

Such a thing as bait overload?

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Such a thing as bait overload?

By Brian Holte

Such a thing as bait overload? by Brian Holte

As ebook publishers we constantly strive to develop new information products that we hope people will find value in, open up their wallets and graciously hand over their hard earned dollars to us in their hope of learning something new or finding an immediate solution to fix whatever problems they may be experiencing at that moment in their life. I call this a hunger for curable knowledge, a fixer upper of sorts. It is often a battle for many of us to decide on a realistic price that we believe the potential customer will perceive as fair value. We all know, at times, this can be a painstaking task. We bounce back and forth between prices, testing out the waters, trying to find just the acceptable price range to motivate the visitor to make that all important decision. It's easier said than done. As marketers we have the temptation of offering bonuses as a way to increase the perception that this info product we worked hard to develop is actually worth the price were asking. But when does this strategy reach the plateau of overkill? To the point where offering so many extra bonuses to entice the visitor to buy at the price of \$27.00, instead are we not actually implanting the emotion of doubt in our visitors mind? Another difficult question to answer. As we all try our best to try and put ourselves in our customers shoes, to try and figure out what their thinking when they see our offer, but were not all psychic. Could our customers be thinking "If the author is offering this many bonus ebooks in his or her offer to entice me to buy this one ebook is the information in that ebook really worth the price?". Then there's always the argument that adding many bonuses to an existing offer definitely increases the chances for a sale. Raises the perceived value of course! I agree that this type of marketing does work, but only when applied to a book that we are asking a much higher price for, such as \$97.00. Asking people to fork out that kind of cash can be pretty risky simply because many people can't afford the asking price, or figure it's not worth it. Whatever information that is contained in that ebook had better be hard to come by information or the percentage of refund requests could be high. To avoid this potential downfall is when offering bonuses should come into play. But the bottom line is this, if the information contained in the ebook your offering is truly valuable why bother offering a bunch of bonuses in the first place, possibly risking making your prospect suspicious? Not

Such a thing as bait overload?

everyone perceives the same way. If they take the risk (and a lot of people who purchase online feel they do take risks when making a purchase) and buy your info product without any bonuses and like what they read, as long as it helped them, most of the time they won't ask for a refund, and you've made a sale and everyone's happy. Long extended no questions asked money back guarantees can be a great way of putting your prospects fears at ease, but sometimes it can backfire to. But even more importantly than offering bonuses, 1 year money back guarantees and all the rest, it's absolutely critical and probably the most important part of closing a sale is to have your contact information in plain view on your site. A place they can call and to talk to a "real person" before deciding to buy, and a physical address, not a P.O. Box. More often than not that's all that's required besides good ad copy, but I see many sites in my web surfing adventures who fall short on

providing that information. As a customer would I buy from them...not a chance.

Brian is a freelance writing covering topics of interest in the financial, health, and family arena's. He's the owner of www.theebookking.com and invites submissions of free quality ebooks to display in his growing directory.

GREAT USE FOR CICADAS

By NORB WORMALD

GREAT USE FOR CICADAS by NORB WORMALD

You have permission to publish this article in its entirety either, electronically or in print, free of charge. As long as the bylines are included. A courtesy copy of your publication would be greatly appreciated! Thank You.

GREAT USE FOR CICADIAS All you folks that are enduring this year's hatch of Cicadas I have some good news. Cicadas DEAD or ALIVE make outstanding bait for large mouth bass and bluegills. I went fishing with my son and Grandson to a small pond. I took about a dozen Cicadas with us to see if they would work as bait. My son caught a nice large mouth on his first cast with the cicada. The bluegills also pecked them to pieces if they got there first. The cicadas are not very solid, so the fish rip them off the hook a lot. You get the fish or he gets the bait free and clear.

Before we knew it my son and grandson were spending more time rounding up cicadas for bait than actual time fishing. When they got around another dozen cicadas for bait they would then start

Such a thing as bait overload?

fishing again. The fish hit bait either way dead or alive. The action of the wings fluttering on the water just caused the fish to bite just a little quicker. If you only have dead bait then a jerky retrieve will speed up the fish's attack on the cicada.

I did notice that there were fewer cicadas at the pond than at home. My son said "that could be that whenever a cicada landed on water that was the end of him, NO second chance to fly around anymore".

The guy that owns the pond came down to cast for bass. He had a small supply of cicadas for bait with him. Every cast he either caught a bass or missed the hard fast bite. So I intend to offer my grandson a penny for every cicada he can get me for bait. I would suggest you to do the same for any young person you know. They get some loose pocket money for their efforts while you get a good supply of great bait.

I plan to try using the cicadas to catch skipjack herring out of the Ohio River very shortly. If the cicadas work half as well on

the Skipjacks I will be delighted. I think skipjacks are a good bait to catch larger catfish out of the river around here. Even if that fails I know they will enable me to get a supply of bluegills. With the bluegills I then can seek out the flatheads in this part of the Ohio River.

At least we can put those noisy pests to good use after all!
Tight lines to all.

nlcatfish@fuse.net webmaster for Cincinnati Catfishing
www.cincinnatiatfishing.com

AND

SHOP WITHOUT DROPPING

www.cincinnatiatfishing.com/Shop1.html

Over700Bargins4YOU

www.bargins4tightbudgets.com

Have been catfishing around the Downtown Cincinnati area of the Ohio River for over 40 years. Have gone catfishing to Lockport 5 times over the past 10 years. It is the greatest place to catch lots of huge channel catsfish in North America!!

Such a thing as bait overload?



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!