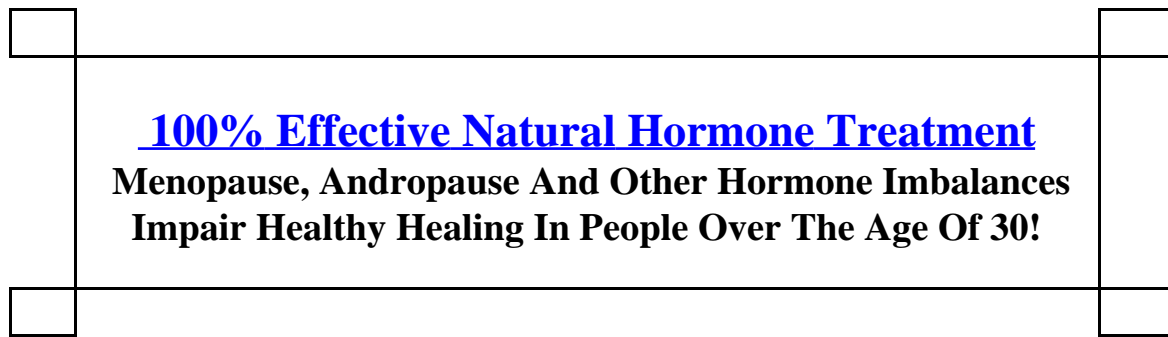


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How to Turn Your Marketing Into a Money-Making Machine – Examples of solid Marketing

By Josh Barinstein

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As Claude Hopkins presented in his Scientific Advertising many decades ago, there are scientific ways of tracking your Marketing and Advertising and determining clearly and unequivocally what works and what does not. Without knowing the facts about what is effectively increasing your leads, and subsequently your sales success, you might as well be throwing money out the window—literally.

All you have to do is reflect on your own Marketing to realize the truth in the old statement: 90% of Advertising does not work, problem being, which 90%? If you could identify and harness the 10% that does work, you would truly have power in your hands. Well, the fact is that you can.

Below are examples of Marketing that you can track. But don't stop after implementing! If results are not analyzed on an ongoing basis, and consequently, what works is not repeated, you will be back in that 90% void.

A powerful ad

A good ad must follow these guidelines in order to reach its maximum potential and yield beyond your expectations:

1. Don't make it look like an ad! The more it resembles the publication itself, the better results you will see. That is why an advertorial—an ad that looks like news or an editorial—is such a powerful device.

2. Make use of a strong headline. This requires a great deal of time and effort. As Hopkins himself stated, he would spend the most time on the headline, discarding many along the way. Only after having a bulletproof headline, would he continue with the rest.

4. Tell a story. Give readers a story that reels them in, with which they can really connect.

5. Make it newsworthy. You wouldn't read the paper or your favorite magazine if the content were not newsworthy, right? Same goes for an ad. Make it substantial and important.

6. Include an offer. This is your chance to make them do something! Offer something they cannot resist and which will make them take action... now. If you don't offer anything, you greatly minimize the chances of making the sale. Think of this: what are the odds that they will be ready to purchase from you that instant that they came across your ad? Answer: extremely low!

7. Make it easy for people to contact you. 24/7 is ideal, but otherwise, make your phone or email or other type of access extremely straightforward and be responsive. Never intimidate your audience in any way when interfacing with them, so that they always feel comfortable and taken care of.

8. Have a tracking mechanism in place. And this is the final key element. You must track your success!

That is how you can be scientific in your approach, and what will ultimately reveal if your tactic is indeed successful or not.

You can track via a telephone extension, by denoting a Department in your address, or via a URL. Tracking activity on a URL (Web address) is extremely easy these days, and extremely powerful.

Lead generation and follow-up on the Web

Lead generation is how you collect prospectives as time goes on, making up the audience you will stay in front over time—in other words, your future customers. The Web, if used properly, can generate tremendously for you. And through automation, follow-up on those leads becomes both easy and a surefire way to win buyers over.

