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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Less Is Better

By Raymond Johnston Jr

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Do you ever wake up in the morning and feel like biting the heads off nails? My dad got up every morning with a big smile and some encouraging words. This was every day, seven days a week, fifty two weeks a year.

One morning I asked him how he could possibly be in such a good mood every morning. His response was " It takes just as much energy to be pleasant as it does to be grumpy."

I have tried to use that formula in my life and 90% of the time, I carry it off.

This morning however is one that has been very difficult to practice that policy. I am normally an early riser. This morning was no different.

I fired up my computer and after getting online, I started bringing in my mail as I usually do. I went to do my other morning chores, starting a fire, putting on my wife's water for tea, pampering the cat, all of the normal things.

I returned to find an unusually large number of emails. I started browsing through them to find that I had at least fifty copies of the same offer.

Now don't get me wrong, I think traffic generating programs are great. I also think Mark Joyner is a bright young man with some good ideas. I am also sure that his latest brainstorm will also bring him a great deal of publicity.

If you possibly escaped the email barrage announcing his latest venture, it is a website pop-under program. There are already a few of them around. but Mark has added a new wrinkle or two.

My problem is not with the ingenuity of the program. I enjoy seeing people come up with new

twists to programs that already exist. My problem is the direction that marketing is taking.

There are now pop-ups, pop-under, exit programs and some other things that I am not sure even have names.

I visited a site yesterday that greeted me with a pop-up when I arrived. I went to check out another page on the same site and saw the flash as I exited the page, the first pop-under. I was greeted by a pop-up on the second page of the website as well.

Even though I wanted more information about what the person was offering, I left. I was greeted by another pop-up which I assume came from some kind of exit exchange program. When I deleted this page I saw another flash indicating another pop-under from the person's website that I had been redirected to through the exit exchange.

Confused? It's beyond confusion. I want traffic as much as anyone else but the direction of marketing is quite irritating to be honest.

Will Mark Joyner's new pop-under program be a success? Probably. Will there be mass numbers using it? If my email this morning is any indication, yes.

When pop-ups first came on the scene, people talked about how irritating they were. Yet, they have proved to be a very effective marketing tool. I was a sceptic for quite a while but when I finally caved and started using one, the results were amazing.

Though I don't use one, I have talked to many who use the exit exchanges with great success as well. I am sure the pop-under pages will be no different.

I do think that some are pushing the envelope too far. Using one of these tools can prove to be quite effective but I think people will tire of the websites that have multiple windows popping up.

Which type of program is most effective? I have no idea. Should you be using one or more of these

traffic programs? I think they probably all have their up side but this is one of those situations where I think less is better.

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