

Are You in the Marketing Big House?

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By Reggie Brown

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Marketers Online are truly a curious bunch. Some are successful beyond belief – earning thousands seemingly at will. These guys live the dream of every aspiring Online Marketer. They are very talented promoters that use classic marketing techniques that are complex yet simple.

What do I mean Complex Yet Simple?

Marketing techniques are only complex to the marketers who aren't familiar with them. The old saying remains true..... Practice Makes Perfect. To experienced marketers who use classic marketing techniques (Guerilla Marketing) often; marketing is a piece of cake. These guys are commonly called Marketing Gurus / Experts.

Who says you can't be a Guru?

Are these so called experts that much different than you or I? Don't they bleed red blood, pay taxes and put on their slacks one leg at a time like everyone else? Please don't allow personality and status get in the way of your Success. Anyone that can use classic marketing techniques can be successful. So-called Marketing Gurus don't own the rights to Success Online.

So who's in the Marketing Big House? Definitely not the successful Gurus. They live life to the limit. After all these marketers are more than likely rich – at least the ones who aren't lying to their loyal customers. The ones in the Big

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House are the marketers that don't understand very basic and doable marketing techniques – such as two step ads, effective sales letter writing and direct mail / email. They are trapped in what I call No-salesville. Don't laugh. I've been there and its no fun at all.

Everything the Marketing Gurus touch as far as marketing and sales turn to gold. They are living on a level most of us will never see. They network with other marketers – form alliances that make them even richer. The others are the ones I refer to as being in Marketing Big House. They can't sell their way out of a wet paper bag. They wouldn't know good copy if it

slapped them in the face. They spam the Net with worthless offers – they are in essence clueless to the art of Online Marketing and Marketing in General.

I don't mean to be harsh – we all had to start somewhere and I for one am not white as snow – although I'm trying. Some as we know don't care. They are in it just for the buck but usually end up with about 1 cent for every dollar they could have made if they had did it right. Pure Email Marketing done the right way will make 1000% more than spam. This is a fact. Don't believe it? Try doing it right. Never email anyone without their confirmed permission. Establish a real relationship with the people you contact. You'll make more sales and less enemies guaranteed. I'm willing to bet if you follow that simple advice; Today will be your last day of spamming me or anyone else. Thank God!

Open Houses – Is The Realtor Really Working For You?

By Sintilia Miecevole

As soon as their home is listed, most home sellers ask their realtor almost right away, "When are you going to hold an open house?" We need to know just how much credibility there really is in open houses for the home seller, so I hope you find the following information helpful.

Most open houses take place over the weekend when the general public is more able to preview homes. I have learned that about 95% of the people that come an open house either know a realtor or have one within their family they will use. That leaves 5% that are not working with a realtor. Of that 5%, out of curiosity, some are neighbors interested in the asking price so they can use it and other information for a comparison to their own home. The remaining small percentage end up driving by the area, notice the open house signs your agent strategically placed at each corner and walk into your house. These are strangers, possibly unqualified to purchase your house, and not only that, but your

Are You in the Marketing Big House?

house may not be the right fit or style they are looking for anyway. Then there are those people just passing the time of day.

That being said, those that become disinterested in your house now become a prospective buyer of another house that your realtor would be happy to show them. So, now are you surprised that an open house usually benefits the realtor more than the home seller? I'm not saying an open house is necessarily useless. There have been lots of cases a home sells as a direct result of an open house. The percentage of homes sold as a direct result of open houses is minimal to say the least.

Your realtor's time is very expensive. You are paying your realtor a nice hourly wage via a commission to market and sell your home. Do you feel that nice hourly wage should be spent baking cookies and permeating the house for a possible buyer or spent wisely on mass marketing media, networking and other more effective marketing strategies? I'm sure you can answer that one.

I have to admit I would be very upset if there was an open house at my house and my realtor was discussing other houses for sale with other potential clients. After all, I pay that realtor a good commission to sell my house in a timely manner.

The thing to remember is to stay focused on the priorities of selling your home. What is required to sell your house? That's the real question because you must remember this is now no longer your "home." It is a house to be marketed, so put away all your family pictures and too personal things that will cloud the potential buyers eye to see their possessions in the house. Ask your realtor and then do it. If it means cleaning out the house or painting, do it. Do whatever it takes and your house will sell in a timely manner.

Sintilia Miecevole is the administrator of

which has information and resources

including realtors, finding a realtor, real estate and more. Be sure to visit

for

further information.

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