

How Much Per Year Do You spend On Advertising?

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**How Much Per Year Do You spend On Advertising?**

**By Robert Puddy**

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If you are a serious player (or you want to be) then advertising should be your largest expense, getting your message out to as many places as possible should be your number one priority.

There are a lot of people out there telling you to join their free program and get free advertising, OK it costs you nothing to join.

But (and there is always a but) that is only a way to entice you into the program so they can persuade you to join there paid services.

That's not a con that's a business strategy, you do get something for free, and you will make some sales. However all the big players know that to be a success you need to put your message in front of people who will buy, and free programs are full of people who want things for free.

You or I, or anybody else won't get rich on "free"; to break out into the big world you need to get an advertising strategy.

When you make a sale use the money to purchase a paid solo ad or high profile text ads on a high profile web pages. This is called "investment in your business" and without it you will never see success.

Let me tell you a story, I was speaking to a customer (via email) about certain questions he had about one of my

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products. He was about to place an order for advertising but couldn't believe the prices I was charging (I must put my prices up)

He wanted to know how it would work, and what the percentage of sales he might get etc (asking questions about a purchase you are about to make is good business sense).

It turns out he spends over a \$1000.00 per month on advertising, gets about 1300 hits a month and makes 25 sales of a product that starts at \$200.00.

The calculator in my head worked out that means he makes

\$5000.00 plus per month on a \$1000.00 investment.

My product would take his \$1000.00 and double its purchasing power (or halve his costs), making \$10.000 a month in sales a distinct possibility.

Was he interested?

You bet he was because he knew that the only way to earn an income like that was through targeted paid advertising.

His only concern was the quality of the advertising (note his concern was the quality not the cost).

I simply reassured him that I had tested them, I had negotiated the discount for him, all he had to do was pay the fee to join the discount service and he could have direct access to them.

What will he do with the money I saved him, well as a savvy marketeer he will use it to grow his business, he may even increase his investment as his revenues climb.

Ok most of you don't have \$1000.00 per month to spare and you don't have a \$200.00 product.

So start off with a smaller budget and grow it.

Make a \$20.00 sale, place a \$20.00 ad.

This makes you 3 \$20.00 sales

so place a \$60.00 ad, this makes you 10 \$20.00 sales

so place a \$200.00 ad and so on.

You got to speculate to accumulate. It's as simple as that!

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### **How Much Advertising Can a Buck Buy?**

**By Shannan Hearne-Fortner**

How Much Advertising Can a Buck Buy? by Shannan Hearne-Fortner

You know those annoying commercials for dial around long distance services? A dollar? What can you do for a dollar? Well, I've decided they aren't quite as dumb as the characters portrayed in said commercials.

A dollar could be one of the most viral marketing tools in your marketing arsenal. Not free advertising, but reasonably priced indeed.

Thanks to a new website, <http://www.wheresgeorge.com/> you can place your URL upon every dollar bill that passes through your wallet or pocketbook and then track where it goes.

First of all, it is the only advertising money you will ever get to spend twice. Spend it once when you advertise upon George's face and then spend the dollar again to put your advertising message into circulation. To really get double the bang for your buck you could write your URL on the bills and then spend them on additional advertising.

Secondly, imagine your excitement when you receive an order form Des Moines, Iowa and then check <http://www.wheresgeorge.com> and see that one of your 100 penny advertising investments is currently floating around Des Moines as well. Talk about a better bang for your buck. Just think, if your Des Moines, Iowa order nets you ten measley dollars that is a 1000% return on your investment.

And don't forget, you already got to spend George just to set the marketing workhorse into motion. Not a bad investment indeed.

Can you throw all your other marketing efforts out the window? Of course not, but the next time you see those silly dial around commercials, you can smile and know that you can get a lot more out of a buck than a little twenty minute phone call.

Shannan Hearne-Fortner is the President and Wizard of <http://www.SuccessPromotions.com> Marketing Your e-Business Better through creative marketing and knowledge. Guerrilla Marketing. One-to-One Marketing. Relationship Marketing. YourMarketing.

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