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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!**

**Stepping Stones**

**By Bob Osgoodby**

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Many people, when they try to go into business, have at best a loosely defined set of goals. A goal is the purpose towards which any endeavor is directed or in other words, an objective. While the ultimate goal is to make an income, that by itself is not a realistic goal on which to base a business.

A simple analogy might be a stream with stepping stones. While the ultimate goal here is to reach the other side without getting wet, each stepping stone represents an intermediate goal that must be reached. If you miss one, you won't be dry when you reach the other side, and will not have attained your goal.

Business in general, whether it be "brick and mortar" or an internet endeavor, has intermediate goals. If you don't recognize these necessary steps, you will not reach your ultimate goal, which is financial reward.

In any particular business, of course, the ultimate goal is to produce revenue, but there are numerous "stepping stones" that must be in place to do so. At the risk of stating the obvious, you must have a saleable product or service. While you might scam a few people with an inferior one, you will not be around for the long haul. I personally get a real "kick" out of those who send out what are recognized by most people as obvious scams such as chain letters, hoping to lure in the unsuspecting.

So if you do have a legitimate product or service, how are you going to sell it? First you need a place from which to sell your wares. A website to an online entrepreneur is akin to a storefront. This is where you will make your sales. It has to be attractive and the merchandise displayed in a proper manner.

Next, you have to make people aware of its existence. This is your advertising goal. You must first identify a target market, and aim your advertising towards that market. But where do you advertise? Statistics have shown that the best possible vehicle is one which actually reaches your prospects.

Let's talk about ezine advertising, which is one of the strongest ways possible. Do you advertise in a publication that reaches 100,00 people or one that only reaches 5,000? Don't be too quick to answer.

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The one that reaches 100,000 may not be aimed at your target market, while the one that reaches 5,000 might. While a humor ezine may reach many thousands (who doesn't like a good joke), if you are trying to market an affiliate program, an ezine geared to that market might just be your best bet.

Next on the agenda is an easy way for your prospects to purchase your product. If you don't accept credit cards you are missing impulse sales. If someone is ready to buy, and you make them jump through hoops to purchase, the odds are they won't. If you give them time to "cool off" they will most likely look elsewhere.

It is not that difficult to obtain a merchant account. Anyone who is selling a product or a service, who doesn't have one is simply wasting their time. If someone has to send you a check or money order, by the time they get around to doing it, their impulse to purchase may very well be gone.

Do you have a personal presence on the web? If not, you are losing business. You don't have to give them your life history, but your picture and way to contact you goes a long way.

Do you need a toll free number. I always felt this was important, but have lately changed my thinking. A toll free number will generate a lot "tire kickers" but not too many sales. If someone won't "drop a dime" to find out about your offer, they are most likely not serious. We took out our toll free number and two things happened – the number of calls we received went down. But, the number of sales we made went up – go figure.

These are just a few of the stepping stones needed to reach your goal. While there are many others, if you provide these steps for your prospects, you will most likely meet your goals. If you don't, you will quickly lose heart and wonder why you are not getting any business.

Bob has been publishing online since 1996. All the "tricks of the trade" are contained in his latest E-book. Learn how to avoid being shut down by your ISP for Spamming, and where to find "E-mail friendly" ISP's. Learn which software packages are available to easily manage and distribute your email. For more information – <http://www.adv-marketing.com/business/handbook.htm>

### **Fear of Selling**

**By Joann Javons**

#### **Fear of Selling by Joann Javons**

When I discuss selling with professionals who want to put their business online, they start to squirm at mention of the very word.

When I ask professionals WHY they want to put their business online, these are their answers:

"I want to build credibility"

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"You need to have a web site to be seen as a legitimate business today."

"To get feedback on my product."

"I want to increase my visibility."

"To establish a professional image online."

"To provide information."

True enough. All of these are good reasons but they are really the stepping stones to your end goal. Notice that the words "sell" or "market" aren't even mentioned on this list!

If you want to put your business online 'to build credibility', for example, why exactly do you want to build credibility? Yes, you want to establish credibility and trust in your relationships. But why?

### Why Are You In Business?

The reason is that you have a product or service to sell. Aren't you in business to make an honest living doing something you love to do?

But "selling" sounds crass, aggressive, pushy and decidedly unprofessional to many of us. If that's true for you, I suggest you substitute two other words in your thinking: relationship marketing. In the end, the results are the same if you do it right.

If you do any type of professional consulting, you're doing relationship marketing (or selling) because you want your client to say "yes" to the services or products you offer. When a potential client says "yes" to your product or service, you've just made a sale!

No one said you have to be pushy, arrogant, aggressive or obnoxious. Unless you want to go out of business. But you can also go out of business another way: by getting stuck on any of the stepping stones to your end goal. Credibility, trust, information are all part of relationship marketing but if you make these stepping stones your end goal, you have stopped short of having a successful business.

### Getting Stuck On Relationship Building

Many professionals get stuck on the 'relationship' part of relationship marketing at the expense of the marketing. It seems easier to build relationships than to market something to those with whom we've built relationships.

But what is really getting in your way is fear, fear of somehow violating the credibility and trust you've built with your relationships.

Elena Fawkner, lawyer, writer, and online business owner, makes an excellent point in her article "Am I Afraid To Sell?" She says, "In other words, the focus on 'relationship marketing' has been so much on

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the relationship that the marketing begins to feel crass and a violation of trust. Many new online business owners report that they feel like they're taking advantage of the trust of those with whom they have forged a bond." If you feel like this, I recommend you read Elena's excellent article at: <http://www.ahbbo.com/afraidtosell.html>.

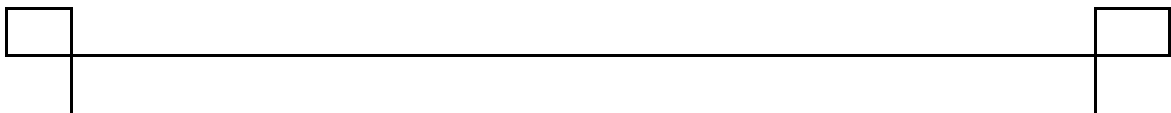
You will need to work through this fear if you want to be successful, online or offline. In many ways, it's even more critical online because the web is an impersonal, anonymous medium unless you focus on your goal: for others to say "yes" to your high value product or service. Building relationships is important but don't stay stuck at the relationship step of the process. You can build relationships and never make one single sale.

Make a decision to stay focused on your end goal. Do the stepping stones because credibility and trust are vital to your success. But they are not sufficient. Your end goal is to offer your visitors something that they want to say "yes" to. That's the reason to put your business online.

Set up your online business so that it achieves your end goal, not merely a stepping stone. For more on how to achieve your goal, see our article "Success Myths" at <http://www.private-practice-marketing.com.myths.htm>.



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