



# A Marketing Mindset Overview

By John Evans

## **A Marketing Mindset Overview**

We want to target just a few areas of our thinking to get us rolling in the right direction up the road to success.

So let's just do a little tweaking to achieve the right mindset for marketing on the Internet.

What's written here is primarily for the Internet marketer. Especially those just getting started, or who haven't achieved the success they desire yet.

We'll "get our mind right", then talk about some practical marketing methods and Applications.

### **Fear**

To do this we must eliminate from our minds 1 thing, fear. You say you don't fear anything. That's great! Fearless is good. But fear keeps many marketers from reaching their potential. Fear of rejection, failure, acceptance, even fear of success.

We can get past all that when we understand that we're second to no one on this earth and we all have the potential to accomplish great things. Things that we may have only day dreamed about in the past.

First thing we're going to eliminate are those day dreams and replace them with action. We're going to be doers instead of dreamers. You can only achieve by doing, never by thinking about doing.

When I say second to no one, you may think; "Wow that guru on that call last night is much smarter than me." Maybe they are skilled far beyond what you know at this time, but that doesn't mean you cannot do what they do. Success with online marketing is a learning experience and that guru or expert is still learning too. Ask him or her. As the technology advances we must do so also and keep learning.

Personally, I learn something from everybody I come in contact with regardless of their marketing experience. We all bring something to the table. At the very least you bring a different perspective that has value.

Of course from a few, I learn what not to do and that has value also.

If you're not where you want to be you're just in a stage where you haven't learned as much and maybe have not acquired the proper mindset yet. It takes time. All marketers started from the same place.. Where they were! About the same place you are.

Your knowledge, confidence and abilities will increase if you give it time. It's just like going to school, you start in kindergarten and don't know your ABC's. Before long you're reading books and then you're writing letters and essays and all becomes natural to you.

Same thing with web marketing, except you have a big advantage because of the volumes of information available for you to tap into and the help from business partners that provide an opportunity to accelerate the whole process.

So what you want to learn and do is what that guru or expert you admire does.

A good example is to watch an infomercial about someone telling you to buy their course on how to make money doing something they say is very easy. Let's say for \$299 they'll teach you all you need to know about buying and selling widgets and by just following the simple steps the course teaches you, you'll easily become rich beyond your wildest imagination.

Think about it. If the path to easy untold riches was buying and selling Widgets, then what's this guy doing selling a course on how to do it? The real money is in selling the "how to" course! Being a presenter. So the thing you want to learn is how to do what he's doing. Then do it!

If you're just getting started it seems all so far away, but so does walking to the farthest coastline from where you live. Sure I know that's a monumental task, but the point here is that you can do it, if you take the first step and be persistent in your commitment to your success. You'll get there regardless of mountains, weather, or anything else if you set your mind to it. Learn what you need to accomplish the task, prepare, use the right tools, then take action and do it.

Just like you might say to yourself; "I could never do a presentation like that." Marketers have no fear! Just so it's honest and ethical there is nothing anyone else can do that you will not be able to do when you are ready. Never is NEVER an option.

This quote might help us get rid of fear, it's from Frank Herbert via his classic book, Dune.

"I must not fear. Fear is the mind-killer. Fear is the little-death that brings total obliteration. I will face my fear. I will permit it to pass over me and through me. And when it has gone past I will turn the inner eye to see its path. Where the fear has gone there will be nothing. Only I will remain."

Probably the biggest marketing fear I've seen by people new to marketing is calling someone they don't know on the phone.

Almost everyone has experienced this fear at some time. The cure is the same as for most any fear. Do it! Do it often and on a regular basis and your fears will disappear, because you'll find those folks you're calling are pretty much just like you.

This is how it goes;

You've got a fear of picking up that phone and calling a prospect or someone else you've never talked to before so you've found every good reason to do something else that's more important at this particular time than making those phone calls.

