

200 Pieces of Gold – The Best of Daily Marketing Ace (So Far)



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200 Pieces of Gold – The Best of Daily Marketing Ace (So Far)

An Important Message from Doug Hudiburg, Founder: Daily Marketing Ace

Dear Reader,

I am so happy that you have found this book and are sitting down to read it. I know you will agree that it truly lives up to its title. This book contains pure gold for anyone who owns or is responsible for marketing a business.

When I sat down to compile the top 200 tips from the first year of the Daily Marketing Ace, I severely underestimated the time and effort it would take. First of all, it was hard to pare down the list to just 200! Every tip that makes it into publication in our daily ezine is already subjected to a pre-screening and editorial review... so they are ALL good. But what you hold in your hands right now is the best of the best.

No where else will you find so much profit packed into so few words. You may not know it, but when a marketing pro submits a tip to the Daily Marketing Ace, they must adhere to a strict limit of no more than 400 characters. It is not an easy task, but the end result is that tip is carefully crafted to convey the most information with the least words.

As I was compiling and editing this book, I found myself amazed at the amount of quality information these tips deliver. I learned a lot, and (believe me) I've read these tips more than anyone.

So, I encourage you to read 200 Pieces of Gold from cover to cover. Then read it again! I have no doubt that these tips will impact your business in a profound way. I also encourage you to share this book with everyone you know that has a need for effective and profitable marketing tips. Like any knowledge, the real benefit is in the sharing.

One more thing: I've been absolutely flooded with requests from people who want to be notified when Volume 2 of 200 Pieces of Gold is released. These people also want to know when other products related to the Daily Marketing Ace are released.

If you would like to be added to the list, I have made it very easy. Just click on the following link to register your copy of this book. I will automatically add you to our special announcement list. [Click here now to be added to the special announcement list...](#)

Enjoy!



Doug Hudiburg

200 Pieces of Gold – The Best of Daily Marketing Ace (So Far)

This ebook is brought to you by:

Gary Knuckles

<http://www.crazywebguy.com>

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Advertising & Promotion

Create Tradeshow Magic with Booklet Giveaways

Candy, squeeze balls, pens, and key chains - these provide questionable value to anyone visiting a tradeshow booth. More and more meeting and marketing professionals are considering something a little different - booklets. They are a way to attract higher quality prospects, reap a handsome return on the investment of time and money in attending shows, and help set a company apart from the crowd.

Paulette Ensign

<http://www.tipsbooklets.com>

Chief Visionary of Tips Booklets.com

Advertising & Promotion

Distinguish Yourself From Among the Crowd

Send a tips booklet to your client and prospect mailing lists throughout the year to thank them for their business. Your name will have greater staying power and a longer shelf life because people are less likely to throw away a tips booklet than many other forms of marketing materials they receive from other companies.

Paulette Ensign

<http://www.tipsbooklets.com>

Chief Visionary of Tips Booklets.com

Advertising & Promotion

General Pay-Per-Click Search Terms Generally Don't Work

When you're using pay-per-click search terms on Google or Overture, make sure your search term is as specific as possible. If your business is wedding stationery for example don't waste your money bidding on the term "stationery". Most people searching for stationery won't be looking for wedding stationery, so be sure to target your audience as precisely as possible.

Ian McIntosh

http://www.worldofebooks.com/guaranteed_winners.htm

Guaranteed profits from sports arbitrage investment...

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Advertising & Promotion

Hits Exchanges Work if

Who forms the bulk of memberships at popular hits exchanges? You guessed right, Internet marketers. If you are targeting them, try placing banner or text ads in the members area of these exchanges. Preference should be given to sites that offer ads on a pay per click basis.

Henry Fong

<http://www.ad-alyzer.com/727/dailyace>

The Money is There if you do ONE THING First

Advertising & Promotion

Marketing With Coupons

When marketing with coupons, multiple coupon offers of three or more items always out pull offers of only one item. If you use coupons never offer just one choice. Many coupon shoppers will decide 'no' to your offer simply because they haven't been given a choice -- even if they want it. Psychologically you've given them a take it or leave it ultimatum. Many will leave it.

Andre Bell

<http://www.economicbooster.com>

Get Your Free Ebook, "101 Marketing Secrets" www.economicbooster.com/101-marketing-methods.html

Advertising & Promotion

PS your Sig

Add a PS line with a call to action and link in your email signature. People can't resist clicking on this link because it's a personal recommendation from you. For example, my current sig says: PS. My newsletter finally launched! You'll be amazed at how many people reply to your email to say they did exactly what your PS suggested!

Derek Scruggs

<http://www.escalan.com>

Marketing Consultant

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Advertising & Promotion

Risk-Free Advertising Through Affiliates

If you're selling your own products online, start an affiliate program. Pay a fixed commission whenever somebody makes a sale for you. Because you don't pay until someone makes a sale, there's virtually zero risk to you.

June Yeap

<http://www.instantbizsaver.com>

Who Else Wants To Avoid Paying Full Price For Internet Business Information And Services?

Advertising & Promotion

Simple Ad Effectiveness Tracking

To track the effectiveness of ads, set up a different telephone number or extensions for inquiries for each media type or market. Newspaper ads might use extension 1, radio extension 2, television extension 3, etc. Or, apply the same principle to different markets. Track the number of inquiries received by each extension and you'll be able to monitor the cost/benefit of each media type.

David Parsley

<http://www.busreslab.com/default.htm>

More than just survey data... we provide understanding for smart business decisions...

Advertising & Promotion

Teleseminar Success Tips

When attending teleseminars, if you get the opportunity to submit questions then do so. Be sure and mention your name, and your website. What this does is of course get you free exposure, PLUS it plants your name and site in the mind of the speakers of the event, and those attending the event. This could generate future joint venture inquiries.

Gary Knuckles

<http://www.crazywebguy.com>

Gary Knuckles - Crazy Web Guy Show - Live interviews on small business, "how to", and success.

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Advertising & Promotion

The Power of Cross-Promotions

Perhaps the single most powerful referral program is a cross-promotion using endorsements from other well-respected people. It's a simple idea. An associate sends an endorsement letter about you and your product or service to their customer list and you, in turn, do the same to your customer list. It's a win-win.

David Frey

<http://www.MarketingBestPractices.com>

Marketing Consultant and Author of "The Small Business Marketing Bible"

Advertising & Promotion

Your Ad -- Who Cares?

Well-meaning people design and/or write ads that just don't make good sense. They turn out being a waste of time and money. Before you create another ad of any kind, be sure you know beforehand what your focus is. Do you want customers to call? Email? Buy? Then use your ad to achieve that goal. Put the focus on what the customer should do and you'll find you get a better response.

Karon Thackston

<http://www.copywritingcourse.com>

Why Aren't They Buying? Solve the mystery & get more sales!

Branding

Are You Suffering From Logoitis?

Do you have a lot of individual logos for the products you market? If so, ask yourself this question: 'If I was forced to scrap all individual product logos and just retain the product names, how would it make me feel?' If the idea of logoless products sends shivers down your spine and gives you cold sweats, you have logoitis. Logos are a poor substitute for real product differentiation.

Doug Hudiburg

<http://www.marketingpathway.com>

Get more business with less effort, learn how to build a marketing system that works for YOU.

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Branding

Do you know the strength of your company's image?

The quick way to audit a brand's identity: Take all your print, online, packaging, video, etc. that your organization puts its name on & spread them across the floor. Now ask three questions. Do the pieces come from the same place? Could your brand be used in any category -- or is it unique to your business? Do the pieces have added value when all together?

Todd Baer

<http://www.baerdesign.com>

In a world driven by ideas and information, your real commodity can no longer be held in your hand.

Branding

Find a Style and Stick to It

Your marketing message reflects your company's unique value and personality. So your ads, web sites, e-mail, e-newsletters, and brochures should share the same tone, manner and style to avoid appearing "schizophrenic" to customers and prospects. Consistency strengthens your brand through trust and familiarity.

Betsy Craz

<http://www.betsycrazcopywriter.com>

Copywriting that's better, faster and more affordable. It's your's with the right resource...

Branding

Reputation is King, so Crown Yourself!

Become THE Expert in your field. Effective Personal Branding is a MUST for your Internet success. Think it's a long and costly process? Think again! All I had was a beat-up PC and a dial-up and I did it. And you know what? SO CAN YOU!!

Rick Beneteau

<http://www.interniche.net>

Author & Spiritual Marketing Expert

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Branding

What Do They See?

Who is the first person your customers see when they walk into your business? A salesperson, a receptionist, nobody? How are they greeted? With enthusiasm and gratitude or something else? Is your entry area pleasant and welcoming? If you were walking in for the very first time, how would it make you feel? It's easy to miss things that your customers see. Stop now and take a fresh look.

Denise O'Berry

<http://www.deniseoberry.com>

Small Business Expert -- Visit your one stop source for all things small business

Branding

What's In a Name?

Selecting an appropriate name for your product and service is critical. Your name defines you. Take this advice from Ries and Trout in their 'Positioning' book: What you must look for is a name that begins the positioning process. A name that tells the prospect what the product's major benefit is. The examples given were names like, Shake 'n Bake, DieHard, and Close-up toothpaste.

Andre Bell

<http://www.economicbooster.com>

Get Your Free Ebook, "101 Marketing Secrets" www.economicbooster.com/101-marketing-methods.html

Buyer Behavior

Confidence

In a nationwide test to determine why people buy, price came in fifth, selection fourth, service third, quality second, and, in first place -- people said they patronize businesses in which they are confident.

