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**What The Fly Doesn't Know About Marketing**

**By Albin Dittli**

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Have you ever watched a fly on your window? See how it flies up, down, and across the window trying so very hard to find a way to escape from the room, wanting so very much the freedom of the open spaces just on the other side of the window. That fly may use up all of its energy and die trying to get through the window.

From where you sit you can see the wide open door just a few feet away from the window. Have you wondered why the fly doesn't just leave the window and fly out the door to the freedom it so very much desires?

It would take a major shift of tactics to leave the window and try the door. Perhaps the fly is too focused to realize that there is an alternative. Perhaps it is afraid to try something else.

Perhaps it cannot comprehend that when what you are doing is not working then you need to try something else.

When it comes to Internet marketing, are we acting like that fly? Are we spending all of our time, and perhaps money also, doing the same thing over and over despite the fact that we get no results, or at best very little results?

If so, then we must make some changes. Even a small change can sometimes make a big difference.

For example, lets say that you are sending your ads to safelists. If it is not working then change the ad or the headline. Sometimes just a small change in the headline can increase the response rate tremendously. There are several good ebooks on writing headlines and ad copy. Get them, read them, and apply them. You might try Million Dollar Emails, ClassifiedAd Secrets 2001, Killer Net Ads, Classified Magic, or Great Headlines Instantly. (These and other ebooks mentioned in this article are all free in the <http://www.profits-for-life.com/> member's area.)

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Perhaps you are spending hours clicking on traffic exchange programs. If you want to keep using them then add CrazyBrowser to your arsenal. It will allow you to have several traffic exchanges open at the same time, multiplying your effectiveness. You can download CrazyBrowser for free at <http://www.crazybrowser.com/index.htm>

Are you are sending your traffic to the site provided to you by the program you are promoting? If so consider that so are most everyone else that is promoting that program. You want to stand out from the crowd. Be different and innovative. Create your own single page website with your own personality. Your unique web page can have a link to your web page that the company gave you. When people keep seeing the same page over and over they just click on it without giving it a second thought. Yours will be different and people may take the time to read it. There are many free hosting services that will host your site for you. You can find them by doing a search on "Free hosting".

Are you using a signature file on your emails? They are a good way to send a free advertisement ever time you send an email. Set it up once and forget about it. Virtually every email service will let you have a signature file, which are a few lines that are automatically inserted at the end of your email. Some will let you use graphics or HTML in your signature. Be sure that your signature includes a link to your site.

Instead of doing an ad that sends people to your web site do an ad that offers them a free course on some subject. It could be a marketing course. Or it could be a course that you wrote pertaining to the main them of your site. For instance, if the program you are promoting sells flowers, then write a 5-lesson ecourse on flowers and offer it free in your ad.

In the first 4 lessons you are building trust with your readers. In the last course invite them to visit your site. You would set up your course in an autoresponder so that they can subscribe automatically. You then advertise the autoresponder address. There are many free autoresponders available, which you can find with search engines. There are also a lot that charge a small fee. I use one that comes with my hosting service.

Another advantage of using an ecourse is that you capture the email address of the person requesting the course.

If you would like a sample of a marketing course that works for me send an email to [richclub@listwarrior.com](mailto:richclub@listwarrior.com).

Another mistake that the fly made was that it did not read anything about how the escape from a room, such as a book called "Alternate escape Routes for Flies". Are we making the same mistakes concerning our Internet marketing?

There are many excellent ebooks available on Internet marketing. Many of them are free. There are also numerous reports and ezines available. Just a few of the many ebooks available are Inside The Minds of Winners, The Power of Two, Win the War on Internet Marketing, and 7 Secrets to Unlimited Traffic.

Regardless of what field a person plans to earn a living at, they need to study about that field so that

they can be more successful. Being successful on the Internet is no exception. It is a constantly changing environment. We must continually study it to learn what works best. Ebooks and ezines are an excellent knowledge source.

The hype says that it is easy to make a living on the Internet. For most people that is just not true. It takes effort and study. However, there are a great many people making a very good living on the Internet. You can be successful, if you are willing to pay the price.

Each person that is successful paid the price. They researched products, affiliate programs, and network marketing programs. They studied the various Internet marketing methods. Then they applied them. If it didn't work they changed something and tried again. Eventually they found a formula that worked for them

If you continue to do what you have been doing then expect the same results as you have been receiving. If you are happy with the results you are getting then great. If not then start looking for ways to change what you are doing.

You can be an Internet marketing success.

### **Quality Matters in Fly Reels**

**By Brett Fogle**

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Like everything else in this world, quality matters when trout fishing. If all you will ever do is fish for small trout and pan fish, virtually any cheap fly reel will work just fine. In these situations, all a reel really does is to serve as a place to hold fly line. And even a cheap reel does this task ok.

Unfortunately, this all changes once you get a large fish on the other end of your fly line. If the fly reel you are using is not well made with precision parts, the line will come out with uneven tension or the fly reel may seize up altogether. The reason cheap fly reels are inexpensive is because of what is inside them. Most cheap reels have the cheapest types of parts that can be found. These parts break when least desirable and wear out very quickly. Remember, a fly reel has moving parts inside it. A cheap fly reel will quickly begin to wear out, often only after a year or two of moderate fishing. And it can fail miserably if you get a large fish on the end of the line.

A high quality fly reel will truly last a lifetime. A good

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quality fly reel, while it may not last a lifetime, will last many, many years and will provide reliable duty in the field. A very high quality fly reel will run around two hundred dollars or more. A good quality fly reel will be in the hundred-dollar range. A cheap fly reel will be less than fifty dollars. To me, at least, it makes sense to spend a little bit more now so that you don't end up having to buy another reel two years down the road or to have a fishing trip ruined by malfunctioning gear.

Another thing to keep in mind about fly reels is how resistant they are to corrosion. While this is vitally important in saltwater fishing, it is still important in freshwater fishing. A cheap fly reel has often nothing more than a cheap coat of paint on it that soon wears off. Once that's gone the reel will frequently start developing rust spots, among other things. A very high quality fly reel will resist all forms of rust and corrosion.

We're now familiar with quality issues on fly reels and you should be familiar with the different types of drag systems on a fly reel. Armed with that knowledge, it is time to move on to the type of retrieve a fly reel offers.

////////////////////Who else wants to pull in a bounty of big fish – Every time!Here's how to AMAZE your friends (and maybe even make them a little bit jealous) In 'Fly Fishing Secrets' we show you how.To get your hands on these amazing insider secrets, Click Here:



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