

Why are you throwing your money away?

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By Marc Goldman

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Almost everyday without fail, I come across someone on the internet who drastically underestimates the value of his already existing assets and who simply does not know how to make the most money possible in the shortest amount of time.

I have always used the power of Joint Venture marketing to create huge profits and win/win situations for everyone involved. However, in my quest for potential strategic partners, I will always run into someone who has a huge mailing/customer list (one of the best possible sources for profitable joint ventures) who finds it more lucrative to charge me \$500.00 to \$2,000 to advertise to his list. What the list owner doesn't realize is that instead of charging some exorbitant price for advertising, sending a powerful, personal endorsement letter to his audience has the potential to bring in \$100,000 to \$300,000 in just a few short days.

The problem lies in the fact that most people have never been introduced to the profit producing power of Joint Ventures. Done correctly, this form of marketing has the potential to produce obscene profits with little or no overhead for the parties involved.

Ezine publishers; website owners who receive large, targeted amounts of traffic; and discussion board owners all have huge audiences who have placed a large amount of trust in them. Instead of asking for what seems to be a lot of money in advertising fees, if they took part in a few high quality strategic partnerships by recommending valuable products and services to their audience they would see their profits skyrocket!

For example, assume an ezine publisher has 200,000 subscribers and charges \$400.00 to advertise to his entire list. Someone selling a \$60.00 product approaches the publisher and offers him 50% of the profits to send a personal recommendation of the product to his list. This product has a proven and tested sales letter that closes 1 out of every 20 targeted visitors (i.e. 1 out of every 20 visitors will buy). Assuming that only 50,000 subscribers visit the site and 1 out of every 20 of those subscribers buys

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the product, the ezine publisher has then made an easy \$75,000. A little better than \$400.00 wouldn't you say?

This can work for everyone, as long as you have a decent size audience: a subscriber base of 1,000 or more or a website that receives a very high volume of targeted traffic. Naturally, you would only endorse extremely high quality products and services that will benefit your audience. Everyone can share in this powerful and lucrative form of marketing. All it takes is an open mind and a desire to make the most money possible in the shortest space of time with a minimal amount of effort.

Marc Goldman, Goldbar Enterprises subscribe to The Marketers Resource Weekly: The Free Internet Marketing Resource for the New Millennium. Subscribe at <http://www.goldbar.net> Discover the exclusive members only website that will propel your business to dizzying heights. <http://www.marketersresource.com>

ANYONE FOR DARTS?

By Joe Bingham

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How many bull's-eyes are painted on your back?

Actually, there are probably so many on you, they would have to cover your whole body, not just your back.

What am I talking about? Targeting.

It's important in business that you target the right kind of people for marketing your product or opportunity, right?

Well, have you ever wondered how many others out there have their sites on you?

Sometimes I think the Internet is like a big game of darts, only the object of the game is simply to hit the board, nothing else. When you do hit the board, you get points, and those points translate into dollars.

Sounds simple, right?

It would be, except there are 30 million people constantly throwing darts at the same time. Darts are flying everywhere, bouncing off each other, sticking into everything, and the sheer

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numbers of them completely blank out any view of the board. Consequently, there is an area about 100 feet in diameter that is covered in darts. Few people really know where the board actually is, and fewer still have ever seen the bull's-eye.

So, what happens? Well, with no one really knowing where to shoot anymore, they try the following three tactics.

- 1 -- They throw blindly, hoping to hit eventually.
- 2 -- They recruit others to throw on their behalf, thereby increasing the total number thrown and the chances of hitting the mark.
- 3 -- They forget throwing, and begin to sell darts, "how to throw darts" manuals, and maps of where to find the board to those still convinced that throwing is worth the effort.

All this leaves me to wonder, does anyone out there really know what we all started throwing darts at to begin with?

And where do people get the 'maps to the dart board' if they haven't seen it themselves?

So basically what we have is people that have never thrown darts, or have given up throwing darts, selling information on how to throw darts to those still throwing darts. Plus those throwing darts are acting blindly on the information they buy, and recruiting others to throw blindly along with them?

Well, I don't know about you, but it seems that no matter what your dart throwing tactics are, you still not guaranteed to hit anything simply because of the sheer numbers of competitors.

So what's my advice on the matter?

Simple. Put up another dart board, and charge people to throw at it.

In other words, think beyond the regular game. Innovate. Create. Re-think. You can't always repeat others success if their success still dominates the market. Learn the principles and then re-define them to work with your own plans.

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