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**Online Marketing, Attracting The Right Kind of Attention**

**By Barrett Niehus**

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<http://www.freetrainer.com>

If you have spent time on the internet trying to promote your web site, you have realized that it takes a great deal of work to maintain a constant level of traffic. From search engine submissions to awards and affiliates, promoting your web site takes a significant time investment. As a result you spend hours each day trying to get your traffic numbers to climb. However, the question must be asked: Does the increase in traffic result in a proportional increase in sales? As many "Dot Coms" have seen in the past two years, traffic does not necessarily equal profit. You must target your audience and sell to the groups that are most likely to see value and purchase your products.

Unless your product is needed, purchased and used by every man, woman and child on the planet, you must determine exactly who your customers are. With a bit of research you should be able to accurately define the age bracket, socio-economic status, gender, race, and religion that typically purchase your products. Armed with this information, you can double your sales without having to increase the time you spend promoting your site. Instead of sending out general announcements in chat rooms, or bulk emailing, you can find ways to accurately target the people who will use your products. With knowledge about the demographic group that you serve, it should be easy to find associations, facilities, clubs and businesses that also serve this group. Find these groups, generate

relationships, and use their resources to boost your traffic.

By finding which related products and services your customers use, you can generate relationships to leverage these demands. If your demographic is generally buys a specific product that is complimentary to yours, you may consider approaching the manufacturer of that product for some cooperative advertising. If your customers generally require a specific certification or type of training, you may approach the education institutions for cooperative advertising. You may also consider renting member contact

information from these groups. Once again, by generating a relationship with the groups that have direct access to your customers, you can increase your sales without having to spend more time online.

Regardless of the way that you promote your site it will take a commitment of time to make it profitable. It will take an effort both in and out of cyberspace. However, by directly targeting your customers, you will be able to create income and profit without spending a fortune attracting traffic. Target the people that buy your product. Focus your resources on these people, and stop wasting time trying to get everyone on the planet to view your website. Financial success comes from marketing to people who will purchase your product.

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## **How to Organize Your Marketing**

**By Charlie Cook**

### **How to Organize Your Marketing by Charlie Cook**

"I hate sales pitches!" You may have felt this way yourself or heard others say it. If it's such a common response, what's the best way to organize your marketing to attract new clients and customers?

While getting all aspects of your marketing right can be complicated, the simple truth is that you can attract many more clients and be far more successful by doing just one thing.

To get the attention of your prospects and gain their trust and their business, base your marketing on the way your prospects make buying decisions. Just as a sweater needs to fit its owner, your marketing needs to fit your prospects.

### Mirror Your Prospects' Decision Making Patterns

How do your prospects make purchasing decisions? A research study by Enquiro and Marketing Sherpa found that 86% of Internet users begin a search using Google. Of these, 63% scan the search results, looking for key phrases in order to determine which sites to visit.

If your target market doesn't find the key phrase they are looking for, they won't contact you. It doesn't matter how long you've been in business or how happy your clients are;

if your marketing message doesn't match the language your prospects use, tens of thousands of people will never find you. This is true even if they need and want your products and services.

### First

If you want people to respond to your search engine listing, billboard ad, radio spot or business card, the handful of words you use need to grab their attention.

Invest the time and effort to create a brilliant marketing message. Tailor it to your prospects' problems and concerns and they'll take notice.

Once you have your prospects' attention, you may want them to buy your products and services right away, but this is not realistic. While a small percentage of prospects with an urgent need may buy on first contact with you or your website, the vast majority won't. The research by Enquiro and Marketing Sherpa found over 80% of people looking to buy research a purchase for a period of time ranging from one week to four months, with 54% taking one to three months.

You may be doing a great job at getting attention, but if you're not motivating prospects to contact you, your business is leaking leads. You could be missing more than 80% of potential buyers.

Does your company have a web site?

How many visitors stop by your site each month? How many of these contact you?

If you're a small business you could easily be attracting 3,000 to 20,000 people a month. Typically, 10 to 30% of these people can be motivated to contact you, amounting to 300 to 6,000 leads per month.

You may be attracting more leads than you need. Make sure you capture them so you can market to them. One of my coaching clients had a web site that was attracting 40,000 visitors each month. With a site this popular, he should have been able to generate 8,000 leads each month. All he needed was to structure his web site to prompt prospects to give him their contact information. Instead he was getting an average of only 10 leads each month.

Second

Motivate prospects to give you their contact information.

Give them a reason to contact you. I give away a free marketing guide that prompts almost a thousand people a month to give me their contact information. Once you have your prospects' contact information, follow up regularly to further establish the credibility of your firm and clarify the value of your products and services.

Moving Prospects to Client or Customer Status

When you provide your services or develop your products you shape them to fit your prospects' wants and needs.

Similarly your marketing needs to be shaped to fit your prospects' buying patterns. When your marketing strategy and materials reflects the information prospects are looking for, you'll get their attention and their

business.



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