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

Who's Minding the Store?

By Arleen M. Kaptur

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You've set up your internet storefront. Everything is ready, and its been checked and re-checked. All the links work and there is nary a doubt in sight.

If you have other commitments, such as employment off the web, family, personal, friends, etc. you find that you return to your storefront when you have a few free moments or just happen to be in the mood to do some surfing yourself.

When you sit down at the computer and go to your site, the question should blaze out at you as a neon sign on a cold, dreary night. "Who's Minding the Store?" Have you checked your e-mail to see if any prospect or customer had a question or concern? Are there comments, suggestions, or ideas that others have kindly forwarded to you and now they deserve an answer or response? If your having a bad day, choose your words very carefully when you respond to anyone. They should be sweet and tender for tomorrow you may just have to eat them. Has a market issue changed enough to put you one step behind everyone else that is marketing a similar product/service? Are there new updates or revisions on anything you are marketing?

These are just a few of the questions to ask yourself as you return to your storefront to find that the front door is creaking a bit and dust is collecting on the shelves. In other words, selling anything on the internet is a commitment. Its just the same as anything that is worthwhile in life. You took the time to create a perfect site, found a product/service that you believe in, and you went ahead to attract potential visitors/subscribers/buyers. They presume that you are there (somewhere) and that you are ready to help them make their decision to buy your product. Now, you have to take the time to be there, respond as quickly as you can to their concerns, or questions, and yes, make changes because nothing stays the same.

While you were gone from your internet storefront, new innovations, ideas, techniques, products, and a myriad of similar competitive fronts have arisen and just may interrupt or do major damage to your possible customer list. Keeping up with what is happening on the web is a very vital part of any internet

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marketing program. If you fall behind your rivals, and your customers sense a lack of up-to-date information, then your storefront is headed for cyberspace inequity.

It doesn't have to take a lot of time, just quality time. Your first time restraints should be to your customers, then to your prospective customers, and then to all would-be surfers who just might begin filtering into the other two categories. If you give current information, good service, and reliability, this will give any visitor to your site the impression that you are on top of things so that they can stay informed, you will be there if they purchase and have questions or concerns, and that they can return because you will still be in business. Your commitment turns into trust for your clientele. Trust is the most imperative virtue on the internet. Without trust, they may buy once, and never return, or they will return but asking for a refund.

If you plan on marketing on the internet, project enough time to "mind the store". Then visitors don't have to ask "Who's Minding the Store?" because they will be able to see quality as soon as they step inside.

ENJOY!

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Do You Have An Ebay Store?

By V. Raposo

In this article we look at the benefits of having an eBay Store. Selling on eBay does not require you to have an eBay Store, but it sure does make things a lot easier.

There are 3 store subscriptions you can sign up for with eBay Basic (15.95/month), Featured (49.95/month), & Anchor (499.95/month).

Now most people starting out will of course go for the Basic store and not the Anchor. You would need to make huge profits to go for the Anchor store. We'll talk more about the Basic, and Featured Stores here.

If you have a Basic Store you may want to consider upgrading to a Featured Store. Things have been changing with eBay stores and some of things I'm most thrilled with is the \$30/month allotment of eBay Keywords.

Free Keywords

Yes, that's \$30/month each and every month worth of free eBay Keywords. With eBay Keywords you will drive more traffic to your listings by putting your ad at the top of the page for the keywords you choose. This also separates your store from other listings. This can significantly increase your store sales.

More Pages

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With a Featured Store you get double the web pages! Which only increases your presence on eBay. You can also reduce the size of the eBay header on your pages giving you a page that's more focused on your business. This helps build your own brand on eBay, and you can match it to your website.

Advanced Reports

With a Featured Store you get advanced monthly reports and traffic stats you can access anytime. I just love looking through my reports to see all the in-depth info that the reports give me. The Path Analysis allows you to see how visitors move around in your store. This is so important as you develop your business.

Owning an eBay store will not only bring you more sales, but it'll cost you less by using it in the long run. These are just some of the many advantages of owning an eBay store. Once you own one, you'll wonder why you didn't go for it sooner.

Vera Raposo has been making a living with online auctions since 1997. With thousands of completed auctions under her belt, Vera is now sharing some of her best auction strategies in a free 90-minute interview at



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