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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Two "Must's" in e-Marketing

By Dale Sexton

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-Must make them see you in 60 characters or less.

Where do you advertise? Links, FFA's, Classified ads, opt-in email, news groups, message boards, search engines? All of them are limited in how many characters you can use. In the ocean of ads, you have to grab the viewers attention, then make them click.

Grabbing there attention does not mean SHOUTING! Viewers tend to see all CAPS as spam. Better to use spacing to grab initial attention. Example:

[Subject]
Make Money Under One Plan!!
this is HOT see what you think
Internet Spy Kit!!!
Kill Your Credit Card Debt!
Bologna Sandwiches...
Opportunity
Triple your Income/ 1 Million Emails
Retire Working at Home!!

Some use a trick with characters to try to get you to see them. I don't mind this is it is not used to extreme.

[Subject]
Make Money Under One Plan!!
this is HOT see what you think
Internet Spy Kit!!!

Kill Your Credit Card Debt!

>>>Bologna SandwichesOpportunity
Triple your Income/ 1 Million Emails
Retire Working at Home!!

You'll notice I used another trick for attention getting.
Getting to the meat of the matter, don't you want to find
out why someone would have a link about bologna sandwiches?
Be careful with this one though. If you use it in an email
campaign, it better be humorous or about bologna sandwiches,
or your email recipients may call it spam.

[Body]

"...with 45 easy payments of \$499.99, you'll still be able
to afford bologna sandwiches."

That might be hard to stomach. Usually a question that needs
to be answered is good for a headline. You have to read the
email or click the link to get the answer.

[Subject]

"How do you get to Carnegie Hall?"

[Body]

"Practice!"

In a banner advertising campaign, where I'm actually using a
button, I have been getting a good response using very
simple text. "Webtools" is the text and the button is sent
to a specific audience of webmasters.

Out of the masses of ads, you have made them see yours. It's
not as simple as that, but out of trial and error and
tracking I found out what works for me. You have to find
what works for you, because there are various ways to get
from point A to point B.

Ezine Adswap Tracker Pro

<http://www.HomeBasedProfit.com>

Wise Wolf Pages 2001

<http://hop.clickbank.net/?dsxtonj/wolfdens>

Adtrackz

<http://hop.clickbank.net/?dsxtonj/adtrackz>

–Must bring them (back) to your website.

Sometimes you have to hold your prospective visitors by the hand and drag them to your website. A great tool to help with this is called an autoresponder. The better ones are time delayed and handle multiple messages.

Instead of sending the recipient information or ads with each message, invite them to come (or come back) to your site to receive a freebie. Don't use same freebie in each message as this message will get thrown away or opted–out. Offer something unique pertaining to your website once a week.

If you offer the same thing everyone else does, the tendency

will be to ignore your message. Do you offer your own software, ebooks, or samples of your product? Maybe a discount coupon?

Active E–Book Compiler

<http://hop.clickbank.net/?ds6xtonj/wildcom2>

GetResponse.com

<http://www.GetResponse.com/?36491>

The objective is to get visitors to your website. This method not only works in autoresponders, but in your opt–in list and ezine as well and is not limited to them.

Thinking outside the box and being innovative will bring surprise results (though not always good ones). To be cutting edge, new ways have to be discovered, but don't lose your basics.

The end result you want to achieve is getting visitors and changing your visitors into customers. No matter how you get visitors to your site, you must have a quality product and/or fantastic customer service.

The ideas given here are a drop in the bucket of imaginative resources. If you can master these two "Must's", you're on your way to becoming the internet marketing virtuoso. Read, study, invent.

To Start Succeeding, Stop Pushing

By Julie Jordan Scott

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"I have to solve this problem now. The sooner the better!"

"Once I figure this out I will....."

"I can't do Y until I do X and I do X RIGHT"

Push, push, push.

As a society, it seems popular and highly favored to become a "go getter". Some one who "knows where she is going and makes a way to get there."

Ladder climbers have been known to trounce several or quite a few on the way above and beyond.

The easy way?

Never! Part of the badge of honor is the striving, the struggle, the sweat and the tears.

There has GOT TO BE a better way.

The good news there IS and it is SOOOOO much simpler!

Instead of pushing so hard and becoming so frustrated, simply tap into the most efficient methods of using your personal gifts to achieve the desired results.

You might be asking, "Well, how is that possible without pushing?"

Here is the often overlooked secret.

There are three simple steps:

1. Instead of saying "I HAVE TO solve this problem or ONCE I figure this out or I MUST do X before Y, ask yourself something else. The have to's and the once I's and the I must's are fruit of not having enough. They are the outcome of believing the world is a place of poverty, powerlessness and scarcity. One moment walking along the shore and you will remember this is a world of incredible abundance.

So ASK yourself, "How can I solve this?" or "How can I do this now?"

or "In what way can I do Y before X is in place?" Simply, quietly and reflectively ask yourself those replacement questions whenever one of the scarcity based statements begins playing in your mind's audio system.

2. Do not become overly concerned about an immediate answer. Simply ask, and if you have not had a "Eureka" moment, continue to quietly and peacefully re-ask the question WITHOUT pushing. One of the best times to ask yourself your question is before going to sleep at night. In fact, this is a practice you may want to try each night before going to sleep.

3. Be alert to any possible response from your subconscious mind. You may want to spend some focused contemplative time and directly ask yourself for the response. Many people will say "I don't have any more minutes in my day. How can I spend contemplative time?" One response is ASK yourself! And for now, use the time you are already using for something else and build a bridge. One method is to use your shower or bath time. Hopefully when you are showering you are relaxed and comfortable, which is the perfect context to tune into your wellspring of ideas.

Using your subconscious mind to be drawn into success is so much simpler than pushing yourself unmercifully right OUT of success.

Partnering with your subconscious, you will be amazed at the brilliant solutions you create over very little time.

A variation of this technique is used in test taking: you may have learned it when you were younger. In college, one professor advised me to read the entire test through before starting to answer any questions.

This way, for any answers you are not clear on, your subconscious will immediately begin searching for the answers while you are busily responding to those questions you know the answers for immediately.

Its like when you are digging around your brain for someone's name, or a book title, or a movie, and you say, "Shoot! I know what it is, I just can't remember right now!" and twenty minutes later you will shout (seemingly out of nowhere) "A Wrinkle in Time! That's the book I read in sixth grade by Madeliene L'Engle!" or "Russell Crowe won best actor last year!"

Two "Must's" in e-Marketing

Your brain has an even more amazing search function than your computer. Using this function will empower you to stop pushing your way to semi-success. You will now be able to flow your way into flourishing prosperity.

Review the three steps and ask yourself the questions.

Allow yourself to receive the answers while not being overly concerned with the immediate answer. Instead, know the perfect answer is already within you.

Embrace the truth that to truly start succeeding, it is most fruitful to stop pushing.

Julie Jordan Scott is a Personal Success Coach who left her career as a government bureaucrat and built a successful business in less than six months. To subscribe to her newest ezine, Daily Passion Activator, the Little Ezine with the Powerful impacts, send a blank email DailyPassionActivator-subscribe@yahoo.com or via web: <http://www.5passions.com> to subscribe today.



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