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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 To Build Your Business With Break Even Marketing!**

**By John Colanzi**

**How To Build Your Business With Break Even Marketing! by John Colanzi**

I'm sure you've seen the formula for determining whether or not your ad campaign is successful.

Sales from your ad – cost of advertising = net profits.

A positive number means you've made a profit from your ad and a negative number means you've lost money. Either your ad or where you placed your ad resulted in a loss.

You then decide to continue advertising if the ad was profitable or you evaluate what changes need to be made.

It seems fairly straight forward and logical.

Well there's a third type of advertising which doesn't require that you make a profit from every ad. As a matter of fact, using this method you can build a solid income with ads that break-even.

The key to making money with break even advertising is to promote offers that offer residual income.

What is residual income?

Residual income results when you make a sale that pays you a monthly income. So what type of offers result in residual income?

Monthly services such as web hosting or autoresponders

## How To Build Your Business With Break Even Marketing!

Private sites that charge a recurring fee for membership

Many network marketing opportunities

Suppose your offer pays \$10 a month for as long as your prospect is a member. You place an ezine ad that costs \$20.

You need two sign ups to break even. So you place your ad, you get your two sign ups and you've broken even.

Not really. You've actually created a \$120 per year

increase in your bottom line from the amazing power of residual income.

Think about it. Just by breaking even you've ended up with a yearly return of 6 times your original investment.

Imagine how quickly your business will expand if you just took 50% of your profits and kept rolling it over at 6 times your investment.

I want to let you in on a little secret. A good program with a well planned ad campaign will do much better than break even.

If you're tired of the "Get Rich Quick" offers and are serious about building a solid income online, try the break even method of marketing and I think you'll be pleasantly surprised.

Wishing You Success,  
John

### **How to Sell More Stuff to More People, More Often.**

**By Rothline**

#### **How to Sell More Stuff to More People, More Often. by Rothline**

So the goal is to sell more stuff to more people, more often? All you have to do is have all the tools the professionals use and put them at your fingertips.

You will need to get the best advice from a wide field of business and marketing experts.

## How To Build Your Business With Break Even Marketing!

Start building a library of sample business marketing plans that you can easily edit and/or export to your favorite word-processor.

Sales planning, forecasting, budgeting, management and strategies will need to be handled efficiently and effectively.

Budget all of your marketing efforts, and analyzes performance, provide a Break-Even Analysis and a Competitive Comparison Matrix.

Get a primer in advertising with advice on creative content and execution.

Get expert advice on every aspect of marketing communications, from advertising to trade shows. Build a Marketing Communications Plan.

Master advertising and direct mail analysis, press releases, and co-marketing agreements.

Organize, develop, track, measure and control your marketing and advertising efforts.

That's all you have to do. And it's not that difficult, when you've got the correct software.

"Get the Software that makes it easy and possible to accomplish your goals."



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