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**How To Market When Computers and the Internet Aren't Your Thing**

By Kevin Nunley

**How To Market When Computers and the Internet Aren't Your Thing by Kevin Nunley**

So you are still stricken with fear at the thought of sending an email, posting a website or downloading...well, anything. It doesn't mean you can't successfully market your business.

Not everybody is glued to the net, popular as that myth may be. There are still plenty of us willing to dirty our hands picking up a non-virtual flyer or flipping through a non-virtual newspaper. We leave our houses and drive cars or walk, reading non-virtual signs and advertisements.

Maybe it was the pile of science fiction books you read as a kid that made you shun a future filled with diabolical gadgets and gizmos. Maybe your computer lab teacher didn't love you enough. Maybe you are simply the kind of person who wants to keep life as uncomplicated as possible.

Whatever the reason for your tech-phobia, there is still plenty of time for you old dogs to learn some new tricks. Meanwhile, you'll have to do some marketing the old-fashioned way.

There are a gazillion ways to market absolutely free of technology. You see them everywhere you go, in your non-virtual world.

\*Flyers, super cheap, super effective--Flyers are one of the oldest forms of marketing. Samuel Adams alerted the Patriots to the Boston Tea Party with flyers, and we all know how effective that was.

## How To Market When Computers and the Internet Aren't Your Thing

Your flyers probably won't make history, but they will get you noticed. One thing I love about flyers is that they give me something to look at when I am waiting in a cafe or lobby.

I also love that flyers are tangible, an attribute that most low-techies appreciate. I can tear off those little phone number slips at the bottom and take them with me.

Flyers also provide a venue for human interaction, another thing we low-techies are partial to. Hand people flyers on the street and they can ask you questions directly. That gives you an opportunity to sell them on your product or service, right then

and there.

When designing the layout of your flyer, put a bold, black headline at the top that shouts your most important benefit. Use light colored paper. Dark colors tend to make your text difficult to read. Use 14 point type or larger to ensure people don't have to squint to read your flyer.

\*Effective Billboards—Cruising down the road, People are usually doing anything but paying careful attention to their driving. That is why billboards are such an effective way of reaching potential customers.

Billboards are a great way to target certain routes to work, residential communities, and vacationers on travel routes. Next time you drive to Las Vegas or Reno, notice the number of billboards along the route. On a long, straight stretch of highway, drivers have nothing else to look at but your billboard.

Keep your billboard message simple. There is no way people will understand detailed copy at 70 miles per hour. A headline, graphic and two bullets are generally all you want to include.

Include a photo or graphic, something colorful, to help draw attention to your billboard.

Make sure your phone number is easy to read and remember. List it with letters instead of numbers. Most people can't drive on the freeway and take down your number at the same time. They might try, but you don't want to be responsible for what happens.

If you need to scrimp on advertising, get cheaper rates by buying

packages, multiple months, or negotiating your own billboard location with a property owner.

\*Advertise on your car—As cities sprawl and commutes become longer and slower, advertising on your car becomes an effective and extremely cheap way to get your name out.

Because we tend to drive along with the same group of cars for significant distances, people can see your sign for 15 to 20 minutes. It's like a traveling infomercial.

You can use magnetic signs, window stickers, or have your message painted on the side of your car, van, or truck.

An old media trick is to number your vehicles. If you have two vans, number them 3 and 7. People will think you have a fleet. Sometimes, the bigger people think your operation is, the more

they will trust you.

\*Wear your advertising—They are called "wearables," all those shirts and hats with your ads, logos and slogans printed on them.

Using wearables kills two birds with one stone: first, you create a bond with the potential customer when you give them something free. Second, those people will do your advertising for you by wearing your free gift.

When you design a wearable, do something eye catching, something that people will want to wear. I won't wear a T-shirt with just a name and phone number in block letters. I will wear a T-shirt that has a cool graphic on it.

A word to the wise—don't just offer XXL T-shirts and hats that only men would want. Women control spending in America, so you want to cater to them. Offer as many medium sized T-shirts as XXXL T-shirts.

### **Refurbished Computers on the Internet**

**By Bryan Wayt**

What is a Refurbished Computer?

## How To Market When Computers and the Internet Aren't Your Thing

Refurbished Computers. Remanufactured Computers. Reconditioned Computers. Essentially, all of these terms refer to the same thing. But what does refurbished really mean? A refurbished computer is one that is sent back to the manufacturer for a variety of reasons, refitted with different parts as necessary, and then tested and approved for resale by the manufacturer. Yes, this could mean that a computer was returned because it didn't work properly. But, this is not always the case. There is an excellent chance that the problem was nothing more than a cosmetic defect, such as a small ding on the monitor. Or it could be that a customer received the wrong model, but had already opened the box.

Most importantly, refurbished doesn't mean that you're buying a computer with a defect or something else wrong with it. All computers go through the same testing and approval process refurbished and new alike.

Refurbished Computers are not Old Computers.

Buying refurbished doesn't mean you're stuck with an outdated machine. While computers are forever becoming faster and able to hold more data on larger hard drives, the basics of the computer are still the same. The technology used is typically less than a year old, so you can get processing power and memory specifications that are almost the equivalent of brand new models, but at a much cheaper cost. If you just want an inexpensive computer to do e-mail, surf the Internet, balance your checkbook, play a few games, and do some word processing, you might want to invest in a refurbished model. Most are still upgradeable in case you want to add more memory, a larger hard drive, or even a faster processor later on.

Who Should buy Refurbished Computers?

Many people new to technology are unsure what their needs are. It often makes sense for them to purchase a refurbished computer. I recently did this for my grandmother. She enjoys genealogy and has many boxes and books full of information about our family. The internet is a great tool for researching your ancestry and sharing the fascinating stories that you find. My grandmother had very limited experience with computers, but I purchased a Compaq for her for Christmas. She loves it, and it has allowed her to store much of her information electronically and to share that information with family all over the United States.

Small home offices can also benefit from purchasing remanufactured computers. Many companies cannot afford a huge investment into hardware. By purchasing quality used equipment these businesses can take advantage of the benefits of technology without breaking the bank.

This article is written by Bryan Wayt webmaster at Cheap Computer Information.

Refurbished Computers on the Internet

The Internet

Great Inventions: The Internet

How Bad Do You Want It?

"Paranoia, or Are Public Internet Computers Dangerous?"

DOS Made Easy

24 Prophecies fulfilled in 24 Hours

How To Find A Topic For Your Ebook

The First and Second Adam

The Great Big Book of Internet Marketing



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