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Impair Healthy Healing In People Over The Age Of 30!

Target Marketing Gives You The Most For Your Money

By Ryan Walker

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Do you need help increasing the success rate of your business for attracting prospects? One of the most often overlooked, but financially critical marketing techniques is honing in and finding target audiences for your product.

You must think of yourself as a laser pointer. You have to find the very best market for your product, and focus all of your efforts to get their attention.

It is crucial to use your ability to aim your advertising at the most interested possibilities and get through to them with every attempt. What this means is educating yourself. The more you know about the people you are trying to attract, the easier it will be to market yourself to them.

The trick is thinking about who will be most interested outside of your own circle of influence. If you are using the Internet to market your business, think of ways to make your websites specific to these parties. Ask yourself, "what will attract them most to what I have to offer?"

For example, if you sell a line of biodegradable, irritant-free perfume, you might want to target women first, of course. Then, you would want to consider everyone who might buy perfume for their wife or girlfriend.

You can get even more specific within these target markets by considering environmentally aware individuals, people with sensitive skin, or baby boomers who are very health-conscious.

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The best first step in target marketing is to take at least 10 minutes and make a list of potential prospects. Write down everyone you can think of who would benefit from using your product, or by joining your business. Don't hold back. Remember, you can always go back and edit this list.

Once you have everyone down on paper, it's easier to visualize and organize what direction your marketing should go. This is a vital blueprint to a strong business foundation.

Now, go down through your list and number these prospects based

on how interested each group would be. If you're not sure, write down the benefits your business would have next to each target.

Once you feel comfortable with the order, you can just start at number one! This list can be modified as you learn more about your own product, and as you find the hottest leads on your list.

If your goal is to build a hugely successful business, target marketing is one of the best ways to narrow your focus. This will save you A LOT of energy so that your marketing efforts do not fall on deaf ears.

The Power of a Referral Script

By Glen Hopkins

The key to the success of e-commerce is in the combination of the power of viral marketing, permission marketing and one to one marketing.

Have you ever heard of Amazon.com, Bluemountain Cards, or Hotmail? Of course you have! Why? Because they all use varying degrees of the above mentioned marketing techniques. In particular, they use viral marketing.

How can you use viral marketing?

With referral scripts!

First of all, you need to make sure that your ezine has a referral, 'Tell a Friend' link in each and every issue. You can say something like:

"If you enjoy our newsletter a think a friend might also benefit from it, please click here."

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or

"Please help us share our message with others by telling a friend. It's easy, just click here."

The 'click here' should be a hyper link to a web page with your referral script. You can find free referral scripts on various sites such as

or

. I use an

amazing script that I had put together by a programmer. It cost me \$1,600 but you can use it for free and make money while doing so -- no kidding. It is easy to implement. You can see how it works by visiting

and clicking on the 'Tell a Friend' link. If you want to use it too, go to:

There are other third party referral services out there such as

that are

VERY easy to use and offer your readers incentives of \$10,000 to tell a friend. The down side is that it is not as professional looking when you use a third party.

So get out there and set up a tell-a-friend script now and get those word of mouth referrals via one of the best viral marketing techniques available.

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Glen Hopkins is the director of ListOpt Publications Inc. If you're looking to build your newsletter

subscriber base quickly, easily and inexpensively, visit Glen at:

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hundreds of other publishers are saying about ListOpt's amazing List Builder service.

The Power of a Referral Script

Dust Off Your Marketing Plan

What Is Your Marketing Really Costing You

Uncover Your Passion For Ultimate Success – Part 2!

Is Affiliate Marketing Really Good?

My Online Friends – Dating Website Script

Blogging Made Easy
Clickbank Search Engine
Money Making Flashy Designs in a Box
14 Profitable eBooks



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