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Direct Marketing For Results

By David G. Petten

Direct marketing is, perhaps, one of the most important aspects of running any business where

goods or services are being sold. If you are offering products or services, you want to see results. If done correctly, direct marketing will help you achieve that goal.

When you implement direct marketing, you are directly communicating with carefully targeted individuals. These are the people to whom you want to buy your products or services, and from whom you will receive the most business. If marketed correctly, your target consumers will realize that your products and services can best benefit them, and you will then begin building a loyal customer base.

The objective of direct marketing through communications with individual consumers is to obtain an immediate response and cultivate lasting customer relationships. It is usually carried out by telephone sales, usually in the form of telemarketing and telesales, and provides you direct contact with your potential customers. It can, however, also be carried out by direct mail, which includes: brochures, catalogs, and flyers, and by through direct-response broadcast advertising through television and radio, and infomercials and home shopping networks. First, customers often enjoy the convenience of direct marketing, as they do not have to battle traffic find a parking space in a over-crowded parking lot, or browse through crowded stores to find products that suit them. Instead, they can simply order their desired products through a catalog by using the telephone, or by shopping online without ever leaving the comforts of their own home. The requested products are then shipped directly to their homes, which is another sought-after convenience. Purchasing products through direct marketing channels is also private and easy, and does not involve a face-to-face interaction with a sales person. While some people prefer this face-to-face encounter, others find it easier and more convenient to shop without ever leaving the home.

It also provides convenience for the busy working men and women of today. Here, items can be bought on a lunch break online or from a catalog with time left over for actually eating lunch. This also allows businesses to offer a wider selection of products while making comparison shopping easier with greater access to alternative or competing products.

Finally, direct marketing can produce immediate results as goods can be purchased quickly and easily in the exact configuration desired. It saves time, allows companies to offer a broader selection, and be a lot of fun for both the buyer and seller.

Direct marketing provides many benefits to both buyers and sellers

<http://www.tilwood.com>

Offers logistics, fulfillment, mailings and database management.

How To REALLY Use Google Part One

By Andrew Wroewski

How To REALLY Use Google Part One by Andrew Wroewski

In a matter of a couple of short years, the Google.com search engine has become the world's favorite way to find what they're looking for online.

Now, most of you who are reading this are saying "Duh", but let me ask you this: Do you REALLY know how to use Google and get the most out of this incredible search technology?

Hopefully, these tips will help you find EXACTLY what you want the next time you head on over to "Google Land" and start searching.

To start, unlike most search engines, Google does not care if your search term is in UPPER or lower case. In fact, it can even be MiXeD case and the search results will be identical no matter how you type in your term.

The Google GOLDEN Rule: BE SPECIFIC!

When using the Google search engine, you must be specific in what you ask and HOW you ask it to get the results you desire.

How do you be specific?

Let's say you are interested in finding out more about the field of Direct Response Marketing. To search for that exact phrase you put "quotes" around the phrase like this: "direct response marketing". This forces Google to cough up search results with those exact words in that specific order, only.

If you didn't use quotes and just typed in direct response marketing, you would get results that included the words: direct, response and marketing mixed in with the MORE SPECIFIC results of the precise phrase "direct response marketing".

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(BTW.....for those of you who are used to searching by putting the word "and" between all your search words, with Google, it's not necessary. Google automatically "thinks" like that by default.)

You can use the "or" feature on Google. For example:

"direct response marketing" or "direct response advertising" and you will get combined results for both exact phrases. The word "or" can be replaced with the "pipe" (|) symbol (the symbol above the "" forward slash on your keyboard) to achieve the same results.

Now, let's say you want to search for articles written about the subject of Direct Response Marketing. You can use the Google "require" feature and have a specific word included in the search just by adding a "+" sign in front of the keyword you want included.. For example you would type:

"direct response marketing" +articles and the results would give you articles about Direct Response Marketing.

You can also "exclude" a certain word from your searches by using the "-" (minus sign) like: "direct response marketing" –fees which would give results about Direct Response Marketing excluding "fees".

Whenever you can, try to combine these three symbols (quotes, plus and minus signs) into a single search to give you even more targeted results.

Now, go practice on Google using these simple tips and meet us back here next time for Part Two when we offer tips about some of the more "advanced" and "juicy" features you can implement to get the most out of your searches

On the world's most frequently used search engine: Google.com

Andrew Wroblewski and Steve Robichaud have been helping people and businesses learn how to effectively use the power of the internet since Moby Dick was a minnow.To contact them and/or to learn more visit or write:<http://www.help-for-me.com>email: admin@direct-response-marketing.net



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