

Get more than just "a presence" on the Internet

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!

Get more than just "a presence" on the Internet

By David Leonhardt

Get more than just "a presence" on the Internet by David Leonhardt

Get more than just "a presence" on the Internet

By David Leonhardt

The water purification salesman had been talking to us for what seemed like hours. During a lull in his monologue, I asked if he had a website.

"Yes. In fact, we are the only independent distributors of this product who does," he proudly beamed.

"So you get a lot of leads from the website, then?" I asked.

"No, actually I don't think we've gotten a single lead from it," he replied.

"Then why do you have a website?" I wanted to know.

"To have a presence on the Internet."

A few days later, our home inspector was giving us an update on the state of our house. We had bought it a few years earlier in winter, when snow was on the ground and on the roof, and we thought an update would be a worthwhile investment.

"Do you have a website?" I asked.

"Yes, I do. But, I don't think a single customer found me that way."

"Then why do you have a website?" I asked.

"To have a presence on the Internet."

Get more than just "a presence" on the Internet

A lot of entrepreneurs and small businesses are sold on paying for a website because it is important to have a presence on the Internet. For many businesses, that is true. But what does "a presence" mean?

Would you open up a store in the corner office of the fifth floor of an office building, or would you open it up in the mall?

Would you leave the windows bare, or would you fill the windows with merchandise and open the door to make your store inviting?

Would you ignore customers when they enter the store, or would you carefully place merchandise and staff to maximize the revenue from each visit?

"A presence" is only valuable if the website serves a purpose, if it fulfills its goals. Just sitting there,

somewhere in cyberspace, is not a sound business strategy. An experienced website marketing consultant can help you determine what goals, if any, are viable for your business website.

Here are a few of the goals you might want for your website:

Online pamphlet.

If you connect with customers by telephone, this is an ideal way to instantly deliver a pamphlet to them. No mailing, no delays, they can even call up your information while you are on the phone with them. This website has to look credible and be choc full of information.

Credibility booster.

If you are selling a big ticket item, particularly one that requires a good reputation, a website can help. This website should look upscale and focus on credibility–boosting content. It is ideal for speakers, consultants and other business–to–business service providers.

Lead generator.

One excellent use for a website in many non–retail businesses is as lead generator. The idea is to funnel traffic (website users) into the site and lead them to take action. Such action might be to call you, to request a brochure, to request a free sample, etc. The main requirement for this is the maximum amount of targeted traffic possible, of people interested in what you have to offer.

By way of example, my marketing website at <http://www.seo-writer.net> serves these first three goals: online pamphlet, credibility booster and lead generator.

Email Address Gatherer.

This is really a form of lead generation, but it is unique in that you are not trying to sell through the website, but through an email newsletter (also called an ezine). The website is there primarily to pique

Get more than just "a presence" on the Internet

interest, and the newsletter is there to build affinity and trust in order to make the sale. You need to have a newsletter set up, and you need targeted traffic.

By way of example, my personal growth website at <http://www.thehappyguy.com> serves this goal, attracting subscribers to my Daily Dose of Happiness.

Sell.

Of course, if you sell hard goods, electronic goods or even many services, you can make the sales right online. You need some form of payment gateway and/or shopping cart, and your website needs to be able to make the sale from start to finish, which is not always easy. Of course, you also need customers in the form of targeted traffic.

By way of example, my liquid vitamins website at <http://www.vitamin-supplements-store.net> serves this goal.

What you want your website to achieve should dictate the look, the structure, the content, the writing style and whether or not the site is optimized for the search engines. Before investing any more money

of time in your website, invest the time required to determine the goals you want your website to achieve.

Or you could be like that water salesman or my home inspector, satisfied with having "a presence". Of course, many people go through life having "a presence" on Planet Earth, but most entrepreneurs I have met are go-getters. If "a presence" is not good enough in the real world, why settle for it in the online world?

A website should be an investment, not a cost. If your website is not working for you, or if you feel your business should have a website, determine realistic and useful goals, then set your website up to achieve them.

Maybe you don't need a website at all. Or maybe your website could double your profits. Either way, don't let it sit there gathering dust somewhere in cyberspace.

David Leonhardt is an SEO consultant <http://www.seo-writer.net/freelance/seo-consultant.html> and a website marketing consultant: <http://www.seo-writer.net/freelance/marketing-consultant.html> Pick up a copy of his SEO e-book: <http://www.seo-writer.net/books/seo-book.html>

The Tricky Connections Of Magic And Stage Presence

By Preston Houer

When a performer learns his skills, he knows that part of those skills is his ability to control his audience's interest. This can be done through perfect incorporations of confidence, focus, projections,

facial expressions, attention, etc.

Along with any performer, magicians know how important it is to have stage presence. In fact, it is the single most elusive factor that they need whenever they perform on stage or in any shows.

However, as simple as it may sound, acquiring or learning the art of stage presence is no easy job. Acquiring stage presence involves a continuous learning process, where every magician should gain knowledge on combining all the needed skills in order to hook the audience's attention.

So for those who want to learn how to obtain stage presence, here are three easy steps that will definitely catch the audience's interest and keep them glued to their seats:

1. A good performer knows the role

When it comes to performance, those who know how to portray their roles best are those that are greatly applauded.

Why? Because they perform as if it is their true personality. In this way, the audience will be able to feel the reality that exudes from every move and every word that the performer delivers.

For magicians, owning the role is defined on how he defines his character. A good magician should know where he gets his "power," convictions, thoughts, the things he has learned, etc.

2. Get real!

Stage presence is all about projecting reality. Even if 100% originality can't be achieved, the important thing in order for a magician to gain stage presence is to appear as real as possible.

Even if it has been a well-known fact that magic is just an illusion, to create a realistic view on stage is one area that will put the audience in astonishment and admiration.

Moreover, even if all the tricks of a magician are copied from the works of others, it is still important to create an original work that will distinguish him from the others.

3. Love the craft

Stage presence is all about learning to love one's craft. Therefore, magicians should learn how to love their craft by being knowledgeable on what they do. If the audience can see how expert the magician is, chances are, their attention will be more focused on the show.

Indeed, magic and stage presence is such an important combination in order to keep the audience completely glued to their seats.

Preston Houer has been involved with the art of illusion and sleight of hand for over 30 years. Let Preston show you how to Have Fun With Magic. Visit His Site Today!

Get more than just "a presence" on the Internet



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!