

Don't Baffle Me. Talk to Me.

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**By Andrew Eklund**

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Congratulations, all you Internet marketing people you. You now command a whopping 3% of total advertising and marketing budget. Hey, it's better than, well...2%. And the number is trending higher. That's good too.

But what if I told you that people spend nearly as much time on the web as they do in front of the television?

Did you know that TV commands almost 40% of all ad spending, while the web gets only 3%? How about newspapers? Businesses spend almost as much on newspaper ads as television, but guess what? Consumers spend less than 10% of their time reading newspapers.

Clearly, if you judge just by the numbers, the web is underfunded. Why?

I have a theory: to most business decision-makers, the people who sell the web channel are geeks. They talk in web jargon and acronyms. For example, if I was a business owner (which I am) and had an inkling that email marketing might be successful for my business (which I do) and called an Internet marketing consultant to meet with me, here's what I might hear:

"Thank you for calling me in. What we provide is an ASP email solution that has easy-to-use WYSIWYG tools which, in addition to providing you outstanding content management, tracks click-throughs, white list status, and user conversions in real-time."

As a business decision-maker, I think: What did that geek just say to me?

Or let's take search marketing: "Sir, I'd like to talk to you about how we can dynamically measure your keyword PPC programs within the Google AdWords or Overture network to, again, track real-time user conversions using state-of-the-art web analytics systems, which, by the way, are an ASP model so

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your IT guys don't have to get involved. Isn't that great!?!?!"

Yeah. Not so great, pal, because YOU'RE NOT TALKING TO ME!

And we wonder why web marketing might be underfunded? The fledgling field is so proud of itself for its snazzy lingo and sizzling software that it's forgotten that this is just marketing — only possibly a whole lot better in many ways than traditional marketing.

To get decision-makers fired up about investing in the Internet marketing channel, strip out the jargon and the acronyms and get down to business. If you do so, then you've finally got what everyone wants to buy: better marketing. Instead of selling "conversions" and "ASPs" — which have no language connections to traditional advertising and marketing — talk in real business language. A conversion is a sale or a lead. A user is a customer. Keywords are just words and language. Every Internet term has a seasoned business equivalent. Use them.

If we want to justify more than a 3% budget allocation for our web marketing efforts (which we can and should), then we need to talk about business in language that decision-makers use everyday. And whatever you do, if you say "it's just marketing" then don't make it sound like IT.

Until next month,

Andrew Eklund  
CEO

Andrew determines Cicerons strategic direction and leads the team in its ongoing quest for client success on the Internet. His 10 years of experience in Internet marketing provides a perspective that combines visionary creativity with common business sense.

Under Eklunds spirited leadership, Ciceron provides web marketing services to a diverse client roster that includes Best Buy, Jostens, US Bank, Hazelden Bookplace, Minnesota Environmental Partnership, Trend Enterprises, and Coldwell Banker Burnett.

### **Beware of Web Sites Bearing 'Free Gifts'**

**By Chris Malta**

#### **Beware of Web Sites Bearing 'Free Gifts' by Chris Malta**

"Beware of Web Sites Bearing 'Free Gifts'"

If they're offered after the sale, they're NOT free!

One of my best friends, someone that I've known since I was a teenager (which seems like a long time ago!), had a great collection of T-Shirts with some of the funniest slogans on them that I've ever seen. One of my favorites was his T-Shirt that read: "If You Can't Dazzle `em with Brilliance, Baffle `em with Bull\*\*\*\*\*" (You can probably fill in the blanks quite easily!)

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There are a tremendous number of web sites selling Information on the Internet who are doing just that. Completely lacking in anything even remotely resembling brilliance, they are spending a great deal of effort, and seriously taxing their few active brain cells, in order to Baffle you into buying sub-standard Information Products.

We are in the business of providing information on genuine Drop Shippers. We publish a Directory of brand name product distributors who are willing to Drop Ship those products directly to your customer from the warehouse, one at a time, at wholesale. It's an excellent way to do business without spending a ton of money on stocking an inventory. We've worked very hard for years to provide absolutely honest and complete information.

However, there are other information providers in this business who are either too lazy to do the time-consuming research this business requires, or are just outright scam artists looking to cheat you out of your money.

They have a wide range of methods they use to Baffle you into buying from them, but one of the most obvious is Free Gifts.

Now, we have to be careful here, because there are two kinds of Free Gifts.

1.) Free Gifts given to you before the sale are usually a good thing. We do that ourselves; we offer a very comprehensive Free EBook that gives you a tremendous amount of FREE information on starting your Internet Business. We give you that for free, no questions asked, no personal information required, and you never have to buy anything from us. THAT kind of Free Gift is OK, because it really is Free!

2.) Free Gifts that are promised after the sale are the thing to watch out for. They are designed to make the offer look so attractive to you that you simply cannot turn it down. They are, in fact, given to you because the main informational product itself is so lousy that it's creators feel that they have to suck you in with after-the-sale freebies, or they'll never sell anything to you at all. However, in order to get all these Free Gifts, you have to buy something first.

Here's how these scam artists work:

They pitch their junk Informational Product to you with all kinds of wonderful promises, telling you that you're going to make incredible amounts of money very quickly.

That in itself is not true! NOBODY makes incredible amounts of money quickly on the Internet. In the real world, it takes time, patience, and work!

THEN they tell you that if you order their information, they will include "\$750 Worth of Bonus Free Gifts!" with your order, or some such ridiculous statement. They tell you that you will get Marketing Information, Email Generation Software, Important Articles and Reports, Expensive EBooks, Bonus Wholesale Guides, etc., etc., for FREE, after you buy their product.

Freebies that you only get AFTER the sale are there for two reasons:

·They make you think you're getting much more that you are paying for, when in truth you are not; you can pick up that stuff for free without buying anything. All that Free Stuff is just that; it's FREE, it's garbage, and you can find it all over the Internet for nothing, without having to pay a cent for anybody's products. The scam artists certainly do not pay for it; why should you?

·They are a distraction. The scam artists are counting on the very good probability that you will spend so much time with, and get so caught up in all that extra free stuff that you will forget that the original product you paid for is junk, and you'll never bother to ask for a refund!

So Beware of Informational Web Sites offering Free Gifts after the sale, folks. There is a reason for it, and it's not a good one!

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Maybe they should also offer a T-Shirt with those "gifts"...I know a guy who can suggest a good one...

Chris Malta

WorldWide Brands, Inc.

For mor info visit, [www.YouCanDropship.com](http://www.YouCanDropship.com)

Chris Malta is a Microsoft Certified Systems Engineer. He has worked with computer Systems for 18 years. He's been involved in eCommerce systems, networking and site design for more than 6 years. He's taught college-level computer courses in Western NY. He developed The Drop Ship Source Directory, and he and his partners at Worldwide Brands, Inc., publish the Directory and run eCommerce sites of their own using Drop Shipping as their only business method.

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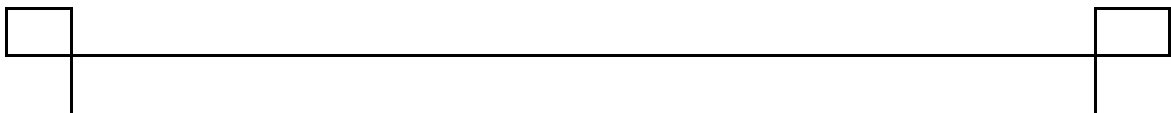
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