

This Free E-Book is brought to you by Natural-Aging.com.

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

Effective Marketing Isn't a Game!

By Louis F. Burleson

Effective Marketing Isn't a Game!

by: **Louis F. Burleson**

Marketing strategies abound on the internet. We all know that bad advice is floating all around the net.

Your marketing department must work seriously, if you have intentions of making a decent e-income. How do you decipher the junk from the gems? I am not going to present a marketing plan to you. I am going to show you what, why and how every marketer should use a checklist, for effective marketing with every business plan.

First and foremost, there must be a real need for what you are trying to sell. If enough research has "not" been done, you will have very low chances of success.

O.K., let's assume that you already have a good product or service. The sales and marketing team is supposed to promote it after finding out "who" needs this product or service. If the product or service has a target market, these people should be ready to promote for profit! Regardless of the motive for starting a home business, the product must be sold and always at a profit.

Here are a few things that you need to look for when you are wondering if your marketing plan will be effective:)

1. You will need a market summary to determine if there is a need for your offer.
2. You must clearly be able to explain your product or service definition.
3. You need to do some ethical research on your possible competition.
4. Positioning is something many people worry about. If you have a good, well rounded plan or method, this should fall in place, if you are patient. Spending a lot of time and money to position your business is useless, until you know what your market will buy from you. Beautiful and popular websites

Effective Marketing Isn't a Game!

are only one part of the sales process.

5. Communication strategies are very important. Know who to contact and build your business image.

6. You must have a launch plan set in place, if this applies.

7. Public relations, advertising and other types of promotion should be considered, according to your budget.

8. Next comes pricing and distribution, if this applies to you.

9. Vertical and related markets must be examined.

10. Consider international markets for a broader customer base.

11. Metrics can help but there is a cost to equip yourself with metrics. If cost is a factor, look into metrics after you acquire some experience and profits.

12. A marketing schedule needs to be mapped out. Inconsistent marketing will get you no place. Have a plan and a set schedule to promote your offer. Never get lax about that schedule.

You now have a way to get started with an effective marketing plan. No matter what you intend on selling, you must have a concrete and organized, sell-for-profit-plan.

Article by Louis Burluson of JenRich Publishing. Louis's site has helped regular folks profit online. Visit

for "how-to" marketing information and more. No time

to visit the web site. You can download a fr*ee evaluation version here...

Marketing Is A Game

By Dave Cole

Marketing Is A Game by Dave Cole

Marketing is a game, very similar to the game of baseball.

As most of our readers know, I manage the local Pony baseball team. This past weekend we played in an 8 team tournament, and managed to get to the final game, only to settle for a second place trophy.

The first game we played in the tournament, we lost. It

Effective Marketing Isn't a Game!

was early Saturday morning when my boys took the field. We were the first place team in our league, but that day we would be facing teams from various leagues around the area.

When the other team started arriving and as each of their players walked onto the field, it seemed like each boy got bigger and bigger. Soon I started to hear my kids saying things like, "Boy, look at those guys....look how big they are!"

As my team was sitting there watching the other team warm up they were all saying, "We can't beat these guys, they're too big and they hit the ball too good."

Well guess what happened?

Yep, first game we lost. We had 11 of our batters strike out, many of them missing the ball by 2 feet or more! And my team came into this game averaging 10 runs a game! We only got 3 hits and 1 run in the game.

We lost that game before the first pitch was even thrown!

Now, here we have my team, in first place in our league, we've beat almost everyone by 10 runs or more this season, we're playing great ball and we fall flat on our face.

Reason why ==> My boys "knew" they couldn't win that game because the opposition "looked" bigger and stronger and better than they did. They talked themselves right into being losers.....they looked at the adversity and saw a giant.....instead of looking at who they were and what they had already accomplished....and what they could accomplish.

Well we came back from that loss and fortunately played a team of "small" kids the next game. That got the boys heads back on track. And we went on to have a really big win on Sunday against a team of boys that were even bigger than the first team!

Sunday I managed to get the boys to look at who "they were...instead of who they were playing" and they came through with a very big upset victory over the team that everyone thought was going to win the entire tournament.

Effective Marketing Isn't a Game!

The only difference between the first game and the game on Sunday was the boys mental attitude. On Sunday they were somebody. They were the ones who were in control of themselves and the game. They were in charge of their thoughts.

When they walked out on that field Sunday they went there with a purpose to be the best they could be. And they knew they could play a good game against anybody.

They didn't look at the adversity, they didn't look at the opposition, they didn't see the giants in the other dugout..... they saw the giant within themselves instead.

And so I'm asking you today, when you go to do your daily tasks with your marketing business, what are you looking at?

Are you looking at all the past failures you've had, or at all the adversity out there, or thinking about all the reasons why you "can't make money" or "can't seem to get sales" or "can't seem to get your ads clicked on".....and all the hundred and one other reasons why it's not happening for you.

Or are you looking at the "giant" within you and who you really are, and what past victories you've already accomplished, and what future victories you will accomplish.

The game of baseball is 90% mental.

The game of marketing is 90% mental.

As Napoleon Hill said, "You can if you think you can..... if you think you can't, you won't."

Related Content:

Read more Content at

Related Products:

: A genuine resource center for Quality Ebooks and Softwares



This Free E-Book has been brought to you by Natural-Aging.com.

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