

It's almost too good to be true

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**By Dennis Williams II**

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As if you thought it could'nt get any better than Direct Mail Advertising. Along came "solo ads", or "exclusive ad mailings". Your ad alone, by itself, sent to all those recipients. The mere thought of it concluded the same with so many people: this is it, my website is going to blow up, im going to be RICH. So why are there so many disappointments?

Simple, caught up in the "high" of forthcoming success few come to realize, or understand, how the system works. This article sum's up the process, hopefully giving you a better understanding of what to expect with your solo ad. Kind of like a tutorial.

Overall, there are 3 factors you will want to understand when calculating the results of your solo advertisement.

Understand these 3 basics:

1. What to expect.
2. What an ad copy should be.
3. The whole process.

1. What to expect:

"OK there's 40,000 subscribers, my product/service is \$29, if i bring in just a 3% response, thats 1,200 responses or \$34,800!!"  
Sound familiar?

Not everyone is a pending order.

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The biggest thing to understand here is that every existing recipient isn't on standby waiting to decide whether or not he or she wants to buy. In a perfect world, yes. But in our's, no. Some subscriber's delete-on-contact, others are no longer checking that mailbox, and most just won't read through the mail.

The best thing to remember is that there are so many factors that contribute to the fact that your ad is not going to sit in a solid XX,XXX amount of viewers. Undeliverable addresses, duplicate addresses, fabricated subscriber lists, and the majority of subscribers who will delete an ad as soon as they see it, just to name a few.

Expect profitable results, but don't expect that brand new car, your son's college tuition, or that island vacation. So what do you do?

Aim to bring in the subscribers who \*do\* see your ad.

2. What an ad copy should be:

Impossible! Your ad didn't bring in any sales, and it went out to all those people too. You were probably talking out of your you-know-what that's why!

It has to be understood that these subscribers are receiving solo advertisements day after day. Or with some lists, hour after hour. Do you honestly think they sit down and read through every ad copy?

I don't, I delete most of them.

Summing it up. Be quick, be to the point, \*do not\* write more than 2 – 3 paragraphs of text. Almost no one will read through that. Who knows, your ad may have sold otherwise. That's if you didn't expect your viewer's to read that long essay of an ad.

A subtle hint for success: make your subject line relevant to the offer! Subject lines are so important if you take the lame way out and use things like...

Re: hello

7,897,428,322 FREE ads forever!!!

Don't delete, you'll regret it for LIFE.

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ok

...your bound to be put where all the cheesy spam-like offer's go. In my 'Deleted Items' box.

As both an ad publisher, and a long time advertiser, i strongly recommend that you write a subject line that sums up exactly what you have to offer. You are now relaying this message to every subscriber. They \*all\* know what you can give them, and make a conscience decision to take you up on it or not.

Everyone see's a subject line.  
Not everyone will see the ad.

If you use an irrelevant, "catchy" subject line. Your fair game for all the people like me who will just delete the ad. Without ever knowing what you actually offered.

This became the difference between \$0 profit, and \$1500 profit for me.

And guess which one worked.

Dennis Williams II is the editor for the interactive publication: "The People" E-Zine-Forum located at iInnov.com. You too can interact with the people by: Visiting his website at <http://www.iinnov.com> Or you can send your ad to over 100,000 people at: <http://www.iinnov.com/foreverads.htm>

## **Can't Find Your One True Path?**

**By Angie Dixon**

So you're trying to figure out what you're going to be when you grow up. The problem is you're 38, have two grown children and a husband, not to mention two cats and a dog named Sirius Black Dixon. Oh, wait, sorry, I guess I got distracted and thought we were talking about me.

Back to you. You're physically "grown," but you haven't found your "one true path." You don't know yet what you're going to do with your life, and you're feeling lost, confused, and worried.

Okay, let's start with the brutal truth here. If you have spent a lot of time, effort and creative energy looking for your one true path, I have bad news.

You probably don't have one.

You see, people who have one true paths know they do and they know what they are. This is not

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always true. Nothing is always true. But in general, people who "home in" on one career do it early and stick with it, or if they change careers, they do it in a reasoned, considered way.

People like us, who stumble and bumble and jumble from one thing to another to another to another, we don't have one true path. We have something. It's just not one true path.

That's the good news. Because what we have, boy is it better.

We have multiple paths. They fit our multiple passions and our multiple talents and our multitasking personalities.

You and I? We can be whatever we want. For as long as we want. And then go do something else. We can be writers, and while we're being writers, or when we're done being writers, we can be teachers, or driving instructors. Now, admittedly, we're not going to be astrophysicists or CEOs of major companies. But most of us don't want that. What we can be is just about anything we want to be - and just about everything.

Don't you feel liberated?

Angie Dixon is a writer and webmaster of The Leonardo Trait. Sign up for a free teleseminar at

<http://www.leonardotrait.com>

and while you're there, get a free report on failing successfully.

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