Mitch Meyerson

<http://www.MitchMeyerson.com>

Play Big. Make Your Mark In The World.

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Buyer Behavior

Do you enforce your deadlines?

Look at the price people will pay for a rare stamp! I recently made a product offer to my clients... the first 50 to buy got 50% off. They sold within 6 hours. So I emailed my clients to say the 50 were sold but they could still get a discount if they purchased within 24 hours. I sold more (at the higher price) the second time round as people knew my deadline was serious!

Paul Hancox

<http://www.salespagemasterpro.com>

Dynamic Deadlines for Sales Pages

Buyer Behavior

People Buy What They Want (Even if they Don't Have the Money)

Don't confuse "wants" with "needs". People don't necessarily buy what they need, but they'll most always buy what they want. Have you ever known someone who went to the store to buy a pair of pants they needed and came back with a new shirt, sweater, and shoes? Or how about the everyday shopper who goes into the supermarket to buy some milk and comes out with a frozen pizza, snacks and more?

David Frey

<http://www.MarketingBestPractices.com>

Marketing Consultant and Author of "The Small Business Marketing Bible"

Buyer Behavior

Scarcity Increases Value

This is critical. Miss the train today and you're at the station earlier the next day, aren't you? The most effective deadlines you can use are Dynamic Deadlines, which are timed personally for each visitor. Telling them, 'You have 1 hour to buy at X, after which the price jumps to Y' is infinitely more powerful than saying, 'Buy soon, or else the price might go up.'

Paul Hancox

<http://www.salespagemasterpro.com>

Dynamic Deadlines for Sales Pages

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Copywriting

Are You Blowing Your Brand?

When you write ad copy be very sure it fits the image and you want to portray. Want to instill a professional image? Don't use tacky animation & hard-sell copy that 'screams' at your site visitors. Even with the best copy in the world, a homemade- looking site design will give a poor impression. Your design & copy should coordinate. Otherwise it's confusing and frustrating to your customers.

Karon Thackston

<http://www.copywritingcourse.com>

Why Aren't They Buying? Solve the mystery & get more sales!

Copywriting

6 Proven Ideas for Powerful Headlines

What is THE most read section of your copy? The headline! If your headline doesn't get attention, your copy will never be read, and the sale will never be made. Try using these proven tactics. Solve a problem. Use a statistic. State a quote. Ask a question. Create a mystery. Give your biggest customer benefit. Once you get the customer's attention, half the sales battle has been won.

Karon Thackston

<http://www.copywritingcourse.com>

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Copywriting

An Unbiased Perspective is A Must

The best way to improve a sales letter, or brochure is to read through it with someone who could legitimately buy your product. You will be amazed at how differently someone who is reading the letter for the first time perceives it versus how you, as the author perceive it. The insight gained will measurably improve your marketing message and your response rate.

Doug Hudiburg

<http://www.marketingpathway.com>

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Copywriting

Copywriting and Your Five Senses

Your customer's five senses don't work on paper... they only work in person. That's why we have to create a sensory experience through our copy. Product descriptions should fill the gap of what customers would see, hear, smell, taste, or feel if they were in the presence of your product. As a copywriter, your job is to vividly depict what their experiences will be like so they'll want to buy.

Karon Thackston

<http://www.copywritingcourse.com>

Why Aren't They Buying? Solve the mystery & get more sales!

Copywriting

How I Increased Sales By Changing One Word In My Headline

According to Gary Bencivenga, the two most important words in marketing are 'Yeah, sure.' Because in people don't believe your marketing claims. Gary's point: PROVE what you say is true...then people will pay attention to you. I changed one headline by adding the words 'proof below' and BANG...increased conversion. Read it here:
<http://bencivengabullets.com/?id=bullet2>

David Frey

<http://www.MarketingBestPractices.com>

Marketing Consultant and Author of "The Small Business Marketing Bible"

Copywriting

How To Write A Believable Copy

When you write copy, always include proof to your claims. Example, you may use testimonials of other people to support your claims. If you do not have any testimonials, you can use external statistics or research information to support it. For example, if you are writing about weight loss, you can put true information you found elsewhere such as '34% of category x children suffer weight problems'.

Patric Chan

<http://www.automateinternetmarketing.com>

Discover insider internet marketing tips and strategies to market successfully online.

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Copywriting

Is It Time For A Copy Facelift?

Times change. That's a given. It may be time for your copy to change, too. Take a look around. Have you recently seen things like increased expenses, new laws, homes being bought, retirements, or tax refunds? Any type of change can mean your target customer behaves in a new way. Evaluate the changes then evaluate your copy. It may be time for a facelift!

Karon Thackston

<http://www.copywritingcourse.com>

Why Aren't They Buying? Solve the mystery & get more sales!

Copywriting

Is Your Copy Upside Down?

Do you remember the old saying, "Lead with your best offer?" Put it into practice! When writing advertising copy, remember to place your best information up top (right side up), instead of at the bottom (upside down) where it may, or may not, be read. When you do, you'll generate more interest, which will lead to higher readership and more sales!

Karon Thackston

<http://www.copywritingcourse.com>

Why Aren't They Buying? Solve the mystery & get more sales!

Copywriting

Know Your Customer To Make More Sales

The way you present your offer is just as important as the offer itself. Your target group is made up of personality types who respond to different factors. If you know the factors, you hold the key to copywriting success! In order to motivate your customer to buy, you must first know your customer. Find out who they are, what they do, and what they want. Then give it to them!

Karon Thackston

<http://www.copywritingcourse.com>

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Copywriting

Short Copy: Understanding Its Purpose Can Increase Sales

Ever tried to write copy for a postcard? A 30-second radio commercial? A PPC ad? How do you tell customers everything they should know in just a few words? Truth is... you don't. Short copy isn't meant to make the sale. It's meant to spark interest. Use short copy where it works best (lead generation, announcements, traffic builders, etc.) and you'll get a much stronger response.

Karon Thackston

<http://www.copywritingcourse.com>

Why Aren't They Buying? Solve the mystery & get more sales!

Copywriting

Take advantage of captions

As a copywriter, I see many mistakes advertisers make--including ignoring the importance of captions in printed materials. More of your audience reads captions than the body copy, so it makes sense to do some selling there, too. Look for a way to include a caption with each image.

Lisa Banks

<http://www.lisabanks.com>

Freelance copywriter Lisa Banks, MBA, writes marketing materials for organizations around the globe

Copywriting

Take Them By the Hand and Lead Them to the Promised Land!

If you want to generate above average response rates, make one simple change to your sales letters. Borrow an effective tip used by newspapers and major magazines everywhere. Give readers specific directions at the bottom of every web page or direct mail sales letter. Tell them to "Click Here", "Get the Full Story on..." "Go Here to see.." Try it and see!

Richard Hughes

<http://www.styleworks4u.com>

"Hidden Secrets Revealed for Getting Others to Say Yes to You, instead of NO..100% of the Time!"

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Copywriting

The Importance of Using a P.S.

Add a PS to every sales letter. Even though the P.S. is at the bottom, it's the FIRST thing people read. Put your hook or premium offer here in a single sentence.

Kusuma Widjaja

<http://www.whycity.net>

Yahoo Cyber Technology, we will make YOU Yahoo! with profitable website

Copywriting

To Make More Sales... Stop Selling!

Want to increase your advertising effectiveness? STOP SELLING! What do you do instead? SOLVE your customer's problems. When writing copy, talk about helping your customer, not about your company. Use "you" instead of "we" or "us." Use real-life examples in your copy that specifically apply to your customer's situation. By solving your customer's problems, you build trust -- and profits!

Karon Thackston

<http://www.copywritingcourse.com>

Why Aren't They Buying? Solve the mystery & get more sales!

Copywriting

Turning your headlines into bait

Which are you more likely to take action on? 1) Increase Your Profits 2) Increase Your Profits by 200% 3) Increase Your Profits by 200% In 3 Days... Was it the latter? As well as showing a major benefit (increase your profits) it shows by how much (200%) and within a certain time frame (3 days). Use this formula for your headlines: Major Benefit x How Much x Time Frame = Email Open

Tony Farrell

<http://www.ebooktosuccess.com>

Prime Yourself For Success... FREE 10-part email course reveals all - for the first time.

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Copywriting

What to Do Before You Start Writing

If you do a lot of writing, you'll find that having some 'writing helpers' at your side would be very useful. These 'helpers' are resources like dictionaries & glossaries, thesaurus, list of homonyms, collection of idioms etc. Just find a few online resources that offer these and bookmark them for direct access in the future.

June Yeap

<http://www.instantbizsaver.com>

Who Else Wants To Avoid Paying Full Price For Internet Business Information And Services?

Copywriting

What's in it for me?

Customers want to know what's in it for them. That's why it's vitally important to work the answers to "So what" & "Why" into your copy. This is done by listing features, but more importantly by listing benefits. When creating benefits for your product or service, write one version, then ask yourself "So what?"

Karon Thackston

<http://www.copywritingcourse.com>

Why Aren't They Buying? Solve the mystery & get more sales!

Copywriting

Writers' Little Helpers

A thesaurus is fast becoming a secret weapon for many SEO (search engine optimization) specialists. It enables you to uncover less-competitive key phrases to target. And usually these alternative key phrases are less expensive to bid in pay-per-click search engines. Therefore, find a good thesaurus online and start searching for alternative key phrases you can use in your SEO campaigns.

