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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Dr. Nunley's Biz-Tips

By Kevin Nunley

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Most products and services are geared to a specific group of customers. Right now I could use a chain saw, but I doubt anyone else in my neighborhood is in the market for one.

There are some products and services that are used by everyone. Today I got a note from a woman who sells books of coupons good for grocery discounts. Who is her audience? Everyone. We all eat and no matter how rich you are, saving money on food probably sounds like a good idea.

But how would she inexpensively market her product to a huge mass audience? Since her question asked about the Internet, I suggested putting low-cost classified ads in big distribution email newsletters. Her ad would direct prospects to her simple web site that has a photo of the product and a way to order.

Your town's daily or weekly newspaper is another way to reach a large mass audience that consists of just about every kind of customer. TV is another good mass media including lower cost cable.

Looking for ways to market your product, service, or idea? Ask Kevin! He'll give you fresh promotion ideas free--no obligation. Reach Kevin Nunley and his staff of marketing experts at kevin@drnunley.com or 801-328-9006. See the promotion packages that are working best for his customers

at <http://DrNunley.com>

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Spot Your Niche

Unless you have the advertising budget of Coca Cola or Ford, you have to limit your marketing to a few effective methods. You will want to direct your advertising to a limited group of prospects who are highly likely to buy from you.

Easy enough. But exactly WHICH group of prospective customers should you focus on?

Spotting your niche can be a daunting task. Sometimes it is even tough to know what groups you have to choose from.

Start by making a list of the things you love to do. Your niche needs to begin with something that you don't mind working on and thinking about constantly for years.

The real benefit of doing this isn't that you can comfortably become a workaholic, but that you probably know quite a bit about the things you love.

You also have a lot of enthusiasm about that thing. Nothing sells your product or service like genuine and whole hearted enthusiasm.

Make sure the niche you go after has enough people to provide you with a living and can be marketed affordably.

biz-domains with special characters

By Hans Peter Oswald

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Biz-domains with special characters will come soon. ICANN-Registrar Secura is announcing, that the company is accepting free pre-registration of biz-domains with German special characters(<https://www.domainregistry.de/biz.html>)

On October 12, 2004 the registry of biz-domains will introduce IDN.BIZ-domains, or domain names featuring foreign language characters. The German language will be the first non-english language to be introduced at biz-domains.

With the introduction of German script IDN names, ICANN and NEULEVEL accredited Registrar Secura will be able to offer customers the ability to register biz-domains containing the IDN characters.

Hans-Peter Oswald

<https://www.domainregistry.de/biz-domain.html>

CEO ICANN accredited Registrar Secura You can publish this article for free if Author and URL are mentioned.



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