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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Increase Revenue by Giving Up Control

By Sharron Senter

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Why is it big businesses tend to have multiple sales channels such as third-party, b-to-b, retail and ecommerce, while small businesses usually have only one?

I believe it has to do with control. Many small business owners have a difficult time letting others represent them. True, no one "gets the job done like you." However; you can only bill so many hours in a day or sell so many products in a week, and if increasing revenue is a priority for you, then you'll need to extend the availability of your services or products through others. Don't misunderstand me. There's nothing wrong with being a one-person-show. In fact, many entrepreneurs prefer this lifestyle. However, many others want to earn big business revenue, which usually comes with some sacrifice of control.

Earn Big Business Revenue By Expanding Your Distribution. Almost any product or service we sell can be sold through a third-party, someone other than ourselves. In exchange, you give the third-party a percentage of your earnings from the business they bring you, or, sell them a product at a reduced rate and they make a profit through product margins. When you approach a company to sell your product or service, there needs be a win-win relationship. Prepare to discuss the following: Where is the revenue stream? What is the compatibility of your third-party's product line versus yours? How will you help the third-party sell your product? In short, what's "in it" for the third-party?

Suppose you're a graphic artist and you personally make the pitch to close every sale. Instead, expand your distribution by asking printers, specialty advertising companies and consultants to sell your services. Meet in advance to discuss the most common design jobs, the number of hours involved and what the rates will be. Your third-party now pitches her newly available graphic design services (which are actually yours), you complete the work, while the third-party collects the money and cuts you a check for 65% of the profits.

Who should I approach to expand my distribution? Perhaps you're the owner of a flower shop. Try approaching bridal boutiques, wedding planners or caterers and offer a 15% commission each time they sell one of your custom floral packages. Suppose you're an accountant. You may think to yourself,

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"I provide a highly-specialized service. What third-party could possibly represent me?" There are partners out there for you! However, first, you must consider your customer's perception of potential third-parties. If they perceive you offer a specialized service, then whomever you decide to partner with, must also be perceived this way. Therefore, it makes sense for you to partner with highly-specialized and regarded experts such as business consultants and attorneys. The most important element the three of you have in common is that people come to you for expert advice. Therefore, when an attorney refers someone to you, this person already has a high regard for your services due to your association with their attorney.

Here's another example. You're a professional organizer and your expertise is to go into your clients' homes and help them organize their basements, or go through their clothes and prepare for a large donation, or rearrange their kitchen to make it more functional. Whatever it is you do, there are many

vendors out there that you complement. How do you turn other vendors into third-party partners? First, think about whom your clients spend time with and what other vendors they employ. For example, you could approach home improvement professionals, such as carpenters and painters. Ask them to distribute your new business flyer, and you do the same for them. There's no risk. Of course, you'll want to make sure you're associating with only reputable vendors, since you won't generate a lot of reoccurring business by passing around flyers for unethical businesses.

All of my examples work in reverse too. If you're one of the vendors, then consider approaching the flower shop or accountant and initiate your third-party relationship.

P.S... It's my experience that what keeps us from growing our businesses is our lack of confidence in ourselves. As far as I'm concerned, if you own a business, then you have the expertise necessary to get your job done, and the gusto to approach others and ask them to sell you. If you didn't, you wouldn't have the chutzpah to have started your business in the first place. Now go, build some third-party relationships and make some money, and remember, spend very little.

Two Great Tips To Increase Your AdSense Revenue

By Chet Brzezinski

Two Great Tips To Increase Your AdSense Revenue by Chet Brzezinski

If you are involved in affiliate programs then you most likely know about and are using Google AdSense. If used right, you can earn great revenue with the use of AdSense ads when strategically placed throughout your web pages. Over the past 2 months I have literally doubled my AdSense revenue by following two simple steps which I am about to share with you.

Other than general knowledge of using meta tags and keywords, here are two great tips on how to increase your revenue through the use of Google AdSense:

Multiple AdSense Ads

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Google now allows up to 3 ad units per page. This means that you can strategically place adsense ads throughout your site. I like to use one wide skyscraper ad (160x600) on the right or left side of the page. Then I like to add two banner type ads (468x60) within the content of my page. It has seemed to work best placing the banner ads far enough apart but not too far where the user never loses sight of one while scrolling down the page.

Ad Design

What I have found that works best when it comes to how your adsense ad looks is not making it stand out from the rest of your pages. Try to blend the ads in with the rest of your pages. The ads should look like text links within your page. I feel that giving them fancy backgrounds, borders, text colors, etc will draw attention away from your ads. This is because they start to look like banner ads and most people have become immune to seeing banner ads. But if the ads look like they are a part of your site then visitors will not ignore them.

Chet Brzezinski has been in the affiliate marketing and affiliate management industry since 1997. View more affiliate program related articles at any of Chet's sites below:
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