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Creative Contests, Profitable Promotions

By Tatiana Velitchkov

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Conducting a contest (and making sure it succeeds!) requires a lot of hard work, plenty of planning, and a significant share of your marketing budget.

So why am I recommending that you TRY it?

Because when done creatively and none too quietly, it can be your MOST EFFECTIVE tool for reaching huge numbers of potential clients at any given time -- and even for getting free publicity for your business as well!

But out of all the "enter & win" / "click & join" competitions already out there on the web, is there really any chance of YOUR standing out from the crowd and making fresh new waves on the Internet?

The answer is YES, in four easy steps:

1. Capture their imagination!

Because the last thing you want is for people to hear about your contest and shove it to the back of their minds, simply because it's something they've already seen, heard about, or joined before.

So be creative, be exciting, be interactive!

Invent the kind of contest that doesn't just promise a prize, but also an experience:

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- the chance to interact with other surfers in the same industry
- the adventure of trying something that few people have ever tried before
- or simply the opportunity to have fun and be entertained for just a few minutes in their day.

If there are two things any harried business owner would

welcome any day, it's the chance to be entertained AND get something useful out of it for free...

...and your creative contest can instantly do both!

2. Challenge their skills!

People are also competitive in nature, and the chance to be called "the best" at what they do is often reason enough for them to join anything.

So challenge their intellectual, physical, and even emotional capabilities and give them the chance to show off.

Ask them to answer questions, give birth to creations, or delve into strange situations. Take off from the traditional polls, quizzes, and essays, and give them something to really think about and talk about.

Then watch as your contest takes on a life of its own.

3. Explore their personal interests!

What are your target clients' interests besides their work / their business / their job?

Do most of them watch the same television show, subscribe to the same print magazine, or patronize the same chain of restaurants or cafés?

Work these other interests into your contest, and you would've captured their attention as well as their

friendship, even as you're promoting your own product & website.

(PLUS! You can even propose profitable partnerships with the local distributors/owners of their favorite show, magazine, or café — creating more benefits and opportunities for both you & your clients.)

4. Promote for profitability!

So you've come up with a cutting edge contest idea, you've challenged your target clients, and you've even tapped into their interests & needs.

The last thing to do now is to make sure people hear about your extremely exciting contest — not just the

participants, but the spectators and the media, too!

Top off your contest with a catchy name, a funny theme, a memorable jingle. Announce it in your mailing lists, in flyers, in press releases and on the radio.

Make people so intrigued & interested in your contest that they can't wait to visit your site, call your number, or sign up for your mailing list.

And if you've put in all the needed preparation & planning to make everything flow smoothly, the rest will simply become history...

...marking an upturn in your PROFITS, and your prominence on the web.

From the ancient Roman gladiators to today's "Who Wants to Be A Millionaire," contests have always drawn hordes of participants & spectators alike, and can bring much needed activity, traffic, and profit to anyone who needs it.

So it only makes perfect sense to add history to creativity, and turn contests into profitable promotional tools for you AND your business TODAY.

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600,000 subscriptions at \$12.00 each!

By Michael J. McGroarty

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Rule number one. Basic human nature never changes.
Keep that in mind.

The idea that I'm about to present to you could be a booklet, it could be E-book, or an E-mail newsletter that people pay to receive, or it could be members only website that people pay to belong to. But what's really important, it could be a writers dream come true.

This article should really make you think. The numbers that I am going to share with you are quite impressive.

Back in the mid 1970's a married couple had an idea, they would publish a newsletter about contests and how to win contests. Contests seemed to be really popular, so why wouldn't a newsletter that's all about contests also be popular.

With that, their newsletter was born. They published information about how to find contests, how to win contests, and they also searched for contests and shared them with their subscribers.

Their newsletter became popular and in no time they had 8,000 subscribers at \$8.00 each. (this was the 70's mind you) Things were going really well, and the subscriber list grew and grew and grew. At one time they had over 600,000 paid subscribers, and by then the subscription price was \$12.00.

Part of their success was due to a partnership with a marketing expert, but the point that I am trying to make is that 600,000 people handed over their hard earned money to subscribe to this little newsletter.

This was long before the power of the internet could be used to match up buyers and sellers. Today, it's so much easier to reach people in any given market.

Things change, but human nature stays the same. The same basic desire that drove those people to subscribe to that newsletter back then is still alive and well today, and it is waiting to be tapped by

you or some other enterprising mind. Can you think of a product

that you can create and sell like crazy that will appeal to this market? There have to be dozens of options.

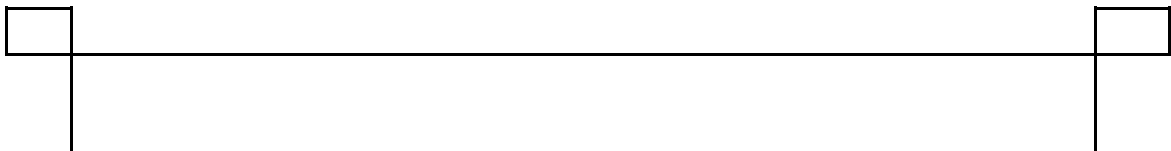
The numbers alone should really make you think. What other subject could attract those kinds of numbers? Actually there are many. Pick one and do the research.

That's the beauty of the internet, you can actually see how much of an interest there is in a subject before you expend a lot of time and energy.

Michael J. McGroarty is the author of the Free Report Series "37 Secret Money Making Strategies for Writers" Stop by <http://www.homemadebooklets.com> and sign up for the entire series. This is a Free offer.



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