June Yeap

<http://www.instantbizsaver.com>

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Customer Communications

Capitalize on Touch Points to Build Opt-Ins

If you take a hard look at your business, you will realize that there are many points at which your company interacts with your customers. Each one of these "touch points" is an opportunity to build your opt-in email list. Capitalizing on these opportunities is simply a matter of developing an awareness of the customer touch points and creatively exploring ways to capture opt ins.

Doug Hudiburg

<http://www.marketingpathway.com>

Get more business with less effort, learn how to build a marketing system that works for YOU.

Customer Communications

Don't alienate your customer or prospect!

I had a problem with a download link recently. So I contacted the web site owner. He sorted the problem but there was no apology or warmth in his message. Here's a little tip that will serve you well in your online business. When a customer contacts you about any customer service issue, be polite and personal. Make them feel important. It goes a long way. People will know that you are real.

Tony Farrell

<http://www.ebooktosuccess.com>

Prime Yourself For Success... FREE 10-part email course reveals all - for the first time.

Customer Communications

Follow-up After the Purchase

Want to stand out from the vast majority of businesses your customers buy from? Find a way to make contact with each and every customer who buys from you after you make the sale. If you do business online, this one is easy, use an autoresponder to follow-up by email. A simple after-the-sale post-card, telephone call, or letter, will go a long way to improving your customer relations.

Doug Hudiburg

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Customer Communications

How often do you stay in contact with Clients and Prospects

Small business owners are usually caught up in the day-to-day grind of their business; they forgot to do something special for their client or customer base. If you think your clients are happy and will call you the moment they need service, think again! Implement a greeting card program and emerge with an effective way to keep your clients, and to increase your client base. So start this holiday!

Sharon Wilson

<http://www.e-virtualsolutions.com>

E-virtual Solutions specializes in off site office and development support

Customer Communications

Human Contact Makes the Difference Online

Give personal answers to email feedback. Some of my best sales have come after a two day back and forth email, where I expressed my honest opinion about a product, even if it resulted in a sale for my competitor. My clients are impressed with my honesty. It shows that I am a real human being who cares.

Laurie Meade

<http://www.whowantstobeanetguru.com>

Who Wants to Be a Net Guru

Customer Communications

Is your follow up losing customers?

No matter where in the world your customers are located, replying to their enquiries in a timely manner is crucial to winning their business. They took the time to contact you, showing them the same courtesy by replying to them within 24hrs and often times in less time than that will increase your chances of winning their business. Don't let your customers slip away by neglecting them.

Wayne Po

<http://www.asiapreneur.com>

Asiapreneur.com: Helping You Do Business in Asia | Helping Asian Business Expand Internationally

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Customer Communications

Lessons: How Starbucks Handled My JavaChip Complaint

If you have a problem with a customer, I recommend the following lesson from Starbucks' written response to my complaint about a carton of JavaChip ice cream that was missing the chips! 1) Thanked me for contacting them 2) Apologized (twice) 3) Offered an explanation 4) Assured me that the problem was being resolved 5) Offered restitution w/gift certificate for a new carton.

David Parsley

<http://www.busreslab.com/default.htm>

More than just survey data... we provide understanding for smart business decisions...

Customer Communications

Resolve Conflict In Person

The root cause of most conflict issues can typically be traced to miscommunication. Don't let it happen to you. When an issue of any kind gets "in your face," take a step back and find the communication breakdown that occurred. You'll be much better prepared to resolve the issue going forward. Pick up the phone or meet face-to-face -- not via email -- to resolve the issue.

Denise O'Berry

<http://www.deniseoberry.com>

Small Business Expert -- Visit your one stop source for all things small business

Customer Communications

Scrap the Christmas card for something better...

Most people send cards to their clients during the holidays, but they get lost in the shuffle with the others. Stand out and celebrate your business' anniversary instead. Send a card with festive graphics, recall your accomplishments, assert where you're headed, call attention to your competitive edge. Celebrating your business' anniversary can get you farther than a holiday card.

Dave & Heidi Perry

<http://www.HomeBusinessOnline.com>

The Community and Clearinghouse For Home-based Entrepreneurs Only...Click to Enter

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Customer Communications

Serve Your Customers Well

Show your customers that you appreciate their business by sending them a personal 'Thank You!' note in the mail. You'll make a lasting impression and they'll begin to love you more. Eventually they'll pay more attention to your emails and this will result in more sales from existing customers.

June Yeap

<http://www.instantbizsaver.com>

Who Else Wants To Avoid Paying Full Price For Internet Business Information And Services?

Direct Mail

Better List = Better Response

Researching your mailing list - more fun than root canal. OK, so it's not that much more fun. And it doesn't impress people like sending them a glitzy four-color brochure - but if additional response is the name of the game, the best possible mailing list is the first place to look, and the best place to do additional homework.

Jeff Dobkin

<http://www.dobkin.com>

Mktg Consultant | Author: How To Market A Product For Under \$500! and Uncommon Marketing Technique

Direct Mail

Draw Them To Your Site With A Postcard

Conducting a workshop and want to draw attention to your website? Distribute a postcard with a question on it containing the MOST pressing concern of your audience. Question: 'Do You Know What The Number One Mistake Is In E-Mail Marketing?' The catch? Don't give the answer to the question on the postcard. Instead, say: If you want to learn the answer, go to our website (give URL).

Rita Fisher

<http://www.FirstClassResumes.com>

Certified Professional Resume Writer

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Direct Mail

How to save \$1 per name on your direct mail piece

A delivered message achieves your goal but if the address is incorrect you have thrown away \$1 in printing, mail production and postage. Pre-clean your list. Sort by zip/postal code. Browse the results and match state/province with appropriate code, add missing codes, amend codes that are not the right length. Sort by state/province. Match those to the city. Sort by city. Correct mis-spellings.

Sasha Peters

<http://www.bulkmailcanada.com>

The Mail Lady - Canadian bulk mailing and data processing solutions.

Direct Mail

How Valuable is a Sheet of Paper?

Create a letter series - in advance - to get new business. Mail one letter a month. This is the best campaign I can think of, and the basis for one of my books, How To Market A Product For Under \$500! Shhh, don't tell anyone this, they won't buy it.

Jeff Dobkin

<http://www.dobkin.com>

Mktg Consultant | Author: How To Market A Product For Under \$500! and Uncommon Marketing Technique

Direct Mail

Lick it and Stick It If You Want a Response

If you'd really like a response from a personal letter, include a return envelope in it with a live stamp on it. It'll increase your response or it'll drive them nuts.

Jeff Dobkin

<http://www.dobkin.com>

Mktg Consultant | Author: How To Market A Product For Under \$500! and Uncommon Marketing Technique

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Direct Mail

Lowest Cost, Most Valuable Tool

The most valuable tool in marketing at the lowest cost is a letter. In fact, the most valuable tool in marketing at any cost is a letter. Write one business-getting letter every day.

Jeff Dobkin

<http://www.dobkin.com>

Mktg Consultant | Author: How To Market A Product For Under \$500! and Uncommon Marketing Technique

Direct Mail

Marketing With Different Postcards

Postcards are one of the most efficient marketing methods around. They are usually cheaper to send than a letter and don't need to be opened, making your message instantly visible to your prospect. Postcards also come in a variety of sizes. If you need fast deliver, go with a 4 1/4' high by 6' wide postcard. It can be delivered locally overnight and is the largest size that is economically sent via

Kevin Nunley

<http://www.DrNunley.com>

Marketing and Copy Writing

Direct Mail

Scrub That List 'Til It Shines

Get their name right. One name spelled incorrectly among thousands in your list may not seem like much, but that contact could be worth hundreds of dollars in business. Have your list reviewed by data analysis professionals before sending out admail. Correct misspellings, find incomplete name fields, add prenames like Mr. to make personalization more friendly. Free tips and info on our website.

Sasha Peters

<http://www.bulkmailcanada.com>

The Mail Lady - Canadian bulk mailing and data processing solutions.

200 Pieces of Gold – The Best of Daily Marketing Ace (So Far)

Direct Mail

The Power of Asking

In a direct mail solicitation, don't be afraid to ask for the order - several times. If the recipient doesn't call or send an order, the piece fails. For best results, be very explicit and tell the reader exactly what you want him to do- twice in the body copy, and again in the PS.

Jeff Dobkin

<http://www.dobkin.com>

Mktg Consultant | Author: How To Market A Product For Under \$500! and Uncommon Marketing Technique

Email Marketing

A Simple Tip to Increase Open Rates

Think of your email Subject line as the teaser copy on the envelope of a direct mail piece. Envelope teaser copy has one over-riding purpose -- to get the envelope opened! And the purpose of your email Subject line is to get the email opened!

Russ Phelps

<http://www.russphelps.com>

Master Copy Writer/Marketing Consultant

Email Marketing

Autoresponders

Use email autoresponders to simplify your online communications. Autoresponders put the heavy burden of manually communicating your message to large numbers of people onto your computer system, where it belongs. Using multiple autoresponder messages moves the prospect along within the buying cycle. It generally takes a person seven contacts or exposures before they will buy. Use autoresponders.

Andre Bell

<http://www.economicbooster.com>

Get Your Free Ebook, "101 Marketing Secrets" www.economicbooster.com/101-marketing-methods.html

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Email Marketing

Email Marketing for Local Biz

Collect email addresses of all your current customers. One way: set aside a day or two, which is solely dedicated to calling customers and offering to send them a coupon via email in exchange for their email address. A second way: send out a physical newsletter and extend a great offer to everyone who sends you an email within the next 48 hours.

