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Scientific Advertising Will Help Turn Gambles Into Profits

By Gauher Chaudhry

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Advertising is one of the key factors to running a successful business. Most people assume that advertising is a gamble. Either a certain method will work or it won't.

People do not realize that by testing your advertising campaigns, you can actually turn this gamble into a science!

When you learn the correct procedures to successful advertising, you will be able to control the risks.

Testing is the key to success. I can hear all the moans and groans from you folks, "I don't have time to test" or "it is too hard and complicated."

By simply testing your advertisements, you could possible DOUBLE or TRIPLE your profits overnight! Do you have time to do that? Is that too hard and complicated for you?"

You need to track where the responses to your ads are coming from. If you take out the same ad in two different magazines and use the same URL or the same email address, how will you be able to tell which ad produced the greater response?

The first magazine could have pulled 98% of the response that you received, while the second magazine may have only pulled the remaining 2%. How would you know this if you do not test?

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When testing which places work best for your ads, you should use unique email addresses and URLs. You can write your URL like this:

<http://www.freecoolcash.com/?ad1>

It will still take the advertiser to the main site, but when you check your server logs, you will be able to see how many hits "ad1" actually received.

Testing will help you decide how best to allocate your money.

Learn which ad mediums work best for your product or service and then spend your money in those mediums.

There are numerous things that you should test in your ad. The first and most important thing to test in your ad is the headline. Your headline will almost single-handedly decide whether the potential customer will continue to read your ad and ultimately purchase your product or service.

If you can test which headline works the best, you will be able to get possibly thousands of more people to actually read the entire advertisement.

Your headline should scream the benefits that your product or service will provide the potential customer. For example, if you are selling a foot massage machine, then tell your readers the benefit in the headline:

"Discover How To Reduce Sore Feet With Our Revolutionary Foot Massage Master!"

The headline is the key aspect of your entire ad. You should spend countless hours trying to create and improve the headline. If you do not get the potential customer's attention with your headline, kiss the sale goodbye.

The second step is to test the body of your advertisement. You should use the same headline, but with different bodies. It will be just a matter of time before you discover what is the most profitable content to use.

The third step is to test your price. All customers are price sensitive and if you cannot convince them that your product or

service is not worth the price, you will not make the sale.

One of the biggest misconceptions is that advertisers believe that the lower the price they offer, the more sales they will receive. This cannot be further from the truth! If potential customers perceive that the price of your product is a lot lower than they had expected, they might think your product is of poor quality or a scam.

One of the best resources on determining what the optimal price for your product or service should be is Ken Evoy's book "Make Your Price Sell."

<http://mysps.sitesell.com/coolcash.html>

Other things that you should consider testing are your web site

layout, order processing, colour schemes, long copy vs. short copy and many other items you feel could affect your ad.

Once you get the results back from your testing, you will get you advertising right down to an exact science.

I highly recommend downloading Claude Hopkins' ebook "Scientific Advertising" to help you fully understand this topic.

You can get it free from our web site by going to:

<http://www.freecoolcash.com/ebook.html>

Good luck and happy testing!

Gauher Chaudhry is editor of Cool Cash Ezine. You can subscribe for free by sending an email to subscribe@freecoolcash.com with "sub-art" in the subject. You will receive a free copy of the 225+ page book "How To Start And Operate Your Own Profitable Business At Home!" (reg. \$20)

THE SCIENTIFIC APPROACH TO ONLINE MARKETING

By Stephen R. Renfrow

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At the risk of sounding sensational, if you understand the concepts introduced in this article it could literally mean the

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difference between miserable failure and insane online profits for your business. I'm not talking about a magical formula that will guarantee success, but it's something that all online marketers need to understand...

If you spend \$50 on advertising and it generates more than \$50 in net profits, that's a good investment.

Simple right? Well, through the use of proper testing and a "scientific" approach to advertising, there's no reason you can't turn your original \$50 ad into millions of dollars in profits. It's just a matter of developing a system that creates a profit, and then reinvesting your initial profits back into your business in order to further expand your advertising.

Assume that through proper tracking of your website traffic you're able to determine that 1 out of every 100 visitors to your site buys "Product X". Let's also assume that on the sale of every Product X you make a \$50 profit. Do you see that any ad you buy which delivers more than 100 visitors to your site per \$50 spent is a profitable investment?

Promoting a site should be approached with this type of a scientific or mathematical attitude. Any advertising you do is either profitable or not, and you need to know which it is so you don't waste time and money.

Here's a somewhat simplistic strategy that you could use to get started:

1. Use a combination of free or low-cost strategies to promote your web site, generating initial traffic which will serve as a starting point.
2. Through proper tracking of your site, determine the exact "value" of a visitor in terms of dollars and sense. This is absolutely critical.
3. Utilize paid advertising that proves to be profitable

according to step 2, based on the value of a visitor and the number of visitors generated.

4. Through ongoing testing, tracking, and tweaking, try to increase the value of a web site visitor as well as response to

your advertising.

5. Repeat steps 2–4 as necessary – or forever.

The power of this scientific or mathematical approach to web site promotion is that once you have completed the steps you will have an almost automated advertising campaign that can literally send you all the traffic you need. Rather than spending hours and hours each day promoting your site, you simply buy more advertising.

The bottom line is that there are only 24 hours in a day and there's only so much you can do during that time. Free advertising strategies can be effective, but normally, anything that's "free" is going to "cost" you time.

On the other hand, if you could spend \$1,000 a day on advertising to make \$1,000 a day in profits, without spending hours doing it, why wouldn't you just do that? It's not hard at all. Consider GoTo.com for example, where you can buy clickthroughs for as little as 1–25 cents.

That fits the formula quite nicely. GoTo alone won't send you enough traffic to make you rich, but it's a good example of effectively promoting your site without spending much time doing it. And that's just one example of many!

Give this 5–step scientific approach a try. If you find you just can't seem to make the formula work, there can only be a few reasons for it; either you're not advertising in the right places, your web site isn't doing its job, your profit margins are too low, or your product or service itself is the problem. Figure out which it is and you can't fail.



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