

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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

**What You Must Know To Profit Online**

**By Yvette Dubel**

**What You Must Know To Profit Online by Yvette Dubel**

If you've been pondering how to profit from your website, I've got news you'll want to pay attention to.

A recent research study by Yahoo! And Grey Worldwide, San Francisco provides some priceless information to you online marketers.

The report indicated business owners reported Web sites topping the list of "critical" marketing tools (69%), followed by search engine keywords (36%), and community relations (35%).

Other "critical" marketing tools included email marketing (24%), direct mail (22%), and the Yellow Pages (12%).

Now the other key piece of information you need to know is why buyers go in search of your Web site. The answer: to find information.

Interestingly Thomas Industrial Network's study indicates that 55% of buyers found lack of specific product information to be a chief complaint and reason for going elsewhere to do business.

One of the obvious challenges for very small and home based businesses is competing with the advertising budgets of larger small businesses and midsize companies.

But if small and home based businesses focus on providing value driven quality content there's an opportunity to get buyers attention using focused campaigns that make the best use of applied resources.

I have found several tools that are helpful in managing a strategic advertising system that focuses on relationship building. So don't let budget limitations deter you. Study what the "big dogs" are doing and modify it to fit your business.

## What You Must Know To Profit Online

I'd like to share with you seven of the mistakes that are among the most common that are made. This information is value critical if you intend to see marketing efforts drive sales increases. Since all successful relationships, professional and otherwise are based on meeting mutual needs, both parties have to leave the metaphorical table feeling satisfied that they got what they needed and wanted out of the exchange. Anything less and the relationship is less than successful. This is the reason that relationship marketing forms the framework for the mistakes and the solutions to them offered here.

Market and Sales Departments must move along parallel tracks. Effectiveness depends on both being under the control of a knowledgeable marketer to ensure both short and long term growth.

This actually gives one-person small business operations an advantage over larger corporate entities. One of the major reasons this advantage exists is the increased ability to respond quickly to changing market climates or in implementing new information. In this case, coordinating sales and marketing to produce consistent results.

Using invented words to function alone in branding. Instead attach made up words to a defining tagline. To get maximum value of this kind of branding strategy, make sure your tag line tells prospects about your value proposition.

Marketing an exclusive message that caters only to a specific group, such as IT managers or engineers. Remember that the decision maker may not be a technical expert.

Along those same lines however, there are many small software developers who market primarily to the internet home based market when they could significantly increase revenue by targeting traditional small business owners who can't afford large CRM (customer relationship management) applications offered by software giants.

Promoting technical innovation instead of its value to potential customers. This actually ties in with number two because avoiding this "faux pas" is another function of your value proposition.

Introduce new products and technical development with articles in professionally prepared press releases that inform the public of its value and benefits to their bottom line. Focus on increasing a business' profits and you're definitely on the right track.

Those articles and press releases form the basis of stronger sales material and direct mail campaigns. Build on this publicity by employing focused placement advertising in publications and events that will enhance the credibility your product.

Use clearly understandable language rather than industry jargon to communicate value and context for application. Of course that is not to say you should not attempt to educate your prospects, it is a matter of how it is presented.

Rather than alienating audiences with insiders terminology, explain any terms that may be unfamiliar. In fact, taking an educational approach can work effectively as part of a marketing/sales strategy, but as many of the failed dot-com(s) taught us the business model must be designed to drive sales, not

just demand or interest.

Trendy creative advertising often fails to reach the target audience though it may make people pause and look. Maximum ROI (return on investment) demands that promotions focus on user benefits and how your product will drive sales for their company, directly or indirectly.

Increasingly it appears that a greater number of companies are looking to technology to help drive sales, rather through product expansion or increasing internal efficiency. Success depends on approaching advertising as a component in your relationship marketing strategy. Each promotion effort should further or establish your rapport with customers. This in turn requires understanding their evolving needs. The advice offered here and a simple plan for your strategic marketing endeavors will help drive not only your revenue, but increased profits.

(c)2004 Enhancement Consulting

### **Types Of Orders In Forex Trading**

#### **By Action Forex**

The forex market provides different kinds of orders for trading. The following are some major types of orders that can be found on forex trading stations.

**Market orders** – A buy or sell order in which the forex firm is to execute the order at the best available current price. It is also called at the market.

**Entry orders** – A request from a client to a forex firm to buy or sell a specified amount of a particular currency pair at a specific price. The order will be filled once the requested price is hit.

**Stop Loss orders** – An order placed to close a position when it reaches a specified price. It is designed to limit a trader's loss on a position. If the position is opened with buying a currency pair, the stop loss order would be a request to sell the position when the price fall to the specified level. And vice versa. Traders are strongly recommended to use stop loss orders to limit their losses. It is also important to use stop loss orders when investors may enter a situation where they are unable to monitor their portfolio for an extended period.

**Take Profit Orders** – An order placed to close a position when it reaches a predetermined profit exit price. It is designed to lock in a position's profit. Once the price surpasses the predefined profit-taking price, the take profit order becomes market order and closes the position.

**Good Until Cancelled (GTC)** – In online forex trading, most of the orders are GTC, meaning an order will be valid until it is cancelled, regardless of the trading session. The trader must specify that they wish a GTC order to be cancelled before it expires. Generally, the entry orders, stop loss orders and take profit orders in online forex trading are all GTC orders.

The above are the basic orders types available in most of them trading systems. Some trading systems

may offer more sophisticated orders. Traders should be familiar with the different orders and make the most of them during trading.

Action Forex (

) provides forex analysis reports, live pivot points on majors

and crosses, etc are provided with collection of carefully selected educational articles and free trading ebooks downloads.



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**