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**Gimmicks Don't Work**

**By Michele Borowsky**

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Recently in my local daily newspaper here in Phoenix, The Arizona Republic, there was an ad for an advertiser that I had never seen before. Well, either it was the newspaper account executive or the business owner, or maybe even both, who thought it would be totally clever and eye catching to print the ad in the paper upside down. So far I've seen it twice and let me tell you, it's stupid.

Your job as a business owner and advertiser is to make responding to your message as easy as possible for the consumer. By printing it upside down, this advertiser has only succeeded in making it more difficult for the potential consumer to read the darn thing. But somebody thought that this was a totally clever "gimmick" to attract attention.

There are all kinds of gimmicks that you see everyday. If a gimmick actually works, it will only be successful for a very short period of time. Your goal as a business owner is to develop and maintain long term devoted clientele, not a spur of the moment responder who is not responding to the actual message of your company, but to the gimmick.

I run across potential new clients everyday who say to me "Do you have any good ideas?" What this actually means is "I'm desperate and need a quick fix for my company." Don't fall into this trap. There is no get rich quick scheme or gimmick that is going to bring you all the business you'll ever need.

There is however, promotion. Promotion is different from marketing and advertising in that it represents a short lived event or special attraction. Marketing and advertising represent long term relationships with the marketplace. A promotion, as opposed to a gimmick, can be very effective in attracting attention from both potential new business and the media.

An example of a good promotion might be for your company to form an affiliation with a local charity. Then on designated days or weeks, you could donate a percentage of all sales to this charity. Let's say you own a restaurant. Then on the last Wednesday of each month you would donate \$2.00 from each meal purchased to the local food bank.

Will new customers come running from all corners of the earth just to eat at your restaurant on this day? No. But a promotion like this, done on a regular basis, will generate good word of mouth for your company and eventually lead to an increase in clientele who have heard "great things" about your restaurant.

So always remember to separate out the cheesy gimmick from the quality business building promotion.

Michele Borowsky  
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### **Is Reciprocal Linking Dead?**

**By Tom Henricks**

Is reciprocal Linking dead?

I just read an article at SitePro News that really rings my bell.

It was written by Mike Banks Valentine. Obviously being a very successful webmaster, one must pay attention to his words and his most recent article really mirrors my thoughts.

Having just completed constructing a new website for my personal use, I have been looking for optimization improvements.

The current rage is "reciprocal linking" so I went about searching for some reciprocal links. To my dismay I discovered websites that contained lists of links in directories that appear nearly useless as far as pointing potential customers to my site. I completed arrangements for link swaps with a few, only to go back and find it impossible to find my link.

Caught up in the frenzy, I had begun to get drawn in to this game. Then I took a step backward. This craziness can't be adding anything of value to any of these websites. Should I participate anymore? I think not.

However it was reading Mike's words this morning that brought home the point that was nagging away at me and sitting in some little corner of my head.

This can't be a good thing and it can't hold up as a relevant marker for search engine ranking. What I am seeing is just too ridiculous.

I am an amateur webmaster by world standards but I don't like to be a "gimmick man." I would really like my website to stand on it's own two feet and have it judged by what you are reading. This links thing appeared to be a farce to me. I'm not into a bunch of "flash" and I won't rely on gimmicks.

Does that mean my website will never make it?

## Gimmicks Don't Work

I don't think so. I will work on the important things and pay attention to the credible things. Mike's efforts and words will stand the test of time. I am sure of that. Gimmicks will come and go. I may not be making the best of what seems like "the magic bullet" but I will work to improve the aspects that will stand the test of time.

Does that mean it will take longer to rank well?

Maybe, but once it gets there, it shouldn't quickly go away simply because some gimmick that I utilized has been banished. It should stand the test of time!

Will I take more pride in my accomplishment?

Definitely yes. I realize that in this day and age of competition that "pride" may not be a factor. It is all about money and "do it fast". I still believe there is a place for pride. And to repeat Mike's words "put some content in your website". I bet it will bring more return viewers to your site. If they have found something of value, they will return to it.

Let's get it back to Pride and Quality.

Let your investment Stand the test of time!

Tom Henricks

Tom Henricks is a small website publisher and also a licenced fishing guide in Ontario Canada.

Is Reciprocal Linking Dead?

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