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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!**

**Before You Quit, Recommit**

**By David Goldin**

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Instant gratification should never be part of the marketing scenario. That isn't to say that once a marketing campaign has been launched we won't welcome instant results, but more times than not, it takes a bit more grit to push a campaign toward it's desired results. Many, many business owners quit their marketing strategy before it has had a realistic amount of time to really work. Rather than quit your campaign, tweak it. Adjust, be flexible, and track results for a committed period of time. Just because it isn't working, doesn't mean it won't work.

So before you quit, recommit by evaluating your strategy as follows:

1. Is the campaign diverse enough?  
Don't depend on one element in marketing to get the job done. Often it's diversifying that makes the biggest impact. In other words, don't just put out classified ads. Consider solo ads, opt-in email campaigns, newsletter publishing, article publishing, article syndication, affiliate programs, etc. Putting your name out there by every conceivable means will enable you to increase exposure and pull in results.

Consumers begin to feel they know you because they keep seeing you pop up. This in turn creates confidence in your buying audience. Plan a campaign that is several levels deep instead of depending on one avenue to bring in business.

2. Are you tracking results for each campaign?  
Tracking does not mean just the acquisition of a sale. Aha, I

got a sale therefore it must be working. This isn't not tracking simply because you have no idea which method brought in the sale.

Use coded URL's for each campaign to track the real time results. It's as easy as adding a little coding to your domain name in the ad. Have your technical person help by setting up tracking URL's to utilize in all your campaigns. Keep each tracking system separate for each campaign so that you can monitor the results. Then give the campaign time to send you real results. Often you need two to three weeks before you can determine if a particular advertising method is working. If it isn't don't

abandon ship just yet.

### 3. Are you hitting your target market?

The most frequent problem with an advertising campaign is the market you are targeting. If it is off, even just slightly, it may flop horrendously. If a particular marketing campaign is not pulling leads that turn into sales, look closely to be sure that you are indeed hitting your target market? Evaluate who is reading your ads or promotions and if these people are the very best people to market your service or product. A little adjustment can go a long way toward increasing sales.

### 4. Are you providing payment options?

This one is easy. You may be bringing in the leads, but no one is buying. Why? It's often your payment options. If you only accept PayPal or snail mail orders your doomed on the Internet. The fact is that 95% of online buyers will use a credit card to make an online purchase. If you are not accepting this form of payment, it's time you did.

Many business owners resist the credit card avenue because they think the process to a merchant account will be long, tedious, or frustrating. These days that is just not so. Accepting credit cards has never been easier and the process is quick and painless. The best part is that your business will propel itself to the next level of profits and your website will suddenly go from amateur to professional in status!

### 5. Is your message clear?

Are you marketing messages clear? Do they make sense to what you are selling? Will the reader understand within 2 seconds what you are offering? Although every ad must include a certain

level of sales psychology, keep in mind that today's consumer is smart and busy. Make sure your message is clear or your one click away from the trash bin.

6. Are you over-hyped?

This has been taught over and over again, yet email boxes around the globe are cluttered with hype. Hype does one thing and one thing only, it irritates. It tells the consumer they are too stupid to "get your product". Speak intelligently to your target buyers. Answer the only question they care about; "what's in it for them?"

7. Are you following through?

Lastly, follow through. All the leads in the world won't do you a bit of good if your follow through slacks off. Remember that you have put in hours of hard work for those leads. Follow through with each one and put yourself in front of your

buyer to explain the benefits and answer questions. Great follow through techniques equal increased sales.

Marketing campaigns take time to work and patience to tweak. All too many business owners throw their business away without giving it time to mature. Allow each process in your promotional strategy to "grow up" and allow yourself the patience to let it evolve. In time, you will notice remarkable gains and valuable lessons that can be utilized time and time again.

## **How Two Powerful Words Can Guarantee You Success**

**By Al Martinovic**

How Two Powerful Words Can Guarantee You Success By Al Martinovic

I see it happen all too often on the internet including the programs I am involved with. It's a disease called quit-itis.

You know what I'm talking about. It's when you join a program and if you don't make any money within the first couple of weeks you say this program is crap!

Then you quit and join another program hoping this will be the one to make you the quick millions only to find that this program is crap too. And the process keeps repeating itself over and over again.

## Before You Quit, Recommit

Quit–itis... it's an epidemic on the internet. Are you guilty of it?

Winners never quit. Quitters never win.

I am going to share with you a powerful secret that most marketing gurus won't reveal to you!

Did you know that there are only two words you need to know to make you money on the internet?

Never quit!

That's right.... Read those two words to yourself over and over again. After you're done... read those two words again! It's that important!

But some people just don't get it.

Geez... I am not making any money after one month so I am quitting this program.

One month?!? Is that all you give it?

Would you buy a McDonald's franchise and then quit because it didn't make you money after one month?

When you learned how to ride a bicycle... did you quit?

When you learned how to drive a car.... did you quit?

When you learned how to use a computer... did you quit?

You kept working at it until you knew at least the basics of how to do it.

Why can't people do the same with their internet business?

Are you starting to understand now? How ridiculous it is to quit?

Once you get this basic concept embedded into your brain, you are half way home.

Winners never quit. Quitters never win.

You have to give any program you are associated with at minimum one year and at maximum 3–5 years to make any sizeable money.

If you jump from program to program, you will never see any money.

Quit–itis... it's a disease that needs to be stamped out on the internet.

## Before You Quit, Recommit

There is just way too much hype out there and everyone expects to make money over night and I am here to tell you it just won't happen like that.

You will make money... but it will take time and it will take some work. Those that put in the time and the work necessary will be rewarded.

Those that don't will not. That's the true secret of internet marketing.

Winners never quit. Quitters never win.

Al Martinovic is the publisher of the Millenium Marketers Newsletter which helps ordinary people like yourself achieve extraordinary things. Subscribe Today and get 2 FR^E bonuses.

How Two Powerful Words Can Guarantee You Success

Quit Smoking – Prepare To Succeed

Quit Smoking Today

Use Free Stop Smoking Techniques To Your Max

Are You Looking For Quit Smoking Aids?

How To FINALLY Stop Smoking...Once and For All!

Real Estate Investment for Beginners

Start your Own Wedding Videography Business

How to keep up the SPICE in your Love Life.

Motivate Your Way To Success

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