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The Advantage of Becoming a Recognized Name

By Bill Platt

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If you are reading this article today, you are likely among those who are working an online business. Unfortunately, you have already learned that finding customers is not as easy as you once thought it would be. Many people have broken the bank and their dreams searching for that first customer or second customer.

Having discovered the challenge of finding customers has left you with a feeling of not knowing quite what to do. That is why you read ezines or visit websites like this one. You are searching for the knowledge that you feel you are lacking. You open each new issue of each ezine you subscribe to looking for the help you need to find your first customer or even to increase upon the customers you have already found.

See, the greatest challenge we all face is not finding people who need our products or services. Instead, our greatest challenge is actually building trust in the hearts and minds of the people who need our products or services. This is why most people have such difficulty in finding the customers we all need.

Online marketers cannot establish trust with one single advertisement! They cannot establish trust with one impression of their banner! One might get lucky and get the click-through on the advertisement or banner, but that click-through will only generate a sale for one in two hundred visitors. Scary, isn't it?

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To stop and realize that the average on the Internet is five sales per thousand visitors can make it frightening to most beginners to online marketing. The term "beginner" in this area could apply to anyone who has been marketing online for less than 3 years. Yes, it is a steep learning curve on the web! Most people quit before they ever get to the three year mark --- quitting long before they have given themselves the chance to succeed.

Most marketing polls suggest that it will take you seven exposures before you will have earned enough trust to get a sale online or offline. What that means is that your potential

customer must see your name and your ads a minimum of seven times before you can expect their interest to peak enough to give you a second look.

That is what makes advertising online so very difficult. With more than 200 million people online, the chance of hitting the same person twice with your advertising is slim to none if you are advertising your wares the same as most people are.

Most people try to advertise with the scatter shot approach. They throw an ad out there hoping to hit as many people as possible and then move on to the next ad or next advertising medium. With this scatter shot approach, their chance of hitting one person twice is astronomical! The chance of hitting that person the required seven times is nearly impossible.

The "Rule of Seven" is why most marketers begin their own ezine. As a publisher, it is easy to hit your seven times in the trust building process. The difficulty of this method is growing the mailing list size. As a publisher, it is fairly easy to keep subscribers --- getting the subscribers is the real difficulty.

While I do recommend for the marketer to start the ezine, the process of building a client base from an ezine is the slow boat to China approach. It could realistically take years to break the plateau of your first 1000 subscribers!

Let me suggest a few names to you:

Aaron Turpen, Angela Giles Klocke, Bill Daugherty (Mr. D),

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Bob Leduc, Cathy Goodwin, Craig Lock, David McKenzie, Dr. Nunley, Elena Fawcner, Harmony Major, Jan Tincher, John Colanzi, Josh Hinds, Julie Jordan Scott, Judy Cullins, Karon Thackston, Larry Dotson, Max Shifrin, Melvin Durai, Michael Southon, Pamela Heywood, Richard Lowe, Robin Nobles, Sam Vaknin, Shelly Lowery, Shery Ma Belle Arrieta, Wild Bill Montgomery, and Bill Platt.

Of these 29 people, how many of these names do you recognize? Of the names that you do recognize, how many of them can you tell me what kind of business they are in?

Further, of the people whose names you recognize, what is your gut feeling about them? How many of them do you feel that you can trust?

Chances are really good that you have heard of at least one

third of these people. I can almost guarantee that you have heard of at least one person on this list. How do I know this?

It is simple.

These 29 people all share one common trait. They are all people who publish free–reprint articles to be distributed to publishers the world over. Each of them provide top–notch content that appeals to a much larger audience.

Ezine publishers and webmasters the world over are looking for free content that they can supply to their readers. They all understand what a recent Yahoo! study emphasized. Content is King! Most site visitors are looking for information of some kind when they go to a site or subscribe to an ezine.

These publishers and webmasters understand that the best way to attract and keep traffic and readers is to provide folks on the web what they want. By using free–reprint articles, they are able to provide their readers and their site visitors with the high–quality content subscribers and surfers demand.

If there is a single name on this list that you recognize and feel as if you can trust, then you have the strongest testimony available to the power of using free–reprint articles to build your business.

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If you are not confident to strike out writing your own articles, there are several people who are willing to hire their own article writing skills out to folks just like you.

What it boils down to is this, if you are in business on the web and are looking to find your first or ten thousandth customer, you should seriously consider striking out into the free–reprint market. If you are not comfortable as a writer, then you should absolutely explore the possibility of hiring a ghost writer to write articles for you.

Bill Platt owns The Phantom Writers, a company committed to helping people to establish an Internet presence & promote their businesses through the use of Free–Reprint Articles. Through June 1st, 2002, you can save \$150 on our normal subscription rates. All articles are distributed to 6,500+ publishers & web– masters as part of the package. <http://PathTrax.com/x.pl/BP121,29>

Before Getting A Franchise

By Colin Ong TS

Buying into a franchise is a great way to be part of a recognized brand with the benefit of lower advertising outlay. With many franchises to choose, here are some tips before you get involved with franchise:

Get The Support of Your Family:

The success of your franchise is also the acceptance of your immediate family in supporting your effort. It is this simple. Take for instance, if you buy a franchise which is part of a book–store chain and your family does not even visit it once. Will you have the determination to see it through? If you need to take a short vacation, will your family member help to run the franchise in your place?

Know Your Strengths & Expertise:

A franchise should not just be a means for you to start your first business. It is preferable that you have a recognized skill or interest in the franchise before parting with the franchise initial capital. Maybe take a personality test to determine if you have the tenacity to follow through with the franchise.

Unique Proposition Of The Franchise:

The franchise should be protected by a patent or intellectual property law. This will create a significant barriers to entry.

Market Research:

A franchise can be a huge success in a particular geographical region but has less acceptance in

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another country. Thus it is crucial that you inspect the relevance of the market research that has been conducted by the franchise company especially in the area of when the market research was conducted and the demographics of the sample set.

Franchise Competition:

Do not get a franchise that does not seem to have a recognized competitor or an industry that can be classified - unless you are interested in being a master franchiser or have a first-mover advantage. The market may be slow to accept your franchise and you may find it hard to re-coup your initial investment within the agreed contractual period.

Legal Assistance:

It definitely pays to get a legal expert to read the franchise contract fine-print. You do not want to be accused of violating some of the franchise terms of agreement and pay an unnecessary penalty.

Get New Contacts:

Do not just depend on the contact database that may be provided by the franchise owner. You should also try to generate new contacts as the franchise contact database may also be used by new franchisees.

Unique Ways Of Promotion:

Buying a franchise should not mean that you lose your competitiveness and innovativeness. You should find new ways of promoting your franchise through flyers, website and even various media. But remember to inform the franchise owner of your effort and get approval.

Joint Promotions:

You should also team-up with the franchise owner to joint promote in trade fairs and trade directories. You can also volunteer to start a dedicated franchise newsletter and be a regular article contributor. Your ideas may help improve the franchise.

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Marketing Management And The Eu

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Finding a great Cologne for Men so they smell great!
The Beginning Of The Payday Advance
Generate More Sales in ANY Affiliate Program - Part Two

How Nice Guys, Shy Guys and Good Guys Finish First!
If I Can, Anybody Can!
Name Branding Syndicator
Newbie's Guide to Stop Spam
Pay Per Text Marketing



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