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Bedroom Marketing

By Len Dozois

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Bedroom Marketing

Tips

Hopefully we are all adults

here, so let's talk about sex for just a minute. No, I'm not talking about porn sites, I'm talking about taking a look at what I call 'Bedroom Marketing' and applying the same principles to Internet marketing.

I don't care if you're a female or a male. Play this scenario out in your head:

You walk in the door and

yell "**Honey, I'm home. Take off your clothes and jump into bed because I really want you and I know that you want me too.**"

I don't know how things work

around your house, but over in my neck of the woods it's going to be "No Sale".

And why would you expect anything different? Let's take a look at what was done wrong.

This was a high-pressure

attempt to "make the sale" without any regard for the other party feelings, or state of mind.

It was assumed that the

other party was in mood to "buy" and the pitch did not give them any other option but to say "Yes" or "No" when a "maybe later" would have given the desired results.

There was no attempt at

rapport building (OK, Dr. Ruth doesn't call it "rapport building", but you know what I mean).

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There was a failure to build the other person's interest and excitement level over the offered "product or service".

So, if you wouldn't expect that kind of approach to work with someone who hopefully loves and trusts you, why in the world would you think it would work with complete strangers?

You know what I'm talking about. We've all received an email that says something like:

"Wow, I just discovered the most amazing program. My sponsor has only been in for 14 days and he's already made \$144,000!!!!!!!!!! This is so good, trust me I know a good thing when I see one. THIS IS NOT A SCAM!!!!!!!!!! Just click here and pay a one-time \$19.99 NO SPONSORING!!!!!!!!!! I'll help you make money. This CAN'T FAIL!!!!!!!!!!!!!! Just sit back and let the money roll in!!!!!!!!!! I joined Monday and already I've made over \$200!!!!!!!!!!!!!!"

The so-called marketer blows this ad out to 155,000 Safelists, FFA and Classified sites, and maybe SPAMs a few news groups along the way. Two days go by and no sales. The Marketer quits in disgust and tells everyone that Internet Marketing is a scam and no one is making any money. "Trust me.", He says "I know, I tried."

You think I'm exaggerating?

One of the sites that I own is a

. We sell membership for \$4.99 per

month

and our members can automatically post their ads to hundreds of safelists, with hundreds of thousands of members who have agreed to receive them.

Anyway, whenever someone

cancels their subscription we automatically send them an email containing an Exit Poll form. We offer them the chance to win \$50 in return for telling us why they quit (we also recommend one of our

that may be better suited for them,

but that's

another article). We learn a lot about how to make our program better, but we also get to scratch our heads in wonder over responses like this one:

"I've been a member of your site for 10 days now and I haven't sold a thing. The Internet is full of thieves and liars and you're just one more of them."

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Out of curiosity, I checked
the sales letter he's been sending. Here's what he wrote:

Ok, let's take a look at
what he did wrong besides failing to run his spell checker.

He made a high pressure
attempt to "make the sale" without any regard for the other party feelings, or
state of mind. Not only was it high pressure, but it held his offer out in a
negative fashion when he said

Sheesh, at least he could have
said "how LITTLE it will cost you."

What he did was the equivalent of
saying:

Sure, that's a home run
proposition waiting to be hit out of the park.

He assumed that his
prospect was in the mood to "buy" and did not give them any other option but to
say "Yes" or "No" when a "maybe later" would have given you the results he was
seeking.

In fact, he really didn't give them any option at all when he
said:

No one in their right mind
is going to respond to an offer from a total stranger and give that stranger
their email address. It's no wonder he didn't make any sales.

He didn't take any time to
build a rapport. He tried (and failed) to pull off a slam-bam-thank you-m'am (or
whiz-whirr-thank you sir) and fell flat on his face. Try walking up to someone
in a bar and saying "Hi, are you hungry or horny" and see how well you
do.

He failed to build an
excitement level over his product or service. He didn't even build a mild
curiosity level. In fact, his letter doesn't even rate a twitch of the right
eyebrow.

