

Stop Being a Baby ! Or Learning how to market on the web...

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By Otto Collins

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When we decided we wanted to put a site up on the web we thought, Man, this is great—now that we've got a web site, people are going to flock to our web site, get to know us and our ideas on how to create outstanding relationships and, as the saying goes, the rest will be history.

That wasn't exactly so.

Why Not?

Like anything else in life, when marketing on the web, there are certain "irrefutable laws" that if followed, are sure to bring you success. The trouble was when we first started on the web we didn't know what the marketing "laws" were that would work regardless of who tried them.

My suggestion to anyone just starting out on the web who wants to be successful is to do what we did and "Stop being a baby!"

When we first started out we were literally just like a baby. On the web, using the metaphor of the baby, we couldn't talk and we couldn't walk.

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In plain English— we needed help and we knew it.

If you are new to the web (or marketing for that matter) here are some suggestions that will get you started in the right direction.

Stop Being a Baby !

When a baby is small, its needs must be constantly attended to. It need to continually learn and grow to be able to take care of itself properly. When we all first start out on

the web this is the way we all are—helpless and ignorant. To become competent marketers on the web requires us to seek out the experts and learn everything we can from the people who have done it.

Learning to market on the web is no different than needing to learn anything. The Internet is changing so fast that you don't have time to learn it all by yourself. You need help. Seek out the experts. Visit their web sites, join their newsletter lists, get involved in marketing forums and discussions. And finally buy and study as many Internet marketing courses as are necessary to bring you up to the level of knowledge that will help you be successful.

We've bought and learned greatly from the books and Internet courses from so called gurus like Ken Evoy, Marty Foley, Corey Rudl, Marlon Sanders, Micheal Campbell, Dr. Jeffrey Lant, Patrick Anderson and Micheal Henderson. The information we learned from them has taken months off our learning curve.

Learn from the experts, but don't try to do every thing yourself. For example, When we first started, we got help designing our first site. It was a good thing we did because we had no Idea what we were doing. The result was a much better site than we could have ever done with our limited knowledge.

Don't be afraid of calling on the experts for help. When we've gotten stuck, I've called "experts" on more than

one occasion and asked them for help. Most of them you'll find are most gracious and willing to help.

While there are many people who have more knowledge than you always remember to be your own guru. That way you'll be able take credit for your own success.

One of the most important things I could tell you to help you be more successful is to make sure everything you put on your web site passes the "So What?" test.

What is the So What test?

It's the test everyone gives you when they visit your web site.

Everyone who reads your sales materials and visits your

web site is subconsciously saying "so what?" to everything on your web site. It is your job to show your visitors exactly how you can benefit them and improve their lives with what you have to offer.

To be successful at selling anything, all that is required is that you have a product or service that will benefit or improve someone's life. Then find people who want the benefits of what you have to offer and demonstrate to them how they would be better off by having it than not having it.

Marketing on the web is no different. All you need to do to be successful is develop, create or find a product that solves a problem and then go find people who have that problem and are willing to pay for having you solve it for them.

It's this easy. Just spend your time and energy helping others and you will be successful beyond your wildest dreams.

All my best to you.

Give Them Baby Toys, Babies Are Born To Play

By Terry Ross

A baby is born to play. A baby with respond right from birth to brightly coloured toys, bright moving

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objects and sounds. Introducing baby toys to the nursery right from day one will help to stimulate your newborn baby and enable him to develop more quickly.

Like children, babies learn fast, they rapidly develop new skills through listening, watching and touching. Toys stimulate a baby's desire to learn, help them learn quickly through new experiences, help them develop an imagination and recognise different sounds.

In the first few months your baby will develop his basic senses of sight, sound and touch. Choose baby toys that will provide a range of experiences including colour, shape and texture. Have a brightly coloured mobile in the nursery where your baby can see it and study it while lying in his crib / cot.

Very quickly your baby will be able to grab things and will be looking for a whole range of new touching experiences. Go for learning toys, baby toys that will inspire your baby's imagination, toys that will enable your baby to associate touch with sound and shape.

Baby's just love to explore and it won't be very long before they are able to move towards objects that interest them. You can use interesting toys to grab your baby's attention, use baby toys to encourage your baby to learn to roll, learn to crawl and eventually learn to walk.

Baby toys can keep your little one occupied for hours toys generate interest, make your baby think and will help them to learn once they come of school age. You quite often hear people moaning about how lack of stimulation has meant that they no longer learn as quicker. The same goes for your baby, if your baby lacks stimulation at an early age they will develop more slowly and maybe never catch up. Baby toys will help them learn and develop all the skills they need.

Are you fed up with all those endless hours of crying? If you are, baby toys can help you out. Stimulate your baby using baby toys and other new learning experiences during the day, encourage your baby to use his mind and take an interest on everything that is going on around him and the odds are that your baby will sleep better at night.

In these modern times there is a baby toy for nearly every learning experience. Baby toys have been developed to help your baby learn. Take full advantage of those that have gone before you and learned what your baby will like most and let your baby enjoy trying to understand their new world through the magic of baby toys.

For more on babies and

visit 1st-4-baby.com

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