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**100% Effective Natural Hormone Treatment**  
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**Impair Healthy Healing In People Over The Age Of 30!**

**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**

**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 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!

### **The New First Impression in Home Selling**

**By Amie L. Walton**

#### **The New First Impression in Home Selling by Amie L. Walton**

As an ASP Home Stager® I know how important curb appeal can be in making that critical first impression when selling your home. However, with the growth of real estate advertising over the web, there is another first impression that you should consider when marketing your property. Web impression. Does your property have a great one?

Over the past few months I have spoken with realtors and home sellers who have all been saying the same thing. "The listing is getting a lot of web traffic but there hasn't been much buyer interest". They say this without

even realizing that they have just contradicted themselves. The web traffic that the listing is receiving actually is buyer interest. If the number of home showings isn't as high as expected compared to the web traffic received, there must be something from the web listing that is turning the buyer off. It could be price. It could be location. But it may also be that the pictures of the property have given a poor web impression.

I hesitate in using the saying "a picture is worth a thousand words" but it is. It is also worth something else, in this case. Buyer interest. I've suggested it to the realtors and home sellers that I spoke of earlier and I'll suggest it to you, now. If the photos of your house, which are out there for all to see, are not showing your property at its best, you should re-shoot. Make sure the rooms are dressed and gleaming and then simply re-shoot.

When Barb Schwarz created the concept of preparing a house for sale, she called it Home Staging® because of the similarities it has with setting a movie stage. Imagine you are setting the stage for your home's movie debut. Be the director of a best seller. Before your cameraman sets up, make sure your stage is set. Remove the clutter, put out your best towels and bedding, turn on all the lights, draw up the curtains and then let the cameras roll, preserving the image for all to see over the World Wide Web.

Of course re-shooting, not only, takes extra time and money, but you may not be able to regain the interest of those who have already passed the listing by. If your house isn't quite ready for its debut, I strongly advise waiting until it is before shouting action.

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of StagedHomes.com

Accredited Staging Professional (ASP) is a Trademark of StagedHomes.com

Amie Walton is the president and founder of

, a Virtual Agent for managing private real

estate sales over the internet. As an Accredited Staging Professional, Amie also operates

, a Home Staging business located in Nova Scotia, Canada.



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