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Impair Healthy Healing In People Over The Age Of 30!

Top 7 Brick 'n Mortar Newsletter Rules

By Wild Bill Montgomery

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- 1) **YOU'RE IN IT FOR THE MONEY.** Keep your newsletter aligned with your business. Always work products into the articles and information discreetly, but distinctly. Don't push it to the point of useless sales-packed information. Remember that most of your subscribers are with you for the information, not the product.
- 2) **KEEP YOUR ARTICLES FOCUSED** on the readers' interests and the information you give them useful. People are interested in finding information that will be useful, profitable, or interesting to read. Stay focused and flexible, meaning don't try to serve up everything to everybody.
- 3) **BE INFORMAL AND RELAXED.** Although newsletters often tend to reflect a more serious tone of their area of commerce, your newsletter should still have warmth, life and the feel of a human voice. A newsletter is like a personal voice in a community. A good newsletter gets a following, but a great newsletter builds a family. Because of this fact, subscribers are more likely to go with your product than a company outside their family of contacts.
- 4) **WRITE TO EXPRESS NOT TO IMPRESS.** Don't use technical terms relating to your business or any other. You may understand and use them everyday, but depend on fact that some of your readers will not. Use easy to understand words. Explain what technical terms you must cite. Always strive to communicate clearly.
- 5) **VARY THE CONTENT NOT THE FORMAT.** Use such things as a column or some other idea that invites the readers' comments or ideas. Whether it is offering different types of articles or offering new and different information, you must change the content of your newsletter to maintain the

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interest of the reader. However, changing content does not mean changing format. Don't get into the habit of changing the format of your newsletter. Create and Maintain format guidelines. Readers get accustomed to seeing the newsletter in a certain format. Changing this format will too often confuse and annoy your readers.

6) MAINTAIN QUALITY CONTENT in your newsletters. Whether you have 100 subscribers or 10,000 you must do your best to keep your articles and text clean and spellchecked. If you offer referral to another business, be sure that you are referring them to an honest and reliable business. Your newsletter is a reflection of your business. Never let the aire of dishonesty show it's ugly face.

7) DIVERSIFY AND DOUBLE YOUR PROFITS. As a "Brick n' Mortar businesses, 75% of you are focused primarily a local market. When your newsletter starts to pick up a nominal amount of subscribers, begin to consider products that can be marketed nationally and internationally. Take advantage of the opportunity. Imagine the amount of new prospects you can gain.

Wild Bill MontgomeryATTENTION: Are You In Business On The Internet?Do You Want The Best In Helpful Information and FREESoftware & Sites? Direct Links To All The Latest Articles?Want A FREE Reports & Software Package? Sign Up ForOur Two Sizzlin' Hot Weekly Newsletters and Get It All!go to

Ask Mr. D – E–Commerce

By Bill Daugherty

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Dear Mr. D,

I have owned a sporting goods store for the past 15 years. A few months ago I decided to take the plunge into the world of ecommerce. Boy, what a difference between a brick and mortar store and a store on the Internet.

In my bricks and mortar store we get a few browsers, but most people that come in buy something. However, at my online store most visitors seem to just look and then leave without buying anything.

I am obviously going to need a lot more traffic to make my web site pay off. Do you have some advertising ideas that won't cost me a fortune?

Signed,

Need Visitors

Dear Need Visitors,

Welcome to the Internet. As you have learned, it takes a lot more visitors to a web store to produce a sale than it does to a brick & mortar establishment.

To increase your web site traffic without busting your advertising budget, try piggy backing your web advertising onto your current local store ads.

For example:

In your newspaper ads use a little

space at the bottom of each ad for this:

Too Busy To Come By The Store?
We Are As Close As Your Computer
(Your URL)

Another traffic builder is to print up some flyers advertising your web site and staple them to each customer's receipt.

Those are two examples of piggy backing your web business onto your local ads and business practices. You can come up many more if you will take a little time and think about it.

Bill Daugherty Do you have an advertising or marketing question you'd like to see published in this

column? Send it to <mailto:MrD@epm.zzn.com> You can visit Mr. D's website at: <http://www.freeadsgalore.com>



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