Okay what we're going to do is get what we fear out of the way. Look at that phone

for 5 seconds. Be brave right now and tell yourself out loud, "I HAVE NO FEAR!" Reach out with your hand and pick up the phone. Dial the number,.....ring....ring....ring....no, don't hang up with relief.....ring ..one second. Okay now you can hang up. Always give it 4 rings and an extra second. Give it a couple more rings if they are expecting your call. The waiting 5 seconds was just for fun.

We got more people we can call? Great! Okay, let's do it again. If your business requires calling leads or customers, then call. The worse thing that can happen is them saying don't bother me and hang up. 90% of people you call will be courteous. If they don't sound friendly, then simply mention you must have caught them at a bad time and you'll get back to them another time.

Don't make it difficult by putting it off calls you should be making. That only makes it worse. Doing is the answer and the time to do is always right now.

Don't know what to say? Have a conversation. Sounds simple huh? Well there's a lot of good training for telephone communications if you run a search for it and if it makes you feel better, go ahead and get an education on it. but I would suggest you do some calling first, because once you start learning what you should do, you'll be nervous about not doing it right or saying the wrong thing.

The fact is, you being yourself with your own style is the way you're going to be most comfortable and natural sounding.

After a call you can critique yourself to determine what changes you might make. Better yet, you can record your calls and listen to them and ask yourself if you would buy a widget from you, or join you as a business partner.

After you've developed some comfort and confidence, then you can check out the experts and polish what you do and learn about transition phrases, closes and other professional methods.

We don't fear anything, we're marketers.

## **Focus**

One of my favorite quotes was from a movie, Star Wars 1 The Phantom Menace. The character Qui Gon Jinn said; "Your focus determines your reality."

As I sat in the theater this astounded me. I didn't pay attention to the movie for a couple minutes thinking about what he said. In 5 words he conveyed a message that people have wrote entire books trying to convey. The writer hit the nail on the head in one short sentence.

It's all about focus! Look around you. That's your reality. Look in the mirror, that's reality. If you want to change your reality, then focus on what you must do and do it.

To succeed at anything we must think in terms of "What can I do right now."

When I used to sell cars and trucks and later on RV's, I found a way to get myself off on the right foot when I would get to work. I got paid to sell things, I wasn't there for the scenery. I got paid commission on the profit of selling something.

Dreaming, wishing, hoping didn't give me a paycheck I could pay bills with. What I did yesterday, last week or last month was history and couldn't be lived again. I had to do what they hired me to do and the time to do it was right now.

So I would ask myself a simple question; "How can I sell and deliver a car today?" Not 2 cars or 8 cars, but a car. Then I would run through my options at that time.

Did I have a hot prospect to call? Did I have several? If I did, let's contact them in order of my best prospects to get sold the soonest. Then I would go down the line with my second best option and third and so on. Of course I kept my eye open to my turn to get a customer on the lot also.

Once I made contact with someone by phone or on the lot, I had nothing else on my mind but how to get them into a car they liked at a price they would pay. I would FOCUS. They got my undivided attention regardless whether they gave the impression to be a buyer today or not. I wouldn't let myself be interrupted by anything or anyone else. Phone calls, other people on the lot, any other distractions were ignored.

I gave my undivided attention to the priority and that was whoever I was with at that time and do everything I could to sell them a car. Then once that was over, whether I sold them or not, I asked myself a question. "How can I sell and deliver another car today?" Sure, often "another" wasn't part of the question, but regardless I would start the process over. My thought process was what can I do right now.

I would focus on doing. My reality was sales and a pay check.

This is how you have to focus. Whatever your business is there is a question like this you can ask yourself and ask yourself several times a day as you complete tasks. "What can I do right now?" What you do is your success. It determines your reality.

Let's say you just don't have that creative feeling to write some ad copy, or finish that article. Well do something else. What's the next thing on the list? Do it. And while you're doing something else, just open that notepad, Word, or whatever you use to do that writing and minimize it to the bottom of your desktop on your computer. Just so it catches your eye occasionally and keeps a sliver of your mind aware it's there. Every now and then a thought might pop up and the creative juices start flowing.

