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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Problems & Solutions. Myths & Facts.

By Howard Theriot

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Problem. Many organizations approach marketing by writing a marketing plan and then putting a lot of energy into producing the projects to fulfill that plan. The results are usually 100% effort being put into a strategy which is only 50% developed.

Solution. Complete the circle. A marketing plan is only as good as a well developed strategy. While your individual campaigns and projects may make up the bulk of your budget, establishing and maintaining an appropriate corporate and brand identity will ensure consistency and effectiveness. And targeting your audience by demographics is only half the process in lead generation. You must also qualify these prospects in order to produce the best ROI. Finally, the often overlooked areas of public relations and customer service, which rely more on effort than on dollars, can quite possibly create the make-it-or-break-it situation.

Myth. Managing a marketing plan in-house on an as needed basis and distributing individual projects to multiple vendors will save money and allow more projects to be produced for greater results.

Fact. According to a survey taken by the National Association of Advertisers, the average cost for a client to change agencies is approximately 12.5% of the client's current budget. This includes the following items:

- Short-rated contracts
- Transfer of artwork and other files
- Out-of-pocket and time costs to conduct a new agency search
- Time needed to get the new agency up to speed
- Start-up inefficiencies for the new agency as they learn the client's business and procedures

Make Money From Google Or Yahoo. P/T

By Conrad Sear

This is how I make money part time. I created my own network over the course of 6 months. Creating web site after web site. On each one of these web sites I add advertising. Small unobtrusive ads. I add banners from affiliates & traffic programs & viral programs.

It all sounds simple so far, right?

Well, it is. Until you go to your accounts & check for balances. You find you are not making what you thought you would. You may even say "why did I bother."

This is all okay. We all go through this. This is the learn curve. Easy money really only comes after you have the knowledge & experience. Stumble 100 times, hit the big one once.

This is how it worked for me. Follow some rules & facts.

Facts:

1. websites take time to build popularity by search engines. 2. you must Search engine optimize your keywords & content. 3. read, study, learn from others. 4. you don't have to spend a lot of money on promotion. 5. find solid proven programs to build from first, then add your ideas & make it more of your own. 6. most everything is free on the internet, find it!

Rules:

1. The web doesn't care who you are! 2. Search engines only care about the balance between content, keywords, link popularity, traffic, and relevance. 3. 80% of your traffic will come from search engines. 4. it's a numbers game. The more traffic to your site the more likely to convert sales, clicks, & sell advertising space. 5. MORE IS BETTER. Make multiple web sites. Have lot's of content. Link to thousands of sites.

Take all of this & go sign up for Google Adsense & Yahoo Publisher and anyone else you can. You should have multiple rivers of revenue. DON'T put all your eggs in one basket. Having multiple AD revenues will greatly expand your base.

Google pays best right now. Yahoo is good. Affiliate programs are subjective. You must fine tune & match relevant content. But they work.

These are the basics. Now go out there & find your niche. Over time you will have built a tiny empire.

Conrad Sear has been a web developer for 14 years. He now manages a startup SEO company called

. Their growing list of clients are all making to the top with his guidance.

Samples—(

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