

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!

THE SECRET and SINGLE MOST EFFECTIVE STEP IN INTERNET MARKETING

By Craig Lock

THE SECRET and SINGLE MOST EFFECTIVE STEP IN INTERNET MARKETING by Craig
Lock

What is it (I can't wait for the suspense a moment longer)?

WRITE ARTICLES – for ezines (or online newsletters) and
article announcement lists.

WHY DO THAT? WHAT ARE THE BENEFITS TO ME ("WIIFM")?

If it is well-written and most importantly, helpful and
informative, your article could become widely published =

- * Extra exposure (sounds rude that!)
- * You'll "brand" yourself and your business. You then "make
a name" for yourself online; so that you become known
as an expert in your field.
- * You'll gain people's trust, as you establish extra credibility
online, regarding your product or knowledge in your field.
- * It's free advertising at its very best (ie. most effective).
Writers don't get paid. But on the other hand, they get
free advertising, which may be just as valuable...especially
as most writers live off tins of baked beans and carrots (no
wonder they are "arty-farty types!).
What's the difference between a writer and a large pizza?

The pizza can feed a family of four!

THE SECRET and SINGLE MOST EFFECTIVE STEP IN INTERNET MARKETING

After that little joke at the expense of my occupation (get a "proper job", Craig!), back to my point...

You are advertising your web site (in the form of your resource box with your web site listed at the end of the article); so that your www... could multiply all over the internet, like a "marketing virus", a "bubonic plague" (that's a metaphor, by the way!).

Now a little "info" on E-BOOKS...

When you have a number of useful articles

written and published, you could perhaps put them all in the form of an electronic book and offer them for download on your web site. We've done this with my various articles (internet marketing, writing, self help and money) at: <http://www.bridgeniche.com/ebooks/Ebooks.htm>

At the end of each article is a resource box with a link back to your main product site... and hopefully you'll make some sales (especially if your site visitor likes the style and content of your articles)! (Incidentally, one of my main writing aims is to inform in a "light breezy style", ie. inform + entertain at the same time!).

Finally, if you're really adventurous and innovative, you can even create an e-book and give it away for free. Really good for promotion of your product or service. Just place a link to your web site on each page of your e-book. I've got the first three chapters of my various books available as e-books at <http://www.bridgeniche.com/CLOCK/zaniestbooks.htm>.

You are giving away free information (or entertainment) of value (hopefully!).

No harm in all this, is there? Now do you see the benefits of article writing? Enough questions, Craig (like the Spanish Inquisition!).

Lastly (and most importantly), writing ezine articles HELPS others out there in cyberspace. Though it takes quite a bit of time and effort (even for us writers). Though you

THE SECRET and SINGLE MOST EFFECTIVE STEP IN INTERNET MARKETING

don't have to be a writer to write good articles. I believe, virtually ANYONE can do it.

The results for your efforts don't usually come overnight. My advice is...Do a little writing and research on your topic(s) every day...even if its only an hour.

Just do it regularly and re-write your article (many times). Re-read it aloud, so that it flows nicely. With practice, you'll get better in your article writing and your confidence will increase in "leaps and bounds". Funny expression that, like a "runny babbit" (that's a simile, by the way)!

Tourist to street vendor...
"How do I get to Carnegie Hall?"

"Practice, Sir, practice!"

Back to my point after that little interjection (my "grasshopper mind" at work – creative minds are rarely tidy, as my dear exasperated mother, Hazel, often said to me) .

Then just be very patient and the results DO come.

As the saying goes...

When you come to the end of your rope, tie a knot and hang on. Success comes to those who ride out the "ups and downs, the highs and lows" of life – the ones who stick with their dreams, never giving up.

To your internet marketing dreams in 2002

Craig Lock

P.S:

Hope this helps and best wishes in your newsletter article writing and internet marketing strategy. Why not start writing articles for the www?

The second half of the year could be a new beginning.

YOU CAN DO IT.

Craig Lock

<http://www.craiglock.com>

"Do not go where the path may lead, go instead where there is no path and leave a trail."

– Ralph Waldo Emerson

Internet Marketing Made Simple

By Jason Tarasi

Have you ever felt like you've gotten in way over your head? When you first embark on an internet marketing venture, it's perfectly normal to be overwhelmed. There is so much to learn, so many different things you can do to market a business online, and so many "experts" that claim they've got the "secret" to making money online. It can really be mind boggling at times.

So, what's the secret to internet marketing and making money online? Well, let me tell you, there is no secret. What there is though is information overload. There are tons of strategies for various types of internet marketing techniques and what works great for one business, might not work at all for another.

So, rather than trying to "master the art" of internet marketing, it is best to get a quick overview of internet marketing techniques, decide which one (or two) you want to try first, gain the knowledge and skill you need to pull off the technique, and see how it works. Of course you need to do some research to identify your target market and create a marketing plan, but your internet marketing plan doesn't have to be extensive and doesn't have to be set in stone from day one. You can review your stats, see what is working and what isn't, and tweak your internet marketing campaign as you go along to strengthen it and make it more effective.

When you get started in internet marketing, it is good to have an understanding of various types of internet marketing techniques, but the primary ones to concentrate on in the beginning are search engine marketing and pay-per-click search engine marketing. On average, over 80% of the traffic that comes to a website finds the website through the search engines, so search engine listings are vital to internet marketing.

Search engine marketing consists primarily of optimizing your website using targeted keywords, filling it with relevant content, building relevant incoming links, and submitting the site to the search engines. With pay-per-click search engine marketing, the process of internet marketing through the search engines is simplified a bit because you bid on keywords that will provide results for your particular website and your search engine rank is based primarily on your bid rather than relying solely on site optimization which can be quite challenging.

Rather than focusing on a variety of internet marketing techniques at once, you'll find it is much more effective to pursue internet marketing options one at a time. After perfecting one strategy, you can move on to the next, continually strengthening your internet marketing efforts.

Jason Tarasi publishes the reciprocal links newsletter "Elite Links" Learn HOW thousands of other Elite Links members generate FREE traffic and increase their search engine rankings by swapping links. Grab your free lifetime subscription now at:



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!**