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Must Know Tips I Wish I Had Known 6 Months Ago About Online Marketing

By Laurie Meade

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1--- The importance of a schedule and staying focused. Keeping on task. schedule promotions. Plan and make a task schedule for project ideas.

schedule purchases --- (don't buy on impulse, the offer will still be there in a day or so!)

schedule time --- (remember to schedule time for family members as well :o) schedule breaks from the computer --- (not just physical breaks, take your mind of your business and have some fun, you'll be more fresh and productive when you go back to work!)

2---The importance and value of keeping good records,

Financial

Promotional

Backing Up Files

Affiliate Information

Passwords

Contacts

3--- Don't try and run an online business with AOL. I personally have nothing against AOL It is a great service for the computer illiterate newbie. However, once you get the basics down, you can be much more productive with a different ISP. AOL does not allow you to filter email the way it needs to be filtered.

When I was doing my business through AOL, I sometimes would be dealing with over 500 emails a day. No way to send them to different folders as in Outlook Express, MailWasher or many other email programs. Unless they have drastically changed things in Version 8, it is one of the few that doesn't work with third party email programs. This just leads to wasted time and frustration.

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4--- Speaking of wasted time.

Get a DSL hook up.

The extra cost is worth it in the matter of time saved. Instantaneous downloads.

Web pages that come in as fast as the click of a mouse.

It means more productive time spent on the computer. More productivity means more money.

5--- Learn what a great tool Yahoo can be. I have read good comments and bad, about Yahoo. All I know is from my own experience. When I first started online, I exchanged a review for a copy of Front.

I read where you had to have a domain name for people to take you seriously. I agree. However, I learned that a free site is very beneficial to your business as well. Putting links on a free site at yahoo will bring traffic to your domain name. If you use Geocities.com, it will help you get listed in the Yahoo Directory eventually.

You can start and manage groups easily. I love the convenience of running AutoResponse Plus

right at my website. However, having a group to promote articles on

Yahoo, makes more sense. Once someone has signed up for one Yahoo Group, it is a simple click of a button to add other groups.

This is where the power of numbers comes in. Don't try and reinvent the wheel. Jump in and join the success by following those who came before you.

6--- Take the time to learn how to use Ebay. Even if your plan doesn't entail becoming a powerseller, by putting up a few auctions, you can direct traffic to your site and increase sales. You can learn everything you need and more from the ebooks offered at this site:

I had wanted to learn Ebay but kept putting it off. To many other things to do. Because of a planned move, I started researching the ebooks I had about how to go about putting up an auction.

I sold more in one month, July 2002, than I had from Feb. through June, using Ebay. I also received my first affiliate commissions, several of them, from both my geocities and domain name websites that very same month. It was definitely worth the time invested for my business. It can be a great traffic building tool for your business.

For more information on Ebay selling check out these two resources:

7--- Don't be afraid to do a press release. I had read many articles about how they could bring you big traffic. I also read how difficult they were to get read. I worried about too much publicity, invading my

privacy.

I researched and studied how to do it, and took the plunge. It worked. The very first time. I got my press released published at PRWeb.com

8— Write it down when you think about it. Too often, I have written an article in my mind. Then it never seems to make it to paper. Being a single mom of three, I am busy. I have found by talking into a digital recorder or tape recorder, I can be more productive. Use that waiting time. This article was generated in my mind while waiting at a bus stop with my almost 2 year old. (He was strapped safely in his stroller with a snack, of course :o)

This article promised 7 tips— I gave you 8. Below are my bonus tips.

9— Always give more than you promise. Everyone loves freebies. Put something for free on your site. It will generate more traffic. Then incorporate that freebie to generate sales. Writing articles is a great way to do this.

10— Promote free articles. After you have written several on the same topic, you can create a free ebook. Offer it as a tool for webmasters to customize and give away for free. You can offer this customization for free or charge a fee for it. Put affiliate links in your ebook articles to promote backend sales.

To read a great review on a resource for writing articles for promotion, send for my free article review by sending a blank email to

If I had known all these things 6 months ago, my business would be bringing in more sales everyday. Learn from my mistakes so you can profit faster.

Need MORE TRAFFIC to your website or affiliate links? "Turn Words Into Traffic" reveals the secrets for using FREE articles to drive Thousands of NEW visitors to your website or affiliate links... without spending a dime on advertising! Click Here:

Progress to Success

By Nicholas Dixon

It was supposed to happen in thirty days. Buy the ebook with the holy grail to online success and then watch life unfold. But that was several months ago.

You sit and wonder what are you doing wrong. You have been over the same steps again and again but still nothing changes. You are considering giving up thinking that you are not cut out for this.

No wonder why 95 % of online marketers fail. Most are ready for some quick cash instead of digging in for the long haul. It is a human weakness which will always be exploited.

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I have been there. Several years ago. But I am still here hanging around. What made me decide to stick around ? The quest to know the truth about Internet marketing.

The learning curve in online marketing can be steep indeed. But it is worth every day spent separating the myths from reality. Once you find out what really works, there is no stopping you.

The most important lesson you can learn is to be able to stick around. That's what those succeeding are doing. Stickiness. It can make you and your enterprises successful.

Persistence. That's the word. Learn all the marketing techniques there is, but don't leave out this mental attribute. Many have ride on it's wave to success, so can you.

Just remember that overnight success is usually years or months in the making. Not one day.

To your success and mine..... ,

Nicholas

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Nicholas Dixon is the publisher and editor of The Roc newsletter. Visit

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