Hmmm, does all of this sound

familiar? I wonder what would happen if he tried that on his spouse when he arrived home from work? No nookie there I'd bet, and no sale from his ad either.

I see so many people fail in their attempts to advertise their product or services. A lot of them tell the same story as Mr. No Nookie in the example above. Keep this in mind — Even though the Internet offers an instant medium for reaching people all around the world, the basic laws of sales have not changed. In order to close the deal you must:

1. Eliminate any high

pressure attempts to make the sale. Stop using hype and, for Pete's sake, use the exclamation point sparingly! Not only is an educated prospect more likely to buy, but they are also more likely to refer others to your site, and they are more likely to respond to future offers that you make to them.

Give the

customer an option of saying "No". Some truly interested prospects just won't be able to buy right now for a variety of legitimate reasons. Make sure that you offer them the opportunity to join your e-zine or newsletter, or sign up for an autoresponder series. Do something that gives you the opportunity to stay in front of that customer until they are ready to say "Yes".

2. Go slowly and get your

prospect into the mood to buy. Don't rush in there and yell "Give me your money". Take the time to determine what the reasons are that someone will buy your product and weave those reasons into a word picture that elevates the prospect's curiosity and enhances their buying mood.

3. Build a rapport with your

prospect. People want to be talked to, not at. Show them that you are a friend and an expert in your field by EDUCATING them and not SELLING them. Combine this step with step #2, and you can write as long of a sales letter as you need (but not ONE WORD LONGER) without fear of losing the truly interested prospect.

4. Create a level of

excitement over your product or service by explaining how it's going to change their life, or save them money, or make them look more attractive, or whatever your USP (Unique Selling Proposition) is..

What works in the bedroom

works in the market place. Try it!

size=3>

Bedroom Decorating Ideas Can Be Simple Or Elaborate

By Grace P. Fairchild

Bedroom Marketing

For bedroom decorating ideas, there is a very large number of different themes from which you can choose. Naturally, your decision for bedroom decorating will be based not only on your personal taste, but will also have to do with the budget you have available.

Beyond that, when you're decorating a bedroom, you also need to think about the amount of space the bedroom permits you. This will help to decide the type and amount of furniture and other items that you will be able to use without making the space too cramped or uncomfortable. Remember, a bedroom should be a calm and inviting space, not an obstacle course!

Therefore, your first step in decorating bedroom is to measure your space, and then come up with the theme or style that you like the best. Among the more popular decorating bedroom ideas are:

* Modern * Mediterranean * Cottage * Southwestern * Victorian

With your style chosen, you can look into bedroom decorating tips that will allow you to reach that final image. For example, if you were thinking of bedroom decorating ideas that are Victorian, you may consider the following tips:

* The Victorian style has a rather feminine feel about it, so bedroom decorating in this style will primarily be enjoyed by women. If you are considering making the master bedroom a Victorian style room, you will want to make sure that your spouse or partner shares this particular taste.

* Decorating a bedroom in this style is quite showy and dramatic. The bed will typically consist of a heavy four-poster of wood or cast iron. It may have a canopy, curtains, throw pillows and blankets, and a bedspread that is well embellished with patterns, fringe, bows, and ribbons.

* Decorating bedroom styles such as Victorian will also include a great deal of accessorizing, such as with enormous, overstated rugs, flowering plants, and ornate gold frames surrounding paintings of flowers, birds, children, or maidens.

No matter the bedroom decorating ideas you use, as long as you remain focused and follow through, you're certain to enjoy the final achievement.

Grace writes for

North Carolina's largest online furniture store

offering premium furniture including a large selection of bedroom furniture

Bedroom Decorating Ideas Can Be Simple Or Elaborate

Children's Bedroom Decorating Ideas Begin With The Right Furniture

Wicker Bedroom Furniture

DESIGNER BEDROOM

Add Warmth To Your Bedroom With An Oriental Rug

Baby's First Year –What Parent Needs To Know
Pure Profit Software
Affiliate Marketing PLR Kit
The Great Big Book of Internet Marketing
My Discount Vault

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