David Frey

<http://www.MarketingBestPractices.com>

Marketing Consultant and Author of "The Small Business Marketing Bible"

Joint Ventures

Competition or Co-operation

Do you have a list of enquirers who've never bought from you? Sure you do, and so do your competitors! If you don't have what they want, maybe your competitor does. So why not swap lists? Or better still, recommend your competitor's product to your list, and get your competitor to market your product to his list. Then share the profits. Simple -- and it really impresses the customer too.

John Kirk

<http://www.my-uk-office.com>

Do Business in UK Without a Costly UK Office

Joint Ventures

Creative Ventures Promote Positive Energy

Does double the effort mean double trouble? Not when it comes to strategic alliances. It normally means both businesses win with increased sales. So how do you make it work for your company? Spend some time brainstorming products or services that "go with" what you have to offer. What goes with the stuff you're selling? Who sells it? Can you partner with them and double up?

Denise O'Berry

<http://www.deniseoberry.com>

Small Business Expert -- Visit your one stop source for all things small business

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Joint Ventures

Joint Ventures

Learn how to do joint ventures! If you take the time and effort it will pay off big time. You've probably heard it said that the money is in the list. Well that's definitely true, BUT it doesn't have to be your list!! If your willing to share your profits a little then your return can be huge!

Ray Burton

<http://www.easycrazy.com/rayburton>

Get all the resources you need for online success at: <http://www.cyberchoices.net>

Joint Ventures

One way of using audio to get more JV partners.

If you want to get more joint venture partners you need a way to at least get your message read. One way I have been able to do this is rather than sending a canned email, is to write a short email that introduces myself and has a link to an audio message prepared just for them. This will help you stick out of the crowd, but it's still up to you to give them a reason to do business.

Joseph Lavery

<http://www.musthavemarketing.com>

Get Free Internet Marketing Videos Every Month!

Joint Ventures

Power Joint Venture Tips #1

Always be yourself when you are approaching a Joint Venture (JV) partner. Don't falsify anything to get a JV. If you only have 500 subscribers, tell the truth. If you stretch the truth, your conversion will show very minimal response and your JV partner might not consider you again in the future.

Patric Chan

<http://www.automateinternetmarketing.com>

Discover insider internet marketing tips and strategies to market successfully online.

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Joint Ventures

Power Joint Venture Tips #2

When doing a JV proposal, make it as short and specific as possible. You must understand that, your potential JV partner may receive 10's of JV requests each day and they'll normally skim through it. If it's long, they might not even consider to look at it even if you have a great proposal.

Patric Chan

<http://www.automateinternetmarketing.com>

Discover insider internet marketing tips and strategies to market successfully online.

Joint Ventures

Power Joint Venture Tips #3

To approach a JV partner, it's preferably to buy their products first. This way, you can start a JV proposal opening with, "I'm one of your customer. I've purchased your product X and I want to tell you how much I've benefited from using it." I'm convince you'll get better attention attention from them to read your Jv request this way.

Patric Chan

<http://www.automateinternetmarketing.com>

Discover insider internet marketing tips and strategies to market successfully online.

Joint Ventures

Profit From Your Competitors

Stop wishing that your competitors would go out of business. Offer to buy their unsold leads- and to sell them yours. Negotiate a fair percentage to pay each other on all sales made to the unsold leads. Jump start your sales by sending out a marcom recommending your competitor as a source that you honestly believe will better meet the needs and desires of your unsold leads. Waste not,want not!

Ron Hudson

<http://www.bbgs.us?dma>

Get a free audio program that reveals how to convert website visitors into customers.

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Messaging

5 Steps to Creating Your Marketing Message

Here is a simple five-step formula for creating your own powerful and complete marketing message. 1. Identify your target market. 2. Identify the problems that your target market experiences. 3. Present your solution to your market's problem. 4. Present the results you've produced for other people in the same situation. 5. Explain what makes you different from your competitors.

David Frey

<http://www.MarketingBestPractices.com>

Marketing Consultant and Author of "The Small Business Marketing Bible"

Messaging

Avoid the #1 Mistake in Brochures

The most common mistake in brochures is focusing on your company. I know ~ it sounds strange. The point of a brochure is to convince the customer that they need your product or service, right? Simply listing all the things YOU consider important about your company will not convince anyone but you. Take the focus off your company and put it on how your customer will benefit from buying from you.

Karon Thackston

<http://www.copywritingcourse.com>

Why Aren't They Buying? Solve the mystery & get more sales!

Messaging

Consistency

It takes a while for prospects to trust you and if you change your marketing, media, and identity, you're hard to trust. Restraint is a great ally of the guerrilla. Repetition is another.

Mitch Meyerson

<http://www.MitchMeyerson.com>

Play Big. Make Your Mark In The World.

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Messaging

Consumer Response Statement

The next time you are planning a campaign or writing your marketing plan, try this exercise: Forget your almighty "Mission Statement" and focus on creating a "Consumer Response Statement." This isn't something you would put in your advertising. Instead, it helps you define your message--what you want the customer to believe. The problem defines the solution.

Howard Theriot

<http://www.catchlight.com/sparkle.html>

Catch Light Productions

Messaging

Define The End First

When you start to write any business communication, always write your objective first. Figure out and state in writing what you are trying to accomplish. For example, an ad objective may be to generate maximum direct orders, or get as many leads as possible, or generate retail store traffic. This gives your writing more focus.

Jeff Dobkin

<http://www.dobkin.com>

Mktg Consultant | Author: How To Market A Product For Under \$500! and Uncommon Marketing Technique

Messaging

Give your Direct Mail Piece the 'Who Cares' Test

Junk mail. We all get it. And it goes straight to the trash can. How do you make sure your marketing piece doesn't end up in the round file? Give it the 'who cares' test. You have approximately five seconds to get your prospect's attention. 1) Start with a grab 'em headline. 2) Follow with a transitional sub headline. 3) Make the body count. 4) Give them a reason to call -- now.

Denise O'Berry

<http://www.deniseoberry.com>

Small Business Expert -- Visit your one stop source for all things small business

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Messaging

Give Your Prospects What They Want: Relevant Information

The most important function of your marketing should be to establish that you are knowledgeable and can be trusted. People are tired of hearing worn-out, old sales pitches. Barriers shoot up the moment you begin delivering a sales pitch. In contrast, people sit up and listen when you share important facts and expert information that help them make a good buying decision. The secret to attracting q

David Frey

<http://www.MarketingBestPractices.com>

Marketing Consultant and Author of "The Small Business Marketing Bible"

Messaging

Sell The Benefits -- Feature The Features

A benefit is the favorable result(s) the buyer derives from buying your product! This includes both tangible and intangible benefits. For example, making or saving money, feeling happier, more powerful, more joyful, sexier, healthier, smarter or wiser, more attractive or energetic, safer, more likeable, more respected or rewarded, etc.

Russ Phelps

<http://www.russphelps.com>

Master Copy Writer/Marketing Consultant

Messaging

Slamming Is a Losing Game

Do you slam your competition to win the sale? This technique will backfire on you eventually if it hasn't already. Slamming the competition makes you look like you're not confident in providing the service your customer is seeking. It doesn't hurt your competition, it hurts your business. Focus instead on the needs and wants of your customers and you'll be much better off in the long run.

Denise O'Berry

<http://www.deniseoberry.com>

Small Business Expert -- Visit your one stop source for all things small business

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Messaging

Take it Slow, Make it Good

Sounds simple, but people live with their own product for so long, they forget. I've seen lots of packages in which I can't figure out what's being sold. Your package should state, "You get this and this, and then get this FREE - when you send only \$21.95 to this address..."

Jeff Dobkin

<http://www.dobkin.com>

Mktg Consultant | Author: How To Market A Product For Under \$500! and Uncommon Marketing Technique

Messaging

Well Placed Quotations Boost Credibility

Sometimes it helps in your writing if you insert some quotes from people with credibility. It shows that you've done your research well. You can use the free service at BrainyQuotes.com to search for quotes by author or topic.

June Yeap

<http://www.instantbizsaver.com>

Who Else Wants To Avoid Paying Full Price For Internet Business Information And Services?

Messaging

When Stuck, Go Back to the 'Who'

When you craft a marketing message, whether for a brochure, web copy, or something else, you may struggle with what to say and how to say it. Usually the solution lies in really understanding who you are speaking to and what their needs are. So really focus on understanding the person who will receive your message. If you are clear about the "who" everything else falls into place.

Doug Hudiburg

<http://www.marketingpathway.com>

Get more business with less effort, learn how to build a marketing system that works for YOU.

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Messaging

Your USP Doesn't Have to be Unique

Although a USP (Unique Selling Proposition) is a statement of your uniqueness, it doesn't always have to be something that is only unique to you. For instance, if you were a furniture retailer, you could proclaim your USP to be "Buy today, we'll deliver it tonight". Most other competitors can do that too, but since you were the first to proclaim it, it is yours exclusively.

David Frey

<http://www.MarketingBestPractices.com>

Marketing Consultant and Author of "The Small Business Marketing Bible"

Networking

Become a Collector of Testimonials

You know that word of mouth can grow your business. You hear your customers say nice things about your company all the time. So why don't they tell people? And, why don't they write it down? Because you don't ask. Testimonials don't have to be written in a formal letter. When you hear someone say something nice about your company, write it down and ask if you can quote them. It's that easy.

