

You've Got The 'Insane' Traffic, But Are They Sticking Around?

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By Joe Bingham

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"What is the best form of promotion?" If only I had a dollar for every time I'd been asked that question, I could retire and not have to worry about it!

It seems everything these days is all about driving insane traffic to your site, getting massive hits, and blowing the bearings off your hit counter!

Actually, I'm still not sure why anyone would want 'insane' traffic anyway, but that's another story.

Let me ask you this, however. Instead of focusing SO much on getting NEW traffic to your site, why not do your best to also RETAIN contact with your visitors?

Search engine positioning, buying guaranteed hits, purchasing ezine classifieds, and other forms of promotion are not cheap! So, doesn't it make sense to get the most out of each and every visitor those efforts produce?

I'm sure that makes sense to you, but how do you do it?

You can offer free services, ebooks, and auto responder courses, and these are great, but if you think about it, they aren't really that long term, are they?

So, what tool can you use to retain REPEAT contact with visitors to your site over an indefinite period of time?

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Now pay attention, here. There are many people missing the boat completely on this subject. It's one of those simple yet complicated answers.

Simply put, you need to publish an ezine.

Now, for the more complicated side of that answer. There are already 4.2 billion ezines floating around the Internet. Well, ok, maybe there aren't that many, but sometimes it seems like it. So how is it that offering 'yet another' ezine is going to get you anywhere?

Ok, ready? This is one of those simple yet profound gems of Internet truth that should ring bells all over inside the 'yes, he's right!' section of your brain.

DON'T be 'just another' ezine!

The trick to the whole thing is that you've got to be unique in some manner. Feature unique topics, a different style, run rewarding contests, provide useful resources, give away great freebies, focus on topics your target market will be interested in, and MOST importantly, SHOW your site's visitors WHY they will benefit from a subscription to your ezine.

Offer bonuses for subscribing and encourage your subscribers to stick around by keeping the benefits coming.

Now, you may be thinking that all sounds great, but it might not be that easy to pull off. In fact, it's not. However, think of the awesome benefits to be gleaned by FOCUSING all of your other promotional efforts around your ezine.

Your promotional efforts become more effective when you can RETAIN contact with the visitors that come to your site.

You'll increase your chances of getting repeat and secondary sales.

You'll build longer lasting business relationships.

You'll increase the value of your business.

You'll increase the 'presence' of your business on the Internet and your credibility.

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Not too mention the possibility of bringing in additional revenue through selling advertising spots in your ezine, and NO you don't have to build that big of a list before you can start to make ad sales. You just have to be creative.

And there's the key to the whole thing -- CREATIVITY.

If you think about it, I'm certain you can find your own niche that fits in with your business goals and make it work. You've already got ideas as to why your business is different, unique, and beneficial to your customers, right? Are you telling me you can't extend those thoughts into an ezine in order to receive all the benefits?

Ezines are essentially the hub of Internet marketing. They are opt-in, not pop under. They are delivered directly to readers, not ranked in a listing with hundreds of others. Plus, they give you the

opportunity for repeat advertising without repeat expense.

Centering your promotional efforts around your ezine as well as your site will bring you more rewards. I'm sure of it. Give it some thought and see where it takes you. I wish you the best.

Written by Joe Bingham of the NetPlay Newsletter
<http://www.netplaynewsletters.com>

Get Quality Resources on starting or improving your own ezine from proven professionals with extensive experience in the area. Or learn a Guaranteed way to dramatically Increase your subscriber list. Visit Opt-In Frenzy at:
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All In Favor of a Revolution, Say 'AYE'!

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Ok Stop!! Read this BEFORE you do any more marketing!!!

This is crucial stuff, everyone. I want all of you to take a good, hard look at your online or network marketing business. If you're not in

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one of these businesses, I want you to understand this concept before you ever think about starting one.

Before you sell anything whatsoever to anyone at all, I want you to do this one simple thing.

Go to your Paypal account and send me \$20.

No? You don't want to do that? Well, what if I bedazzle you with 13 pages of 'work from home, residual income' hype first, then ask for \$20. Can I have it then?

No?

You mean after bedazzling you with my hype I still need to offer you something else? Ok, how about an exact duplicate of my bedazzling web site for you to use as your own so you can ask others to give you \$20 --- of which I get half. Is that better?

No?

What? You mean your own bedazzling web site where you can ask for money from others is not enough? What do you want from me?

Oh, right! I need to include subliminal messages in that bedazzling web site that induce people to buy. I need to include LARGER THAN LIFE words to lead people to the belief that 'pure gold' is waiting for them after they enter their credit card information. I need to use 'secret terms', 'catch words', and 'hypnotic writing' to lead flocks of credit card toting morons toward the 'BUY NOW!' button.

Is that enough now? Can I have my \$20 yet?

No?!

Well, how about if I throw in some information on how to get INSANE traffic to make you OBSCENE profits?

Is the deal good enough now?! Will you travel HYPNOTICALLY to my site in an INSANE fashion and send me some OBSCENE money?! Please?!!

Wait, I'll even make the offer more appealing. If you order now, I'll dramatically reduce the price. Ready, here it goes.

You've Got The 'Insane' Traffic, But Are They Sticking Around?

(insert drum roll, fireworks exploding in the background, and sounds of 1000s of cheering fans borrowed from a live Bon Jovi CD)

Now only \$19.95!!!!

(continue cheers and fireworks, but dramatically cease drum roll)

There was that dramatic enough? Now can I have my \$20, I mean \$19.95?

No?! What do you mean NO?!!! Why won't you buy from me? I what? I don't really have a product? What the 'h-e-double Eiffel Tower Toothpicks' does that have to do with anything?!!!

(Insert sound effect of a phonograph needle being drug backwards across a record. Something like Zrrrrrrpppp!) (It's so hard to do sound effects in email. Now I know how the writers of the early Batman TV shows felt. POW!)

What do you mean I have to sell an actual product? This is Internet Marketing, I thought all I had to do was create a site and ask for money and it would be given to me? What has happened here?

Oh no! You don't suppose the porno sites have all the OBSCENE profits locked up, and the INSANE traffic got busted for driving while intoxicated, do you?!

You don't think everyone has awakened from their HYPNOTIC trance and that my SUBLIMINAL messages are being screened out by Microsoft with the use of a special filter made from 3D glasses first used by movie patrons to watch 'The Creature From the Black Lagoon', do you?!

I mean, what if all the SECRET TERMS have been revealed? What if all the CATCH WORDS have holes in their nets? What if there is no BEDAZZLEMENT left?!

What if... What if... No.

What if from now on we actually have to offer something of VALUE in order to make sales?

What if our businesses have to actually provide BENEFITS to our customers?

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My goodness. This could be the end of Internet Marketing as we know it. This could be a significant transition time in history when the scheme, scam, and screw type of businesses go under, and the legitimate ones rise to the top.

This could be an enormous change in the way people view the Internet and Network Marketing as a whole! This could be the beginning of a revolution!

At least that's my plan.

All in favor say 'Aye'.



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