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The World's Most Powerful Marketing Tool

By David Geer

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What marketing skill would you need "to sell sand in the desert?"

It's the same marketing skill top-dog eBiz marketers have in common.

Rudyard Kipling said it best when he wrote:

Words are the most powerful drug used by mankind.

The common thread running through money-making web sites: words that sell – or, copywriting.

Yet, many eBiz marketers don't seem to get it. For example, visit:

<http://inventory.overture.com/d/searchinventory/suggestion/>

and enter **copywriting** into the search box. During November, 2002, there were 3,746 searches made for **copywriting**.

Next, enter **make money online** into the search box. During November, 2002, there were 19,127 searches made for **make money online**.

But, trying to make money online, without first being able to write words that sell, is like placing the cart before the horse.

Imagine a semi truck pulling up Behind a trailer and trying to Push the trailer down a busy highway. Kinda silly, stupid, and dangerous?

Well, no more so than trying to make money online without first discovering how to write copy that sells. How much money you make depends on how well you write for your target market. Good copywriting pulls in sales like a money magnet.

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What was it about the last web page you visited that grabbed you right by the nose; then, it compelled you to keep reading to the end?

That's the power of words – that's what turns a prospect into a customer, that's what makes that customer slap down the plastic and buy from you.

That's: The World's Most Powerful Marketing Tool In Action – bar none.

The exciting news here:

Almost anyone can become a good copywriter, even an average person. So, why not start Now by

visiting your favorite search engine and entering *copywriting* into its search box.

And, when you discover a copywriting site you like, subscriber to their ezine, if they offer one.

Yes, you may also have to spend a few bucks – buy a few ebooks about copywriting. How much you spend, however, isn't the important thing. What really matters here is what you get back from what you've spent – your ROI, Return on Investment.

And, investing in yourself will be the best money you'll ever spend.

For instance, you write, test, and then run an ad campaign costing you \$5,000. That ad pulls \$50,000 in sales. Wow, what an inexpensive investment.

By improving your copywriting skills, you're moving yourself into the driver's seat – on your exciting journey to Make Money Online.

Remember: the right product – in front of the right people – at the right time – with the right message = SALES.

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David Geer publishes Success 4U Marketing Ezine. Its readers get weekly tips and advice from Pro eBiz marketers, helpful web resources, free eBooks and eCourses, plus much more. Subscrib now by visiting <http://www.ezinelistbuilder.com/ezine.html>

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Top Secret Tool Builds Traffic

The World's Most Powerful Marketing Tool

By Larry Johnson

Is it possible that today's internet marketers are missing one of the best, most powerful marketing methods available to them today.

Something that is lying right under their noses and still they have overlooked it.

Something that is free, yes I said it, "free", and they have missed the opportunity to seize it and use it to its fullest.

There are many methods of promotion available on the internet and off line too. For several years I have tried just about everything, but there is one that I have not utilized fully. Along with others, I had underestimated the value and power of a press release.

Many entrepreneurs are not using the best promotion tool available, according to one expert in the field. Angie Dixon, the Press Release Diva, advises that press releases are the best marketing tool most people aren't using.

A well-written press release, distributed by the several high-quality free press release distribution services on the Net, can bring a wave of traffic, says Dixon.

"I recently ran a press release through a free service. The release was picked up by Google Alerts. I got a subscriber every 87 minutes for 24 hours. I couldn't buy that kind of result," Dixon says.

Yet most entrepreneurs aren't using press releases at all, or aren't using them correctly. This is all about to change.

Dixon gives two reasons for this. Many people, she explains, aren't aware that press releases can be such a powerful marketing tool. Others know about press releases but do not know how to write an effective release.

Angie Dixon, the Press Release Diva, offers an interactive online course in press release writing. You will discover all of the necessary skills and tools to develop, distribute and track your press releases.

The additional traffic you will receive from the press releases will be welcome and best of all it is free.

Angie Dixon is the Press Release Diva. Learn more about Angie Dixon's online interactive course, visit:

The first session begins January 16. Course openings are

limited. Enroll now. This article may be freely reprinted as long as this resource box remains intact.



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