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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 Passive Advertiser?

By Pamela Geiss

Are You a Passive Advertiser? by Pamela Geiss

What kind of a marketer are you?

There are many ways to advertise. Some we are very familiar with, such as hype. There is a LOT of hype on the Internet. And I'm not going to tell you that hype doesn't sell, because it does. You see it on TV every day. Someone yelling outrageous claims. And some people respond to that type of advertising. It moves fast and furious and tries to get to you through your emotions, hoping you will act BEFORE you have the chance to think it over. There are many infomercials that work this way. All of a sudden before you know it, you are caught up in the excitement of it all. And it works!

But just because it works, is it really the way to go about it? Many businesses think so. They are looking at numbers. The more sales they bring in, the better the ad was, in their opinion. But if you did a study, how many of those who bought came back to the same place to buy again? How many were really satisfied with their purchase? Just because there were no returns, or few returns, is no indication that a customer was satisfied with his/her purchase. Many people just don't bother to ask for their money back, for one reason or another. The real "proof in the pudding" is how many of the customers refer their friends to that business? How many of them come back to make another purchase?

The businesses who will ultimately survive are the ones who have repeat customers. Most companies who do infomercials aren't concerned with repeat buyers. Many of them offer one product that doesn't lend itself to repeat buying. So for them, hype works.

I have always been of the opinion that if it takes hype to sell it, it isn't worth much. If you have a good product, you don't need to hype to sell it.

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And after a few customers buy, they will help to do a lot of selling for you by referring your services to others and by coming back to you to buy again. When you resort to hype to sell your product, you exaggerate what your product does, and in doing so, you will find customers who are not satisfied once they buy your product. Why? Because you made it sound better than it is and they expected more from it than they got. You may even find that you have a lot of returns to deal with.

Returns will also be a factor if you "push" your customers into buying. Infomercials also work this way. "Buy within the next 10 minutes and you'll not only get this, but this and this, too!" Buy today and you'll get this special price only available today." When I have a sale on my site, I put the

end date on it, so you know for sure it's a true sale and not a "push" to get you to buy today. Some sites say, "Buy today. Sales ends today." And they give a date, but if you bookmark it and go back tomorrow, you will see that the sale ends tomorrow. That's what a good software program will do for you. Just remember, if it's good, it will still be there tomorrow. Spend some time checking it out. Talk to others who have used it.

When you are honest with your customers, they will appreciate it and learn that you are a person of your word. My Dad once said to me, "Your word is the most important thing you have. Never promise anything you can't deliver." Advertising is the same thing. Never promise anything you can't deliver. Let your product sell for you. You can get them to your site without hyping them: try different ads until you get one that is getting results; buy guaranteed visitors; advertise in different places. Then let your site sell for you. Don't hype your potential customers – be a passive advertiser.

Pamela Geiss owns the successful LotsaPerks Advertising Agency. She specializes in guaranteed traffic to websites. Visit her today at <http://www.lotsaperks.com/visitors.htm>

Affiliate Marketing Is Revenue Sharing

By Peter Garant

One of the most popular and undeniable methods of earning money online is the setting up of an affiliate marketing business. Anyone who is determined, resourceful, and willing to learn can become successful in affiliate marketing. But how can affiliate marketing result to earning money? First, the business of affiliate marketing can be described as a joint effort of two businesses. That is, affiliate marketing is basically a relationship between two businesses in which, the common purpose is to increase visitor traffic. One business is called the Advertiser, and the other is called the Publisher or the Affiliate.

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The financial relationship of the Advertiser and the Publisher is based on revenue sharing. The Advertiser will place ads in the website of the Publisher. These ads are links towards the website of the Advertiser. And when a visitor clicks on the link, the Advertiser will pay the Publisher. The payment or compensation given to the Publisher will be based on any of these arrangements.

Cost Per Click

In "cost per click" or CPC, the Advertiser has arranged to pay the Publisher or Affiliate each time a visitor ends up in the Advertiser's website from the link in the Publisher's website. What actually happens is that the Publisher has articles or products that have attracted Internet users. And while the Internet user is in the website of the Publisher, this Internet user will be aware of the existence of the Advertiser's website.

In the ads or banner of the Advertiser, there will be one or two sentences that will entice the Internet user to visit the Advertiser's website. Of course, the Advertiser may have several Publishers and it will have a system that will identify which Publisher has referred the visitor.

Cost Per Lead

In "cost per lead" or CPL, the visitor that was referred by the Publisher must sign-up or fill-up a form before the Publisher is entitled to a commission or compensation. When the visitor signs-up, he becomes a lead for the Advertiser to more target clients. Since a lead is more valuable than a simple visitor, the compensation given to the Publisher for each lead is relatively higher than the pay for each visitor.

Cost Per Acquisition

In "cost per acquisition" or CPA, the visitor that was referred by the Publisher decides to purchase the products or services from the website of the Advertiser. The visitor becomes a paying customer. When there is a paying customer, the Advertiser earns income. And when the Advertiser earns income, a part of it is shared with the Publisher in the form of a commission.

Peter Garant's affiliate marketing

<http://www.affiliatepays.com>

site sells affordable unique website

content

<http://www.affiliatepays.com/unique-website-content/>

to webmasters that understand the need

for unplagerised and high quality content on their websites.

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