

Promoting Your Business with Copper Wire? Think Again.

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By Stone Evans, The Home Biz Guy

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So many people launch their first or second business with the misconception that they can survive without advertising. It is their fear of failure that almost single-handedly assures their failure. They fear spending the money that they need to get and keep their business running during those early years of their operation.

Let's face it, when you start in business, money is usually pretty darn tight. So, you must figure out how to get off the ground without throwing your money down the drain. Every single red cent is important enough to hang onto with a tight fist.

NOW IS NOT THE TIME TO REINVENT COPPER WIRE

I am reminded of an old joke a friend used to tell about himself.

My friend had always told me that both he and his brother were the inventors of copper wire. He insisted that the two of them were fighting over a penny one day and managed to stretch it out into the first strand of copper wire known to mankind.

Indeed, now is not the time to try to reinvent copper wire.

ADVERTISING IS A NECESSARY COMPONENT OF A SUCCESSFUL BUSINESS

The point of advertising is to notify your customers of the existence of your business. It is necessary to tell people that

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you are in business and to tell them what products and services you are offering.

Unless people know that you are offering a certain product or service at a certain price, no one will knock upon your door to buy your wares.

If you fail to attract customers and dollars, your business will die. Therefore, advertising is a must for the success of your business. Sure, word of mouth can take you places, but it can only take you so far. Advertising is designed to pick up where word of mouth leaves off.

ATTRITION IS A DEFINITE FACTOR TO CONSIDER

Attrition is a factor in all businesses. A business is able to pick up so many customers and dollars on every advertising or promotion venture. Yet, a certain portion of your old and new customers and dollars will drop off over time.

You simply cannot rest on your laurels. You must continue to generate new business and new dollars or your business will die.

EZINE PUBLISHING DELIVERS A GOOD EXAMPLE OF COMMERCIAL ATTRITION

If you have ever published an online ezine, then you will have seen attrition first hand.

You can spend all week advertising your ezine and note that your efforts have generated for example 500 new subscribers. Yet, by the end of the week, your subscriber base has only climbed by 250 subscribers. What went wrong?

Well, this is how it works. Keep in mind this is only an example to make my point, but if you have ever published an ezine, then you will know I am right on the money with this observation.

In one week:

- 500 people sign up for the first time.
- 40 of those people unsubscribe after the very first issue because they do not like the content.
- 30 people quit after the first issue because their only purpose in subscribing in the first place was to get the freebie you had offered to new subscribers.

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- 30 of those people unsubscribe because they do not remember subscribing to the ezine in the first place.
- 80 email addresses bounce due to ISP email filters.
- 20 people bounce because they did not pay their Internet bill.
- 35 people have simply changed their email addresses without submitting a change of address to you.
- 15 people have quit the Internet altogether.

In the final analysis, 100 of your new subscribers, or 20% of your newcomers are gone after one week. Another 150 subscribers were long-time subscribers who are gone for other reasons.

If you make the mistake of stopping your advertising, your ezine list will eventually wind down to one subscriber ---- you. In our example, 150 long-time subscribers disappear every week, and there is nothing you can do to stop it. You must absolutely keep

a fresh flow of new subscribers coming into the ezine in order to stay ahead of the attrition curve.

STAYING AHEAD OF THE ATTRITION CURVE

An ezine or a business, what is the difference? Not much. Your business will suffer the same fate as the ezine if you do not advertise. I don't know how to make it any more clear than this.

Yes, you must be careful not to throw your money away on advertising that does not generate results. But you cannot afford to throw the baby out with the bath water.

Carefully, pick your advertising, study your results, and put your money back into what is working for you.

In conclusion, you must decide. Do you want to advertise your business, or do you want to watch your business die? The decision is yours and yours alone. Well, what are you going to do?

Copper Use In Your House

By Daniel Roshard

When thinking of precious metals most of us think of gold and platinum, almost everyone neglects to

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think of copper, which is, in fact, one of the most basic and common metal we encounter on a daily basis.

This red colored metal has been in use for many years, humanity has found copper and started using it already in Greek ancient times, this use of copper and other metals has evolved since ancient times, and as is the case in copper it has been used for more technological advanced things than the production of mirrors. Copper has a high electrical conductivity, and it reflects and its unique red orange color as it absorbs other frequencies.

Sharing many qualities of its family, copper is very much like silver and gold, all have high thermal and electrical conductivity. Copper is making its comeback for one very strange reason, it is a fact that in the last few years copper theft has been on the rise.

The use of copper has been so wide over the last few years that many have started stealing copper, in any form, to sell afterwards. Today we are dependent of copper, as a relatively cheap metal, for many different uses of everyday modern life and the need for cutting costs and lowering the cost of metals has produced this strange phenomena in which many people find different objects are stolen or stripped from their copper elements.

When you think of using copper in your home, or in your business you should consider the fact that you will need to maintain copper, much more than other metals it is sensitive to corrosion. The many other benefits of copper are that it is relatively cheap and easy to work with, that it has a nice look to it, and that it is, in many cases, a more robust alternative to other kinds of metals or products.

Copper awning for the business is one great solution for an awning needs, although you will need to take care of it a little more than other kinds of awning you will probably agree that it is the most attractive metal you can use.

If you are in the market for copper to use in your home improvement projects, you are probably making a right decision, copper is a great material to work with when you are doing home improvement tasks, and when you need to protect a pipe of an outing of any sorts you will find that copper is one of the most efficient metals you can use, it is not difficult to work with and you require no special expertise for success, you just need to start working with copper and you learn the rest by yourself.

Just one last word about copper, you probably realized half way through reading this that copper does have a very significant role in our lives, from our kitchens with their copper frying pans, pots, knives and forks, to coins and change made part of copper, pipes and awnings and many more products that we have become almost blind to, have copper in them.

Daniel Roshard writes interior design, garden and outdoor design tips and advice for

, Daniel currently writes buying tips and advice on

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