

Don't Believe The Hype...

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By Michelle Cobbs

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Of the Internet marketing "guru"! Why you ask I'll tell you why.

I am going to give you a few reasons why you should not believe all this hype and more. Let it be know these are reasons I have come up with, from my own experience. This is in no way saying they all are not real but I am saying that the truth is being stretched just a little bit in some cases.

Some of you may agree, some may disagree but for me you can't get all caught up. If you really thing about it for a while you too will realize that some of the stories you hear are too good to be true.

Here are a few reasons why...

1. First and foremost in my mind newbie's to internet marketing and some not so new. There is NO WAY we will ever have the backing these "guru's" have, meaning all of them it seems have joint ventures with each other.

Really lets thing about this for a moment, if you go to one of the top "guru" sites you can make a list of at least 2-4 other top "guru's" who are giving praise to the products or services being sold. Now take those same names, go to their site chances are you will see the same people on your list plus the "guru" whose site you just left.

So you see why I have come to the conclusion they all are backing each other in one-way or another. This alone puts everyone else at a disadvantage.

2. I have a few words to start off with this one they are Opt-in list; yes all are partners' this goes back to the joint venture issue. Not only do they have huge subscriber lists, when a guru comes out with a new product or service its not released to the public first no, no, no. Joe Doe will call or email his good friend Jack to send out to his list by way of Jack's affiliate link.

Joint Ventures are very powerful there is no way I can compete with this, neither can you. Oh don't forget the great commissions they get as well, for offering the information to their list. Come on lets

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face it, you receive information I know I do at least 3–4 emails announcing something new each week all from different newsletter subscriptions I subscribe to informing me of how good a deal this new product or service is.

When in fact the bottom line is that some of it is not all that good, and not worth some of the over pricing we see everyday. Yes, sure it's nice to receive it instantly but does that mean you should be charged that much more for the privilege well some will say yes sure you should but I just don't know.

I saw a commercial recently when compared to waiting a year for a new birthday; I don't think waiting a few days is all that bad.

3. When you really get down to it, their success is not going to be your success. There is no way that it

could be, sure you may make some money but will you make hundreds, thousands or even millions like some of the stories you here online. I say NO you won't and this is why I feel you can't believe the hype of the internet marketing business. It can be quite disappointing when you buy all that is recommended to you to only to find out some of it is crap, does not work with what you want to do in your business.

With that said, go for you own success don't try to ride on someone else's success. Find what works for you, build on it, and work one thing at a time. Once you have the system that works do it over and over this is the key to success.

Use the information in the many informational ebooks as a guide or "how to" reference not a blueprint to the road to success. Take what you need and leave the rest.

Are You a Passive Advertiser?

By Pamela Geiss

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What kind of a marketer are you?

There are many ways to advertise. Some we are very familiar with, such as hype. There is a LOT of hype on the Internet. And I'm not going to tell you that hype doesn't sell, because it does. You see it on TV every day. Someone yelling outrageous claims. And some people respond to that type of advertising. It moves fast and furious and tries to get to you through your emotions, hoping you will act BEFORE you have the chance to think it over. There are many infomercials that work this way. All of a sudden before you know it, you are caught up in the excitement of it all. And it works!

But just because it works, is it really the way to go about it? Many businesses think so. They are looking at numbers. The more sales they bring

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in, the better the ad was, in their opinion. But if you did a study, how many of those who bought came back to the same place to buy again? How many were really satisfied with their purchase? Just because there were no returns, or few returns, is no indication that a customer was satisfied with his/her purchase. Many people just don't bother to ask for their money back, for one reason or another. The real "proof in the pudding" is how many of the customers refer their friends to that business? How many of them come back to make another purchase?

The businesses who will ultimately survive are the ones who have repeat customers. Most companies who do infomercials aren't concerned with repeat buyers. Many of them offer one product that doesn't lend itself to repeat buying. So for them, hype works.

I have always been of the opinion that if it takes hype to sell it, it isn't worth much. If you have a good product, you don't need to hype to sell it. And after a few customers buy, they will help to do a lot of selling for you by referring your services to others and by coming back to you to buy again. When you resort to hype to sell your product, you exaggerate what your product does, and in doing so, you will find customers who are not satisfied once they buy your product. Why? Because you made it sound better than it is and they expected more from it than they got. You may even find that you have a lot of returns to deal with.

Returns will also be a factor if you "push" your customers into buying. Infomercials also work this way. "Buy within the next 10 minutes and you'll not only get this, but this and this, too!" Buy today and you'll get this special price only available today." When I have a sale on my site, I put the

end date on it, so you know for sure it's a true sale and not a "push" to get you to buy today. Some sites say, "Buy today. Sales ends today." And they give a date, but if you bookmark it and go back tomorrow, you will see that the sale ends tomorrow. That's what a good software program will do for you. Just remember, if it's good, it will still be there tomorrow. Spend some time checking it out. Talk to others who have used it.

When you are honest with your customers, they will appreciate it and learn that you are a person of your word. My Dad once said to me, "Your word is the most important thing you have. Never promise anything you can't deliver." Advertising is the same thing. Never promise anything you can't deliver. Let your product sell for you. You can get them to your site without hyping them: try different ads until you get one that is getting results; buy guaranteed visitors; advertise in different places. Then let your site sell for you. Don't hype your potential customers – be a passive advertiser.

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Pamela Geiss owns the successful LotsaPerks Advertising Agency. She specializes in guaranteed traffic to websites. Visit her today at <http://www.lotsaperks.com/visitors.htm>



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