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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!

Mousetrap Wisdom

By Arleen M. Kaptur

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As an internet marketer, you have chosen a product or service and believe that it is unique and one-of-a-kind. You've surfed other sites and while some products offer similar features, there does not seem to be any that has all the wonderful aspects yours has. You begin marketing and wait. There are a few "tire kickers" but no serious buyers. You have all the internet features, the pop-up ads, the pop-under advertisements, a newsletter, and autoresponders. What can you do to get the product in motion and selling?

If you truly believe that you are giving great value, at a reasonable price, and you are willing to back-up whatever you say about it, then you are definitely on the right track. There is an old saying, "If you build a better mousetrap..." What this old adage was trying to impress on people was that it takes stick-to-it abilities as well as a great product, and market finesse. In other words, you are in this for the long haul. Its a great idea, and the hype in your advertising is just your enthusiasm showing. You are, in essence, doing everything right. Now comes the hardest part of internet marketing. You have to wait for word to get around and for surfers and other online participants to get wind of your product/service, and they will. God didn't build the world in one day, why do you feel you can create an internet empire in less than that?

If you keep your information up to date, change the content regularly, be punctual with your offered newsletter, and get as much free advertising as you can, you will get people to beat a path to your site.

You can contact other sites and trade links, or you can try FFA

links. Sign up for newsletters or updates from sites similar to yours and see what they are doing. Check out marketing sites from proven leaders in the field and get some great tips and suggestions. When you surf and you come upon a site that might have a similar audience, ask the webmaster if he/she would like to trade ads. Be creative in your search for ways to get the word out and let as many people know about your product/service as you can. Get articles from on-line authors that you like or enjoy their writing, and include these in your newsletters or on your site. Use some great clip-art and unique features. Join announce lists or e-zine directories. Many of these are free and can provide a wide-range of readership. You don't need to spend a lot of money to get started in marketing a product. Good common sense, and innovative ways that come from your creative side will get the news out.

One thing you must stay away from is the giving-up attitude. The rains will come, but they make the flowers grow. Rainbows follow and internet success is in that pot of gold. If you close shop, it may be that opportunity was just about to knock and you weren't there to answer the door. You will never know but someone else will reap the rewards of your hard work and enthusiasm. In the lull, seek out additional products or services that can be added to your inventory and work on these new features. If you give up, you end it right there. There is no tomorrow and there is no "what if". The door is chained and locked and only you had the key. Leave the door open, roll out the red carpet, and remember that mousetrap adage.

ENJOY!

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REVISITING THE 'BENEFITS' FACTOR

By David MacLeod

REVISITING THE 'BENEFITS' FACTOR by David MacLeod

If you are in the business of making sales (as most online marketers are, in one form or another) then you know that it is a basic tenet that you must appeal to one of people's basic NEEDS if they are going to purchase your product or service.

So what are those basic needs, anyway?

Well, the most obvious needs are for shelter, food and warmth. But there's a different kind of 'warmth' that many people need, too, and that's where you come in.

People need to feel needed, or they need to have comforts, or they need to have their problems solved, or they need to BELONG – these are all needs for a different kind of 'warmth' that we can appeal to in our sales campaigns, in our advertising materials, and on our websites.

The bottom line is that potential customers are only interested in what your product or service can do for them – what NEED your offering will fill. Period. So you can try to convince them that your widget is prettier than someone else's widget, or faster, or whatever... but only if that can be shown to benefit them.

I'm not talking about features, here. There's a big difference between 'features' and 'benefits'. A better mousetrap might have the 'feature' of a more reliable

spring-loaded mechanism – but that makes it a better mousetrap because it has the 'benefit' of being able to get rid of more mice! See the difference?

We've all heard the phrase 'to keep up with the Joneses.' Ad agencies have long used our need to belong, to fit in, to be a 'part of' rather than apart from, to sell us on various products or services. You can take advantage of this human drive to sell your offering, too.

The important thing, then, is to make a point of addressing the benefits right up front. On the front page of your website, or in big letters on your ad copy, make sure you

tell the reader 'what's in it for them' if they purchase your product or service. Which basic human need will it meet? Figure that out first, and the whole rest of your marketing campaign will come so much easier to you.

If you can discover what 'problem' your product or service is the answer to, then you're on your way to success. Will your product make your customers sexier, allow them more leisure time, make them lots of money..? Will it give them one of the many kinds of 'warmth' that we all crave?

Make sure you say so, loud and clear, and prospective customers will be sure to hear you!



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