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How to Turn Your Marketing Into a Money-Making Machine – Preparing for Marketing that yields results

By Josh Barinstein

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The usual complaint from companies is that Marketing simply does not yield as expected. So much effort, time, and money goes into campaigns, and yet the frustrations persist: Why aren't sales up? Why are we not growing? And the truth, sadly enough, is that no one can really pinpoint what is working well, and what simply is not producing anything (and costing the company!).

As with anything else, preparation is key. Without laying a foundation for success, success will not magically appear.

Strategizing

Strategy comes first, allowing you to determine your goals and what actions you will need to take accordingly. Once strategy is firmly in place, you will have the language at your disposal for all communications with your target audience.

Here are important areas to define:

1. Identify who you are, your values, what you stand for
2. Have a clear vision for where your company is headed, a mission statement to live by
3. Be sure you understand your product and/or service well
4. Always know your audience inside and out
5. Dissect in great detail what the benefits of your product/service are

Note that going through this process is crucial whether you have been in business for a day or for a decade! And it is important to review these areas periodically, at least once a year. In doing so, you continually have a good grasp of who you are and what your purpose is as a company.

Your overall strategy unfolds from the above answers and statements. Before diving into the gameplan, answer the following questions, which will help define the direction you will take in the years to come:

1. Where do we want to be as a company in a year? What does it look and feel like?
2. How about in five years?
3. Ten years?

Be detailed. Don't hold back as you define every aspect of your organization, and how you will interface with all those around you: management, employees, clients, and vendors. The thought precedes the event, therefore start by painting the picture, and its realization will happen naturally.

The gameplan

This is the fun part, the actual gears of your money-making machine. I recommend that you use a calendar approach, either via software, or through a wall-sized calendar that everyone can write on and reference easily.

The calendar becomes your week-by-week or month-by-month roadmap for what you will be doing to reach your audience—the gameplan itself that will keep you focused on your goals. By knowing what is coming up well in advance, you will be able to plan accordingly and execute successfully.

The purchase rarely happens right away, and it is therefore crucial to stay in touch with potential customers consistently over the long-term. This will gradually convince them that you are the company of choice, and allow them to overcome their fears and objections. Cutting through the clutter of SPAM and regular mail, billboards, radio, and TV—just to name a few—takes time. You need to stand out and have something useful to say.

To establish expertise and win audiences over, try these ideas:

1. A letter announcing an upcoming event. Hold a special event (presentation, seminar) and make a big deal about it.
2. A follow-up call on the letter. This is different than cold-calling, as you are specifically referencing this special event, of potential interest to that targeted individual.
3. The actual event. Whether showcasing some product, covering some aspect of investing, health-related matters—this brings you face-to-face with your audience, allowing for unparalleled interaction.

4. A document follow-up to that event. You might choose to make available information from the event, for those who were not able to attend. More educational material to draw them closer to you.
5. A case study or useful article that is mailed out. Not written about you, but about a topic relating to your business or industry. The case study is a powerful tool for discussing how you solved a customer's problems, and can include testimonials that are worth gold.
6. An email announcement. Something useful that you recommend that could be of benefit to your audience. Only to those who have opted in, of course.

Bottom line: do not bore or annoy your audience! Give them educational and interesting materials without actually selling (the beauty and power of successful Marketing). You will be educating them towards the time when they choose to purchase from you—and there is nothing like working with a customer who already knows all about you and what you do...

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

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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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Ten Ways to MROI—Maximize the Return on Your Investment in Marketing

If Marketing is an Expense, Then You're Doing It Wrong

Golden tips on affiliate marketing

Can You Really Become a Marketing "Genius"?

Clickbank Search Engine

Key Secrets to Setting Up Your Own Automatic \$ Making Machine!

RSS ADVERTISING SECRETS

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