

Are You Throwing Away HOT Prospects?

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**100% Effective Natural Hormone Treatment**  
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**Are You Throwing Away HOT Prospects?**

**By Dustin Rhodes**

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Targeted prospects are coming to you each and everyday, but from a very unlikely place. You probably do not recognize these potential customers /subscribers. You are most likely dismissing these targeted prospects as an annoyance. They cost you NOTHING, but could be costing you in LOST SALES. Here is how I discovered this hidden treasure.

Everyday I receive a never ending stream of unsolicited email offers, thank goodness for Spam filters. However, many of these unsolicited offers land into my IN BOX. These messages have been verified that they originated from legitimate email addresses and other criteria that makes them borderline or questionable SPAM.

At first, I was annoyed that my SPAM filter would let these messages pass into my IN BOX. Then one day I decided to REPLY back to each of these messages with my own offer. Let these guys/gals see how annoying it is to get unsolicited email in their IN BOX. To my surprise, 3 out of 5 actually ACCEPTED my offer. Now, I value these unsolicited offers that "squeak" through my SPAM filter.

I began to consider just how much time and money I spend each day trying to find new prospects, when targeted prospects are coming to me. Each day, I was DELETING these highly targeted prospects and curse them for sending their offers. When, I could easily, reply back with a note of appreciation and include my own offer. The senders of these offers are promoting online businesses and would be perfect prospects for my offer. I can send a reply offer-message with just a few key strokes, it doesn't take but a couple of seconds to do.

Step 1: I composed my "reply" offer that I would send:

Thank you very much for sending your great offer, I appreciate your thinking of me. I have a very special invitation that you will find valuable.

As an online business owner, you will want to subscribe to my free weekly ezine, dedicated to the serious netpreneur. News and Articles that relate to conducting a profitable online business for

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newbies and experienced netpreneurs alike.

Subscribe now and you can advertise your offer to the entire growing subscriber base of serious-minded online business owners, EACH WEEK.

Maybe you have written a feature article that you would like to submit, an excellent way to showcase your business to my subscribers.

Subscribe today and accept a complementary gift.

Subscribe at:

<http://www.IntelligenteMarketing.com>

To Your Success,

Dustin Rhodes

<http://www.IntelligenteMarketing.com>

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You are receiving this message because:

- (1) I am replying to the message that you sent to me, see below.
- (2) this is a one time mailing, you have not been added to any mailing list.
- (3) you may request removal by replying to this email with REMOVE in the subject line.

Step 2: I saved my "pre-written" offer with Biz Automator (<http://www.BizAutomator.com> kcomm) as "reply offer". This program is a great time saver. As I can store my email offer letter and with a click of a button, my letter is automatically added to any document that I chose.

Step 3: To reply, I simply click the email REPLY TO button and then click on my "reply offer" short-cut button from Biz Automator. My "reply offer" letter text is automatically typed into my REPLY TO email.

Step 4: Then I manually add the sender's name to the top of the email and click SEND.

With just a few key strokes, I have replied (with my offer) to senders of unsolicited offers that arrived in my email IN BOX. It takes only seconds to send my offer. Now, I welcome those fabulous unsolicited email offers, as I grow my customer and subscriber base.

**ANYONE FOR DARTS?**

**By Joe Bingham**

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How many bull's-eyes are painted on your back?

Actually, there are probably so many on you, they would have to cover your whole body, not just your back.

What am I talking about? Targeting.

It's important in business that you target the right kind of people for marketing your product or opportunity, right?

Well, have you ever wondered how many others out there have their sites on you?

Sometimes I think the Internet is like a big game of darts, only the object of the game is simply to hit the board, nothing else. When you do hit the board, you get points, and those points translate into dollars.

Sounds simple, right?

It would be, except there are 30 million people constantly throwing darts at the same time. Darts are flying everywhere, bouncing off each other, sticking into everything, and the sheer numbers of them completely blank out any view of the board. Consequently, there is an area about 100 feet in diameter that is covered in darts. Few people really know where the board actually is, and fewer still have ever seen the bull's-eye.

So, what happens? Well, with no one really knowing where to shoot anymore, they try the following three tactics.

- 1 -- They throw blindly, hoping to hit eventually.
- 2 -- They recruit others to throw on their behalf, thereby increasing the total number thrown and the chances of hitting the mark.
- 3 -- They forget throwing, and begin to sell darts, "how to throw darts" manuals, and maps of where to find the board to those still convinced that throwing is worth the effort.

All this leaves me to wonder, does anyone out there really know what we all started throwing darts at to begin with?

And where do people get the 'maps to the dart board' if they haven't seen it themselves?

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So basically what we have is people that have never thrown darts, or have given up throwing darts, selling information on how to throw darts to those still throwing darts. Plus those throwing darts are acting blindly on the information they buy, and recruiting others to throw blindly along with them?

Well, I don't know about you, but it seems that no matter what your dart throwing tactics are, you still not guaranteed to hit anything simply because of the sheer numbers of competitors.

So what's my advice on the matter?

Simple. Put up another dart board, and charge people to throw at it.

In other words, think beyond the regular game. Innovate. Create. Re-think. You can't always repeat others success if their success still dominates the market. Learn the principles and then re-define them to work with your own plans.



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