

Sell Ice Cream On Hot Sunny Days!

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By Ernie West

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One of the biggest mistakes that web marketers make online today is in coming up with a product/service first and then trying to find a market to promote it to.

The other day I was out for a walk, enjoying a nice warm spring evening. I came across a local Dairy Queen and was astounded at the lineup stretching right out the door. Business was booming. Why? Because they were selling something people wanted at that particular time!

This made me realize that you must take the time to find out what people want right now or in the future, and *then* develop something to market to them. What they wanted in the past is irrelevant. Targeted timing is everything. Trying to coast on an old idea is like trying to sell ice cream in the middle of winter.

Don't try to squeeze a segment of the Internet population into a concept to which you are emotionally attached. Business has no feelings. It runs

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purely on logic. If something isn't working, scrap it and try something else. Those who have been successful online so far have learned how to adapt and change their thinking on a moment's notice if need be.

The challenge is in finding something that is or will be in great demand. This is where the work lies. Those who don't want to do the work will end up becoming the clients and

consumers of those who do. It's your choice. You can be the ice cream vendor or one of the people standing in line.

And if your ice cream is good enough, word will get around. "Relationship advertising" is the best and most economical. People can't help but talk about how professional you are, how good your prices are, how good the ice cream tastes, etc. And they will come back for more, giving you back-end sales.

The research that successful Internet marketers performed in order to find their product/service was obviously worth the time and effort. Yet most people look at where these gurus are today and label them "lucky". I would like to suggest that they are no more lucky than anyone else, just smart, persistent and tenacious. They stuck to their guns until they developed ice cream that outperformed everyone's expectations.

It is too easy to look at a web store-front and forget that it all started as an idea in somebody's mind. It is even easier to forget that not long

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ago it didn't even exist until somebody created it. And since we are overlooking everything anyway, we might as well ignore the blood, sweat and tears they invested into building the darn thing.

Personally I want to place myself in a position to greet all the new and existing people on the Web wanting ice cream. The Internet is the hot sunny day and your website is your shop. What are you going to market, cold refreshing ice cream or warm gruel?

Open multiple locations offering a top-notch product that is in demand and promote like crazy. Automate

wherever possible and continue to add new exciting products. This is like adding different flavors of ice cream, peanuts, banana splits, chocolate dip, etc. Notice how vendors up-sell people. Since you're buying anyway, why not add a little something extra for a nominal charge...

Keep track of your visitors. Some vendors have a club card that they stamp for each visit. Online this is getting their email address and then consistently following up. Don't harass them but give them valuable tidbits of information to gain their loyalty.

It all starts with a dream and a never-give-up desire to build. Change your mindset to one of success. Focus on the reasons why you can and rid yourself of the reasons why you can't. Constantly think of ways to expand and improve your empire every day.

And always remember: it is the thirsty people on a hot sunny day that you want to put your ice cream in front of.

Low Carb Ice Cream

By Joan Winthorp

As the low carb diet continues to create a booming impact to its dieters, the low carb diet arena then began to produce after the exciting six-part series of frozen desserts, and included in this food trend is the making of the reduced sugar and low carb ice creams.

Speaking of low carb ice cream, there are some low carb ice creams that can not be technically called "low carb ice cream" due to their cream contents, however, they are still low carb ice cream alike. Fortunately, the ice cream companies are now working hard to provide the ice cream consumers with frozen desserts that have reduced sugar contents, which ultimately reduce the products' calorie and carbohydrate contents.

And one of the good news that accompanied the production of the low carb ice cream is that most of the reduced sugar desserts really taste yummy. However, there are some studies which noted that reduced sugar does not eventually mean the treat is low in fat. But despite that possibility for the low carb ice cream, there are still some frozen desserts that are both low in fat and carbohydrates.

It is as well interesting to know that many studies about the low carb ice cream have considered that only half a cup of the low carb ice cream is a reasonable serving. However, it is still considerable that even if an ice cream carton trumpets that has low sugar or calorie levels, or has no added sugar, or even has low carbohydrates, they might have probably fat contents that would contribute a bad effect.

So if you are one of those who love low carb ice creams, following are several low carb ice creams that are best recommended for family preference.

One of the noted best recommended low carb ice cream is the Edy's No Sugar Added Triple Chocolate low carb ice cream. Many who have tasted this low carb frozen dessert have considered it as low in fat, low in sugar, and tastes so yummy. And in fact, there are fudge sauce swirls in this chocolate ice cream.

And also of great interest is the Vanilla Ice Cream that can really be considered as a low carb ice cream for the fact that it contains a lower carbohydrates count for two carbohydrates per serving. This particular low carb frozen dessert is made by these ingredients: five egg yolks, a cup of Splenda, 1 and ¼ cups of heavy cream that is whipped.

All of these mentioned low carb ice creams are really considered as nice favorite treats. So you can keep yourself and slim down with these low carb frozen desserts.

Joan Winthorp is a fitness and nutrition expert. If you ever wanted to know if the Low-Carb-Diet works or does not – than the website at

was written just for you.

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