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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Don't Blame the Messenger

By Bob Osgoodby

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I recently had a call from a fellow in Scotland and taking into account the time difference, it was about 2PM there. He called to complain that the ad he placed with us two weeks ago, hadn't produced any leads. While he was venting, I looked up the ad he had submitted.

He was in an affiliate program, and they provide a personalized web site, which not only gives information about the program, but also tracks the leads. He didn't include the web site in his ad, and his only method of contact was by email. The ad he originally submitted was full of spelling mistakes and grammatical errors, which we had cleaned up prior to posting.

As he slurred his way through the conversation, I realized that he probably had a very long liquid lunch, and when I tried to explain what he needed to do, he called me a "con artist" and hung up.

Now is this to be expected if you provide web space, or run an ezine which allows advertising? Not usually, but as in real life, there are people like this on the web. Ad space in an ezine or on a web site, is just that – space, and the web has no magic. If you write a bad ad, you will not get responses. The same ad in a print publication, such as a newspaper or magazine, would yield the same results. You can't blame the messenger, in this case the space provider, if your ad doesn't produce.

Many people have fantastic results with this type of advertising, and they all have a few things in common. They are selling a

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quality product at a reasonable price, and have taken the time to develop a good ad. They also realize that the only purpose of the ad is to get someone to request more information. They all have a web site that gives complete details, and where they make the actual sale.

Just having a quality product or program at a reasonable price is not the only thing you need. You must advertise it in an intelligent manner. The ad you place is referred to as the "tease". If this is done properly, it gets you to the next step in the sales process, and that is the "education" stage. People want information about the product or service they are about to

buy.

When people get to your web site, or ask for further information, it is because they are interested. This is the case where "more is better". The more information you can give them, the greater the chances you have of making a sale.

A very common mistake is to confuse the "tease" with the "education stage". If the web site gives little or no information, it is in effect just another "tease". You can't expect people to buy if you do this. You must provide solid information on how they will benefit from your offer. Others mix up the "education" stage with the "tease", and try to give too much information in their ad. Neither approach will produce good results.

The final stage in this process is referred to as the "close", or the "call for action". This is where you give the person a reason for becoming your customer. This can take various forms, but every good ad campaign has one.

All of these elements from the "tease" to the "close" must be in place if you hope to be successful in your internet marketing. Miss anyone one of them and you will join the ranks of the "also rans".

If your ad doesn't produce, examine each of the three stages to see if it would get you to buy. Have a disinterested person look at your sales effort. Sometimes you might get so close to the process, you can't honestly evaluate what you're trying to accomplish.

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You must of course get ad space that is reasonably targeted to your potential market. The ad for your product should appear in places that your target market will visit. Don't forget that it might take 5 to 7 exposures to your ad before someone bites. Don't be discouraged if immediate results are not forthcoming.

Above all, don't blame the messenger – that is simply a copout. They did their part by making the space available and disseminating it to their subscribers – did you do yours?

Bob publishes the free weekly "Your Business" Newsletter Visit his Web Site at <http://adv-marketing.com/business> to subscribe. As a bonus, get 40,000 FREE E-Books from Larry Dotson, when you visit <http://www.ldpublishing.com>

So Practical Using Messenger Bag

By Rose Anne

Putting all your things in one bag is much more practical than to put in separate bags. You only need to concentrate on your bag because you have put everything in that one bag. It's so easy bringing your belonging in just one big bag.

Are you looking for stylish bag which has lots of rooms, lightweight and easy to carry? Well, the answer would be messenger bags. Don't worry; the messenger bags will be perfect for you. Messenger bag is a single strap shoulder bag where it is design with so many rooms to put your stuffs in separate room.

How Messenger Bag Become Popular?

The single-strap shoulder bag as used by messengers is really nothing new, in the scheme of things. Such a design is almost universally seen through history on the shoulder of almost any type of messenger, whether it be Pony Express, postmen, running messengers in many an early civilization, or bicycle messengers from the era of the telegraph messenger boy to the present.

However, that doesn't mean messenger bags don't evolve! Messenger bag always change. Messenger bags not only for messengers, but for you too. The design and function will follow the need of people, students, workers, housewives, etc.

The messenger bag of today finds its roots in the 1970s bicycle messenger companies who purchased one color per company as identifiers of a sort. Until the 1980s, NYC was the sole bastion of messenger bags but soon the silhouette spread.

Today, you find messenger bags for many walks of life from leather business cases from Victorinox to funky camera bags from Crumpler. Traditional messenger bag companies like Manhattan Portage and Timbuk2 continue to provide students and messengers alike with interesting yet functional product.

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Let's see what the students have to say about this messenger bags. A student from Idaho said that she loves the bag because it is roomy and holds tons of stuff in a very organized fashion. While in Dickinson, a student claimed that he is lucky for having messenger bag because everything for the whole classes can be putted there. And beside, there are several small pockets in the front that can be used to stash money, keys, make-up, etc.

Such comments were made after they purchase messenger bags online. In fact, it's easier to buy messenger bags online because you can find so many messenger bags that you can choose. Also it is easy to order. You can return after purchase if you feel not comfortable with it.

You can always update your image with a messenger bag and go to work or school in style, just like the students who have given their comments above.

Better come to your computer find your messenger bags and order! If not you're going to miss the trend. Happy searching!

Rose Anne affectionate on bags, handbags, luggage, etc has made her become bags reviewer. Her experiences on bags can be helpful for those who need more information about a certain kind of bags. Visit her Website

<http://www.mybagsguide.com>

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