**Have some Fun**

Business is getting a product, or service sold and no one sells everybody so it's a road riddled with successes and failures, trial and error and persistence is a must.

Go ahead and enjoy the successes as large or small as they may be and pat yourself on the back. It's why you do what you do and your effort deserves reward. Share your good experience with a friend, or spouse, or your kids. I don't believe in the "don't get too excited when something good happens" stuff. Go ahead and spike the ball in the end zone. Then do it again!

When things don't go right, a shrug of the shoulders and thanks for a lesson learned is enough, then move on. Never let things or people get you down. Easier said than done at times I know, but persistence is success. Turn the mountain into a speed bump and keep rolling along.

Web marketing is fun! If you don't feel that way about it, if it feels like a job, or something you have to do but would rather not be doing, then it might never work no matter what you do.

I love sales and whether we call it marketing, advertising, promoting, or whatever, it's all sales.

The best way to describe how I feel about sales opportunities is the line from Wide world of Sports that used to be on TV, "The thrill of victory and the agony of defeat." It can be a roller coaster of emotions at times and it feels great to experience it all.

Let's talk now a little about the most important aspect of our marketing,

## **The Prospect**

It's all about the customer/prospect and yes the customer is always right even if they're not.

Going out of your way to think in terms of what's in it for others as opposed to what's in it for you is key to accelerating your success.

Your mission is to exceed your clients expectations in every way you can. Give them more help than they expect. Give them a little something extra free you hadn't mentioned. Always send a thank you email and offer your assistance even if they probably don't need it.

You are, were, and are going to be the prospect many times in your life. For effective marketing you have to refer to how you'd feel if you were the prospect you're trying to entice. People purchase for 1 of 3 reasons;

To take the pain away:

This can take on many faces. They're experiencing financial pain or fear of job loss and looking for income. They're lonely. They seek relief from a physical pain, etc..

They need it.

There are necessities in life like food, transportation and shelter. Then there are the secondary specific needs. They need help of some kind. Maybe with their business. Maybe learning how to do something. A computer, software, marketing tools, a variety of products, etc..

They want it.

This one is usually the easiest sale. They may not need it, but desire for something is the most powerful force there is. "I want one of those!" Usually means a sale if they can possibly afford it.

So your marketing has to appeal to the emotion driving their decision. Concentrate on benefits and/or features that takes away pain, answers a need, or creates desire.

Those prospects are people, not numbers. They are moms, dads, sisters, brothers, sons and daughters.

In the case of folks looking for an Internet income they are looking for the same reasons you have. It might be a mom that wants to stay home with the kids. A dad that is worried about losing their job after 20 or 30 years of good service. A retired person that just doesn't have the income to get by and can't go back to a brick and mortar job. A couple suffering from credit card debt.

Feel for them as you would your own relatives....The ones you like.

### **So let's roll up our sleeves and get busy.**

First thing we are going to do is get ourselves using the most advanced web marketing methods available. Regardless how well the old tried and true works we have to stay constantly vigilant and not fall too far behind as technology advances.

So go ahead and keep doing what's been working well, but let's take the time and educate ourselves on where marketing's going on the web. Obviously if we haven't been successful we have no choice but to do what's working best for others now.

These days web marketing is about building relationships. Establishing trust and confidence is a must.

So we'll start off with our best ways to build relationships communicating online.

As you know there's 3 ways to communicate; text, audio and video, or combinations of all 3.

We'll start with some audio.

Do a presentation on your business or product, even if it isn't perfect, let folks hear your voice even if it's just to say hello and give a 30 second tour of your web page.

I do some presentations I'm not happy with and not afraid to admit they aren't the best. I throw them up on a web page anyhow till I can get around to doing a better one. It's the doing something that get's the ball rolling.

Modifications and corrections later on are better than having nothing till you have achieved absolute perfection. Doing something might sell something, doing nothing, definitely sells nothing and builds no relationship.

