, but why is that true?

One factor often overlooked in my opinion is that many people make poor selections when choosing what they should sell.

People, more often than not, decide what business to enter based on emotion, excitement, or other's success. Rarely, do people take the time to critically analyze what they will be getting into and whether or not it will be suitable for them.

Now, even if you're already comfortable in what you are doing, thinking through the following set of questions will be beneficial to you. Reading through them will undoubtedly either enlighten you on how to further advance what you're already involved in, or it will give you the necessary push to change to something that might work better for you.

Obviously, then, if you are already looking for an online business opportunity, or looking to change directions, this is for you.

For the sake of this discussion, we'll talk strictly in products. However, realize that marketing a business opportunity or a service is essentially still marketing a product.

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Carefully considering all of the following aspects will put you further ahead than the vast majority of Internet marketers, give you more flexibility in your marketing plan, and realistically bring you more success.

### 1. YOUR OWN BELIEFS

When selecting a product or group of products to market, start first with your own beliefs. In network marketing it's absolutely critical to believe, like, and use whatever product your business offers. Without that belief you'll never have any credibility with others or convince your downline to make purchases

themselves.

Now, with regards to working auction services this is not nearly as important. Often, you can work essentially as a middle man connecting buyers and sellers. In this case, the seller is the one whose credibility the buyer feeds off of and it's the seller also who is responsible for any guarantees, refunds, and such.

'Instant' sale mini sites are those specifically designed to solicit 1 of 2 immediate responses out of it's visitors — buy or leave. With this type of site, it's not necessary for the visitor to even know who they are buying from so your personal beliefs are not as critical. (obviously if you are more personally involved in the product and the site then your personal beliefs are important. We could argue about which way works better, but the point is if you do put your name to something you'd darn well better be a believer in it yourself otherwise you have no credibility.)

Personally, I would never market something without first believing it to be a good product. Often growing a business can be difficult enough without doubting whether what you are offering is really worth what you're asking for it or not.

### 2. CONSIDER YOUR TARGET MARKET

I believe many would-be entrepreneurs fail because they never **NARROWLY** consider who their target market is.

Someone marketing a 'work from home' program to 'whoever wants to work from home' is missing their mark. There's a big difference between someone working from home to market

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their own creations and someone looking to work from home re-selling others' works.

Answer the following questions when considering what products you want to sell.

- \*Who exactly will be interested in this product?
- \*Is this group large enough to support my business?
- \*Is this a group I can reach?
- \*Can I market through others already in contact with them?
- \*How much competition will I have?
- \*How well established is my competition?

### 3. CONSIDER AVAILABLE MARKETING TACTICS

I remember getting excited about a particular product, believing in it, wanting to share it with others, only to run into a brick wall

as to how to go about doing it.

It happens, and it's very discouraging when it does.

Before you commit to selling a product, you've got to take a good hard look at how you will go about doing it. Consider the following:

- \*Do I already have contacts that will be interested in this?
- \*Can I establish a routine that will bring my product before new people consistently enough to make a profit?
- \*What methods will work to market this product?

Then consider the specifics of each marketing method. For instance with search engines, how popular are keywords that will lead to your product? How much competition do those key words have?

As another example, is there enough information surrounding your product to allow you to market it by publishing a weekly ezine?

### 4. IDENTIFY NECESSARY MARKETING ELEMENTS

Not everyone has what it takes to market each and every product available online.

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Consider your product. Is it a single purchase item or one that the same customer will buy over and over? Is it a low price item or on the high end? Are you selling just one product or an entire group of them?

Some products can be sold 'instantly' while others require more follow up. Do you have the tools for following up with potential customers? Do you have what it takes to lead someone from a single purchase to becoming a repeat customer or to considering other products? What will all this entail?

You've got to be honest in whether or not the tactics that you decide will be effective for marketing a product are ones you are comfortable — and knowledgeable enough — in doing.

### 5. IDENTIFY YOUR FINANCIAL INPUT AND BUDGET

Here's one that's stopped a lot of us from succeeding. Any business is going to take some investment. Consider what you'll have to put into your business **BEFORE** you start.

I'm not only talking about what it costs to get involved, but what it will cost you to get product for yourself, and what it will take as far as advertising.

This, of course, all depends on how you answered the questions above. However, don't overlook this step. **NEVER** assume that you'll have immediate sales that will cover your future expenses, either — **ESPECIALLY** if you are borrowing money to get started.

You've got to plan for the unexpected and have what it takes to keep your business going until it can support itself.

### IN CONCLUSION

If there's any one thing that's attractive about Internet marketing it's the excitement it can breed. The idea of contacting so many people so easily and the thought of getting a lot of sales in a short period of time is thrilling.

