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Using Newsletters to Market Your Home Based Business

By Chris Stirling

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Most business people on the web subscribe to at least one newsletter, if not more, that focus on different aspects and markets they are interested in. Because of this, it is important for your company to also have a newsletter that provides viable, relevant, and current information and that also markets your product or service. You might be a bit intimidated when it comes to writing a newsletter, but really all you need is a couple hours and a few good ideas. This should not be difficult if you are keeping up with the constant changes and improvements in your niche market. You will want to be always one step ahead of the rest of the newsletters in order to maintain and build a larger subscriber base quicker.

One of the most important things for your newsletter is not only to be relevant, but also to look professional. People see the newsletter before they actually read it and if it looks unprofessional, subscribers could easily unsubscribe without ever reading it and you will lose a subscriber. There are many software programs you can buy that will help you build a newsletter that is not only professional, but has additional design features and the like. This is important because appearances can often mean everything so far as getting people to actually read what you have written. There are plenty of programs available online and web sites that cross compare programs features and prices. This will help you make a good choice in the program best for you.

Next, you will want to have a reason for people to sign up for your newsletter. People do not subscribe to newsletters without good reason and interest, so you will want to make sure that not only does your letter look professional but that it provides professional information or other items your subscribers want like access to e-books, toolkits, advice for marketing, business or other things.

Additionally, make sure you have an automated program that initiates newsletter requests and processes newsletter remove requests. IF not, you might find yourself spending hours adding new e-mail addresses and removing others. Most people would rather spend this time on their business rather than upkeep of email addresses. This program will certainly be worth whatever it costs.

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Also, you should know that over 70% of sales are made after at least the third contact with a potential customer, so marketing your products in a newsletter to weekly subscribers will mean increasing your sales and revenues. This is important for a successful business, so make sure you are providing cutting edge information for your subscribers and giving them a reason to stay a subscriber. Once you have your professional newsletter in place, watch as the subscribers increase day after day and watch how your sales are affected as well as traffic to your site. Marketing via a newsletter can only help your web page and revenues.

Chris Stirling is the owner of Stirls.com and His Internet Marketing website is designed to help other people achieve their goal of having their own work at home business.

<http://www.stirls.com>

For your

own site visit:

<http://www.stirls.com/pips.html>

Product Marketing for Home Based Online Businesses

By Timothy Spaulding

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If you are like most internet based home business entrepreneurs then marketing your product and driving increasing traffic to your web page is essential to increasing sales. The challenge is to market your products and increase your traffic and to do it affordably or even for free.

Fortunately, this is an option for home based businesses, and all it takes is a little creativity combined with dedication. And for those home based businesses with advertising budgets, there are even more advertising options available. Here are some suggestions that should help your product marketing plan significantly.

One of the best ways to get your web page noticed is by writing and publishing articles. There are hundreds, if not thousands, of ezines and newsletters that are constantly looking for new content. First, you need to find some ezines and newsletters that target your niche market. You can search for them on your favorite search engine by searching for "ezine directories" or "newsletter directories". Then, write an article that can be submitted to a variety of these ezines and online newsletters, just make sure you retain the copyright. You may not think that you have the ability or creativity to write articles, but it can easily be done with a couple hours of effort and some commitment. The key part of marketing your home business is by creating a resource box at the end of your article that contains your URL and some brief information about you and your company. Doing this will get your web page out in the public quickly and will result in many hits and free product marketing.

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Another way to market your products is to create a forum on your web page. By doing this, you are getting individuals to talk about products and services offered by your company as well as competitors and other relevant topics. This alone will help your product assuming you are offering top notch quality and customer service. If not, then a forum might not be the best idea for you. In addition, a forum will require a commitment of your time in reviewing the posts to make sure the discussions are kept within the rules. However, for those that are committed to their customers, forums generally create repeat traffic which is important to making sales. This is important because it has been proven that more than 70% of sales are made after the third, fourth or fifth contact. A forum keeps individuals coming back for more and more contact, which means you will sell more products.

Additionally, you should use banners on your own web page as well as others by exchanging links. You should also list your web page with search engines. All of these will help your web page get noticed which means your products and services will get noticed and your home based business will prosper. Remember that the most important factor in product marketing online is URL marketing. You might have the best product for the best price on earth, but if nobody knows how to get to your web site it doesn't matter. Therefore, be diligent about getting your URL out there.

Finally, market your product and URL offline. This will reach a different sector of individuals and will also increase web page traffic. Make sure your URL is printed on any correspondence from your company including checks, faxes, web pages, emails, and letters, envelopes, and any promotional items like key chains, mouse pads and the like. The more people that know your URL means more traffic to your site. This in itself is the best product marketing you can receive.

Timothy Spaulding is the owner of the Work At Home Business Resource Center at

<http://www.workathome--awesomeopportunities.com>

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which provide valuable tools, articles, affiliate programs and products

for the home based entrepreneur.



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