You say you don't know what to say? Well sit down and start writing. Write what you would like to say, speak of benefits for your visitor with what you're offering and point out about 3 features and then keep redoing it till you have your message about the right length and what you want to say. Then trim out the fat and have at it.

Another way to use audio is to record presentations and/or training's done by your company, or someone else in your up line. The upline thing doesn't work as well as doing it yourself, but better than nothing.

Try to let people hear your voice because you're the one they're going to do business with. As soon as possible you want to start selling yourself instead of some guru or other person.

But if you just can't or won't do it, then record a presentation by another you work with and use that on a promotional page, or by itself on a web page of yours.

People much prefer to listen online than to be sent to a phone call. If necessary record the recorded phone presentation and place that on a web page. Another benefit to this is you have them at your web site where they can access more info and/or buy, or at least give some contact info so you can stay in touch. Bring them to you whenever you can.

Of course some have said that audio is out, now that video is in. Not true! Yes we want to use video and it's the hottest ticket around, but saying audio is dead would be like saying text died when audio came along. There is a lot you can say where people don't need and maybe don't want to sit there looking at you while you're saying it.

If you have visual aids that require video of some kind then use video by all means. If you don't, well video isn't really necessary and it will be easier to get your message out to a wider audience that may be accessing the Internet with dial up or slower connection speeds that can't handle video well.

Let's say you are in an mlm in the health and wellness field. Hopefully they have a doctor or health professional that does calls and explains the benefits of the product from a professional point of view. Go ahead and record one and place that

on your site, maybe with more product info as text.

Doing an audio at times can be hard, because of mistakes and errors made while recording. There are plenty of audio record/edit software's available that allow for correcting these errors without redoing the entire recording.

This free one works as well or better than most available. [Audacity](#)

Getting highest quality professional streaming audio on your web pages could not be Easier, or quicker than with this very inexpensive software. [Impact Web Audio](#)

Don't let my one time low price fool you. This'll do things the high priced monthly fee choices can't and you never have to pay another penny.

Once you record your message with it, or add your prerecorded message, it only takes a couple minutes following the simple steps to add background music and have it up and running on your web page.

A super useful feature is you can even have your visitor taken automatically to another web page as soon your audio finishes if you want. Like a purchase, lead capture, product info, or other kind of page.

Live audio:

If you don't have one get yourself a headset for your computer. Inexpensive ones work just fine in most cases. A midrange priced or better microphone equipped web cam can work too as long as you have a quiet room and speakers. But a headset is best for live voice communication.

Live audio is a must for doing global business using skype and other voice and/or video messaging services. [Skype](#) is a must have because it owns this market and it does what it does so well. Who knew 10 years ago we would be able to voice and video communicate globally absolutely free and at a quality that rivals most phone systems.

Get [Skype](#) and a headset. Be a global marketer.

Video of course is the hot ticket in all forms that it's available online.

Recorded and live video is providing web marketers with nearly the same abilities as TV. Video training is a great leap ahead of previous methods.

With a small investment and a little ingenuity you can be producing commercial ads viewed by masses of people and in most cases your air time is free. Just go to YouTube or similar web video sites and type in almost any business or many product names in search and see what comes up. If you type in your own business and don't see anything or very little. That's a sign you have the jump on the competition.

And the video's produce hits to web sites. Lot's of hits. The more videos you make the more hits you get. It's a little work to make a video, but once done and uploaded it's a permanent commercial that can bring you business for a long time.

Take my word for it, video is also making the Internet a friendlier community. Live video chat and conferencing is just in it's infancy as this is written, but it will become the norm in the near enough future. Seeing is believing and there's not a quicker way to build trust and confidence than when you can look someone right in the face while you're talking to them. It's the next best thing to sitting next to each other in person.

It also has the effect of eliminating the folks that used to hide behind screen names and be nasty in social settings. They used to be able to just change screen names and regain access to chat rooms and the like, but once you see them on video the truth is clear. If they're this type of person, they'll have a hard time going Accomplishing much with business on the Internet.