The important thing is to lure them on every page of your site via an offer that prompts them to submit their email address. Don't let them go without doing so! Just like an ad, visitors are usually passing by, and will not likely return. Give them an article or other useful piece of information that will then give you permission to stay in touch.

Once visitors have opted in, you store their email addresses for future (and frequent) communications. Staying in communication can look like this:

A monthly newsletter that you send out. This does not have to be hard work! You can have a short feature that you or someone on your team writes monthly. You can then supplement with a wealth of free content that is available on the Internet.

An article of interest. This brings a topic of interest to your audience and educates them. You are not selling what you do, but talking about it, or your industry, or some area that is intriguing to your readers. You position yourself as their perfect choice, but without the in-your-face selling tactic!

A recommendation. Very powerful, as you are sharing information freely, creating trust and strengthening your bond. Recommendations can include a good book (on investment, good business

practice, well-being), a piece of software, or performance improvement tool.

A link to an informative area of your site. You can also point them to a new area of your site—informative, of course, never bragging about what you do or who you are (think about what a turn-off that is to you as a consumer). By bringing them to a page or area that is of use to your visitor, you are sharing and educating. Should they choose to navigate and learn more about you and your product or services—well, that is always their choice.

In this manner, you remain in front of your prospectives, and you do so with useful materials. They will appreciate it, and in constantly giving them information that benefits them, you stand out as the expert and trusted source. Meaning the odds are in your favor of getting the sale in the long run.

Build your money-making machine with powerful tactics such as these, and watch your company grow in leaps and bounds. Best of luck!

How to Turn Your Marketing Into a Money-Making Machine – Setting the stage for successful Marketing – Setting the stage for successful Marketing

By Josh Barinstein

Powerful Marketing has become elusive to many companies seeking strong sales results and overall growth. The sad truth is that Marketing comes across as a rather frustrating process. After all, how do you guarantee the outcome of a campaign when it is unclear what will work and what will not? As someone once said, 90% of Advertising doesn't work—the question is, which 90%!

If we could hone in on that 10% that does work, we would do more of it, right?

The good news is that there is a way, and it is through a scientific approach to our Marketing efforts. But before we can expect to see any results, our mindset must be a focused one, and that requires being on the same page with others on our team, and having solid sources of information (and inspiration!) accessible to allow us to forge ahead in a new direction.

Getting There

There is a place where ideas can happen, where our flowing creativity can give rise to new ways, new possibilities in our thinking. If we are going to increase our Marketing results, that openness must be firmly in place, allowing ideas to bounce freely and solutions to present themselves.

If you are not convinced that your Marketing needs help, ask yourself these questions (and get your team involved!):

* Am I, or are we as a company, resisting change?

* Are there those on our team who come up with great ideas but these are quickly shot down in favor of

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the status quo?

* Is our Marketing stale, lacking life, and not producing for us?

A "yes" answer to one or more of these questions means that there is room for improvement. And unless you and others involved are determined that change is essential, it will never happen, and any potentially great idea will never come to fruition.

Places to Start

One undeniable place to start, once you have decided to charge ahead, is a most excellent book titled *Scientific Advertising*. This brilliant publication, which came out in 1923 (no less than 80+ ago!), was written by a very successful adman, Mr. Claude Hopkins.

As the title clearly suggests, Marketing and Advertising can indeed be approached scientifically.

Through tracking of various efforts—the success of a headline, copy, the rate of response to a coupon, or other call to action—what works can be determined, as well as what doesn't. In a nutshell, follow Claude Hopkins' ideas even today, and you will turn your Marketing 180 degrees.

As the preface to the book says (and I paraphrase somewhat here): "This book is hopelessly out of date, but amazingly current."

To those who know this powerful book, it is the Bible of Marketing. Read it, and read it again. Implement what it propounds, and you will see the changes—the content is as true today as it was when it was first published.

Use this as your starting point, and see your Marketing truly produce the results that you expect. Never again leave campaigns to chance, and really know what works towards creating a money-making machine!

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Golden tips on affiliate marketing

Viral Marketing - Making Your Site Sell Itself

Your Niche is Not Your Client

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