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Free E-Book Marketing: Destroying The Myths

By Chayden A. Bates

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Before you read this, understand right now: Free E-Book Marketing WORKS! It has been proven to be one of the *most powerful* forms of online marketing ever offered. But with the knowledge of its existence, and nothing but a notion of the idea, many who have attempted to utilize its power have failed. Why? The lack of understanding!

Free E-Book Marketing has been in use for over SIX YEARS. Successfully utilized by many "high-class" marketers. These few have been actively creating and promoting Free E-Books since the ability was provided.

Then, about the three-fourths of the way through 1999, the news broke of this powerful "new" marketing form and everyone and their brother were trying to "cash-in" on the opportunities they were hearing about.

Buying up the e-publishing software stock, many misunderstanding marketers began creating and compiling everything they could get their hands on.

Throwing these so called worth while Free E-Books into the world of the Web, they were actually doing more harm than good. Little did (or do) they realize the necessary steps that need to be taken in order to ensure their success ... that of quality, unique and beneficial content.

Let me ask you, "How many Free E-Books have you downloaded due to its sizzling title, only to find nothing but

an over used report with a million and one banner ads flashing in your face?"

Too many to count?

There in lies the problem. How many "bad" Free E-Books does it take before you stop downloading Free E-Books all together? Do you know what that does, not only for the author of the Free E-Book, but other, successful Free E-Book Marketers?

Too say the least, its not good.

So what DOES make a good Free E-Book? What makes a Free E-Book successful in the sense that it does what it is meant to do? It's rather simple, and if you're at all interested in this "old" form of marketing, than here are the TWO MOST IMPORTANT aspects you need to realize:

ONE:

Your E-Book must be focused. It should only present a single offer to its readers. It should not stray or attempt to teach everything about anything. It should be centered around one solid idea: To present your (business) knowledge as to establish yourself as an expert in your field. To show and help the reader realize that you are a credible source of information.

After reading your Free E-Book, your reader should have a firm grasp of the concepts you present. They should be able to follow through and succeed with the resources you provide. This will help the passing of your Free E-Book as well as strengthen your chances for future dealings with its readers. (This is what makes you money, not the banner ads.)

TWO:

Your E-Book must be educational. If you decide to utilize Free E-Book Marketing, than understand this: Your Free E-Book is to be created to generate leads. How do you generate leads? You educate your prospects about what you have to offer. You show them the hows, whats and whys of how your offer works and will work to benefit them

to act upon.

You must teach the reader all that you successfully can about what the contents of your Free E-Book will do for them. Before they will hand you their money to enhance their lives, they need to know WHY what you're offering will work for them.

By demonstrating, thus educating through the use of your Free E-Book, your reader will naturally gravitate towards you for "further" information, where in you may charge for admission, thus making you your profits.

Free E-Book Marketing is simply a matter of understanding how the marketing and psychological strategies of it work. Understanding the above is *by far* the most important aspects of Free E-Book Marketing you need to realize.

If what I have just shown you is not followed, you will only work to hurt yourself. People want quality, informative content ... and you want their money. By giving them what they want, then suggesting they come to you for more, you will work to help each other.

Free E-Book Marketing WORKS! But ONLY if you use it right.

Chayden is the author of the highly acclaimed NEW E-Book, "E-Book Marketing Explained!" and is currently teaching other online marketers how to maximize their online promotional efforts with the use of Free E-Book Marketing – the most "viral" online advantage you've got!. Visit his site for full details: http://www.marketingeffect.com/me.cgi?ME260_campaign.

Book Review – Loyalty Myths: Hyped Strategies That Will Put You Out Of Business - And Proven Tactics That Really Work

By Adam McFarland

Did you ever wonder if some of those age old sayings about marketing are true? For instance, we've all heard "It costs five times more to acquire a new customer than to retain a current customer." But does anyone have any proof of that? That is exactly what a group of authors set out to do in Loyalty Myths: Hyped Strategies That Will Put You Out of Business - and Proven Tactics That Really Work. The authors, Timothy L. Keiningham, Terry G. Varva, Lerzan Aksoy, and Henri Wallard are all experts in consumer loyalty and use their wealth of knowledge to dispel common myths and offer insight into what really works.

Free E-Book Marketing: Destroying The Myths

The book chooses an interesting format - the first six chapters are devoted to dismiss over fifty common 'loyalty myths' and the final two chapters are used to learning about why customers are loyal and how a loyalty program should be managed. Each of the 'loyalty myths' chapters contains several 'myths' grouped together by common themes, such as Loyalty Myths That Subvert Company Goals and Loyalty Myths Regarding Employees. The chapters both begin and end with an example pulled from industry that encompasses all of the myths mentioned in the chapter, with the actual myths discussed in the middle.

The authors spend a couple of pages banishing each of the fifty three myths. Some of the myths are things that we tend to take for granted, such as "Companies tend to know their customers," while others like "share-of-wallet increases as customer lifetimes increase" would seem intuitively true. For each and every one, the authors use solid historical data to dispel the myth and show the negative business effects of believing it.

The final two chapters focus on seven 'loyalty truths' such as "Don't manage for customer retention before you manage for customer selection" and "Customer loyalty and brand imagery are far from independent; you must manage them hand-in-hand." The authors do a good job of going through how to build and measure a loyalty program around these 'truths.'

The book is an extremely fast paced, entertaining read. Anyone reading the book with an open mind will agree with the authors' solid reasoning. In particular, business owners, CEO's, and anyone in marketing or consumer affairs will directly benefit by eliminating these 'myths' from their business and implementing the 'truths.' This book can have a very real impact on your company's bottom line. Many businesses mindlessly pour money into customer loyalty programs without taking the steps outlined in this book. For some companies, a loyalty program doesn't even make sense. For others, their program needs a significant overhaul. This book will help you identify where your business is and give you the tools to make improvements.

The only downside with the book is the sheer number of myths. Many of the 'myths' blend together and readers would probably be more likely to retain the 'myths' if there were ten as opposed to fifty-three (similar to the seven 'truths'). The amount of myths also doesn't allow for the authors to go into quite as much detail as one would like for each 'myth.' There are several myths that aren't so much dispelled in the paragraph or two devoted to it, but within the context of the entire chapter. It just seems like it would have made more sense to combine many of the myths.

Overall, *Loyalty Myths: Hyped Strategies That Will Put You Out of Business - and Proven Tactics That Really Work* is a tremendously entertaining and enlightening read. Anyone that has an interest in consumer loyalty will learn a great deal of directly applicable information that can save their company money and help differentiate them from the competition.

Adam McFarland owns

– an online marketplace for buying and selling sports

collectibles

was recently awarded honorable

mention in the Microsoft Start Something Amazing Awards. You can read Adam's blog about being a young internet entrepreneur by going to



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