You can see an example of one kind of business where live video will be essential in no time right here: [FRIENDSWIN](#) Yeah those daters don't have to look at 10 year old pictures anymore, or communicating with someone that isn't even the gender they pretended to be.

So if you haven't already gotten yourself up to speed on recorded video presentations and getting a web cam. Now's the time to do it. I'm right there with you and the use of this technology as it's as new to me also and I'm learning too. But there are some things I advise.

Don't let FEAR hold you back. You don't feel you look good, too fat, too ugly? Too scared is all it really is. Do what you can to improve your appearance if you feel it necessary. FOCUS on losing some weight, or making whatever improvements you deem necessary.

Regardless though, you are you and the content of your message is what's most important. Practice your presentation in front of the mirror, or a webcam till you get the feel for what you want and comfortable with doing it.

Marketers have no fear, remember.

Do make yourself and your surroundings in camera range reasonably presentable as you would for a live in person meeting.

This is also true of live video business conversations. You can be casual, but not too casual.

Whether it be still pictures, live, or recorded video, always look reasonably dressed for the part and neatly groomed. Remember you only get one chance to make a good first impression. If you look like you're trying to show off for the opposite sex, or just dragged yourself out of bed, you're not going to be taken too seriously as a business person.

Just can't do a recorded presentation up to your standards? Find someone who likes to be on camera and direct them to do what you would like. You probably know someone that always likes to ham it up in front of a camera, always wants to be in the picture. Let them do it. They're naturals and can probably do it without the nervousness you might feel. If possible try to make an appearance, or be quietly in the video with a few lines. People like to see who they're dealing with.

Watch video's online and watch TV! Infomercial's are the best!

It's a free education to learn how to do an effective presentation. Watch for the details on how they get their message out, present features and benefits and produce a funnel towards the purchase point or lead capture point of the ad.

## **EMAIL**

Absolutely mandatory for web marketing.

Email marketing is absolutely essential and you can get a good education just by reading all that spam email you get and sorting good email messages that catch your interest and bad ones. Study them and don't do what the bad ones do. Sounds simple, but takes time and patience. A little trial and error is going to teach you more than anything you can learn from someone else like me.

But I will just say that keeping your messages short. Offer something free if possible that the targeted recipient has an interest in. And keep those messages flowing unless they opt out from receiving them. It may be 6 months, a year, or never that they respond favorably. But unless they say no more email, they are a potential customer.

You have to either become your own copy writer or you have to hire one. So if you want to keep the overhead down, learn what works and what don't. There are plenty of very good copywriters that give free lessons and info on copy writing if you run a search for them. A good free copy writing book is this one available at the link below and may be just the ticket to get you pointed in the right direction.

[Web Copy Writing University](#)

You hear it everywhere.....

The list! yes, we all need the holy grail of Internet marketing, the almighty list! You say you don't have one, well if you keep doing what you're doing you won't have one next year either, or the year after. You get a list by doing something to build one and the more you do, the faster it builds.

I needed to rebuild a list after a long delay from web marketing. So I went out and found the best way I could build a list as fast as possible. How do you do that? You reverse market all those folks you think are "spamming" you!. No, I'm not talking about pirated software sellers, or adult oriented vile trash or folks that want to sell pills for men and other garbage.

I'm talking about all those good folks trying to sell you something legitimate, whether it be a product, leads, marketing methods, service, or on being their business partner in an MLM or something else. Those folks are you!

They are marketers and trying to make an honest living. They also buy products and join businesses and are the best targeted group you can market to. Why you say? Simple, they are web business people, they are entrepreneurs. They are doing whatever they can to make a living from home and on the web. They are you! They are me!

Remember most of them are not profitable, so many of them move from one product or business to another at some time. They're looking for marketing methods and tools to improve their effectiveness. You want to be there when they're looking.

Or they might be successful, but a major change can take place with their present primary business like going out of business, or drastic changes that make things unacceptable to them to continue. They already know how to make money online and will be on the hunt.

