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Internet Marketing: Avoid "Blind Sheep" Mentality

By Andrea Wilson

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If you want your online business to succeed, you have to give it your own twist, not follow someone else like a blind sheep. Despite what the Internet marketing gurus tell you, you will not likely be lying on the beach any time soon just by following their methods.

As with anything, there are those few (very few) who will leap into the forefront with a new idea or a new angle on an old idea. Then along come the rest of us, and like blind sheep, we follow these gurus, expecting to reap exactly the same rewards. It doesn't work that way.

First, we are no longer unique in the marketplace. The particular guru we're following got there first.

Second, we aren't selling the same product or service as our guru. Even if we're selling Internet marketing ideas, and so is our guru, we still have our own unique perspective on it. I hope we do, anyway. Otherwise, we're not going to have anything worthwhile to offer. If we're just carbon copies, people might just as well buy from our guru.

Third, we are never going to follow our guru's advice word-for-word or step-by-step. You and I will do it differently even if we've bought the same "Business in a Box." If you apply yourself more than I do, you'll do better. If you buy advertising all over the 'Net and I try to get along on a shoestring, you'll do

better. You'll claim the method works; I'll say it's bunk.

Or maybe I put my own twist on our "Business in a Box" and I make a killing while you're left with modest results. Now I claim it works, but you claim it's over-rated.

Are you getting the picture?

Making money on the Internet is not an exact science. It's more of an art. There are some basic principles that you must apply, but following every Internet guru around like a blind sheep will likely bankrupt you before you figure out your own secrets to

Internet marketing. (Then you'll be the next guru!)

Here are seven basic principles to follow. If you accomplish these, your success is guaranteed.

1. Find your niche market. We have lots of resources for finding your niche market on our web site:

http://www.ablewebs.com/internet_marketing.htm#niche.

2. Make sure your niche market spends money on products or services like yours. This is a very important piece of research. If your target market doesn't have money to spend or doesn't spend money on that kind of product, pick a different product to market!

3. Build a mailing list. How? Capture email addresses on your web site, write an ezine, purchase opt-in subscribers.

4. Advertise. Where? Online classifieds, ezines, list services, print media. Put your URL on everything you send out whether it's in paper or digital format. Here are some ideas:

<http://www.ablewebs.com/newsletter1.htm#tips>

5. Track ad results carefully so you know what's working. Use a spreadsheet, or purchase software designed for this purpose.

6. Follow-up, follow-up, follow-up. There are many theories around as to how many contacts it takes before someone will buy from you, but I've heard it's between five and nine.

Here's a true story to help you understand what I mean. Several months ago I downloaded a trial copy of a software package called "Postmaster Express" by Online Automation. Online Automation started emailing me

to see how I liked it. After the trial was over, they kept emailing me...and emailing me. When I was finally in the market to make a buying decision on an auto responder solution for my business and guess who came to mind? Did I buy from them? Yes. They had been in my face for months. They didn't give up...and they got the sale. This is an important lesson.

Postmaster Express: http://www.post-master.net/rs/Andrea_Wilson

7. Have more than one product or service to offer so if one dries up, you don't starve.

If you have only one product or service, think of other ways to attract new customers: re-write stale sales copy, revamp your web site, get creative with your advertising.

For instance, if you're a chiropractor, be creative in your

advertising. Target different segments of your market: today baby-boomers, tomorrow seniors. Or start a new fashion: "New Moms: How to Stay on Your Feet Longer and Enjoy it More."

How you accomplish each of these seven principles depends on who you are, what you already know, what information you read, what you have time and money to invest in, what appeals to you, and what your skills are.

I'm a writer. I write a newsletter, Press Releases, articles, etc., but I'm not an expert at writing sales letters. That's a different skill. While I'm learning, I can use the skills I already have to market my services. Maybe it'll turn out that my particular services sell better using my methods in the end and I never have to worry about sales letters.

