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For Business Names And Tag Lines, Popularity Shouldn't Rule

By Marcia Yudkin

Don't turn your search for the perfect name or tag line into a popularity contest! Two instances of this have crossed my path recently.

First, someone I know asked people to vote on the best title for a forthcoming book. That's unwise, because what people say they like in a book title:

* Doesn't necessarily distinguish the book from others * Isn't necessarily clear, spellable and free of negative connotations * Doesn't mean those who are the best audience for the book will "get it" * Isn't always easy to remember and repeat * May not perform well in search engines

Second, according to The New York Times, the state of New Jersey put its prospective new tourism slogan to a vote. The winning entry, "New Jersey: Come See for Yourself" received just a few more votes than "New Jersey: The Best Kept Secret."

Both the winning and the runner-up New Jersey slogans flunk an elementary test for the effectiveness of a tag line or slogan: It should distinguish the company, or in this case the state, from most or all others. Try this out yourself by plugging in names of other states besides New Jersey – most of the time, the slogan becomes no more and no less applicable. This means the slogan cannot make a strong case for the Garden State. More bluntly, it's mainly hot air.

The New Jersey contest had another serious flaw. To be eligible to vote on the best slogan, you had to be a New Jersey resident. While residents do have the greatest stake in improving the reputation of their state, they by definition don't belong to the target market of the tourism slogan. To understand what would appeal most to non-New Jerseyans, don't look to New Jerseyans en masse. Many will be clueless about this and get it upside-down. Outsiders are the ones who need to understand the slogan and respond.

I'll never forget an ad for a Great Plains software company that obviously assumed that a photo of a flat-to-the-horizon landscape without trees was an appealing image. For me, a die-hard New Englander accustomed to heavily wooded hills, this picture had the opposite effect – it filled me with horror.

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Of course, someone who lives in New Jersey or North Dakota may be perfectly capable of portraying their region appealingly to outsiders. Instead of asking any group to vote on a winning name or tag line, set up your contest so that people can submit suggestions. Then have either one person or a committee cull the entries according to a list of criteria drawn up beforehand.

By selecting and judging rather than mass voting, you're most likely to end up with a name or slogan that wins over your audience.

Marcia Yudkin is the author of 6 Steps to Free Publicity and ten other books hailed for outstanding creativity. Find out more about her new discount naming company, Named At Last, which brainstorms new company names, new product names, tag lines and more for cost-conscious organizations, at

<http://www.NamedAtLast.com>

Your Resourcebox Giving You Profits?

By Radhika Venkata

Rule number one – You must write ezine articles and submit them to publishers and content sites.

Rule number two – You must include a resourcebox that gives you profits, subscribers, link popularity etc or what ever you want from your resourcebox.

Tips how to get good response from Your resourcebox:

***1. No more than 7 lines:

Longer the resourcebox, it is difficult to scan through. Afterall most people first scan documents, articles to get an outline of what is about. So try keep less and only important bio in the resourcebox.

If you have 10 web sites, don't be tempted to keep all web site urls in resourcebox. Bad way of advertising. Select one free give away product, one flagship product and keep those two urls in your resourcebox.

***2. Give something free:

DON'T try to sell products through your resourcebox. Try to grab the details of the reader like email address. If you have his email address, you sure can do follow up him.

***3. URL issues:

Try to avoid these– forget to keep urls long urls direct affiliate links with out some cloacking

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misspelled urls broken urls nothing but urls in your resourcebox hyperlinking to your url with 'Click here' word. Try to expose your url.

***4. Link popularity:

Keep only urls in the resourcebox. Email links don't improve your web site link popularity. So if you want to keep your ezines subscription link, keep your web site form link like yourdomain.com/subscribe.html. Not myezine@domain.com?subject=subscribe.

***5. Take care of words: Don't use all capitals Avoid hype words explain your product in 2 – 3 lines Always include benefits If possible use the word 'free' misspelled words

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Your Resourcebox Giving You Profits?

5 Steps for Developing a Tag Line for Your Product, Business, or Website

The Simplest Business Card Ideas are Usually The Best

It's Raining ccTLD's

META Tags Explained and How To Use Them For Ranking

Super Charged Linking

How to Buy a Car Without Getting Ripped Off!

Software Index

KEKOE'S MULTI-REPLACE

Page Rank Explorer Pro



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