This recently happened to me with what was a very good company. I consider myself a loyal person and I don't jump around from business to business. I believe in developing what you have once you do your due diligence and make a commitment. I focus my efforts on just a few things and they all enhance each other in some way.

Back to my point about all those marketers sending you email.

Unbelievably, many people consider them spammers. I can understand that, but marketers considering them spammers? These are the heart and soul of your business if you are to excel online. They are the folks you want to know and the folks that you want to do business with.

Are they all honest? heck no! This is the Internet and a bit of caution is required, but you can't get to know if they are or not till you give them a try. Till you make contact. Then you use your better judgement till you get to know them better.

Remember? It's all about relationships.

Anyone that tells you that you can be real successful without building at least some relationships is not the person to be listening to. If you don't like people and don't want to get to know them, they aren't going to want to do business with you in a meaningful way, because they have to get a feel for your sincerity just as you want to know that you're dealing with someone with integrity.

You can build a relationship strictly through email by providing information or tips, or whatever as long as people are interested in what you offer to them.

No you don't have to talk with everyone live that's going to be a customer for your widget, or whatever product. But whatever helped you to develop the relationship is enhanced by an occasional email to them.

Now how did I figure I could build a list starting from scratch the quickest. By reverse marketing all those marketers. To reverse market as many of the people that want to send me their messages as I can.

Some of us have become friends. Some of us do business together. If one of them has something I want, they are the people I go to. I know where to find most anything that can help me do what I do better and I only have to go to folks in my list to find it. But the best part of the the list is that I offer something every now and then that they want also.

So I have been around a while and the best tools I've found to build a list with is the best marketing system on the planet, bar none! It's the best SEO system I've found also. It's the [Veretek](#) system.

It automatically reverse markets anyone that sends an email to one of my many Veretek email addresses. It reverse markets all the folks that harvest my email addresses from millions of classified ads. The system blasts those ads to 10's of millions of sites every time I click a button to do so and I do it every day.

But that isn't all I do. The system allows me to generate and collect my own leads every day and I can send as many as 10,000 emails a day to those free leads, any others I generate, or any list I want to acquire elsewhere. On top of that, I've tried several auto responders in the past, but none gets the email delivered to the inboxes better than this one. Yes, even though [Veretek](#) is responsible for at least 1% of all Internet email, they are not listed on any major spam blacklist because they do things the legitimate way and do not spam.

What's this worth to me? More than 2000 people per month that sign up to receive my messages. Yes my list builds more than 2000 potential buyers, partners, etc. per month. And once setup, it only takes about 20 minutes a day to blast the ads, collect, process and load the leads. Sure there are many more tools and marketing methods in the [Veretek](#) system, but that's another story for another time.

This is a surefire way to steadily build a list. Yes, I also generate premium leads that are a step above the average lead from these methods that deserve special attention.

So you might say "well you need a much larger list than that." well there are other methods to employ also. But think about how big your list will be a year from now with what you're doing and if an extra 25,000 or more would be nice to have available to send your messages to. How about 3 or 4 years from now? Would that be worth 20 minutes a day of your time? It's been well worth the \$42 dollars a month it costs me for the system, of course it only costs \$42 a month till you get a few partners to join you since it does have a very nice affiliate program.

Don't let the low price fool you! There's nothing that compares to this system at any price.

Aside from all the other super tools including live online training on any web

marketing topic or learning the system, SEO tools and marketing methods in the system not mentioned here. This is the best bargain in online marketing. Think how much you pay elsewhere just for leads and an auto responder that will let you load a list of 10,000 leads a day.

You do have to spend some time during the day sorting through all the emails you get. That can be done in less than 30 minutes a day. So let's say you can use these methods and spend an hour a day.

That's other than contacting folks that have an interest in what you offer, or your business of course.

### **Let's do some free marketing**

Okay, so you might say you don't want to spend a penny on marketing. You can do that too! There are plenty of free marketing methods and everyone should employ a few of them at least enough to understand them. You might say that you're making enough money and you don't have to mess around with free marketing methods.

