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Two Steps To Online Success – Get The Right Opportunity, Promote It Big

By "Scott C. Johnson"

Most people don't make much money online. I've talked to countless intelligent, hard-working folks who tried, but gave up after accomplishing very little. But don't give up too soon.

There are really only two things you need to make money online. Unfortunately, most of us have to try a lot of things and pay a lot of dues before figuring out just what those two things are.

Most of us find or create a business opportunity, then try to promote it using various methods. Invariably, even though we may be spending a good chunk of change in our promotion effort, we aren't promoting nearly enough. There are a LOT of people pushing businesses online. If you want to get noticed and start making sales, you simply HAVE to promote BIG.

Instead of reaching a few hundred here and a few thousand there, you need to promote to MILLIONS, even BILLIONS of people in billions of places.

Ridiculously big? Not at all. Think of major corporations like Coke or Chevy. They've got their advertising in newspapers, on TV, on race cars, on business signs, on stickers, and hundreds of other places world-wide. Now that's promoting big. To sell big, you've got to promote big.

But how does the average person even begin to marketing on a large scale without mortgaging their house and winning the lottery? These days the Internet is coming to the rescue. One count of the number of ad sites is well over one billion. If you can create software to count the sites, you can also create a way to automatically submit ads to all those sites -- and that is exactly what some have made available.

Of course, the 2nd requirement for making money online is to choose the right business. Selling the same old items in the same small ways simply won't bring you more than a trickle of income.

Pick a business that sells the online audience what they really want and need. I'm reminded of the woman who started selling small items on eBay. She did ok, but soon found she was one of millions selling the same things. So she switched to selling the packaging all those millions needed to ship their

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items. Soon she was selling so much packaging she had to rent a warehouse and hire 10 employees just to keep up with demand. She made a LOT of money just by selling something everybody in her crowd wanted and needed.

Keep those two simple points in mind — pick the right business, then promote really big — and you'll find your online profits quickly reach your expectations.

Scott Johnson is an online entrepreneur who has tested and collected some of the very best business opportunities and BIG promotion methods ever assembled. See his method for earning an income in just 3 hours at

<http://www.SecretAdResources.com>

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"Three Steps For Success"

By Larry Johnson

"Three Steps For Success" by Larry Johnson

"Three Steps To Success"

By
Larry Johnson
<http://www.BizSiteBiz.com/>

Your site is now up and running and you're trying to figure out just how to let others know about it. How do you create a wave of traffic to it ?

Here are three simple steps that anyone who is really serious about marketing and selling online must do to be successful:

1) Get your own domain name.

A virtual domain name is a virtual necessity when trying to promote and market your site and it's products and services.

Which would you more likely take as a serious webmaster who could be trusted to do business with ?

A: <http://www.geocities.com/ripod/lite/889765>

OR

B: <http://www.MrMarketer.com/>

It's pretty clear, right? The site with the virtual domain name is the pick of the litter everytime. I hardly every visit, or take seriously, those sites without one.

The cost for a virtual domain name is a drop in the bucket for two years of potential income from a good producing site.

2) Create and market your own product or service.

This is one that may cause you to lay awake at nights for a while. Coming up with a unique service or product that fills a niche market is a challenge, but not one that can't be overcome.

Too many want-to-be webmasters are too easily guiled into the "affiliate" trap. It's easy, the sights are created instantly, and they look great. (for the most part) .

The point here is that you are probably not going to make very much selling the other guys product or service. Get your own ! Then promote it for all that it's worth.

Which brings us to the question: "How do I promote my site ?" Well, there are lots of easy, quick answers for that online. Most of them don't work. Here is one that does.

3) Develop your own Newsletter or E-zine.

It's work, that is for certain, but the rewards are great. It is also an income-producing type of



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