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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!

Ask Mr. D – E-Commerce

By Bill Daugherty

Ask Mr. D – E-Commerce by Bill Daugherty

Dear Mr. D,

I have owned a sporting goods store for the past 15 years. A few months ago I decided to take the plunge into the world of ecommerce. Boy, what a difference between a brick and mortar store and a store on the Internet.

In my bricks and mortar store we get a few browsers, but most people that come in buy something. However, at my online store most visitors seem to just look and then leave without buying anything.

I am obviously going to need a lot more traffic to make my web site pay off. Do you have some advertising ideas that won't cost me a fortune?

Signed,

Need Visitors

Dear Need Visitors,

Welcome to the Internet. As you have learned, it takes a lot more visitors to a web store to produce a sale than it does to a brick & mortar establishment.

To increase your web site traffic without busting your advertising budget, try piggy backing your web advertising onto your current local store ads.

For example:

In your newspaper ads use a little

space at the bottom of each ad for this:

Too Busy To Come By The Store?
We Are As Close As Your Computer
(Your URL)

Another traffic builder is to print up some flyers advertising your web site and staple them to each customer's receipt.

Those are two examples of piggy backing your web business onto your local ads and business practices. You can come up many more if you will take a little time and think about it.

Bill Daugherty Do you have an advertising or marketing question you'd like to see published in this column? Send it to <mailto:MrD@epm.zzn.com> You can visit Mr. D's website at: <http://www.freadsgalore.com>

E-Commerce, Earn While You Learn!

By Gina Novelle

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You build it and they will come is the battle cry of Web Page Designers. Many people are hooked on this idea. Well it's not that easy or is it?

There is a way to try E-commerce before you jump in with the big dollars. During this trial period, you could learn to build your own web page, play in the retail market, and yes Earn While You Learn. Build your E-commerce business like you built your current business. Do it yourself so you don't have to rely on high dollar transit programmers. How?

Use Auction Sites as your playground. You would be surprised to learn the return you could achieve with just a little bit of knowledge. As our clients know, we don't teach anything we don't actually work in! When we decided to earn while we learned, we picked eBay. In addition to making money, we learned valuable information about E-commerce, and:

Lessons in shipping

Lessons in customer support.

Lessons in accepting online credit cards

We now have over 100 E-commerce clients with repeat clients. During our auctions, our website hits increase dramatically. So before you jump into E-commerce, first learn to walk slowly and then run. What's the cost of eBay? If you accept credit cards, and learn some tricks, the cost of listing, and credit card fees runs approximately six percent of the sales price. You can learn more about our eBay clients at www.thirdpocket.com, a support site for the self-employed.

Ms. Gina Novelle has been freelance writing in the computer market for years. She wrote several articles for Pinnacle Publishing from 1990–1995. She teaches businesses how to harness the power of technology to maximize efficiency and productivity. Ms. Novelle uses Enhanced Technology Methods. What is Enhanced Technology Methods? You can see her slide show at ww.computeteaching.net.



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