That's a good thing, but if you're working a business with business partners like an MLM or affiliate program there are going to be people that need every marketing avenue available and they are usually on a tight budget so knowing what's the best free marketing methods are a benefit to both them and you.

The best are the social networking and business networking sites. These sites produce great leads for any business. These sites are quality lead heaven.

You can know more information about your prospects here than any lead you can buy anywhere. Check their profile! These are some of the best leads on the web and you don't have to pay a penny for them. It's as easy as checking profiles looking for the kind of people that are potential customers, or business partners.

Use a real picture of yourself on your profile! Avatars and product pictures are not cool!

No you don't go hitting everyone on the head with your business opportunity hoping someone says yes. You hang around and make contact with the resources provided by the networking site. You post in a few forums, message boards, or whatever regularly. Hang around in some chat rooms occasionally. Don't post about your business necessarily, just about whatever the subject matter of the forum, or chat room is. People get to know you, you build a small relationship.

They invite you to be friends, maybe they send you a message about their business, you respond in a friendly way with curiosity. Don't let them know what you do yet. Ask questions, like, "What kind of marketing methods do you use?" "How's that working out for you?" Here's where the [Veretek](#) system comes to your aid. "Could you use some free leads?" "Here's a link to a free conference room you can use for your presentations of training's." "Here's a free ad blaster."

It's really nice to have lots of marketing tools to give away. It is a way of attracting people to you without coming right out and asking them to join your business. It's getting your foot in the door. Starting a relationship with them. You're providing something they need. And most of them appreciate it.

Or offer other things similar that you have available to you from elsewhere.

They ask what you do. You respond in a friendly way. You've got a relationship going and one thing leads to another and there's another business partner, affiliate, or customer.

It's all about those relationships you build.

My first choice for this kind of marketing is where the most people are. MySpace has over 200 million members. Go to where the people are just like in brick and mortar business. It's all about Location! Location! Location!

My favorite choice is a newer one that I think may surpass most of these other sites because it has advanced features and benefits no other offers. On top of that you can benefit in a profitable way if you want.

It has the usual features along with a few unique ones for free members, but it excels beyond any others with its optional features like unlimited live video chats and conferencing and more at a ridiculously low price. So you will find the same great leads out of the free member pool.

But I like it because it has features that will attract lots of people. Including paying members. I think people that pay for web networking services are the absolute ultimate web leads and better prospects than the folks that are free members.

I don't think I have to explain why paying members are better than free members when looking for customers, prospects, or business partners.

It has special profiles and more for daters, social networkers, job seekers and business networkers. Any of the categories of customers and members above can have unlimited use of all the advanced features for just \$9.97 a month.

It's [FriendsWin](#) and it's where I'll be doing the majority of my networking.

Whether you use free advertising or not at this time, you should at least be familiar with some of these other free advertising methods for the same reasons I mentioned earlier and they are the most widely used. All can be used effectively in some way as a free user.

The most popular free methods are the traffic exchanges like [Traffic Swarm](#). Classifieds like my favorite [AdlandPro](#), other types like [2000Ultra](#), or [link referral](#), etc. have popularity with marketers.

A special one where you can get some very good marketing tools and info and earn some money as a free member is [LeadsLeap](#) .

Some take up more time than others. Most have paid upgrade options also. Some take up very little or no time once setup like the classified ads or after you start the snowball rolling like T2000Ultra.

Others like the traffic exchanges take up the most time, but here again if you are smart and use your advertised links wisely, you can build a down line that provides free clicks or credits for you by advertising one free ad source at another free ad source and build up your credits or whatever to get your ads seen with the least effort and time expended by you.

Free URL rotators like [PageSwirl](#) offer methods to expose multiple URL's to prospects.

