

What Do Marketers Sell? Only the Good Stuff!

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By Mike Banks Valentine

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This week I was suddenly struck by the fact that I sell dozens of products and services that I never see, some I've never used and many that I didn't even know about before that company hired me.

One thing that all of those products and services have in common is the fact that their owners and proprietors believe in their product strongly and seek out marketing advice and expertise to promote their stuff online. A second thing they each have very much in common is that I too believe in them and support their products and services wholeheartedly. No doubts. No hesitation.

It kind of snuck up on me that I wouldn't help to sell products that I couldn't believe in when I realized that I had NOT called back the online casino owner that had asked for my help. I don't actively oppose online gambling but neither do I see myself in the opposite role of promoter and marketer. There is something of a distasteful vision of a carny hawker promising more than truly gets delivered (inside the circus tent) inherent in gambling.

I often find myself in a similar position when visiting the many job notice services for freelance professionals and review the available jobs up for bid. I see jobs to promote questionable dietary supplements. If it works as well as they say it does, then it would be on every supermarket shelf, and they wouldn't need help selling a few more online. Did someone say snake oil?

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More perusal of the consulting positions reveals that most of those available jobs are either promoting dull, undifferentiated stuff that hasn't got a chance of being noticed OR is a last ditch effort to save a sinking business that is like all others. I won't contact the companies because they are willing to throw some money at a hopeless business model – I gotta believe!

But then I turned my new revelation on it's head and looked very closely at the products and services I have chosen to promote via search engine optimization, online press releases and opt-in email campaigns. I realize that I strongly, no emphatically --- believe in those products and services!

In nearly every case I have reviewed the offering and found it to be something I could believe in – even if I wouldn't use it myself. I found myself saying to one client this week that I'm not his customer. Why not?! He said, surprised at my revelation. He sells oat-based bath products for sensitive skin. I smiled as I explained that my shower holds a bottle of bargain shampoo and a bar of Ivory soap that I buy in bulk at a membership warehouse.

Why do I believe in his product and want to spend time promoting oat-based bath products, shampoos, lotions and soaps? Because HE believes in his products and is proud they are wholesome, natural and healthy and are not tested on animals. He's excited by the fact that oats have been clinically tested and shown to help heal and soothe itchy, dry and damaged, sensitive skin. His enthusiasm is contagious and the product is truly useful to people who need bath products that soothe and protect, even if I DO use the bargain brand. I can believe in a useful and effective product.

Take a look, it's good stuff. <http://www.pennyisland.com>

Then there's the client with the horseback riding program meant exclusively for overweight, out-of-shape & large riders. It only took a couple of those stories of the emails detailing tears in the eyes of women who longed to ride horses but can't face the judgemental comments from rough ranch hands as they push their charge over the back of horses too small to carry them. It really was great to see the smiles of overweight riders stepping onto big draft horses from safe mounting blocks at the top of stairs, rather than hoisting themselves up (or not) from the ground.

The proprietor of this program is herself large and wanted to

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ride, but her childhood knee surgery left her unable to do all the bending twisting and climbing necessary to mount a horse and then made it difficult to stay in the saddle due to the strain on her knees caused by the standard small saddles and position of the stirrups. Undaunted, she bought big, beautiful draft horses, larger saddles and mounting blocks and realized her childhood dream. She is in heaven when she's riding, grooming and caring for her horses. She wanted to share it with others.

It's a joy to promote this business too. <http://junosstables.com>

I took on a new client last week who sells a pain relief spray and topical analgesic that helps ease chronic or recurring pain. It turns out that he's heard that trainers use his product on horses as well as the more mainstream customers of professional sports teams and sufferers of chronic pain. I introduced the two of them and they are conspiring to sell the product for horses.

I'm enjoying marketing good stuff. <http://www.koolnfit.com>

I told the pain relief spray client about the oat-based bath products and he bought some to for his dog with sensitive skin. The bath products seem to work on animals too. Whether you are too large to ride tiny kids ponies at the park or have sensitive skin or a bit of muscle soreness, I've got a client for you!

I'm talking with an importer of premium Italian olive oil this week and no doubt will be telling other clients about that too, but I can't see myself sending you to the online casino for a one in a million chance at riches.

The Minefield to Online Success

By Nicholas Dixon

Becoming successful online has become a reality for many marketers. However the majority of us end up empty handed in the game. This leads many to ask themselves, is success online possible ?

The success rate for online marketers is remarkable. Only 5–10 % of us will make it at the end of the day. What is the reason for this happening ? I personally believe it is a lack of positive thinking and attitude.

"How on earth does positive thinking help my marketing ? " , you may ask. In more ways than you can imagine. It is the spark that lights the way to success.

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Online marketing is a fairly new industry. A lot of people have made their names and fortunes using the Internet. However some people still eye us with distrust. They have to be won over by the right positive approach. It's the only way.

The Internet nowadays is fraught with schemes and scams. Many people think that's what online marketing is all about. And they would be surprised to know that one can really make a honest living online.

Then you have some guys who give us bad names. Calling themselves "marketers", they try to con every new player in the game. Even you. They will try to sell you almost anything, making you believe it is the "holy grail" to success.

The truth be told, there is no "holy grail" to online success. But the best chance you have is with a positive attitude. It is a necessity to deal with the inevitable obstacles that will present themselves.

One of the greatest struggles online marketers face is themselves. Yes, yourself. Imagine telling your friends and love ones about your new career and they scoff at it saying it won't work. Your next step will depend on how much you believe in yourself.

Believing in yourself and your dreams will determine how far you will go. Nothing worthwhile in this world comes easy. That's why there are always obstacles on the journey to online success. Just believe, it works.

Becoming successful online has become a reality for many marketers. But are you prepared to cross the minefield to online success? Think about it.

To your success and mine

Nicholas

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Nicholas Dixon is the CEO/Webmaster of Oceanroc Web Consulting. Visit our award winning website and subscribe to The Roc newsletter.

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Info Products – A Smart Start
No One—wants To Be Covertly Marketed To...

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