Besides, if every web site is turned into a one-page sales letter because "that's what works," pretty soon everyone will be jaded and stop reading them. If you do something different with your web site, maybe you'll get the traffic. People come to the Internet to find information. That's the reason sales letters on web sites are often cleverly disguised as information. The price — even if it's free — has to be buried way at the bottom so the benefits of the product or service have really hooked the visitor before they realize they're being sold. (There's a little sales letter advice for you.)

Don't forget to look at your own interests and skills. Maybe you love participating in forums frequented by people who'd benefit from your product. It's easy for you to chat with them and they grow to trust you. The next thing you know, they're buying from you. Do you have to learn to write Press Releases? I don't think so.

If you or I do exactly what everyone else is doing, we'll be blind sheep, using stale methods to sell stale ideas. Follow the basic principles, get advice on ways to accomplish each one. Then put your own twist on them and stand out from the flock.

What to Wear With Ugg Boots?

By Brian Fong

The question of what to wear with ugg boots is a simple one to answer. This popular style of boot can be worn with just about anything. There are no fashion rules when it comes to wearing these boots. In fact, it seems that wearing this style of boot breaks almost every fashion-related rule.

Ugg boots are available in many different colors and styles and it is this enormous selection which makes the boots so versatile and desirable. The styles run the gamut from the casual look of the standard three quarter boot in a natural shade to the flamboyant and funky long haired pink boot. Whatever color you can think of, the sheep skin can be dyed to match.

People are wearing these popular boots to the office, on the dance floor, out to dinner, and while on vacation to the slopes or to the shores. Whatever look you are trying to achieve, you can achieve it with ugg boots. And these boots are not geared towards any one segment of society. Men, women, children and infants can all find a pair of ugg boots to match their size and their style.

Think wearing boots at the beach sounds crazy? Well, this is what surfers did back in the seventies. In fact, even though sheep skin boots had been around for quite some time, it was surfers who started the craze. Australia is a great place to surf, and since ugg boots are made from Australian sheep skin their existence was already well-known in the land down under. After emerging from Australia's cold ocean waters, surfers needed something which could quickly warm their feet. They found their answer in ugg boots. These boots became as essential a part of a surfer's gear as a surfboard. As Australian surfers traversed the globe in search of the perfect wave, they took their boots along and in no time at all, the popularity of the sheep skin boot exploded.

Ugg boots that are made from genuine sheep skin can be worn in all types of weather. When one thinks of boots, one tends to relate boots to cold weather. While it is true that these boots will keep feet warm in temperatures as low as 30°F, the sheep skin encourages air circulation which helps to keep feet cool even as the ambient temperature climbs. The natural wicking action of the sheep skin draws perspiration and other sources of moisture away from the skin.

These boots are comfortable, too, fitting as snugly as a second skin. And because they are

comfortable, people are wearing them everywhere with everything. The styles of ugg boots range from tall to short and everywhere in between. There are clog styles and slipper styles. Tie up laces, top-stitching, buckles and snaps are just some of the accessories that can be added to these boots to change the appearance. There are styles for achieving an ultra feminine look or the rugged mountain-man look. Ugg boots are available in black, brown, brown, blue, purple, red, natural, gray, off-white and more.

So break out of your fashion rule mentality and let your imagination go wild. Get yourself a pair of ugg boots and wear them with you jeans, wear them to work on casual Friday, or pair them up with your Sunday best. Wear these functional yet attractive boots in daily life and even while on vacation. If celebrities can wear them during breaks in filming and children can wear them to school, and if Aussies

can wear them out in the sheep shearing sheds, then you can wear them too.

Brian Fong
Sheep Skin Boots

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What to Wear With Ugg Boots?
How a Blind Date Can Increase Your Psychic Abilities
There Was A Time, When.....
The Final Analysis
How One Simple Concept Can Increase Your Sales

How to Use Your Mind for Study
The Great Big Book of Internet Marketing
Secrets Revealed Of A Successful Online Marketer – Willie Crawfo
Free Government Grants
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