

Make your Writing or Marketing Projects your Top Priority

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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!

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By Judy Cullins

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When you finish your eBook or print books, you have a product you can sell. After you finish the book be sure to write the all important sales letter. The sales letter is the key to sales flooding in. Each book will market another book. Books help promote your service as well.

Like a messy room full of clutter, you just want to close the door on your project. If you really don't want it now, then make it ok not to do it. Or, if you are blocked in some way discover what that means and keep taking baby steps toward your dream.

Or, if you are like me you may want to look at the consequences/results of not doing it. These are some of the consequences that pulled me to finish my latest two books:

1. If your book doesn't get read by thousands of people this year your unique useful message goes unheeded. I know you want to make a difference and your book is your legacy and lasting gift to give.

2. Your business will just amble along, and you'll still be an hourly worker having to be present or even travel while you earn money. A book creates a lifelong income for you, and when you market online, you don't have to travel or speak. It's the easiest and most profitable way I know..

3. You miss the chance to build your credibility and become the expert in your field. The side affect of publishing your book is that it is your billboard, your business card, that builds your clients' and customers' trust and support. These people are your best sales force. Don't limit your expansion and success by not including them.

4. You won't enjoy the most ecstatic feeling of accomplishment, exhilaration, and adventure that creating and completing a writing or marketing task can bring you.

Take my lead. Treat your project as urgent! No matter what reason you have for not doing it, do as professional speaker and friend, Rita Kahn, says, "So what, do it anyway!"

Problems & Solutions. Myths & Facts.

By Howard Theriot

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Problem. Many organizations approach marketing by writing a marketing plan and then putting a lot of energy into producing the projects to fulfill that plan. The results are usually 100% effort being put into a strategy which is only 50% developed.

Solution. Complete the circle. A marketing plan is only as good as a well developed strategy. While your individual campaigns and projects may make up the bulk of your budget, establishing and maintaining an appropriate corporate and brand identity will ensure consistency and effectiveness. And targeting your audience by demographics is only half the process in lead generation. You must also qualify these prospects in order to produce the best ROI. Finally, the often overlooked areas of public relations and customer service, which rely more on effort than on dollars, can quite possibly create the make-it-or-break-it situation.

Myth. Managing a marketing plan in-house on an as needed basis and distributing individual projects to multiple vendors will save money and allow more projects to be produced for greater results.

Fact. According to a survey taken by the National Association of Advertisers, the average cost for a client to change agencies is approximately 12.5% of the client's current budget. This includes the following items:

–Short-rated contracts

–Transfer of artwork and other files

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- Out-of-pocket and time costs to conduct a new agency search
- Time needed to get the new agency up to speed
- Start-up inefficiencies for the new agency as they learn the client's business and procedures



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