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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 Cut Through the Hype

By John Calder

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Have you seen any headlines like these lately? :

10 Trillion Double Opt-In leads for \$69.99! Earn Massive Automated Income, Just By Feeding Your Cat!! Joe Guru Shows You How!

Chances are you've seen more of those hyped up offers than you care to think about, especially if you are new to the world of online marketing.

Many of us are born with an innate "B.S." alarm that sends us running the other way from these scams. Yet, there are some very clever salespeople on the Internet who manage to cloak their losing propositions well enough to lure in the newbie marketer. Sometimes we're just lured in by pure curiosity.

So, how do you sort the diamonds from the coal? What is the best way to protect yourself and your pocketbook, but still find the information you need?

Tip #1: Value Long Term Success over Short Term Gain

The idea of a speedy path to riches allures each of us. It's a natural human impulse to seek instant gratification. Sometimes the promise of overnight wealth is all the more poignant when we're stuck in jobs we don't enjoy, or have mounting debts from which we yearn to escape.

Unfortunately, the Internet is not a lottery (despite what you may have heard). Even those with stories of apparent overnight wealth had to invest time, money and know-how in order to reap their reward.

Seek out those products which teach you how build a business from the ground up, nurture it and expand it. That is the true road to wealth.

Tip #2: Be Aware of Where You Are In Your Business Development

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When you understand your strengths and your limitations, you make informed choices. Sometimes a great product comes along for which you simply aren't ready. If you're strong on traffic building skills, but weak on writing copy, invest in learning how to write good copy or in hiring a talented copywriter. This will rocket you ahead much more quickly than spending another dime on "guaranteed traffic" techniques.

Likewise, invest in an education on general business and marketing principles if you're starting from scratch. You need to understand the mindset of the entrepreneur before you begin working the "details" like building your opt-in list. Remember, you could have thousands of potential customers join your list or visit your web site, but it will make no difference if your business model is directionless and your sales skills ineffective!

Tip #3: Use Old Fashioned Common Sense

One of the amazing skills shared by expert copywriters is the ability to make the obvious sound like a closely guarded nuclear secret. There really are no secrets when it comes to online success, merely degrees of awareness.

Evaluate each product that attracts you with this in mind. Ask yourself whether the sales pitch is forthcoming about the subject matter. What area of expertise are you lacking in and will this product address that deficit? If the most you can glean from the product is that it's packed full of "stunning things we can't even give you a hint about", you're probably better off passing it by.

Finally, keep your eyes open for high-quality and free sources of information. This can include newsletters, articles online and message boards. You can, in fact, arm yourself with a wealth of information just by networking and asking questions. You won't have to spend a dime this way; and, you'll know where to spend it when the time is right.

John Calder is the owner/editor of The Ezine Dot Net. Subscribe Today and get real information YOU can use to help build your online business today! <http://www.TheEzine.Net>

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Are You a Passive Advertiser?

By Pamela Geiss

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What kind of a marketer are you?

There are many ways to advertise. Some we are very familiar with, such as

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hype. There is a LOT of hype on the Internet. And I'm not going to tell you that hype doesn't sell, because it does. You see it on TV every day. Someone yelling outrageous claims. And some people respond to that type of advertising. It moves fast and furious and tries to get to you through your emotions, hoping you will act BEFORE you have the chance to think it over. There are many infomercials that work this way. All of a sudden before you know it, you are caught up in the excitement of it all. And it works!

But just because it works, is it really the way to go about it? Many businesses think so. They are looking at numbers. The more sales they bring in, the better the ad was, in their opinion. But if you did a study, how many of those who bought came back to the same place to buy again? How many were really satisfied with their purchase? Just because there were no returns, or few returns, is no indication that a customer was satisfied with his/her purchase. Many people just don't bother to ask for their money back, for one reason or another. The real "proof in the pudding" is how many of the customers refer their friends to that business? How many of them come back to make another purchase?

The businesses who will ultimately survive are the ones who have repeat customers. Most companies who do infomercials aren't concerned with repeat buyers. Many of them offer one product that doesn't lend itself to repeat buying. So for them, hype works.

I have always been of the opinion that if it takes hype to sell it, it isn't worth much. If you have a good product, you don't need to hype to sell it. And after a few customers buy, they will help to do a lot of selling for you by referring your services to others and by coming back to you to buy again. When you resort to hype to sell your product, you exaggerate what your product does, and in doing so, you will find customers who are not satisfied once they buy your product. Why? Because you made it sound better than it is and they expected more from it than they got. You may even find that you have a lot of returns to deal with.

Returns will also be a factor if you "push" your customers into buying. Infomercials also work this way. "Buy within the next 10 minutes and you'll not only get this, but this and this, too!" Buy today and you'll get this special price only available today." When I have a sale on my site, I put the

end date on it, so you know for sure it's a true sale and not a "push" to get you to buy today. Some sites say, "Buy today. Sales ends today." And they give a date, but if you bookmark it and go back tomorrow, you will see that the sale ends tomorrow. That's what a good software program will do for you. Just remember, if it's good, it will still be there tomorrow. Spend some time checking it out. Talk to others who have used it.

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When you are honest with your customers, they will appreciate it and learn that you are a person of your word. My Dad once said to me, "Your word is the most important thing you have. Never promise anything you can't deliver." Advertising is the same thing. Never promise anything you can't deliver. Let your product sell for you. You can get them to your site without hyping them: try different ads until you get one that is getting results; buy guaranteed visitors; advertise in different places. Then let your site sell for you. Don't hype your potential customers – be a passive advertiser.

Pamela Geiss owns the successful LotsaPerks Advertising Agency. She specializes in guaranteed traffic to websites. Visit her today at <http://www.lotsaperks.com/visitors.htm>



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