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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!

You Get What You Pay For

By Marc Goldman

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Operating an online business affords you the opportunity to utilize both free and fee based resources. However, the free options are not always the best, in fact, they can sometimes serve to destroy your business instead of helping it to prosper. Because so many things are free on the internet, people have become spoiled and expect to be able to utilize only free resources to build a profitable venture. But if you look at those who own and operate successful online businesses, you will find that they have all paid, in the early stages of their business, for certain tools and resources that were critical to their success.

Before we start we should say that not all free resources are bad, you just have to know which ones are reliable. Most free resource providers have an ulterior motive: to harvest your personal information which they then sell for top dollar to the highest bidder. Didn't you know when you get a "free" email address from any one of the free email providers that your information is sold to thousands of others who have the right to blast you with unsolicited email? When you use "free" internet service providers, do you mind the banner ads that take up a 1/4 of your screen?

Secondly, the pursuit of "free things" on the internet has made many of us so immune to the real value of internet marketing products and services that we've become cynical of anything that costs a fee. Would you stubbornly turn down the opportunity to help yourself and your business succeed because of your refusal to pay for something?

The pursuit of free resources has completely closed some peoples minds to the wealth of unique and powerful business building information available for a fee on the web. Did you ever wonder why those people who push the free search engine submission tools are not listed #1 in the search engines? If you walked into a Barnes & Noble and asked why they were charging for their books they would laugh you right out of the store.

You Get What You Pay For

As the old saying goes, "you get what you pay for". Nothing in life is free. Do not ever expect to have a well grounded business when it is built using solely free resources. Yes, there are some free tools that are worthy of being utilized and that will make you some money. For instance, joint ventures such as ezine ad swaps can be very lucrative. Utilizing free publicity tools like press releases can be more valuable than buying a full page ad. However, you must temper your use of free resources with those that cost some money. You must also know what tools are reliable, how to implement them and where to find them.

It is of paramount importance and crucial to your success that you have instant access to the most reliable business and marketing tools, services, training, consulting and software. In an online business, time is of the essence. By the time

you are finished locating and learning about the latest trends and techniques, they have become obsolete and your competition has blown you away. If you rely on the search engines to locate your marketing resources, you are already 2 steps behind everyone else.

Instead, you should utilize already existing tools that contain already tested, proven and reliable resources. This will minimize your learning curve so you could concentrate your efforts on marketing and maximizing your profits rather than on aimless searching and costly mistakes.

When reliable resources (whether free or fee based) are implemented correctly, your business will run smoothly and successfully.

Just One Click Away!

By Benjamin Hartsuff

A thriving way to help optimize your online image is to consider using the pay-per-click advertising. What pay-per-click means is that you purchase sponsored links on the pages of search engine results. Search engines are used every minute of the day, which means advertising your website with pay-per-click will greatly increase the advertising of your website.

By advertising your website with pay-per-click, you are helping to advertise your business in what is usually an inexpensive way that is growing larger and reaching more people everyday. You can also tailor your pay-per-click advertising to fit your business or company budget needs. This is a plus for those of you who are starting out on a budget and want to stay away from paying a lot for advertising that may or may not be seen. By advertising your website with pay-per-click, your ad is surely going to be seen. More advantages to advertising your website with pay-per-click include the speed of advertising, the increase in traffic to your website, and the ability to research and compare data to see

You Get What You Pay For

what works best for your website.

There are times, however, when advertising your website with pay-per-click can prove to be costly. For example, it will cost you more to use competitive keywords than it will to use that are not as competitive. Finely tune your keyword strategies. You can find information on the Internet on this or you might want to consider consulting a professional. Also remember not to bite off more than you can chew. Start with one pay-per-click provider first, using ads you have tested, and then extend your campaign accordingly.

Advertising your website with pay-per-click can be a very quick, inexpensive way to get your website and business rolling. Drawbacks can always pop up, but if you educate and prepare yourself, you will be able to make the most out of advertising your website with pay-per-click.

By Benjamin Hartsuff
for more details on work at home



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