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Position your Online Business

By Ade Ajayi

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There is a place where you, your business or your products and services can stand and opportunities will see you and you will be able to see them. And there is a place where you can stand and opportunities will not be able to see you and you will not be able to see them.

I should emphasize that the way your customer thinks about you and your products will determine his behavior towards you. If you are not in your customer's thoughts, it will be difficult for you to be part of his life. Your customer's perception matters. He must see your product as the product of choice. You must realize that your customer's perception of you will determine what he will say about you to his friends, colleagues and relatives. Some of the most powerful advertisement you will ever get may be from people who have never made contact with you, but who have a very good perception of you. They tend to exaggerate when they recommend you to others. Remember, you get the best result when you are the first to get into the customer's mind in your category.

BE THE STANDARD

When you are able to get into the customer's mind first, and you maximize that position, you become identified with your category as a whole. For example, it is usual for people to say, "I want to buy Coke" when they want to buy a cola drink even if it is not of the Coca-Cola brand. Same for Xerox in photo-copying, people want to "Xerox it"

When your position is that strong, it becomes difficult for anyone to come between you and your customer. In fact, your customer will be willing to pay more for a product just because it is you that are selling it. At this level, the customer has made you the standard against which other products or services are measured.

To occupy such a position in your customer's mind, you must appreciate the fact that everything you do and don't do, influence the customer's perception of you. Your name, logo, location, facilities quality, packaging, dressing and advertorials create perceptions. Use them to your advantage.

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What do your customers think of you at the moment? What words do they use to describe you or your product? From what they say, where are you positioned in their minds? Are they aware that you exist at all?

If you are happy with your positioning in your customer's mind, how do you plan to maintain that position in the long run? If you are not satisfied with your positioning, what position would you like to occupy? What do you want your customer to think and say about you? You can re-position for success.

POSITION YOURSELF

Let me end this article by suggesting that you position yourself as a person. Who are you? What are

the problems you are uniquely equipped to solve? Or what is your unique selling proposition? Who are the people that should be touched by your life? Jesus Christ once asked his disciples, "Who do people say that I am?" He was interested in people's perception of him, because he knew that would influence their attitude towards him.

I encourage that you do not try to be an outstanding generality. If you feel that it is your destiny to influence the internet community for good, it is time to brand and position yourself. The community needs problem-solvers in virtually all areas of life. Problem-solving is the quickest route to leadership. When you focus on adding value to people's lives, rewards will come back to you.

You will succeed!

Ade Ajayi

Why Do You Want To Start a Home Business?

By Ender Baynazoglu

Now, the very first thing you would want to ask yourself BEFORE starting a home based business is: "what is my purpose for looking at something like this?"

By clearly defining a clear cut goal and purpose, you will know why you're in that position in the first place and therefore knowing the path to take to get there.

It is funny how most of the time people don't even know deep down their REAL purpose. This obviously results in a blind short journey online looking for something in which they don't even know why they're after it in the first place! As a result, most people give up on their dream, before they even start.

I think it is also very important to ask yourself whether being your own boss is actually suitable for you. You see, to be in a position like that, you would need to be "self driven" since you are in charge of your

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own destiny as a business person.

One other key element is the fact that in order to be "truly" successful, you would need to have a real, genuine desire to help people in your business. The more people you help the more successful you will become. And I think that's the real beauty of being in business for yourself :)

To sum it all up, ask yourself this question... "why do I want to do this?"

Ender Baynazoglu uses the ABC AutoBiz Centre to build his business from home. A totally unique complete business centre where there is no guess work required. Many people around the world are currently experiencing this amazing system right now! You can get the full details here:

Why Do You Want To Start a Home Business?

Types Of Orders In Forex Trading

Do You Want to Make Serious Money on The Internet?

Maximizing the Value and Effectiveness of Your Pay-Per-Click Campaign

Is Ezine Advertising Still Worth?

ScrollPops

Click Magnet Software

Money Saving ideas

eBarteringTactics

Traffic Explosion



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