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Basics of Internet Marketing

By Dale Clark

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Part Time or Full Time?

That's not really the question you need to ask yourself.
The main question really is:

Do you have the Time?

You've got to ask yourself if you have the time to put into a home business. Time is your most precious asset and you have to prioritize it. What kind of a commitment can you make? Only you can decide what's important to you and whether or not you can devote your energies into developing your business. Believe me it will take a lot of your time and energy to do that!

Yes that's right it takes time! You are Not going to build your home business overnight. You are Not going to get 'Rich Overnight!' Don't fall for that hype! It takes a commitment to succeed in any business. You're going to have to work it. It's Not Easy, as some of the scammers will tell you. No One is going to build your business for you! You have to build your business with your efforts, your time.

Are you willing to sacrifice some of your free Time?

That's the question you have got to ask yourself before you ever consider starting a home business. You'd better stick with the traditional J-O-B if you're not willing to

sacrifice some of your free time. OK, I know you've been told that network marketing, MLM, or any business from home will create a time freedom, But the truth is it takes a lot of work and effort to build your business to that level. It's not going to happen suddenly!

That's the sad truth about Internet marketing. Folks have been misled and feel cheated when they don't start making money quickly. You were told you'd get rich overnight, but it's not happening, as a matter of fact some of you have been taken to the cleaners. Don't feel like the lone ranger though, many good people have lost money

to the scammers. It doesn't mean you're stupid. It means that you need to take the time and research an opportunity before spending any money. I know the lotto mentality has spoiled a lot of people's dreams. It causes you to give up before you ever have the chance for success. You need to decide whether you have the time. It doesn't matter whether you're able to work it part time or full time. It's the quality of effort and energy you put into it. You have to set your priorities and go from there.

Don't give up! Take your Time and you'll be surprised at how Valuable you are and that You Can Succeed!

Today's Definition of Marketing. Has it Changed?

By Bobette Kyle

With the continued proliferation of the Internet, the meaning of the word "marketing" also proliferates. There seem to be as many definitions of marketing as there are marketers.

Many see marketing as a series of tactics or gimmicks. Some push pyramid programs [multi-level marketing (MLM) or network marketing] as the way to successful marketing.

Others may say the Web has made traditional marketing obsolete. I say the Internet has expanded our capabilities, created new ways of doing business, and radically changed business dynamics. It has not, however, changed the foundation of marketing.

Basic, traditional marketing is as relevant as ever. The Four P's – product, price, place (distribution), and promotion – whether you tack on added P's and C's or not, are still very much alive. Strategic thinking, segmenting, and targeting can still earn you a competitive advantage.

Basics of Internet Marketing

Marketing still means determining what our customers need and want, planning how we are going to meet those needs and wants, and then implementing our plan.

We still have products, services, and ideas to sell at some price. We still deliver to our customers via some means of distribution. We still promote and we still advertise. Those are the basics. Those basics still exist and always will.

What *has* changed is the business environment. Companies compete with more efficient technologies. Customers have better access to their cost options and they communicate to each other in a not even conceivable in the pre-Internet age.

In some industries, the Internet has lowered the cost of entry so that entrepreneurs – many times from a home office – have entered the competition. The changes in competitive environment are numerous. What have also changed are marketing strategies and the marketing programs we have available to implement those strategies.

These have changed, but basic marketing has not. Superior marketing is and always has been analysis, then action. It is strategy development, then logical and thought-out tactical implementation. It is the way to customer satisfaction and increasing profit. It is the process of:

- 1) Analyzing your customers and the business environment in order to
- 2) identify key opportunities to better and more profitably meet customer needs,
- 3) figuring out how to act on those opportunities, and then
- 4) implementing your plan.

The process doesn't have to be cumbersome. Five-year plans and novel-length documents are not required. The logic of the action is what's important.

By applying the basic marketing process both online and offline, your chances of success skyrocket.

Bobette Kyle draws upon 10+ years of Marketing/Executive experience, Marketing MBA, and online marketing research in her writing.

Bobette offers a range of marketing plan tools to fit your business and budget. Find out more at

or visit the Web Site Marketing Plan Network,

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Today's Definition of Marketing. Has it Changed?

Use A Mentor To Get Your Online Riches!

BACK TO BASICS

My Road To Internet Success – So Far!

The Magic Of Giving Your Website A Goal

The Great Big Book of Internet Marketing

GUERRILLA MARKETING Volume 1

Blog Biz For Beginners

GUERRILLA MARKETING Volume 2

Organic Secrets



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