

Mr. Geez Is Back In Business! Wanna Know How?

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By Amin Khan

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Are you just marketing? I mean marketing just for the sake of generating sales? Sure everybody does it for sales. However, with the increasing online competition, generating enough sales has become even more difficult if not impossible.

When did you last make a sale? What is your conversion ratio? How far have you been successful in retaining your customers? Questions like these makes majority of netpreneurs apprehensive. This is because most netpreneurs don't understand and practice the underlying marketing model, which is the key to online success.

The following is a marketing model practiced by Mr. Johnny Geez who happens to be an entrepreneur. He says:

"Come up with a product and/or an affiliate program that pays better commission, and market it everywhere. The more places it will be marketed, the more people will see it and buy it, and that will bring in a flood of sales. YeSss!"

At the end of the month Mr. Geez were really in a bad mood...

Grrr... What the hell they think themselves? I've been really a fool doing all that hard work on my part the whole month. This is really frustrating.

What happened? Asked Tony (Friend of Mr. Geez)

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Mr Geez: NO SALES! :(The market doesn't seem to understand my product. I did manage to bring traffic towards my site, but still NO SALES! :(You know my product is the best of it's kind. Just plug it in your car's engine and you're done. Your car's gasket will never burn out. These people out there are scared spending money on using such a wonderful product.

Tony: But why? You've been marketing your product everywhere. Didn't you make any sales? Come on, don't tell lie to me, you must have ended up with at least a few

hundred dollars in net sales, didn't you?

Mr. Geez: You think I'm lying. I'm not supposed to hide anything from you. You're my best friend.

Tony: But Geez I've seen your website, it's nicely designed, loads fast and above all have a better navigational system. Then what's the problem?

Mr. Geez: I don't know, maybe it's the end of online selling.

Tony: I don't think so, because I personally know some people who are making mega sales without putting much effort. How come they are doing so well Geez?

Mr. Geez: That means there must be something wrong with my own marketing approach? What do you think Tony?

Tony: I guess you're right. Let's find out and fix the problem.

----- End of conversation -----

So what did *you* learn from this conversation? What must have gone wrong with Mr. Geez's business? Any clue?

I never like anyone to guess, but that's a critical one. If you guessed it, read on, but if you didn't, start your engine now because in your answer lies the real crux of the problem.

Okay... It's show time.

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"Mr Geez forgot to define his market". In an attempt to sell his product, he unknowingly assumed that his product is for everyone. Now why would somebody bothers and pick his product if he or she doesn't have a car? And if they do have a car, why must they purchase from Mr. Geez rather than his competitors who are just a click away offering same product at a much discounted rate with superior customer service?

Sounds obvious!

That's exactly what's happening online. Everybody is getting onto the Internet marketing bandwagon in order to make big sales. Considering the fact to reach millions of people, marketers fail to make even a couple of sales.

Here's the simplest and most important question you should ask yourself before even thinking to put your product up for sale:

"Who is your customer?"

Once you're able to answer this question, you can build a strong marketing campaign to reap out the tremendous benefits associated with this approach. Even if you make a little marketing effort, you'll be far better off to put things in shape. Conversely marketing without satisfying this question is like catching a fly in the dark.

All your marketing efforts are a total waste if you don't focus your target market. Coming up with a niche product within your customer segment is the surefire way to build a fortune. What distinctive benefit your product provides? In what way your product is diferent (and superior) to the competition? Have all your systems in place to market it within your designated customer segment. And all I can say is you'll win the battle. **GUARANTEED!**

Lessons learned from Mr. Geez's Mistake:

- Clearly define your market
- Focus on the market first, and than come up with a product that quenches your customer's thirst

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– Good website design, better navigation, speed, guarantees, professional outlook, sales copy and testimonials are not the *only* ingredients to make sales. Focus matters.

– Even the best product doesn't sell if sold to the wrong market.

– Never blame visitors. They are your source of correction

Oh! By the way, it took just a single day for Mr. Geez to define his market. Since that day his sales went up by 1700%, and his anticipated level of profits surpassed his expectations for the month.

Mr. Geez's Advice To YOU:

Dear fellow entrepreneur, I would like to take this humble opportunity to present you my point of view for success in three simple words:

Target Your Market.

----- End Of Mr. Geez's Advice -----

Mr. Geez will be back with more stunning insights soon.

Watch out!

Movie "believe" Boring, Disappointing

By Kim Klaver

I knew this flick (

)would dump on mlm, and I went to see it with high hopes

because I figured if nothing else, we'd promote it to all New Schoolers as a way to tell their prospects: This is how we do NOT do this business.

But alas, the old style revival meetings depicted in the movie, based on the director's Amway experiences years ago, were so dated – they represent a bygone era. No doubt some people still act this way, but we are no longer the naive audiences of 20 years ago. It's a much more skeptical marketplace today and there's no way anyone but the most backwards of folks would fall for the stuff shown in the movie.

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At the end of the screening, I asked the writer–director Loki Mulholland if he thought he might want to appeal to the 13 million networkers by including a scene showing how some people are doing the business in much better ways...to contrast with the slimy methods shown in the movie.

"Well," he said, "one or two mlm company types have already told me they'd use this to show their reps how NOT to do the business." "But," he added, "why focus on 13 million networkers anyway when there are 100 million others out there?"

I came prepared to promote the film on my blog, and to buy 1,000 DVDs to give away as "here's how we don't do it" items. Instead, I saw a mediocre flick by a guy who wants to settle old scores, and play to "everyone but network marketers."

His request to the audience: If you have horror stories, please tell us and we'll include them. Geez, thanks. We didn't see enough in the movie?

What he doesn't seem to get is that most of those 'everyone elses' he's dreaming about don't care enough about our field to go see a movie or buy a DVD about it. Especially a mediocre one at best.

We do. And to turn us off is to lose his best audience of all.

Kim Klaver is Harvard & Stanford educated. Her 20 years experience in network marketing have resulted in a popular blog,

, a podcast,

and a

giant resource site,

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