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Natural Marketing for Full Business Success

By Judy Cullins

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Is your mind muddy on marketing? Do you wake up each day and say, "I get to share myself and my great message with others" or do you say, " I have to market , or I will fail."

Natural marketing refers to the action you take to get the word out about your service and product that rings true to your heart. It feels effortless without struggle, where ideas pop out, you lose track of time engaging in them, and you can't act on them fast enough! Natural marketing feels authentic and inspired.

Unnatural marketing feels like your actions go against what feels true for you. It isn't what you like to do normally; it isn't what you can do easily. Using this tactic, you may feel bored, fearful, or ambivalent. You go through the motions, but a part of you resists. When resistances and doubts pop up you can be sure they affect every marketing decision that can lead to small gains or a large success.

Examples of Natural Marketing and How to Expand Them

1. You like to share ideas, so networking with others in business groups suits you. You gather business cards with names and numbers.

To expand this marketing, start to collect email addresses. Put them into email files in your computer by group or need. You list

could include your ezine subscribers, people who are interested in your service or book such as professional speakers, coaches or business people. You can add names from your teleclasses if you give them.

2. You like to speak in front of an audience and offer yourself to groups for an hour talk. Since you are talking about what you have to benefit others, you naturally attract these audiences to your service or product.

To expand this marketing, offer a free teleclass on a skill you can deliver that your audience needs. To make sure you attract them,

first make a list of 5–10 benefits of each service and product. Use these words to stimulate emotions that decide where and what to spend money on. It's easy to market to this group because you can do it by email. Apply those benefits to a sales letter because you need to write a sales letter for each product, class, or service you offer.

3. You like to write. You may already have a book. You took time to write it and you can market it the same way—write an article. You have already contacted print magazines and even gotten published. Just remember the article is your sales force because it points to the benefits of your information, so don't be married to the idea you must be paid for it. Articles are FREE advertising, and are seven times as powerful as ads because each time you submit an article you join the many marketing masters using viral promotion.

To expand this marketing and reach 1000 to 500,000 people daily, revise your print articles for the Internet. Make them 400–800 words with a shorter introduction and conclusion, make them in tip or how-to format, and make them unique and useful. Contact a coach to help you write only publishable articles and show you the way to present them.

Remember you are already successful. You have had many past wins. Success is part of your life. Think about one or two past successes. What led to them? What natural inclinations led to them? Maybe it was a particular creative idea you had, you read a book that triggered you to act, or you took a teleclass or seminar that gave you a how to move on. Maybe you hired a coach or got inspiration from a trusted friend or mentor. Or, persistence led you there.

Beware of just going through the motions with your business. When you do you leak vitality and don't allow room for your new ideas to come. These and other struggles keep you from accomplishing your heart's desire. Adjust and fine tune your approach. Yet, stay in the natural flow and trust the best will come to you because you are using your natural abilities.

Of course you may worry about a learning curve, but if you open your mind to experiencing the much expanded success through the Internet, you'll scratch your head and wonder, "Why didn't I do this sooner?"

What I want for you is to not only make 1/2 your monthly income selling yourself and products, but to make a positive difference to your audience. Share your gifts—that's what natural marketing is.

Internet Marketing In The Future

By Raymond Johnston Jr

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What's in store for those trying to become successful in the Internet Marketing field in the future?

Will the increasing popularity of the Internet benefit or hinder your efforts?

How do I as a marketing professional take advantage of this popularity explosion?

These are a few of the questions being asked by those looking to build a successful business online.

With the number of participants online ever increasing, the pool of prospective clients continues to grow. This is a trend that will give those dedicated to marketing the opportunity to build a successful business online.

So many starting out, expect to work a few hours a week, spend no money, and yet they expect immediate success. These people are destined for failure. They usually end up doing a lot of jumping from program to program searching for that "Golden" program that is going to put them on the

Forbes "Top Ten List" of the wealthiest people in the world.

To be successful in Internet Marketing, one must be willing to put some time and money into their business. If you are starting your own business, it does not matter if you are starting a landscaping business or an Internet marketing business, the formula for success remains fairly constant.

To be successful you must be willing to invest a lot of time and be willing to invest some money in advertising as well as your education.

You can start out slow and work with a small advertising budget.

If you choose to start out with a small budget, that is fine, just don't expect your business to grow at a full-time pace. Too many people want to make a full-time income with a part-time effort.

With the influx of new people to the net, the opportunity exists to build a nice online business. Just be realistic with the results you expect.

One of the toughest decisions to make when you first start working online, which program should I work or which program should I join?

There are many good programs and products available. Too many people think a good program or product will just pull them along and bring success with it.

When this doesn't happen, you will see them jump ship. The problem is, the next program will offer no more success unless you are willing to put forth the effort required to make it happen. This includes educating yourself as well as spending the time and money necessary to get your product or service out there for others to see.

Jumping from one program to another is a sure sign that disaster is just around the corner.

If you decide to become serious in the Internet Marketing field, check out some of the programs or products available. Choose programs or products you think will be of interest to

others. Make a decision to join a program or two and commit to them. Please remember, building an income online does not happen overnight.

Advertising is one of the largest contributing factors to determining the success of your online business. Working hard, posting to free classifieds, ezines, etc. can help bring a certain degree of success, but the fact is those who are successful with a marketing business have an advertising budget and are willing to use it.

One of the first things to look at is your ad copy. Are you using one of the ads provided by the company or program that you are working? This is a big mistake. People see these ads over and over. Get rid of them and write some fresh new ads or get someone to write some for you. It is not that expensive and used properly, they will pay for themselves many times over.

If you are willing to put forth the effort to learn as much as you can, build your business using good solid business practices, allow yourself an advertising budget and use it wisely, there is no reason why you can't build a successful Internet business for the future.

Don't expect it to happen overnight and be willing to take the necessary steps to make it a reality.

The future shines bright for Internet Marketing.



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