However, this excitement is also dangerous. We all need to realize that while those things can happen, they do take time and effort to bring about.

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Don't fall for the excitement without taking a good hard look at what will really be involved in working with the product of your choice. Take the time needed to examine the market you'll be jumping into and make sure it's one with good potential and room for expansion — AND THAT IT WILL BE SUITABLE FOR YOU.

With effort, you can achieve success online. Just don't hinder yourself by trying to work with a product that's not realistic for your situation — just because other's were successful with it.

Sure, learn from the success of others. Duplicate their system IF it will work for you, but NOT just because it worked for them.

Make your own choices, make your own way, and you WILL make your own success.

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Written by Joe Bingham of the NetPlay Marketer  
<http://www.netplaynewsletters.com>

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### **Viral marketing revisited....**

**By Richard Grady**

If you have spent any time at all studying Internet marketing, then you are bound to have come across the term 'viral marketing'. In fact, it is one of the first things that most people learn about when starting their Internet journey and very often it is a subject that is quickly forgotten or discarded as being an unrealistic way of generating traffic. However, I did something this week which made me look at viral marketing in a new light and proved to me that it is incredibly effective.

For those that don't know, viral marketing is used to generate traffic and it works by getting other people to spread the word about your website. Because of the fact that you are using other people, your 'message' can spread across the Internet very quickly – just like a virus, hence the name.

One of the most common ways of using viral marketing is by writing an eBook that contains links back

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to your website and allowing other people to give the eBook away or resell it to their own customers. If you manage this process correctly, you can end up with hundreds or even thousands of people distributing your eBook. Because of the fact that every eBook has a note of your website link in it, a fair proportion of the ultimate readers can be expected to click through to your site (and hopefully a few of these will buy something from you).

Of course, viral marketing doesn't have to be based around an eBook – another way of using this technique is to create a site that is very unique or amusing. The sort of site that you look at and 'just have to tell your friends about'. These sites can generate huge levels of traffic in a very short space of time as each person emails their friends to pass on the website URL.

Now, the reason that I say that people often give up on viral marketing as being unrealistic is because it can seem like an incredible task to write or design something that is going to have mass appeal AND then get the word out to enough people and persuade them to start passing your eBook/link/whatever on to even more people. Also, viral marketing doesn't always happen quickly – it can take several months or even longer for the traffic to start flowing at a reasonable level. To be honest, I am pretty much an 'I want it now' kinda guy and for this reason, I haven't really relied on viral marketing that much for my own businesses (or so I thought!)

So what happened this week?

Well, nothing super-exciting really – I simply did a search on Google for the following term: 'UK-Trader's UK Wholesale Guide'. As many of you will know, this was the first eBook I ever published back in 2001. I also issued resale rights on the first version of the eBook (again in 2001) but quickly stopped selling the rights as I was spending too much time policing those that chose to sell it in breach of the resale rights conditions.

Anyway, my Google search revealed over 2,000 search results for the above term! Now, whilst some of these results related to my own websites and those of my affiliates, a massive number were in respect of sites that were selling the 'resale rights' version of the eBook or that were acting as an

affiliate for someone else that had the resale rights.

Considering that I had only issued resale rights in limited numbers, during a period of just a few months and over three years ago, I found the number of search results quite incredible. Just imagine what sort of numbers I could have generated if I hadn't stopped selling the resale rights and had allowed my viral marketing to continue.

Even if each of the above references/links generates only one visitor to my websites each month, that is still over 2000 free visitors every single month. In addition, not only do these visitors not cost me anything but I don't have to do anything to get them :-)

I was so surprised at the above results that I am planning on releasing resale rights to the latest version of my wholesale guide in the near future and if you have a product to which you can apply a viral marketing technique, I strongly recommend that you give it a try. What have you got to lose?

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More importantly, what have you got to gain?

One other thing to bear in mind is that once the word is out 'virally', it is quite literally impossible to stop the traffic that your marketing virus will create. So to sum it up, if you get it right and create the perfect viral marketing campaign, you will end up with FREE traffic every month that you don't need to DO ANYTHING to receive and that would be IMPOSSIBLE to stop, even if you wanted to! Sounds great to me :-)

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Richard Grady has been helping people earn online since 1998. Find out more about Richard at:

Free wholesale search engines: UK–

and US

Viral marketing revisited....

Marketing is NOT Manipulating

Are You Realistic or Unrealistic?

Top 5 Affiliate Marketing Myths

Unrealistic expectations can cause failure

Affiliate Marketing PLR Kit

The Great Big Book of Internet Marketing

GUERRILLA MARKETING Volume 1

GUERRILLA MARKETING Volume 2

GUERRILLA MARKETING Volume 3

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