Denise O'Berry

<http://www.deniseoberry.com>

Small Business Expert -- Visit your one stop source for all things small business

Networking

First Contact Tips for Networking

Networking is important to your business. When making first contact, always show that you've done your research. For example, check out their websites thoroughly and make some comments (preferably positive ones) about their website in your first email. Also, if you see their articles being mentioned elsewhere, tell them that too. This will help make a good first impression.

June Yeap

<http://www.instantbizsaver.com>

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Networking

Nurture Your Network

Networking is not about you--it's about the people you network with. People who spend their networking time talking about themselves & their business are incredibly forgettable. So spend your networking time learning about others. Make them feel special, & I guarantee--they'll remember you!

Jolene Jackson

<http://www.bestbusinesscoach.com>

I coach self employed people who have a maniac for a boss!

Networking

Online Networking Success

If your job is business development, here is a way to build your database with quality leads. Yahoo! Groups offer you the chance to start a niche group for a specific industry or geographic location. To build membership, ask your industry association, chambers of commerce or business reporters for help in publicizing it. Members network and share experiences in a friendly email-based environment.

Greg Hoffman

<http://www.tarponagency.com>

President, The Tarpon Agency - Public Relations and Marketing Communications

Networking

Power Up Your Schmooze-Ability

Face to face networking is a huge time commitment. To leverage the power of networking a) Make the first move. Introduce yourself. Shake hands firmly. Smile. b) Wear your name tag on your right. Make it easy for others to find out who you are. c) Show up early. Greet others. It's much easier than walking into a room full of people. d) Welcome strangers to your table. Get to know someone new.

Denise O'Berry

<http://www.deniseoberry.com>

Small Business Expert -- Visit your one stop source for all things small business

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Networking

Small Steps to a Big Impression

Write a short note every day to one person. Don't use it for selling but to compliment, congratulate, or send good wishes to someone you know or read about in a publication. You can include the article published about them, one of interest to them, or even something you wrote. If you contact that person once a month, you will begin to make an indelible impression.

Dr. Gayle Carson

<http://www.gaylecarson.com>

CSP CPCM

Networking

Tag-team when networking

If you are uncomfortable networking, go with a partner. Then introduce your partner to the new acquaintance, and have your partner introduce you. Do rehearse how you introduce each other to ensure you market your partner correctly. You will find that after a few of these tag-team introductions, you are much more comfortable with the crowd and ready to network on your own.

Maïke van Wijk

<http://www.contentsolutions.info/>

Research in the Virtual World for Solutions in the Real World

Networking

The 3-Foot Rule is a Sure Winner

You must use every potential opportunity to market your business. The 3-Foot Rule can be easily integrated into your activities and it won't cost you a cent. What is the 3-Foot Rule? It's just informal networking. Strike up a conversation with anyone who is within three feet of you. Start with a common thread and focus on the other person. They may just be your next customer.

Denise O'Berry

<http://www.deniseoberry.com>

Small Business Expert -- Visit your one stop source for all things small business

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Networking

What Goes With Your Stuff?

Online forums can bring you a lot of business. But never forget a key rule of networking - - develop relationships that are beneficial for both parties. Don't visit forums to blast out your sales message. Go there to help -- get involved. Ask questions. Provide answers. Start thought provoking discussions. You'll gain credibility and people will begin to trust you and your opinions.

Denise O'Berry

<http://www.deniseoberry.com>

Small Business Expert -- Visit your one stop source for all things small business

Online Marketing

3 Keys To Building A Successful Online Business

The secret to building a successful online business may not be what you think. Simply follow these 3 keys: 1) Learn - Don't reinvent the wheel. There are proven systems in place. Follow them. 2) Take action - Put these systems into action for you. Doing 'something' will motivate you. The momentum will follow. 3) Adapt - Change is imminent. Stay informed. Adapt and adjust for growth.

Dave Lovelace

<http://www.6figuremarketing.com>

Grab Your Free Report: How To Generate Free Publicity, Prospects, & Profits Anytime In 4 Easy Steps

Online Marketing

Can we build it? Yes we can! Just ask Bob.

Repeat after me, "My #1 goal is to build an opt-in list of subscribers no matter what product or service I'm promoting nor what method I'm promoting!" Bob 'the list builder' here with a construction tip. Give your prospects something F-R-E-E and tell them where to get it. Then use that F^reebie to remind them of the benefits of your product. Follow up. Repeat!

Dave Lovelace

<http://www.6figuremarketing.com>

Grab Your Free Report: How To Generate Free Publicity, Prospects, & Profits Anytime In 4 Easy Steps

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Online Marketing

Do you think your email tool gets your mail through?

Even if you outsource your email distribution, you should still double check the IP address of the mail server you use. Ask the company for the IP from which your messages will be sent, and then visit the DNS Stuff site <http://www.dnsstuff.com>. There, check to make sure the IP is not blacklisted because they've been careless about letting spammers use their service! If THEY are...so are YOU!

Annette Andkjaer

<http://www.UltraValueVacations.com>

Vacations for Fun and Profit

Online Marketing

Getting Higher Conversions From Your Order Forms

There are 4 mistakes copywriters often make when writing order forms. Don't fall into their trap. Be sure you: (1) Include shipping costs. Nobody likes surprises. (2) Provide links to guarantee details. This helps build confidence. (3) Make after-sales support info visible. This builds trust. (4) Don't continue to sell after you've already made the sale; enough is enough.

Karon Thackston

<http://www.copywritingcourse.com>

Why Aren't They Buying? Solve the mystery & get more sales!

Online Marketing

How to increase subscriptions

How much effort do you put into encouraging people to subscribe to your ezine or newsletter? Are subscribers important to you? So, I strongly recommend that you write a suitable sales letter with, at the very least, an attention grabbing headline, a strong introductory paragraph and a list of all the benefits of becoming a subscriber. Then, watch your subscriptions multiply!

John Taylor

<http://www.Test-and-Track.com>

Learn exactly what to test and precisely how to test it...

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Online Marketing

How To Win At Promotion In 2 Easy Steps

I call this tip, "Country Music Marketing". Put your boots on and 2-step your way to increased traffic and profits. Never, ever post an ezine ad unless you follow this rule.
Step 1: Create a free report (or use one you have rights to) and place in autoresponder.
Step 2: Use the ad to send traffic to your report and follow up! Lather, Rinse, Repeat!

Dave Lovelace

<http://www.6figuremarketing.com>

Grab Your Free Report: How To Generate Free Publicity, Prospects, & Profits Anytime In 4 Easy Steps

Online Marketing

I Just Wanna Testify!

You can find good testimonials by giving before you receive. Find 'like' websites; add a link from your site to those sites. Then email each website owner, express your enjoyment of their site, tell them you've created a link from your own to theirs and supply them with a testimonial they can use. Then invite them to visit your site and reciprocate if they like what they see.

Raven H

<http://www.Seismicfish.com>

Raven publishes a free ezine of crime, historical and science fiction. Claim your free copy now!

Online Marketing

I Just Wanna Testify!

Post your Testimonials to spread your good name! It's a very skeptical world out there and especially so in the faceless cyber-world! If you're doing something that benefits your customers to the point that they take time to write or call, then Use It!! It's one thing when you tell me how great my product is, but it's a whole other world when your customers tells me.

Rick Beneteau

<http://www.interniche.net>

Author & Spiritual Marketing Expert

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Online Marketing

Is your web site a leaky bucket?

It never ceases to amaze me just how many people put navigation links at the top of their sales page. Just ask yourself a simple question: Why do I want to provide potential customers with the opportunity to leave my web site before they have even read my headline and the first few words of my sales letter? Only use essential links and put them at the bottom of your web page after order now!

John Taylor

<http://www.Test-and-Track.com>

Learn exactly what to test and precisely how to test it...

Online Marketing

Nip and Tuck - Three Quick Tricks for Writing SEO Copy

Looking for more places to put keywords without wrecking the flow of your copy? Try this! Headlines and subheads are excellent outlets for keywords. Titles of charts or graphs are another little-thought-of place for keywords. Lastly, put keywords in all the items of your bulleted lists. With these three simple tricks you can increase keyword saturation enough to raise your rankings!

Karon Thackston

<http://www.copywritingcourse.com>

Why Aren't They Buying? Solve the mystery & get more sales!

Online Marketing

Promote Your Forum With an 'Update' List

If you're running a forum or a discussion board, consider starting an opt-in 'update list'. Once in a week, send an email to the list with highlights of some of the more interesting topics that are being discussed in the forum. Besides being able to keep visitors coming back to your discussion board, you're also doing those who're busy a favor by telling them what's going on in the forum.

June Yeap

<http://www.instantbizsaver.com>

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Online Marketing

Secret Source of Hidden Highly Targeted Traffic

There is a secret that not many marketers are going to tell you. There are 20K+ domains/websites with built in traffic that expire every day. The owners give up, can't find the time or just forget to re-register. These domains can bring you the highly targeted traffic you have been looking for. All for the price of a domain name(Around \$8.95), you can have traffic coming to you for a WHOLE YEAR!

Rod Beckwith

<http://www.adwordgenerator.com>

NEW Exciting Software for Creating Profitable Google Adwords Ads

Online Marketing

The Most Valuable Real Estate on the 'Net

The 'Thank You' page of your newsletter subscription form is most valuable asset of your website. Use it to run a co-registration with other newsletter owners. Your 'Thank You' page will display subscription forms for other newsletters and theirs will do the same for you. It's a win-win situation that can get you lots of subscribers without much work.

June Yeap

<http://www.instantbizsaver.com>

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Online Marketing

Try Audio!