## **Search Engine Optimization (SEO) and web sites.**

The other most essential marketing method alongside email marketing to bring people to you and your web pages to see what you have to offer is SEO. If you can get on the front page of the search engines for a popular key word associated with what you're offering you are in the drivers seat. There's nothing better than free visitors because you got a good spot for surfers. Kind of like being the first gas station off the interstate after a long stretch of road in a desolate area.

Some of the best things you can do to get folks to your site and to get your pages towards the front pages of the search engines is to write articles, have a blog, write entries in forums and message boards and comment in blogs. Do all of these where you can include a link to your web pages.

Links from these sources are some of the best links you can have and the search engines love them.

Here's a simple and good spot to place quality back links to your site: [Qassia](#) There's nothing to buy there and you can increase your number of links by just writing short articles about almost anything.

Of course it's up to you what to write and where. Don't know where to submit your articles? That's not a problem any more. Here the best article directory I've ever seen:

### [Free Article Directory](#)

Can't come up with enough things to write about on a regular basis for a blog? Come up with a co-op with some friends. Let them occasionally write an entry in yours and you reciprocate with their blogs. Everyone helps out each other and you all benefit from having your links spread around more. There's plenty of places to find free blogs. If you don't find one you like elsewhere, here's a free one on me; [BlogFather](#)

You can pay folks to make your web pages and do your SEO for you if you can afford it. You can get the Veretek system and get plenty of good SEO tools that will help tremendously and the training to use them and other SEO topics.

All these methods work, but none are a one time solution. It takes a steady supply

of a little this and a little that to keep you there once you get to the front pages. So you keep paying, or you learn and do a little work on a regular basis. It's kind of like keeping your house clean. No matter how clean you make it today, you're going to have more work to do on a regular basis.

Even if you pay someone to do your SEO and Web site making, a little education in these subjects never hurts and will make you a better marketer. Understanding a little bit about the why's and how's of SEO and what works best in this area can translate into adjustments and tweaks in other areas of your marketing to add to your success and Income.

Your web pages are a reflection of your business and you. They are your sign and place of business. Nothing else matters if the customers come in the door and turn around and walk back out.

You need your pages properly setup for maximum effectiveness and to convert these visitors to captured leads, buying customers, or business partners.

This is the most important part of what this little writing of mine is about, getting the sale.

If you don't make sales, everything else is just ... well, fun.... We want to have fun and we can afford a lot more fun by earning a nice income.

There are thousands of great web sites with SEO and web design information. These few I post here ought to provide the knowledge and everything you need to become as good as any SEO master and webmaster on earth.

[Marketing Experiments](#)

[Site Pro News](#)

[Google](#)

Don't try to hide! If you're going to be a marketer you're going to have to let people see, hear and communicate with you. Unless you have a patented product that has mass appeal and you can just put it out there on a web page and everyone's going to come to you for it, then you're going to need to be up front and personal just like the brick and mortar stores are.

Use free email accounts for your marketing. Like Gmail or Yahoo. Expect and appreciate the floods of "spam" and other email on these accounts. You can delete it all. It's part of doing business on the web.

Don't get upset about someone trying to sell you something unless they harass you after you've said no. They're just trying to make a living and maybe you can learn something from them even if you're not interested in what they offer. Consider it an opportunity to reverse market them. Consider them a prospect.

Okay we started off with getting our minds right and now we have brought your

Business is serious, but it is fun with the right attitude. Smile and have fun and remember that 90% of success is between your ears and the rest is hard work.

The last thing I will pass on to you is simply to get out there, take a risk, take a chance, try different things, never stop learning and never give up.

I'll Close with another of my favorite quotes;

"I'd rather be a could-be if I cannot be an are; because a could-be is a maybe who is reaching for a star. I'd rather be a has-been than a might-have-been, by far; for a might have-been has never been, but a has was once an are." Milton Berle

No fear, focus, do it right now, have some fun.

To your success, John

PS, If I can ever be of service to you or to just discuss anything I've written here please don't hesitate to contact me.

John Evans

[map@ mimbiz.com](mailto:map@mimbiz.com)

[Target Your Success](#)

206-600-6454

The End