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**Why Your Marketing Efforts Aren't Working**

**By Joshua Rose**

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A good friend of mine back in college wanted to learn how to play ping-pong. Every night after dinner he would play with the dorm Champ. Needless to say, it was a hopeless mismatch.

I would stop by sometimes and watch him get pounded over and over again. The Champ was merciless: 21-2, 21-1, 21-3 were typical scores.

Being an acquaintance of the Champ, I asked him once why he wasn't taking it a little easier on such a novice player. I've thought about his answer many times since then because it has come to my aid time and time again.

If you're like the overwhelming majority of netpreneurs, I'm sure you've been trying to figure out why your marketing efforts have been taking a \*pounding\*. In fact, it's likely you're even using many of the same techniques as the \*Internet Guru's\*, but they just don't seem to work for you.

Why? Well, if you're not attracting traffic, and if you're not converting visitors into sales, the first place to look is at \*the words\* you use. Your \*pounding\* is very likely due to your own copywriting: your ad headlines, your sales page, and your ezine copy.

The one single characteristic virtually every Internet Expert has in common is the ability to write like the

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dickens. And with competition so widespread and so fierce, if your copywriting is only \*average\*, or worse, any marketing effort is unlikely to get off the ground.

I recently used the "Search Term Suggestion Tool" over at Overture for a little test. Here's what I found in a recent month. There were:

\*\*\*\*\*96,000 searches for \*internet marketing\*  
\*\*\*\*\*152,000 searches for \*home business\*  
\*\*\*\*\*162,000 searches for \*marketing\*  
\*\*\*\*\*and 108,000 searches for \*advertising\*

That's 518,000 searches for marketing related topics.

Now, get this. There were less than 5,000 searches for \*copywriting\* and less than 4,000 for \*writing skills\*. That's less than 2% of the total ... and offers a strong hint of why 95% of businesses on the web fail.

Admittedly, this isn't scientific, but what it indicates is that those people who are interested in making money on the web, are not very interested in learning how to write great copy ... even though this is the very skill that separates the big money makers from everyone else.

Do you have a copywriting problem? It's easy to know. If you're short on site traffic and sales, the answer is, \*yes\*. There's plenty of ways of getting traffic to your site. If it's not happening, your promotional copy isn't getting the job done and needs to be reworked. Ditto for sales.

So, how do you \*write for the web\*? Here's some quick pointers to get you started.

- 1.) Write from your prospects point of view. Keep the \*I's\* to a minimum and use plenty of \*you's\*.
- 2.) Use powerful words in your headlines, such as \*Discover\*, \*Breakthrough\*, \*The Truth About\*, \*Amazing\*, \*New\*, \*Money\*, \*Magic\* and \*Proven\* to name a few. Even the old \*How To\* keeps on working.
- 3.) Avoid over hyping. Claiming to have secrets that will make people rich almost overnight loses credibility.

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- 4.) Experiment with your ad headlines. I tripled the response to an ad by changing just a few words, from \*Frustrated With Your Online Earnings?\* to \*Are You Frustrated With The Money You've Been Making?\*
- 5.) Use simple, everyday words to make your points. Don't say, \*Use average language to be understood properly\*.
- 6.) Keep your paragraphs short (2–4 sentences) and your sentences brief. Instead of, \*Receive everything you need in your mailbox in a few moments\*, say, \*Get it all right now\*.
- 7.) Stress the benefits, not the features. Instead of \*This product comes with a money–back guarantee\*, say, \*Think of all the time, energy and money you`ll save with this lifetime guarantee\*.
- 8.) On your sales page, state the problem, stir up the problem and then solve the problem.
- 9.) Use \*bullets\* to list your benefits. Many visitors will read your sales page only after a quick scan of your headlines and bullets.
- 10.) Motivate action by using action verbs throughout your copy, such as \*unleash, explode, break, pull, punch and spread\*, to name a few. This helps the reader get in the frame of mind for taking action. Then close with an action statement. Instead of \*Build bigger profits\*, say \*Make more money now\*.
- 11.) Visit the web sites of known Internet Experts, subscribe to their newsletters and study, study, study.

There's no doubt that learning to write great copy will have an immediate, positive impact on every marketing method you use. And the good news is that it is definitely learn–able.

So, what was \*The Champ`s\* answer to me and how can you use it to improve your internet results? I think it's clear. He said, "Your friend isn't looking for recreation. He wants to become a serious player."

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A month later, he had indeed become a serious player. No, he didn't get better than the Champ, but he gave him a run for his money nearly every time ... even beating him once in a while.

So, if you've been taking a marketing pounding, learn from the copywriting champs. And keep on playing.

### **Strategies for Creating a Niche Business**

#### **By Al Hanzal**

The customer told me, "My immediate goal is to get more customers into my business. My second agenda is to move slowly towards becoming more specialized as a business." Here are the six steps we used with this business owner to make his transition to a niche business.

#### Marketing

We completed an exercise that evaluated his current marketing efforts. (Yellow page ads, brochures, networking, professional referrals and other forms) What was working? What was not working? We dropped the losers. As part of the marketing analysis, we implemented 2 new marketing approaches. The result of these efforts identified his best marketing strategies.

#### Customer Analysis

We completed an exercise that identifies his current customers. Who are they? How do they buy? How many are there? What do they buy? Where do they come from? Why do they buy from him? The result of these efforts was an understanding of his current customer base and the foundation for his new business niche.

#### Customer Referral Program

We worked with the business owner to develop a customer referral program. The customer referral program added another tool to increase the current customer base. The result of these efforts was an increase in his current customers.

#### Unique Marketing Message

We developed with the business owner a unique marketing message. Why and how did he differ from his competitors? Why should customers buy from him and not his competitors? What benefits do customers receive from his services and products? The result of these efforts was a marketing message that was unique and special. This will be used as a foundation for future marketing efforts.

#### Customized Selling Model

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We completed an analysis of the current one on one selling model he was using with customers in their home. What materials did he use? What was the sales presentation? What were the words used? How can this sales model be made more effective? What materials will help to distinguish his business from other bidders? The result of these efforts customized a sales model that made him more effective in his current selling situations.

### Management System

We create a simple management reporting process. This involved record keeping, goal setting and testing the different strategies being used by the business owner. The result of these efforts will be ongoing data on what is working and what is not working for his business.

By using these six steps over a 3 month period of time, the business was able to increase the number of customers and create the foundations for building a business niche.

If you want to learn more about how you can use niche building strategies to increase your profits, email me at

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Al Hanzal has been helping small business owners transform ordinary businesses into profitable niche businesses. For more articles

Strategies for Creating a Niche Business

In between Luck & Effort

Are You Spending 75% of Your Time 'Marketing Your Affiliate Programs'?

How to Sell More Stuff to More People, More Often.

Th Unknowns When Selling Your Ann Arbor Area Home

Domain Alarm – Is your site working?

My Online Friends – Dating Website Script

Carefully Crafted Sales Emails And Web Copy

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