Use audio as a navigation tool. It personalizes the site, adds value for your visitors, and helps YOU to highlight the site's features and benefits. Always let visitors control the audio experience -- they'll feel welcome and will appreciate your thoughtfulness.

Ronni Rhodes

<http://www.wbcimaging.com>

Rich Media - Effective AND Affordable

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Online Marketing

Use forum signature files to build links

A great way of boosting your link popularity is to create links from 'important' web sites such as forums. Forums have lots of content and search engines love them. Make full use of your signature file by adding a keyword rich text link to your web site. Post regularly at as many relevant forums as possible to take build a strong network of incoming links from important web sites.

John Taylor

<http://www.Test-and-Track.com>

Learn exactly what to test and precisely how to test it...

Online Marketing

Video Attracts Attention

Streaming video enables you to combine the best attributes of Web-based media with the compelling nature of broadcast media. Recent studies have found that streaming media advertising substantially increases brand recall, brand awareness, and positive brand perception.

Ronni Rhodes

<http://www.wbcimaging.com>

Rich Media - Effective AND Affordable

Product Management

First Step to a Winning Product

Want a unique approach the new product development process that is guaranteed to put you miles ahead of the competition and make your path from concept to launch less expensive and painful? Write the sales letter or brochure first. That's right. Create a killer marketing story *then* build your product to live up to that story. It's the road less traveled, but it leads to the city of gold!

Doug Hudiburg

<http://www.marketingpathway.com>

Get more business with less effort, learn how to build a marketing system that works for YOU.

200 Pieces of Gold – The Best of Daily Marketing Ace (So Far)

Product Management

Get Paid to Distribute Your Marketing Materials

Think about tips you are forever saying to your clients, prospects, and audiences, or questions you hear repeatedly from them. Jot down each of the tips and create a tips booklet to use for marketing your business, motivating others, and making more money for your bottom line.

Paulette Ensign

<http://www.tipsbooklets.com>

Chief Visionary of Tips Booklets.com

Product Management

Ideas Research

If you have a theme for a new eBook, or you simply want to expand your list of keywords, run a book search on Amazon.com using your primary keyword. Then review the search results to see if you have the option of "Search within this book". You can now look through the "Contents" page of each book to seek ideas or keywords to develop your theme.

John Taylor

<http://www.Test-and-Track.com>

Learn exactly what to test and precisely how to test it...

Product Management

Product Capsule --> The Foundation of Clear Product Communicatio

Required information for any product before you even attempt to market it: the key needs the product addresses, the features that meet those needs, and a clear way to illustrate how those features meet the needs. Put the information into a table with the three requirements heading three columns. You should end up with 2-4 key needs, and multiple features/illustrations for each need.

Doug Hudiburg

<http://www.marketingpathway.com>

Get more business with less effort, learn how to build a marketing system that works for YOU.

200 Pieces of Gold – The Best of Daily Marketing Ace (So Far)

Product Management

Productize Your Services

If you are a service seller who has a hard time communicating what you do to potential clients, consider creating 'products' out of your services. Just because a service is not a physical product does not mean it can't have a name, features and benefits, a specific pricing structure, and specific deliverables. Create a menu of products for your clients and you will simplify your marketing.

Doug Hudiburg

<http://www.marketingpathway.com>

Get more business with less effort, learn how to build a marketing system that works for YOU.

Product Management

Recycle Your Sound Bites

Create a tips booklet that you can sell or license in large quantities to other companies and organizations. Be sure your own company information remains in the booklet. Each time your buyer distributes the booklets they bought from you, they are promoting both their own company and yours at the same time. It doesn't get much better than that!

Paulette Ensign

<http://www.tipsbooklets.com>

Chief Visionary of Tips Booklets.com

Product Management

Surveys. A Marketer's Most Powerful Tool.

The easiest product by far to sell is one that people already want. But... you have to know what people want before you can provide it right? That is where survey's come in. How can you integrate survey's into your existing customer and prospect communications to begin getting a clear picture of the unfulfilled needs in your target market? Check out the link below for my favorite survey tool.

Doug Hudiburg

<http://www.marketingpathway.com>

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Product Management

Visualize - Don't Verbalize

Do you sell products where correct installation is an issue? (Think child car seats.) Instead of pages of wordy instructions and hard-to-follow diagrams, SHOW how to install it with slides and video. Use media to add value for your visitors - they appreciate it and actually buy more.

Ronni Rhodes

<http://www.wbcimaging.com>

Rich Media - Effective AND Affordable

Product Management

Where can you test your market for only \$3.30?

You may have a great idea for a product or service but you need to test it in the market. You could set up a survey, but then where do you get your traffic from? Here's what you do... Write an attention grabbing headline and some benefit laden copy and then simply post your offer as an auction on eBay. You will benefit from all the eBay traffic and it will cost you a total of \$3.30!

John Taylor

<http://www.Test-and-Track.com>

Learn exactly what to test and precisely how to test it...

Publicity

11 Valuable PR Words

The 11 most valuable words to get any press release published are "Are you the person I should send this press release to?" Before sending any important press release, call the magazine or newspaper editor and say these 11 words.

Jeff Dobkin

<http://www.dobkin.com>

Mktg Consultant | Author: How To Market A Product For Under \$500! and Uncommon Marketing Technique

200 Pieces of Gold – The Best of Daily Marketing Ace (So Far)

Publicity

Accessible and Responsive, Free Publicity Keywords

Be accessible. If a reporter calls you, return the call within 15 minutes, if possible, even if you don't know what they want. Wait a day or two to return a phone call and you might miss your chance to be in their story or on their show. Be sure reporters have your office, home and cell phone numbers.

Joan Stewart - The Publicity Hound

<http://www.publicityhound.com>

Free publicity tips, articles at <http://www.PublicityHound.com>

Publicity

Build Media Relationships -- Ask for a Tour

If you want to get to know local editors and reporters, call them and ask for a meeting or a tour of the newsroom. Borrow this line: "We realize what an important role 'The Daily Tattler' plays in our community, and we want to know about all the ways we can help your staff do its job." That'll get their attention.

Joan Stewart - The Publicity Hound

<http://www.publicityhound.com>

Free publicity tips, articles at <http://www.PublicityHound.com>

Publicity

Buzzwords...NOT! Bursting a Hot Air Balloon

Using jargon and buzzwords in press releases has always been taboo, but tech companies (especially dot-coms back in days of the Web gold rush) have stooped to new lows as they scramble to create a 'buzz' and attract investors or venture capitalists (notice I'm not calling them 'VCs'). While such buzzwords and opinionated superlatives are appropriate for advertising, sales, and marketing materials,

Jon Boroshok

<http://www.TechMarcom.com>

Marketing Communications for Emerging Technologies

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Publicity

Donate your Publishing

Millions of people visit libraries everyday. Why not donate your e-mail newsletter to them if it's informative. Contact the library by mail, phone or e-mail. Tell them you would like to donate a free subscription of your e-mail newsletter. You could also donate your books, audio tapes, video's, booklets, etc. Just have your business ad included in the material you donate.

Romeo Salvitti

<http://www.computerosity.com>

As Technology changes,so is the way we do business. The 21st century Bizcard cd presentation.

Publicity

Get more click-thrus from your electronic press releases

Many editors say they prefer to receive press releases by email. To make sure your message isn't mistaken for spam, include the words "press release" as well as information about the topic in your subject line. Place a link to your website or more information online within the first paragraph. Most editors will not read further before deciding if it's worth following up.

Lisa Banks

<http://www.lisabanks.com>

Freelance copywriter Lisa Banks, MBA, writes marketing materials for organizations around the globe

Publicity

Give the journalists a helping hand.

We're all rushed off our feet nowadays - and journalists are no different. Presenting them with a press release that is written in the style, flavour and format of their own publication is going to be a lot more appealing than something they have to completely rewrite.

Paula Gardner

<http://www.doyourownpr.com>

Get your free PR tips and advice by sending a blank email to doyourownpr-subscribe@smartgroups.com

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Publicity

Give the Press Easy Access to Critical Information

It's appalling how few companies make it easy for reporters to find critical information. I've seen company (and PR agency) Web sites that don't indicate where the company is located, and actually require the media to fill out a contact form to request information! Simply having a pressroom on your Web site is not enough - it has to be easy to find, easy to use, and up-to date.

Jon Boroshok

<http://www.TechMarcom.com>

Marketing Communications for Emerging Technologies

Publicity

How To Ruin Your Press Release

Want to ruin your press release fast? Just neglect your target audience. You should *not* write to an end user in your release. You *should* write to a reporter. There's a big difference. Reporters are looking for facts not sales hype - solid findings not biased opinions. Give the reporter factual insights as to why his readers will benefit from your information. Then you'll begin to get some ink.

Karon Thackston

<http://www.copywritingcourse.com>

Why Aren't They Buying? Solve the mystery & get more sales!

Publicity

Industry Newsletters: A Hidden Publicity Channel

Write articles for industry newsletters. My favorite resource is the Oxbridge Directory of Newsletters, which lists more than 18,000 newsletters by topic and includes detailed information on the type of audience and subjects covered. Most larger libraries have this resource directory.

Joan Stewart - The Publicity Hound

<http://www.publicityhound.com>

Free publicity tips, articles at <http://www.PublicityHound.com>

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Publicity

Pictures Say A Thousand Words...

When you submit a photograph along with your press release, give the press something they can work with. Think of photographs as experiences and capture the activity and not the pose for lasting impressions that shape thought. From that, images are born.

