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Why You Should Write To Inform And Not To Sell

By Joyce A Corrales

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by: **Joyce A Corrales**

Advertising is key! Unfortunately most people waste their money on advertising unless they can play by the numbers. Playing by the numbers is simply spending enough money on advertising and saturating the market so much, that percentage wise, enough people will want to see what you have to offer. In the long run your ad will pay for itself. Although costly, it may just be the best investment you make.

It is true what they say about advertising. The average person needs to see the ad at least three to four times before the average person wants become curious. In some cases it takes a bit more than that.

For example, I could care less about what Mathew Lesko has to offer with his government grants book offer. I have seen the ad on television at least 50 times. You know how much that probably cost him to put an ad on television and to run it over and over again? How many times have you seen it? Have you bought the book yet?

After about the fiftieth time I started thinking about getting the book for myself. Not because I believe he has something in it valuable for me. I think that if you can get all that money he claims you can get, some one beside, the author would be saying something about it.

No, I started thinking about getting it, so that I could share the information with others for a fee less than what the book cost. I also thought, what if there's a program in there that I can use, or someone else can use. I can share that information with that person for a fee. Perhaps, I can charge people to write the grants for an additional fee.

The point is that you want to give people as much information as possible as to why they should buy and try your product. I came up with the idea about the book due largely in part to that particular commercial. Because, prior to that commercial, I only thought about my own use and not how I too may be able to capitalize off of buying his book.

Why You Should Write To Inform And Not To Sell

What an article does that an ad does not is give the reader something to think about. If the article is interesting the reader will read the entire article. If the reader reads the entire article, you may have just sparked an interest to find out more.

Teaser articles are like cliffhangers. I may not want to go any further with it because it may just be another cliffhanger waiting for me and I really hate not knowing how it ends. What if time does not allow me to find out? I feel empty. Like a movie that ends where you don't know if the criminal gets caught or the hero got the girl.

Articles with a lot of fluff are like politicians that talk about each other and not the issues. We don't know where they stand if elected to office. It's hard to decide what to do. Generally, people don't go any further for fear of getting more of the same. Fluff.

Advertisements and testimonials serve a purpose, but they are not enough to convince us that we should buy because Joe Smoke of North Carolina liked it. Advertisements only serve as a reminder that we need to buy more toilet paper and the best advertiser gets our vote on which toilet paper to buy.

Articles are for selling an idea, a concept, or something unusual in the market. Just because you think it is great or you want it does not mean anyone else will.

I am currently looking to put together the best how to book on government, business and investing and I am looking for everyday people that have done it to write about it.

Join me:

My name is Joyce A. Corrales and I started Mail Runner. I have been in the mail order business for 20 years and have learned many different ways to approach an untapped market. I started out selling advertising but quickly realize that I was doing a disservice to my advertiser. Now I give it away in the form of articles. The readers find it more interesting to get something meaty that they can take and use right away. The readers have learned that if it works, they are willing to pay for more. I've also been real estate and mortgage for about the same amount of time. I now write the "how to" on the escrow process, selling your own home, understanding income taxes, and much more. When my readers find the information valuable, they come back for additional services or material.

Join me:

Make the Media Your Friend

By Sue and Chuck DeFiore

The media (newspaper, radio, television) can be of enormous help to the small and home based business. So, it is very important that you develop a relationship with them.

Why You Should Write To Inform And Not To Sell

When you first start your business, inform your local newspaper by using a press release that you are starting a new business. Almost all newspapers have a section which announces new businesses. So check out that section, call the newspaper and ask who you would send your release to and in what format they want the information.

When your business is doing something special for the community be sure to inform the media. Newspapers and radio stations love to get local stories. Just be sure it is newsworthy, and don't overuse it. Always check to see who to send your information to and what format they need. Never blindly send out a release.

Are there trade magazines in your business area? If so, do up a release on your new business. Or if you are an existing business, send a press release on a new product or service.

Another way to work with the media is to write a column. Go to a local paper, no matter how small, and offer to write a column on your area of expertise or on business in general. Don't ask to be paid for it, and promise not to promote your company. You won't need to – your byline, words (and maybe even photograph) will do that.

Just recently we did a review for a former newspaper publisher on his book on how to write a press release and generally dealing with the media. He's promised us a finished copy. Once we get it and re-read it, we'll let you know more.

So develop a relationship with the media, and watch your business soar.

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Interested in having your own successful, home based creative real estate investing business? Chuck and Sue have been helping folks start successful home based businesses for over 19 years, and we can help you too! To see how, visit

for the latest FREE tips

and tricks, educational products and coaching in creative real estate investing and home based businesses. No time to visit the site? Subscribe to our FREE "how to" Home Business Solutions Digest, it's like having your own personal coach:

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