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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

How Not To Market

By John Colanzi

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I really don't get it.

Why do so many marketers shoot themselves in the foot?

It takes time to build an online presence.

Why do so many marketers go out of their way to lose business and credibility?

They do everything they can to destroy any chance of doing business with future customers. In many cases they not only lose a future customer, they destroy their reputation.

Some ways not to market.

1. Subscribe to an ezine and every time the publisher sends out their newsletter, play email tag and hit them with an ad.

Do you think you'll make a sale?

I doubt it.

2. Use forged headers in you email.

What are you hiding?

If you don't want me to know who you are, why in the world would I trust you with my money?

3. Send me an email saying, "You're receiving this message because we are both members of the same opt in list."

Since I don't belong to any safe lists, you've started your sales letter with a lie.

I'm sure you'll get my business. I love sending money to people who lie to me.

4. Sending those bogus pyramid letters.

They are illegal and I'm sure I want to flood in boxes with illegal chain letters.

Wake up!

Here's what mailing one of these letters shows:

A. You know nothing about doing business. If you did you wouldn't be wasting my time and yours.

B. You either don't have a clue that these schemes are illegal or you feel you have to break the law to make money.

So use any of these methods of marketing and I seriously doubt you'll get many sales.

Why would anyone buy from you?

If you're too dumb to know any better, how can I make money investing in a you?

If you're a scam artist, I know you aren't getting a dime out of me.

Do yourself a favor. Build a real business.

Don't show your ignorance by using any of these schemes.

Save yourself some time and do business the right way.

Once you lose your credibility, you may never get it back.

WHAT MAKES A MARKET "HOT"?

By Gary Onks

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As online marketers we are always looking for the "hot" market. We want to be where the action is. We want to sell to who is buying and we want to do it right now!

But what defines a "hot" market? After the recent dot com crash and burn we just witnessed, perhaps it is time to re-evaluate what's hot and what's not.

First, a hot market is one where people **can** buy. If you've been selling for more than two weeks, you have encountered that person who really wants your product, they just can't buy it. Well intentioned though they may be, they don't take intentions at the grocery store. In a hot market, people have money and will spend.

Second, a hot market is one where people will buy the way you sell. If you have the greatest widget in the world, but people won't buy it because they are afraid of buying online ... you'll end up with a garage full of widgets. In a hot market, people will buy where and when you are selling.

Third, a hot market is one that will keep growing. As marketers we work very hard to test our ideas and prove our theories in order to find what works. The reason we do this is so that, when we find the right formula, we can roll it out to the masses. To succeed in this, there have to be masses to roll out to. The best definition of failure is to get an increasing share of a shrinking market. In a hot market, the market potential is growing.

Once we clearly define our market, making sure it's a hot one, we can begin with confidence to build marketing strategies that will ensure our long term success.



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