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Building An Audience For Your Internet Marketing Business

By Tim Whiston

I'm willing to bet many of the things you have purchased or signed-up for are products and services that have been endorsed by people you know, admire, and trust. And a majority of these endorsements have probably come through email communication.

But you don't follow the recommendations of just anyone who sends you an email, do you? Of course you don't.

You are probably in the habit of deleting several emails each day from people you have never met who want to sell you prescription drugs, discount software, and search engine submission services. But there are other emails you look forward to getting, and probably open as soon as you see them in your inbox.

Perhaps there are a couple of weekly newsletters you really enjoy. And maybe you are subscribed to a special announcement list that always delivers very exciting information.

You may respect the person who sends these emails because of their achievements as a marketer. Or it could be that you just plain like their personality and get a kick out of their writing style.

Either way, you are quite likely to at least have a look at something recommended in an email from someone whose work you appreciate. What's more, if it's something that peaks your interest, the endorsement from an individual you have grown to like and trust is often enough to encourage you to go ahead and buy.

This is human nature. We love to buy, but don't much care for the idea of being sold. A friendly suggestion made by a person we like carries tenfold the power of the world's slickest sales pitch.

Once you begin the process of building your own opt-in list, you can't just start blasting away with cheesy sales copy and expect positive results. Granted, there are people out there who will buy anything with a price tag, but you can't be certain those people will be on your list right away. You have to give your readers some quality information, and let them have the chance to get to know a little

about who you are.

A big part of Internet marketing is building mutually beneficial relationships. If you have some valuable knowledge, share this with your readers and ask for nothing in return. If you have a way with words and funny antic dotes, make them laugh. The retail transactions take a back seat to personal interaction and honest communication. You want the people on your list to regard you as a friend, and you want them to see you as a leader.

It doesn't matter whether your list is built on the premise of a ten day automated training series, or weekly updates that you send manually. The relevant issue is how personal you make each message that you compose.

Provide your contact information in every email you send, and encourage people to use it. Let your subscribers know on a regular basis that you would be happy to hear from them.

Always respond as quickly as possible to any correspondence you receive from a member of your personal list. A subscriber who takes the time to contact you should be treated as your top priority.

Ultimately, you want to create more than just a list of people who are willing to receive your emails. You should be striving to build a dedicated audience who reads your messages as soon as they find them and looks forward to your next communication.

Every leader has a following, and by this token every successful Internet marketer has an audience. The way to achieve this is by giving your opt-in prospects more information than they need, and always taking the time to help them, or even just chat with them, when they ask for it. Become the person your readers go to when they have a question and your road to profit will become a lot shorter and much less bumpy.

Successful Internet marketing is not about blasting your ads to 1 million random email addresses or posting your text links on every site that will accept them. It's about stepping out of the crowd and being viewed as someone who has a purpose and a message.

You can't fake it. But you can do it if you are willing to put yourself out there.

Tim Whiston is a full-time entrepreneur and Internet marketer. He provides design and marketing services, and has published a number of popular e-books. Check out his Internet Marketing Course to learn more.

<http://www.timwhiston.com/course.php>

Building a Home Internet Business

By Adrian Austin

Building An Audience For Your Internet Marketing Business

Building a home internet business can be daunting, but with the right effort, it can be done. Developing a marketing plan will help your business grow. It's not hard to create or utilize. Yet it does need to be used regularly for it to be effective.

In building a home internet business, your advertising strategies need to be planned every week. To start with, advertise in the same areas all the time and record your responses. Find out where and when your ads were, and how many people looked at them. Doing this online is easy with "ad trackers" and "website statistics trackers".

After you find out how your first ads did, branch out to other kinds of advertising both online and offline. You can start with free ads and maybe even to go to "pay per click" submission services" after earning some money. Research has indicated that a customer may have to view an ad five or six times before making a response. You may have to place ads for weeks before you see results.

To help determine a marketing plan for building a home internet business, ask the following questions:

Who would be my customers and potential customers?

What characteristics would they have?

Where would they live?

How much spending power do they have?

Is my product the best it can be?

Would my prices be considered right by potential customers?

What is my business' reputation?

How does my business compare to businesses in the same field?

The answers to these questions would help you devise a marketing plan. In answer to the first question, you can find out who your audience is by making a profile of your ideal customer. In answer to the last question, study your competition. Find out their strengths and weaknesses. Can you do something that they can't? Can they do things you don't or can't do?

Advertising is a crucial factor in building a home internet business. Advertising can inform customers of the benefits of your product, give you an identity and reputation, and lure new customers and replace lost ones. You can do cheap advertising research by going to the library. Sources you might want consider in a library are Gales directory, Bureau of Labor Statistics, economic statistics and research,

and population and demographic research.

Emarketing is viable in building a home internet business. It's much cheaper than direct mail and can

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be as effective. Studies have shown that emarketing response rates are higher than direct mail's—5% to 35% compared to 1% to 3%.

If you offer an email newsletter, you can gather demographic information of customers such as age, gender, income, and hobbies which can help you target your advertising. With careful research, you can use advertising to your advantage in your home internet business.

Adrian Austin is a respected internet marketing expert, and the founder of a leading home business

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and numerous marketing websites.

Building a Home Internet Business

Yardstyle Marketing

'How to Invest in Your Online Marketing Today'

Internet Marketing

How To Make Use Of Cheap Internet Banner Advertising

Fax Reaper Pro Software

Email Spider Software

Press Release E-Manual

The Power Of Laughter

The Great Big Book of Internet Marketing



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