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Impair Healthy Healing In People Over The Age Of 30!

BACK TO BASICS

By Debbie Solomon

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We all read tons of literature on pertinent marketing information that is valuable to our business. With all the tools and resources available to us, it is hard to keep up with all the trends of the internet.

So, I am going to take you back to the drawing board. The Basic elements that is necessary to get your business off the ground. Once these basics are established, then you can begin to build upon them. However, these basics are the foundation of your business and must be applied appropriately before you can continue.

The 5 Basics of your business Foundation is as follows:

- 1.) Your Product or Service
- 2.) Your Business Plan
- 3.) Your Website
- 4.) Productive AD copy
- 5.) Effective Advertising Plan of Action

1.) YOUR PRODUCT OR SERVICE

- You cannot have a business without a Product or Service to offer.
- You need something that you will stand behind and guarantee.
- Never start something because you feel it is easy money. There is no such thing.
- If you participate in affiliate programs, be sure that you utilize the product yourself. How can you sell something you do not use yourself?

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2.) YOUR BUSINESS PLAN

- A business plan is a Plan–Of–Action. An Agenda, A List of Goals.
- This is your guideline of how your business is to be run.
- Your business plan must include the following:
 - = State Your Objectives
 - = Situation Analysis (research business environment and competition)
 - = Target Market
 - = Positioning (the image of your product in the consumers eye)
 - = Market Mix
- Product, Place, Promotion, Price

3.) YOUR WEBSITE

- It is proper business etiquette to have your own domain, even if you are part of an affiliate program.
- Your site must be professionally designed.
 - = no neon, no flashing lights, no fluorescent colors
- Your site must have multi browser compatibility.
- You must accept major credit cards on your site.
- Your site must have rich keyword content for search engines.

4.) PRODUCTIVE AD COPY

- Your AD copy must be to the point
- Do not promise what you cannot provide
- Original AD copy draws attention
- Always refresh your AD copy and keep it energized
- Use captivating headlines
- Do not over use CAPS or exclamation points.
- An AD is an invitation, so keep it short and beneficial.

5.) EFFECTIVE ADVERTISING PLAN OF ACTION

- You will not sell your product if you do not advertise.
- FFA Links and Free Classified Ads should NOT be part of your plan of action. They do not work.
- Ezine and Newsletter Advertising is most effective.
 - = Find ezines that have been in frequent publication for at least a year.
 - = Small subscriber base ezines also work. You pay more for the larger ones, but your AD is seen by many more too.
 - = Find ezines with your target market
 - = Track your Ads
- Implement a monthly advertising budget.
- Write Articles of your expertise– not an advertisement and send it to ezine publishers who accept them.
- Write Press Releases
- List your business in business directories

BACK TO BASICS

Once you have the basics laid out for your business, you can further your knowledge with essential information to keep you in tuned with the marketing world.

Please remember that without these basics, you do not have a foundation. Without a foundation, your business will crumble.

Organisation – Getting Back To Basics

By Lorraine Pirih

If you look at any major organisation, there is this trend for executives to use "palm pilots" in conjunction with software schedulers such as Microsoft Outlook.

What's really interesting is even with all this technology (and many of these execs are fortunate to have personal assistants) they are still disorganised. Organisation is not about having all the latest and greatest tools, it's about using common sense and sticking to what works. For some reason many people think that by using these (expensive) tools they will automatically manage their time and be more productive. Sadly, this is not the case. Technology is an aid, a tool. It has to be used and adapted to suit the human being using it.

In most cases a paper diary or planner has proved more valuable in helping people to be more effective with their time and their work.

In one organisation where I had been working with the Head of Department, who was much better organised when he was shown how to use a paper diary rather than the computer one, I had the Manager of Information Technology say to me "what are you doing? You'll have them all back to using pen and paper!"

Terrible, isn't it? To think the use of good ole pen to paper to write down your thoughts and ideas, things to do and follow-ups may actually work better than the use of a computer software programme!

Some of my clients have had to use the software in conjunction with their diary, which can easily be done when they are shown how.

I often find that some of the most 'high tech' people are the most disorganised, particularly if the technology breaks down.

At least with pen and paper, the only thing that lets you down is when the pen runs out of ink. If your organisation is adamant that you must use the electronic system so that other people know when you are available, then use it for that purpose. However if it isn't helping you get organised effectively, consider utilising a paper diary as well so that you can stay in control.

Don't be afraid to get back to basics if you find it all becomes too much.

BACK TO BASICS

Lorraine Pirihi

Lorraine Pirihi is Australia's Personal Productivity Specialist and Leading Life Coach. Her business The Office Organiser specialises in showing small business owners and managers, how to get organised at work so they can have a life! Lorraine is also a dynamic speaker and has produced many products including "How to Survive and Thrive at Work!"

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