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Top 10 Marketing Tips!

By Gary Eby

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Information is King of the World Wide Web. And for good reason – We Need It!
I am referring to Internet Marketing Information of course.

There is not a single day that passes that I haven't learned at least one
new
marketing tip, Internet trick or piece of priceless advice that will keep me
in high overdrive on the Information Superhighway.

More often than not, these will come from a book or informational software
I've purchased.

I consider myself a fairly astute Internet marketer, but I am smart enough
to
know that I don't have all the answers. I can learn, as well as teach.
Amazing how often some small pearl of wisdom comes shining through a thirty
dollar tutorial that will either make me a lot of money, save me a lot of
money or conserve that most precious of commodities – time.

I'm also an online life and business coach. Have been in the business for
three years. As you know, marketing is one of the great keys to successful
e-commerce. Thought you might find these following suggestions helpful:

#1. Invest in a few online marketing courses. Learn how to use creative ways
to bring people to your site. The more people the better. Some experts
calculate it takes 700 hits to produce one sale! So get a free web page, and
include all of your products and services on your page. Then blast your page
all over the net!!

Top 10 Marketing Tips!

#2. Market your page daily with a combination system: FFA pages, classified ads, e-zines and yes even search engines—many free submissions are available with a little surfing time on your part.

#3. Have free stuff on your page that people actually find useful. Free mall stores, banners which pay you, and free classified ad sites are still very appealing.

#4. Encourage others to link to your page. Provide easy methods for them to accomplish this—free link pages or "rings"—etc.

#5. Consider all your junk mail as prospects! Send them an e-mail back which advertises your page with a "hook."

#6. Write ads which include an incentive ("hooks") for people to e-mail you back. Example: "E-mail me at qlcoach@aol.com, and I will help you market your business for FREE!" Then work with these prospects by helping them solve their problems through your products or services. (smile)

#7. Use newsletters to develop your own mailing list. Example: "Provide me with your business card information. I will send you my free newsletter on Internet Business Opportunities."

#8. It's okay to invest in blasters, and ad submitters. They save you time, and help you reach far more people than is possible through individual contacts.

#9. Stay away from e-mail or "safe" mailing lists. Unless you will take the time to use the junk mail to market your page with some kind of free offer or hook.

#10. Network with other e-commerce folks for support, encouragement, and fun!!
Join and participate in few online clubs or chats or message boards.

Conclusion:

The internet does hold the promise of financial independence for many of us.

Don't be reluctant to invest in a few excellent internet marketing courses. (The free ones just don't measure up—you get what you pay for!) Without savy advertising, you won't get the business you so richly deserve!

Top 5 Niche Marketing Tips

By Mike Merz

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Defining, and targeting, specific niches to sell to is easily the best way for the online small business owner to compete ... and profit.

Here's 5 tips to making the most of your niche marketing campaigns ...

1) Define your niche market.

What, specifically, do your current customers have in common?

In what unique way do you satisfy the needs of the aforementioned, compared to your competitors?

2) Find out what your niche market buys and wants.

The best way to find out is to ... ask them!

Add a survey to your site, send one out to your lists, visit niche related forums, bulletin boards, and newsgroups and post your queries.

3) Offer the products your niche wants.

Develop your own product/service, or find existing ones, that satisfy the needs you've defined from your research.

4) Get focused!

Create your unique selling proposition, site content, and advertising campaigns based solely on these specific demographics.

5) Research, test, track ... continuously.

Top 10 Marketing Tips!

It's important that you stay on the cutting edge of anything and everything that appeals to your niche.

Everyone wants 'the inside line' to the latest trends, and those on the horizon ... it's up to you to deliver.

Include these five tips in your niche marketing plan, and I'm

sure you'll see positive results. ;)

For in depth discussion on niche marketing, and more, visit the IM4Newbies Forum –

Regards,

Mike Merz
Internet Marketing For Newbies LLC

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Niche Factors
'Need To Know' Niche Marketing Strategies.

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