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My Border Collie's Internet Marketing Advice! No 4

By Gordon Brownlie

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Sam, My Border Collie's Internet Marketing Advice!
No: 4

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Sam (that's my 12 year old Border Collie) and I were walking again through the Bush (Australian countryside). Sam as usual was ranging out from me checking for the Eucalyptus trees that needed his marketing skills.

When we reached our usual rock beside the fallen log, Sam asked, "Gordon! you know how you work hard publishing that e-zine of yours? Well I think you could do better."

What do you mean I could do better Sam? I thought it was going fairly well. I get good feedback on a weekly basis.

"Well", said Sam, "I'll bet you get the feedback from only a small percentage of your subscribers and another percentage only subscribe to get the FREE ads"

"Besides what about the program you've become a member of? Is it going as well as you'd like?"

I thought it was going fairly well Sam! Don't forget I've got to support the new members until they become profitable and that takes up a bit of time.

"Look!" retorted Sam, "Are you fully occupied with your downline support? In other words couldn't you support a lot more new people in your downline if you had to?"

I suppose I could Sam, but it's a bit slow at the moment so I don't have to worry too much about that.

"You can't think like that!" said Sam. You said, you

were committed to helping and training up new people to become Professional Internet Marketers."

Well I am Sam, what's all the fuss about?

"You really don't see it do you! You are only half occupied with downline support, so why don't you get more new people to train and support in your downline right now? Today!"

Well it's not as easy as just getting new people, they have to be interested in becoming new members. It's a bit like getting new subscribers for The E-zine. It takes a lot of advertising just to keep the subscriber list growing each week.

"I can't believe you could be such a silly Galah! (an Australian member of the Parrot family known for its silly antics). Look! There are thousand and thousands of Internet marketers constantly looking for better ways to become profitable marketing on the Net.

Why don't you learn from my old mate down in the creek? Old Platty the Platypus puddles up all the mud at the edges of the creek. This sends a cloud of advertising if you like to call it that and attracts the Barramundi who support him by joining him to feed for FREE."

Oh for goodness sake Sam, you're just being ridiculous, how can that possibly relate to Internet marketing?

"OK" sighed Sam, "let me try and explain it in your

convoluted terms. You have two things, a 100% optin e-zine and a great program, don't you?"

Yes Sam, I have, so what?

"If you run a simple little contest in your e-zine something like this:

Lets say you give away a FREE Sponsor ad to a winner who subscribes to the special marketing Newsletter that your program publishes and you run this contest in your own e-zine. Now what would happen?"

Without waiting for an answer Sam continued;

"You would find more subscribers would actually read your e-zine looking for the various contests so they can advertise for FREE. Also they would all the get

benefits from the knowledge they get for FREE in the program's newsletter.

Also, when more people realise how valuable that new knowledge is, you will find that more and more will join with you just to get your support and training. Surely that makes sense to you now, hey! You don't think that I don't make use of the FREE Ad contests do you?"

OK Sam, I'll give it a go. I just wish you'd pointed me in this direction months ago instead of leaving it till now. Come on mate you'd better take me home it's almost time for lunch. What words of wisdom are you going to come up with tomorrow Sam?

"None if we don't soon get home for lunch!" Sam always has to have the last word.

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Sam, My Border Collie's Internet Marketing Advice! No 5

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No: 5

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Sam (that's my 12 year old Border Collie) and I were walking again through the Bush (Australian countryside). Sam as usual was ranging out from me checking for the Eucalyptus trees that needed his marketing skills.

When we reached our usual rock beside the fallen log, I said to Sam, Look mate I'd really like to thank you for your advice last week. Starting a contest in my e-zine has turned into a bonus of information that I couldn't have anticipated.

"O.K." said Sam, "Just exactly what did you learn?"

Well, for a start I had some really great talks with subscribers from all over the world. They were people who had subscribed and placed their FREE ads regularly. Other than that, we'd actually never even exchanged a single thought between each other.

"Hmmm, I know what you mean" said Sam. "I met quite a few when I chose the winners to your contest. Hey! I really liked that subscriber with the two Bulldogs and the Cats".

Yes, I agree Sam, I think we're lucky to have met these people who are actually reading the e-zine. But Sam, I found out a few things from the contest that worried me.

" I thought you would, it's all part of the learning process" retorted Sam.

Yes, well when you consider the total numbers that

actually subscribe and place their FREE weekly ads compared to the number that actually participated in the contest. I've got a dreadful feeling that a lot of people just don't look at the e-zine at all.

"So what are you going to do to remedy that?" asked Sam.

Well what can I do, I mean what more can I do? I'm 'Fair Dinkum' and give everyone a fair go. Why, I even supply a FREE ad weekly and not just to new subscribers.

The contest not only gives everyone the opportunity to check out one of the best opportunities available on the net but in addition to this I have given out some of the best Sponsor ad positions in the whole e-zine. What more can one do?

"Hey!", said Sam. " I thought you were supposed to be the expert at marketing, you're missing a simple way to encourage your subscribers to at least skim through your e-zine.

As you know Gordon, even those who only skim through your e-zine will have a good chance of noticing an ad with a headline that relates to their needs.

You owe it to your subscribers who place their ads regularly, to try to ensure that as many as possible, skim through your e-zine, otherwise why bother encouraging them to place their ads even if they are free.

Here's what to do. Insert a different ad code each week so everyone needs to at the very least skim your e-zine, to get their FREE ad. It won't affect those who don't place ads and it can only be a benefit to those who do because their ads have a better chance of being noticed.

At the same time Gordon, you will probably get more

entrants to your contest and in the long run you will also get more of your readers to look at your program. Remember, you can only do the best for your subscribers then it's up to them.

You'll have to excuse me now, Old Platty the Platypus said he was going to try something new in his marketing techniques and I'm all for learning new tricks".

Who say's 'you can't teach an old dog new tricks!' O.K. Sam hurry up, then we'll head home for lunch. Sam always has to have the last word.

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