Jeff Gustafson

<http://www.funography.com>

Funography - Turning Passions into Profits

Publicity

PR Ettiquett Tip # 1

After an interview, don't ask a reporter if you can read the story before it's printed. The answer will be no - at least from any reputable publication, (should be a period.) It's perfectly acceptable, however, to ask the reporter to read your quotes back to you. Most reporters will agree to do this.

Joan Stewart - The Publicity Hound

<http://www.publicityhound.com>

Free publicity tips, articles at <http://www.PublicityHound.com>

Publicity

Press Release Distribution

Distribute your PR to small publications geared towards your industry's niche. You can find a better response (rate of return) when you seek individual editors (or journalists) to deliver your PR. Just reword the headline and restructure your PR to meet that publication's needs. Then submit your PR via snail mail, fax, and/or email (no attachments).

Alyce Edrich

<http://thedabblingmum.com>

Marketing Columnist; Editor of The Dabbling Mum: BUSY Parents Publication

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Publicity

Put Media Contacts on Subscriber Lists

If you publish a print newsletter, be generous with comp subscriptions for the national and local media. You'll be amazed how many reporters start calling you for interviews. Send them all a postcard once a year asking if they want to stay on your mailing list. If you publish an e-zine, don't send it unsolicited to media people. Ask their permission first.

Joan Stewart - The Publicity Hound

<http://www.publicityhound.com>

Free publicity tips, articles at <http://www.PublicityHound.com>

Publicity

Talk About Your Mistakes

What are the biggest mistakes you have made, and how would you advise other people from not making the same ones? Don't be embarrassed. Everyone makes mistakes. And if you're willing to discuss yours, there's a good chance the media will be willing to write about you.

Joan Stewart - The Publicity Hound

<http://www.publicityhound.com>

Free publicity tips, articles at <http://www.PublicityHound.com>

Publicity

The Best Campaign I can Think of

The most valuable single sheet of paper you can create in marketing is a press release. You should be sending press releases every month. It is the least expensive and highest credibility form of promotion.

Jeff Dobkin

<http://www.dobkin.com>

Mktg Consultant | Author: How To Market A Product For Under \$500! and Uncommon Marketing Technique

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Publicity

Think Technology

How are you using technology in interesting or unique ways? Have you found a way to draw lots of traffic to your web site - with resulting orders? Are you using the latest technology during your speaking engagements? Is your sales force using technology to stay in touch with existing customers and seek out new ones?

Joan Stewart - The Publicity Hound

<http://www.publicityhound.com>

Free publicity tips, articles at <http://www.PublicityHound.com>

Publicity

Use a Cheat Sheet During the Interview

Don't be afraid to use a cheat sheet during an interview with a print reporter. Write your key message and three or four sub-points, and take the cheat sheet with you during an interview. Be sure you weave your most important points into your responses. Or, you can also flag the reporter by saying something like, "Bill, the most important point I want to make about my new book is.

Joan Stewart - The Publicity Hound

<http://www.publicityhound.com>

Free publicity tips, articles at <http://www.PublicityHound.com>

Publicity

Write Articles

Write articles in publications that cater to your ideal client market. People trust articles more so than they trust advertisements. You can find a list of publications that your target market reads by asking your local reference librarian to direct you to a copy of the SRDS, formerly Standard Rates and Data Service. You can also purchase media information from SRDS online at www.srds.com.

Andre Bell

<http://www.economicbooster.com>

Get Your Free Ebook, "101 Marketing Secrets" www.economicbooster.com/101-marketing-methods.html

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Publicity

You Can Get The Gold Too

You can get the gold just like others you see in the news each and every day. The media wants your news. But it has to have an angle. What makes it special? Why would their readers want to read about it? Get to know the journalists who cover the news you're an expert on. Remember, they're people who have a job to do. How can you help them make their deadlines by sending them your news?

Denise O'Berry

<http://www.deniseoberry.com>

Small Business Expert -- Visit your one stop source for all things small business

Research

Attract Customers by Listening to Them

Asking your customer for input may be the best marketing you can do. You may find that no vendor has ever asked for their opinion, and just by asking you can increase sale opportunities with the customer. Then consider incorporating their suggestions into your business model. They may have a better perspective on it from the outside than you have from the inside.

Mary Ann Chapman

<http://www.the-mkt-edge.com>

Marketing Is More Than Half The Battle

Sales Process

Strip the 'what to buy' option from equation...

Promote only one product or service at a time. It limits your customer's decision to a simple 'yes' or 'no.' Some will avoid the risk of making a wrong choice by making a NO choice. Develop separate promotions for each product, or combine several products into one package for one price. But always make your prospective customer's buying decision a simple 'yes' or 'no' for maximum number of sales.

Dave & Heidi Perry

<http://www.HomeBusinessOnline.com>

The Community and Clearinghouse For Home-based Entrepreneurs Only...Click to Enter

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Strategy

A Little More Goes A Long Way

The stock market is still on a wild roller coaster ride. Trust in business is at an all time low. Do your customers still trust you? To make sure, go the extra mile. Under promise and over deliver - a time worn concept that still works every time. Be there for your customers and show them how reliable you are. It's your actions that count, not your words.

Denise O'Berry

<http://www.deniseoberry.com>

Small Business Expert -- Visit your one stop source for all things small business

Strategy

Bonuses are Critical Motivators

Here's one word to always remember: BONUSSES. Not only will bonuses help you stand out from the crowd, but you can even use them to sell to new markets - by adding bonuses aimed at the new market you've targeted! Click the link below for a great example.

Richard Austin

<http://www.dropdeadorganized.com>

How to Create a Financial Fortress To Protect Your Family's Finances for Generations To Come...

Strategy

Convenience

People now know that time is not money, but is far more valuable than money. Respect this by being easy to do business with and running your company for the convenience of your customers, not yourself.

Mitch Meyerson

<http://www.MitchMeyerson.com>

Play Big. Make Your Mark In The World.

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Strategy

Don't Fall in Love

Don't fall in love with a new idea by creating a product or service and then looking for the need. You'll have much more success if you find a need and fill it. Listen to what your current and prospective client pains are. Listen for comments like, "I wish I had a tool to simplify this job." or "If only someone would come up with a way to do X better."

Denise O'Berry

<http://www.deniseoberry.com>

Small Business Expert -- Visit your one stop source for all things small business

Strategy

Eliminate Barriers Between You and The Market

Make a list of all of the barriers between your product and the market. Is there a viable market for it? Is the target audience defined and accessible? Are the benefits immediately and clear? Can prospects afford it? Does your sales team know how to pitch it? Explore deeply and make a list of all of the barriers. Now write a plan for removing the barriers and prepare for stellar growth.

Doug Hudiburg

<http://www.marketingpathway.com>

Get more business with less effort, learn how to build a marketing system that works for YOU.

Strategy

Expenses Into Profits

Turn expenses into PROFITS with affiliate programs. Everyone knows that you spend money to make money. But, as a new small-business owner, wisely choose the business tools you need, and include some with affiliate programs. A few referrals, and your affiliate commissions will cover your service costs, and multi-tier programs create profits. Voila! Multiple streams of income!

Annette Andkjaer

<http://www.UltraValueVacations.com>

Vacations for Fun and Profit

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Strategy

'How to Buy' Options Increase Sales...

Offering multiple ways for customers to buy from you increases sales. Convenience plays a big factor in making a purchase. A customer will be more likely to act immediately when their favorite way of ordering is available. While online checks, credit cards, and PayPal are common options, you could easily increase your sales by including options to order by phone, fax and postal mail.

Dave & Heidi Perry

<http://www.HomeBusinessOnline.com>

The Community and Clearinghouse For Home-based Entrepreneurs Only...Click to Enter

Strategy

How to Calculate New Customer Acquisition Costs

To calculate new customer acquisition costs, first research what total marketing costs were for the previous year. Next, count how many new customers you did business with last year. Finally, divide your marketing costs by the number of new customers to determine your cost per customer. Of course, this is not entirely accurate, but it's a pretty good guideline.

David Frey

<http://www.MarketingBestPractices.com>

Marketing Consultant and Author of "The Small Business Marketing Bible"

Strategy

How to get more free exposure online

If you want to get more free exposure without spending extra money to advertise, you must use viral marketing strategies. Example of how you can use viral marketing is by putting a 'tell a friend' script on your webpage. Or, by end of your email, put a P.S saying 'If you have any friends who might benefit from this email's content, please forward to them'.

Patric Chan

<http://www.automateinternetmarketing.com>

Discover insider internet marketing tips and strategies to market successfully online.

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Strategy

I'd Rather Eat a Bug Than Have to Cold Call

I've done plenty of selling, and most people would say I'm good at it, but I'd rather eat a bug than cold call again. First of all, it takes way too much effort. Second, it's too much rejection and depressing. Now, I make darn sure my marketing system delivers warm prospects who are ready to buy. Demand more from your marketing. Cold calling bites.

Doug Hudiburg

<http://www.marketingpathway.com>

Get more business with less effort, learn how to build a marketing system that works for YOU.

Strategy

Ideal Client Profile - Magic Bullet for Strategy

It's shocking to know how many businesses develop their marketing strategy without a clear and deep understanding of WHO they are targeting that strategy toward. If you want to put a sharp point on all of your marketing efforts, write down a description of your ideal client. Include as much detail as possible. Likes/dislikes, needs, frame of mind, current vendors, business challenges, etc.

