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Ready To Market On The Internet?

By Arleen M. Kaptur

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You have a great product or idea. You've checked out the logistics and everything seems to be in favor of financial success and new found fame. Then you set to market your product on your website. You have great articles and you carefully selected the clipart to enhance your pages. You wait and nothing happens. Another day passes and you have a mere handful of visitors to your site. The sunshine is fading and doubt is beginning to creep into your mind. Maybe this wasn't as great a product as you had first imagined. There are similar offerings on the internet and they seem to be moving right along. So, what's the problem?

There isn't any. What's missing is time! Of course, there are instances where fame and fortune strike immediately but these are few and far between. What you need is to give your site and your idea the commodity of time. The search engines take time, advertising is not going to attract the majority of people overnight, and simply stated, "You will have to pay your dues and wait." But how long do you wait?

During the transition period from insight to final product you polished, cut, and polished some more. Now, you find yourself in the same situation. During the waiting period for everything to take place on the internet, you have the time to polish, cut and polish some more. Of course, everything was perfect when you set it up and published it. So, why do you need to fix anything up if it's not broken? By checking your competition, discovering new ways to promote, and reading material presented by those who have survived the panic of "new", you will discover marketing tips and skills that you may never have thought of. People are willing to share knowledge if you are willing to listen and take the time. There are some pretty well-known figures in internet marketing, and they have the credentials and statistics to backup their facts. There is a lot of know-how in stepping on the sidelines, listening, and learning all you can. You certainly can take advantage of a feature, detail, or tip that is perfect for your product. If you feel you can benefit by applying some technique or suggestion, try it. If you don't, you will never know if it could have worked in your particular situation.

If you patiently wait, listen, and learn in the period just before success, you will gain valuable insight into marketing tools and techniques. Visit websites that have the visitors and the counters to validate

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their claims. Check our search engine listings and rank. These usually are the most popular "click ons" in a particular subject area. Read, read, and when you feel you've mastered everything, visit one more site and read a little more. There is really no limit to the knowledge that is contained in the millions of sites that are part of the internet web system. You might just become an expert in your field and then you will, in turn, be the site that others come to for direction and possible hints to success.

If you have great content and change the content often to attract repeat visitors as well as first-timers, you are far above the crowd. Of course, having a great product and idea is number one under any circumstances. Treating your customers with the respect they deserve and the professionalism they expect will guarantee you buyers and satisfied customers. Doing business on the internet is like anything worthwhile in life. It takes time, patience, and vision. Old-fashioned virtues of truth in advertising, offering needed assistance and advice, as well as above-board accounting and transaction

procedures all lay the groundwork for a long successful trip through the cyberspace business complex. Everyone starts on the ground floor, and its always best to remember that no matter how high you may climb, there are stairs that go both ways.

ENJOY !

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How to Use Internet Marketing to Sell Your Own eBook

By Michael Evon

So, you have a great idea for an eBook, and you want to market it. It is very easy to do these days, and can bring in some money through Internet marketing. Here are some tips in getting your eBook ready, and on the market.

Choosing the Topic

It is always easiest to write about things that you really like. This means that, unless you are a writer, that your writing will naturally be more interesting if you write about things you are familiar with like a hobby or some sport, or electronics, or business, or Internet marketing, etc. Then, you will want to look and see if there are people interested in that kind of an eBook. You can check this out by seeing what keywords are being used, or if you have a mailing list you can send them a product survey.

Write the Book

Make your eBook stand out by seeing what is on the market about that subject, and then write yours a little different to make it stand out. Also, make sure it is original. If you copy what someone else has done, it can get you in serious trouble. Stay away from that. Make a lot of white space by using subtitles (like in this article), bulleted points, numbered points, and short paragraphs. And unless, you are writing a technical manual, write using rather simple words, thus producing clarity for most people.

Format Your Book

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Put your eBook together with your word processor. Make sure you have an artful cover, a copyright, your name, a table of contents that is accurate, and use a good size font, like 11 pt is good, but 12 pt may be better. Do a spell check on the book, and if you are using any URL's, do a double check on them for accuracy.

Once all this is done, you are ready to turn it into an eBook. There are two ways to do this. One way is to send it by email to an online company, and you pay them to format your book for you. The cost is low, and they can give you good quality. Usually this will be made into a .PDF format. Another way to turn it into an eBook is to buy a software program, and do it yourself. This way also works but it is rather expensive.

Market your eBook

For a small fee you can give your eBook to Clickbank, and they will set it up for you, and sell it, too. This will allow affiliates to sign up and sell your book for you. You control all the rights, and you put it on your Internet marketing website. They just collect the funds and will get a percentage off the purchase price. Clickbank handles a lot of eBooks and they do a rather good job. Of course, being into Internet marketing, you may want to do it yourself.

Copyright © 2006 Michael Evon. At the age of 24 he has become a successful Internet Marketer. To find the best home based business ideas and opportunities so you can work at home visit:



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