

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!**

**Why How To Products Excel in the Race to Keep Pace with Online Marketing**

**By Jim Green**

**Why How To Products Excel in the Race to Keep Pace with Online Marketing by Jim Green**

The day you stop learning about online marketing is the day to start your closing down sale.

You can never learn enough let alone too much about the enigma that is online marketing.

Change is ever in the air and when it strikes, it strikes like lightning, and leaves no calling card. New technologies appear overnight; old systems vanish into the ether just as quickly. Obsolescence pulls the rug out from under established multi-nationals and replaces it with it with `blades'...

Even if you're just tapping away at computer keys to turn a buck at home you must always be up to speed or you too will hit the dump truck and your online marketing activity will rapidly become little more than a hobby.

So, what to do?

Keep on learning.

Over the years I have gathered together a catalog of `how to' tools which have assisted me and countless others to keep pace with the ever-changing cyberspace marketplace.

They comprise a mix of innovations for creative writing and strategic commerce.

Why include creative writing?

Just this: the essence of all effective marketing is communication; the ability to express your thoughts, aspirations, ideals in ANY marketplace. Without that attribute no one cuts the mustard in strategic commerce.

Browse this list and see if anything takes your fancy:

## Creative Writing Products

Make Money Writing Part Time  
160 Vital Steps to Getting Published  
Discover the Secrets to Churning Out Bestsellers  
Get into Print with the Writing for Profit Tutorial  
Use Your Creativity to Make Money in Retirement  
Increase Your Skills with the Writers Friend  
How to Write Great Headlines in Quick Easy Lessons  
How to Write Killer Net Ads that Sell  
Software, Books, Supplies for Writers of All Ages  
How to Write Newsletters that Get Read

## Strategic Business Products

Access the 2005 Masterplan for Starting a Business  
Create and Sell Products Online  
How to Promote a Product  
Easy Ezine Toolkit  
How to Present Toolkit  
How-To PDF Creator  
Easy-Download Clickbank Protector  
How to Start a Forum  
Create-a-Product Seminar  
Ezine Editors List

It's never too early to start and it's never too late to stop...

Jim Green is an entrepreneur and bestselling author with an ever-growing string of niche non-fiction titles to his credit. His how-to products are available for immediate download at <http://howtoproducts-xl.com>

## **Excelling with Online Marketing**

**By Richard Kraneis**

Do you want to build a successful online business?

Then start using online math and use Microsoft Excel.

I've written an e-book this year that sells at a profit. In fact, I've written 2 e-books that sell at a profit (I'm thankful to all my Internet friends who have helped me.). I can't imagine anyone selling anything on the Internet without using Excel to keep score on profits and performance.

## Why How To Products Excel in the Race to Keep Pace with Online Marketing

Are you making a profit or running at a loss? A plain old Excel spreadsheet (or Lotus) will get the job done for you. Are there any trends in profits (or losses) for your online venture? Excel graphs make it easy to see (and sometimes predict) trends.

When you started your venture, how did you estimate the demand for your product on the Internet? I did research on Overture to predict the volume of my Google paid click impressions. Using Excel was a key part of that process.

Whenever I make an e-book sale I add it to my Excel sales database. I click on an Excel macro button that automatically re-formats my email sales notification into a record in my e-book sales Excel database.

Over the past year I've used a powerful Excel technique called a pivot table to analyze my e-book sales database. This is what I learned about my e-book sales:

1) Tuesday was my slowest e-book sales day. I corrected the sales problem by mass mailing offers on Tuesdays. Tuesdays are better now.

2) My e-books have sold in over 37 countries. But 90% of my sales came from just 5 countries. Solution? I adjusted my advertising mix to better spend my advertising dollars.

3) Finally, men purchase about 70% of my e-books. Women purchase 20% and 10% of purchases are from unknown genders (people that use initials only). Solution? None yet. Women just aren't buying my e-book as much as I'd like. But if I find a great copywriter who needs to learn more about Excel I'm in business. We can trade.

Would you like to find an unexpected ally for "Excelling with Online Marketing"? Just check your personal computer. If you have Excel (or Lotus) then you already have a great tool for tracking not only online marketing profits but all kinds of online marketing performance. Build a simple spreadsheet for tracking your weekly profits and then advance to other techniques for measuring online marketing performance.

So, that's it for today. I know that I'm just a first year online marketer and have much to learn. But, I'm

"Excelling" with Online Marketing and you should too.

Copyright 2004 Richard Kraneis

Richard Kraneis is a computer training consultant, e-book author, and an aspiring online marketer. Online marketing on the Internet reminds him of his favorite hobby, fishing. His website is

. You can reach him at

. (He's looking for a great, up and coming copywriter for future

projects.)

Excelling with Online Marketing  
Home Business Success Steps  
Kaizen in Online Marketing  
Run Your Own Race – At Your Own Pace  
Pacing and Avoiding Performance Predictions

The Forum List  
Starting a Successful Retail Business  
The Great Big Book of Internet Marketing  
Affiliate Marketing PLR Kit  
Clever HTML



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!**

Why How To Products Excel in the Race to Keep Pace with Online Marketing

