

Is There Too Much "Noise" In Your Message?

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Is There Too Much "Noise" In Your Message?

By Heather Jacobson

I am all for advertising. It's a way of life, and it is needed. I know that without advertising, my local broadcast channels would not be free. I know the power of advertising. I have used advertising in various methods, and I place other people's ads on my blogs, websites, and in my newsletters.

However, there comes a time when it's too much.

I subscribe to two paid print newsletters every month. They are both put out by well-known marketers, both men I believe are at the "genius" level when it comes to marketing. I admire them, and I aspire to be like them, so I jumped at the chance to subscribe.

In order to avoid publicly bad-mouthing anyone, I'll call them Marketer A and Marketer B.

Marketer A's came first - a 16 page newsletter in a booklet format that was nicely formatted. I gobbled up the information in the newsletter, as well as in the CD that accompanied it.

Marketer B's came later - the envelope was huge and I assumed that it was packed with information. While it did include some great content, the majority of it was information promoting his other products. It took me some time to weed through everything to find the newsletter, and when I finally did, I couldn't differentiate between the information and the advertisements! I put it away, thinking I would come back later to read it. It's still sitting there.

This month, Marketer A sent his newsletter, and again I dove right into the information and walked away from it thinking he's a genius. Marketer B's newsletter arrived the next day, again filled with advertisements.

I'm confused, and a confused mind says no. I'm sure there must be some wonderful information within those 16 pages, but I can't get past all the ads. When the CD came, it was only a recording of a free teleclass promoting someone else's \$1200 course!

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When I sign up for a free teleclass I expect sales and hype. There's a reason that it's free. I can get past it. But when I pay for it, I'm not expecting to pay for another ad.

Not only that, but because I'm a "valued subscriber" I receive at least one fax a week asking me to join something else that costs \$197 a month. Even as I wrote this article, I received an email mirroring what the fax said.

This is just my personal opinion. However, I wonder how many others get distracted by all the "noise" in various newsletters. This man is greatly respected in the marketing community, and it bothers me that I'm not able to digest the information.

If the newsletter was free or low cost, I don't think I would mind as much. However, I pay \$40 each month for this information, and right now it is a wasted \$40. I have not been able to find anything in this newsletter to apply to my business.

So here are a few guidelines for including ads in your publications:

1. Have a good balance of ads and information. If your ads outweigh the information, people probably are not reading what you have to say. If you offer a paid subscription, your ads should be no more than 20% of your information. They are paying for your knowledge, not your ads.
2. Place your ads where they are seen, but don't let them distract from your information. Don't hide the content that your readers are interested in.
3. Make sure your ads compliment the information that you are conveying. If you're discussing how to build a website, then an ad about a domain name sale or web hosting would be acceptable; a Viagra ad, on the other hand, would not.

The fact is ads are part of our society. For many of us, it's how we keep our publications or services free. However, when the information gets lost in the ads, the message we are trying to convey gets lost, too. Our credibility has the potential to be diminished, and we may lose readers in the end. So what is the rule of thumb for using ads in a publication? Keep the noise low so you can hear your subscribers sing your praises!

Heather Jacobson doesn't pay for advertising and marketing if she doesn't have to and has grown a successful virtual assistant business spending less than \$100 in marketing costs. To discover how she did it and claim 10 inexpensive marketing tips visit

<http://www.10freetips.com>

Noise in the Workplace

By Chris Hampton

Is There Too Much "Noise" In Your Message?

The Cause:

Machinery, people and the environment all contribute to noise in the workplace.

Machinery, such as copiers, printers, fax machines, fans, air conditioner, computers, phones and many other types of specialized equipment are a source of noise in the workplace.

People, added to the above by talking, typing, moving around and moving things around in doing their work are another cause of noise in the workplace.

The environment also contributes to the noise by reflecting and amplifying noise off of hard surfaces like walls, windows or ceilings. Vehicular traffic noise and other worksites nearby also add to the din.

The Facts:

Machinery noise is low frequency. Low frequency noise can cause reduced efficiency and even make us sick. Over time, it can do damage to internal organs, if the amplitude is high enough. Sometimes, noise problems in air conditioning or air conditioning ductwork can cause the sickness rate to soar.

People noise is usually a higher frequency. Depending on the volume and pitch, this can sometimes be extremely annoying. The louder others get, the louder we get – setting off an out of control spiral of noise.

Add to this the environment – box like walls, ceilings and windows. The sounds just get louder and louder by reflecting off the hard surfaces. This creates more sickness, annoyance and reduced efficiency.

The Solution:

Reduce or eliminate the noise, either at the source or after the fact.

It would be hard to eliminate people and still run a business. Usually, there is little we can do to reduce the noise that machines make.

There are many ways to accomplish noise reduction. The best, of course, is to build the structure with noise reduction in mind. Short of that, we can do a lot to make it better.

Methods:

There are three major methods of sound reduction and control.

Masking is the use of sound to cover up the unwanted or annoying noise.

Absorption is the use of sound absorbing or sound energy conversion material to lessen noise.

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Deflection is the use of sound reflective material to direct the excessive noise away.

Find out more at:

Arizona Acoustic Art

<http://www.azaart.com>

Gilbert, Arizona

inquiries@azaart.com

Chris Hampton has 25 years experience in the sound and vibration industry and being hearing impaired knows the importance of sound and noise control and conditioning.

Noise in the Workplace

How White Noise Can Help You To Sleep

Share the Joy

What is White Noise?

Improve Your Home Through Acoustical Engineering

ScrollPops

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Clickbank Automation System

Mind Power Creative Thinking

Carefully Crafted Sales Emails And Web Copy

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