

Be Image Smarter – Stop Using "Cookie Cutter" Marketing

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Be Image Smarter – Stop Using "Cookie Cutter" Marketing

By Judith A. Wentzel

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We all know you only get one chance to make a good first impression.

That is why all your marketing materials need to relay a sharp, professional image. Remember, Don't be tempted to use "Cookie Cutter Marketing".

A sharper, more professional image is what you need to present in order to beat out your competitors and land new business.

Put yourself in your potential customer's shoes and really look at your message.

Does your ad say basically the same as everyone else in your field?

Is it similar in layout and design?

This is what I refer to as "Cookie Cutter Marketing". Realtors are notorious for using basically the same old advertising techniques and design as the next realtor – across the country!

What makes any of them stand out as any better than the other? Nothing.

Occasionally, one realtor will stand out from his/her peers by using a different type of advertising.

These ads are known as Image Ads and portray a more knowledgeable, personable, trusting individual that you feel more secure in contacting.

They stand out from their competition because their ads are totally different and relay a more interesting content which catches the recipient's attention.

Image advertising is not new. All the major corporations have been using it for decades.

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It is what makes you want to buy Nike over other running shoes.

Just Do It! made them millions in sales. So remember...

You need to capture your recipient's attention and then deliver your message in a manner that makes them want to contact YOU.

Using full color post cards are a great way to deliver your message in an effective mail campaign.

Don't be tempted to print them yourself or buy in bulk.

Not everyone has a printer that will print the high resolution you need.

You want to send high quality materials.

Watch your own mail. Do you read the paper post cards you receive from realtors, insurance agents, etc?

Most likely, they end up in the trash.

But what about a full color, glossy, laminated card... This card is higher quality in itself.

Notice what is printed on this card. Does it catch your attention? Are you beginning to see what I am talking about?

It is all about Image. Your first impression is **EXTREMELY** important and should leave the recipient with the feeling that you are not just after a sale.

You offer information, service and above all, **QUALITY!**

I have been designing these fabulous post cards for over a year now and my own business has picked up since changing my marketing strategy and the manner in which I was delivering my message.

Try it for yourself. Switch your mindset from the traditional "Cookie Cutter" marketing that you have been doing and try using an Image Smarter approach.

I know it works because it works for me.

To learn more about becoming Image Smarter visit my web sites

<http://www.site-build-them-ecommerce-smart.com> or <http://www.imagesmarterwebsitedesign.com> .

Good luck and good marketing.

Judith A. Wentzel - Image Smarter Web Site Design, Marketing & Business Services. Assisting small business owners with their business and marketing needs since 1993.

Internet Nostalgia – Remember "This Dumb Little Ad?"

By Cathy Bryant

Watch out – if you do, you're showing your "Internet Age!"

I am, of course, referring to the now infamous "Cookie Cutter" marketing program which was all over the internet when I first began exploring the online business world (circa mid-1999).

If you have no idea what I'm referring to, then you can consider yourself a relative newbie to the internet. I bring up Cookie Cutter as an example of how things can change so dramatically online in such a relatively short period of time.

No kidding – if you were at all involved in the business opportunity area of the internet at that time, you will definitely remember those "cc-pages" – they were EVERYWHERE!

What I remember most vividly about Cookie Cutter was the ubiquitous ad headline that invariably heralded an invitation to investigate this program.

"THIS DUMB LITTLE AD Can Put \$200 in cash in your mailbox... EVERYDAY!"

It was followed by an ad that almost always read exactly the same way –

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This little cookie cutter spits out \$20 checks...

It's a 3-part automated system, consisting of a KILLER classified ad, a powerful one page sales letter delivered by autoresponder, and a QUALITY product, delivered to your customer by the company.

You can set up today...and actually be getting checks mailed to you tomorrow.

For complete details, send a blank email to:
mailto: xxx@someautoresponder.com or visit my web site:

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The sales copy was misleading in the sense that what you learned only AFTER you sent in your \$20 was that in order to implement the system you needed to purchase additional items.

Those who were fortunate enough to get in early no doubt made some money with the program – but no one made MORE money than its originator, Gary White.

When I decided to write this article, I did some research on Cookie Cutter, and what I discovered was

intriguing.

For example, I did a Google search on the term "Cookie Cutter" and I had to go to before I found any reference to it whatsoever. It was actually a link to a disclaimer put on the "Beginner's Central" website that was used in Cookie Cutter's Bootcamp product.

Another search on "Gary White" found nothing to reference the once-famous originator of the Cookie Cutter program in the first ten pages. I chose not to go any further.

But then I did a search on "This Dumb Little Ad" – THAT got some results. Never underestimate the power of a unique headline.

Naturally that led me to many pages which were no longer active. This prompted me to do a WHOIS search on the domain name of the duplicated pages that were used in the program.

Many of you will be interested in learning that the domain name cc-pages.com expired on March 5 of this year. Looks like Gary White is out of business. I do recall that he tried to parlay his success with Cookie Cutter into a similar program, but apparently he was unsuccessful.

By that time, most everyone had caught on.

Cathy Bryant has been marketing online since the last century, so she knows what works and what doesn't. Right now she's offering a terrific 5-part mini-course titled, "Promoting Your Business Without Busting Your Budget!" You may access a copy by sending a blank email to:

Internet Nostalgia – Remember "This Dumb Little Ad?"

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