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The Ugly Side Of Internet Marketing, What The Gurus Won't Tell You!

By Al Martinovic

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by: **Al Martinovic**

Did that headline grab your attention?

I have experimented with many different headlines on my sites and found that you can take the same sales letter yet your sales will increase or decrease depending on the headline you are using.

That's nothing to sneeze at! Your headline can literally make or break your advertising campaign.

The headline is the most important part of any sales letter. It has to grab your prospects attention by dangling the proverbial carrot in front of them to suck them into your main sales copy. It literally is like an ad for your main ad.

The key to writing headlines for a particular sales letter is to write down as many as you can. Try different variations and combinations until you find the one you like best.

Then test, test and test some more! Just the addition of one or two more words in a headline can literally skyrocket your sales. Keep testing until you've created a headline more powerful than a vacuum cleaner!

What I also like to do is to keep a swap file of the headlines I like. I pay attention to headlines in newspapers, magazines and especially the tabloids and when I find one I like I put it in my swap file.

I don't copy the headline word for word but instead I create a fill in the blank approach for future use.

For example I came across a headline that read:

The ugly side of beef, what health officials won't tell you!

The Ugly Side Of Internet Marketing, What The Gurus Won't Tell You!

That headline really caught my attention. So I put it in my swap file as:

The ugly side of ____, what ____ won't tell you!

I can then fill in the blanks for whatever purpose that headline may suit me for future use, which then becomes the title of this article:

The Ugly Side Of Internet Marketing, What The Gurus Won't Tell You!

Creating a swap file of good headlines can do wonders for your bottom line so start focusing on headline writing today!

You will find that headlines are important in almost every online endeavor you are embarking on...from websites, to emails, to classified ads, to article writing, to pay per click search listings and more...

Do not underestimate the power of a headline!

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Is There A Guru In The House?

By Joe Myna

The Internet has given us many marvelous advantages in international marketing, from the speed and convenience of email to the ease and economy of product downloading.

Yet these wonders pale by comparison when you realize the sheer volume of Gurus that inhabit the Web.

As a young boy growing up in Ohio I was impressed by the rarity of those mystics who with one utterance, could place in a nutshell all worldly knowledge.

On the other hand, there had always existed plenty of "experts."

In olden days folks were forced to rely on the now outdated, 'expert' for knowledge and virtuosity.

When it comes to Internet marketing there are no experts, only Gurus.

You remember what an 'expert' is, don't you!

Well, as a distinguished Chinese gentleman named Charlie Chan, once said, "An expert is a person

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who provides quick answers that are sometimes correct."

While, as Charlie says, an 'expert' may only from time to time, correctly assume a fact, a Guru never ever suffers from this fallacy.

A Guru just knows all!

You see, the only quality the 'expert' lacks is perfection, otherwise he would be a Guru!

There is one other distinguishing characteristic you'll notice when sorting out a Guru from an 'expert'. An 'expert' is either, self designated or quickly proclaims the title, while a Guru leaves that function to his associates.

As a lad I was just naive enough to believe that the world only offered us one or two true Gurus.

Naturally, I had heard of the mysterious Dalai Lama with his universal wisdom, and maybe about a couple of odd characters hanging out in Tibet, but that was it.

I truly believed that these few individuals summed up the entire Guru population. Then I discovered the Internet.

What a revelation!

When it comes to Internet marketing, the supply of Gurus gives the impression of being endless.

Every day I read of several new Gurus who have recently startled the Internet community by unearthing the 'real' secrets of marketing success.

Thankfully, these Gurus are graciously releasing their deep dark secrets of Internet prowess, even though it may be for a limited time only, and at a compensation said to be ridiculously low for a Guru of their obvious stature.

The Internet is amazing, even Gurus mark down their wisdom!

For awhile, I feared that once these 'secrets' were released our favorite Guru would quickly pack up and take their meditation elsewhere.

But not to worry, as new hidden secrets of Internet marketing are needed, more and more Gurus appear to permeate the Web thus eliminating any major concern of a shortage.

I often ponder, can this abundance of Gurus last, is there a University somewhere that grinds them out, a sort of Guru U!

Perhaps, we ought to just count blessings and gleam as much as we can from these modern day wonders of the cosmos.

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After all, shouldn't we be content that there are helpful Gurus everywhere on the Internet, with or without a toga.

They seem to be everywhere these days. In fact, while shaving this morning, I could swear I spotted a Guru in my own bathroom mirror!

Joe Myna is webmaster at The Virtual Warehouse of in-demand products –

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Download now at

Joe Myna is webmaster at www.anezbiz.com and involved in direct marketing for the past 30 years. Mr. Myna first went online in 1996. Mr. Myna is author of several well known marketing titles

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