Doug Hudiburg

<http://www.marketingpathway.com>

Get more business with less effort, learn how to build a marketing system that works for YOU.

Strategy

Improve Results 30-1000% With One Rule

Here's one simple rule for your business that will increase the results you get from your promotional marketing efforts by 30-1000% -- Never spend money on promotional efforts unless the results can be measured. That's right. No yellow page ads, no newspaper ads, no sales people, no loyalty programs unless you can determine your ROI with a reasonable degree of certainty. Stick to it and win.

Doug Hudiburg

<http://www.marketingpathway.com>

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Strategy

Invest marketing resources where it counts.

If you can identify which marketing efforts of yours are not yielding a return, and stop spending money and energy on those, you'll earn more from what you spend. It can be difficult to pinpoint what actually brings in customers and clients. However, if you begin asking each new buyer how they heard about you and keep track of the answers, patterns almost always emerge. Don't assume, find out!

Marcia Yudkin

<http://www.yudkin.com/marketing.htm>

Marcia Yudkin | Author Of 6 Steps To Free Publicity And 10 Other Books

Strategy

Marketing is a Process, Not an Event

Marketing includes five key activities: 1) discover unmet needs in a defined market, 2) create products to fill those needs, 3) develop your value exchange argument, 4) communicate your value exchange argument, 5) deliver on your value exchange promise. Most businesses invest only in #4 (sales/adv). The most profitable businesses focus on 1, 2, 3 & 5, then sales happen almost automatically.

Doug Hudiburg

<http://www.marketingpathway.com>

Get more business with less effort, learn how to build a marketing system that works for YOU.

Strategy

Marketing Should Unburden Your Sales Team

Wondering how to get more sales out of your sales team? Start by developing marketing tools that support the entire sales process, not just the sales presentation. Most marketing materials are focused on influencing a warm prospect to buy. Create tools that help your sales team get through the prospecting, evaluation, and follow-up stages and you will see results improve.

Doug Hudiburg

<http://www.marketingpathway.com>

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Strategy

Marketing Tools

Guerrillas know that individual marketing weapons rarely work on their own. But marketing combinations do work. A wide assortment of marketing tools is required to woo and win customers.

Mitch Meyerson

<http://www.MitchMeyerson.com>

Play Big. Make Your Mark In The World.

Strategy

MDO: The Whetstone of Sharp Marketing Campaigns

Can you clearly articulate the single best outcome of every component of your marketing program? What is the primary intent of your website home page? What specific action do you want someone to take who reads your product brochure? What is your main objective when you make a cold prospecting phone call. Most Desired Outcome. Define it for every element and you will sharpen your marketing.

Doug Hudiburg

<http://www.marketingpathway.com>

Get more business with less effort, learn how to build a marketing system that works for YOU.

Strategy

More bang for the buck

Viral marketing can bring you good returns for your investment. Make sure you a) tap into existing and future customers by requesting email addresses and get permission to communicate via email and b) encourage customers and prospects to pass your emails along to others who may have the same type of interests.

Denise O'Berry

<http://www.deniseoberry.com>

Small Business Expert -- Visit your one stop source for all things small business

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Strategy

Need Ideas? Go to The Source

If you aren't inundated with a constant stream of ideas for your business, it is almost always a good indicator that you need to get closer to your market. The better you understand your audience, the more often you will come up with great ideas to solve their problems. If your idea pipeline has run dry spend some time with customers and prospects and listen carefully.

Doug Hudiburg

<http://www.marketingpathway.com>

Get more business with less effort, learn how to build a marketing system that works for YOU.

Strategy

Offline Creativity

We have a client that sells roller blades. We suggested they gather up some friends and hold a free car wash. The car washers are all on their blades and before they start washing the car, they gave them our latest catalog, along with a coupon for our latest style. They also made sure to get email addresses. It was a success. Outside the box works.

Tim Hamblin

<http://www.blitzpromotions.com>

Search Engine Optimization

Strategy

Pick a Niche and Dominate

If you say that your target customer is "everybody" then nobody will be your customer. The marketplace is jam-packed with competition. You'll have more success jumping up and down in a small puddle than a big ocean. Carve out a specific niche and dominate that niche; then you might consider moving on to a second niche (but not before you've dominated the first one).

David Frey

<http://www.MarketingBestPractices.com>

Marketing Consultant and Author of "The Small Business Marketing Bible"

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Strategy

Search Engines in a Nutshell

People go online for information and search engines (SEs) survive by helping them find it. There are two key information clues SEs look for: 1) the words on your web page and 2) the number of relevant links you have pointing to your page. If you have relevant information and people link to you, you usually rank well in SEs. Discover the information your market seeks, give it to them, win.

Doug Hudiburg

<http://www.marketingpathway.com>

Get more business with less effort, learn how to build a marketing system that works for YOU.

Strategy

Testing -- The Always Present Success Factor

I read once that Ernest Hemingway never considered himself a good writer; he thought he was a great "re-writer." In other words, he struggled but kept on until it was right. Most highly successful marketers haven't achieved their lofty status as a result of brilliance, but as a result of testing and optimization. No one gets it perfect at first but testers always find ways to improve.

Doug Hudiburg

<http://www.marketingpathway.com>

Get more business with less effort, learn how to build a marketing system that works for YOU.

Strategy

The Core Essence of Marketing

When you boil away all of the thrash and confusion around the role of marketing in business, when you break it down to the most basic elements, it all comes down to three tasks that marketing must accomplish: create value, communicate value, and transfer value. Food for thought... bon appetit :-)

Doug Hudiburg

<http://www.marketingpathway.com>

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Strategy

Too Much Business Can Hurt You

Having too much business can be as detrimental to your success as not having enough. Missed deadlines and unfulfilled orders can cause you to fail quickly. Your prospects want your product or service and they want it now. If you can't accommodate them, they'll go somewhere else -- fast. Make sure you have plans in place to offload work during those great -- but trying -- times.

Denise O'Berry

<http://www.deniseoberry.com>

Small Business Expert -- Visit your one stop source for all things small business

Strategy

What do you & your ideal customer have in common?

Your best customers are people just like you, because you attract people who share the same characteristics. Jot down the traits and characteristics of your ideal customer. Check off how many of those traits/characteristics you manifest. The more you can check off, the more likely you will be able to attract your ideal customer. And now you also have a blueprint for improving yourself!

Jolene Jackson

<http://www.bestbusinesscoach.com>

I coach self employed people who have a maniac for a boss!

Strategy

What Do Your Customers Really Want?

Discovering what your customers really want is often like pulling teeth. Without this information you can't write great copy. How can you find out? One way is to read the testimonials from your competition's websites. You get real information from real people that you can use to improve your own products/services. Take some time this week to visit your competition's sites for some fresh ideas.

Karon Thackston

<http://www.copywritingcourse.com>

Why Aren't They Buying? Solve the mystery & get more sales!

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Strategy

Where the Real Profit Is

The real profits come after you've made the sale, in the form of repeat and referral business. Non-guerrillas think marketing ends when they've made the sale. Guerrillas know that's when marketing begins.

Mitch Meyerson

<http://www.MitchMeyerson.com>

Play Big. Make Your Mark In The World.

Strategy

Work your Priority Referral Sources

Make a list of where you get your BEST referrals, & ensure you are focusing your time, money & energy toward the people on your list. For example, an insurance agent gets great referrals from mortgage brokers, so it makes sense for him to put his money into a campaign directed to them.

Jolene Jackson

<http://www.bestbusinesscoach.com>

I coach self employed people who have a maniac for a boss!

Strategy

Zip up an offer with your sale!

If you're involved with email marketing, here's a great way to upsell an extra offer. When your customers buy a downloadable product, create a sales offer for one of your other products (call it Read Me for best effect) and zip it together with the product you're selling. When the customer unzips the file, the first thing they see is a "Read Me" file with your new offer.

Ian Mcintosh

http://www.worldofbooks.com/guaranteed_winners.htm

Guaranteed profits from sports arbitrage investment...

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Success Tips

Be Who You ARE

Someone may have the perfect solution to something I need right now, but unless I am impressed with their character, not only will I not buy from them, I will not recommend them. Conversely, if I *am* impressed with who they are *being*, I want to know all about them and support them in any way I can. Forget about what you are do-ing, who are YOU be-ing today?

Dwayne Cox

<http://www.dwaynecox.com>

Coaching Small Business Owners and Key Employees

Success Tips

Be Yourself

When you make calls trying to sell your products or services to prospects, don't forget to be yourself. Here are five tips that will help. 1) Smile -- it can be heard in your voice. 2) Stand up -- it helps you breathe. 3) Look In The Mirror -- it will help if you can see what your face is doing and you'll convey your message better. 4) Listen -- remember it's about your prospect, not about you.

Denise O'Berry

<http://www.deniseoberry.com>

Small Business Expert -- Visit your one stop source for all things small business

Success Tips

Build your own 'Dashboard'

How often do you waste time and energy looking for that affiliate link, url, favourite quotation site, or other useful online resource? If you have even the most basic knowledge of HTML it would be really easy just to create a web page that includes all those links. If you organise it into categories you could find things very quickly. Then, upload it to your site and make it your home page!

John Taylor

<http://www.Test-and-Track.com>

Learn exactly what to test and precisely how to test it...

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Success Tips

Can Your Business Run Without You?

What would happen if you decided to take an extended vacation? Would you still have the same business results when you returned? Could your business run without you? Whether you're currently a business of one or 100, now is not too soon to make sure it will. Identify the steps you can take to help your business be successful whether you're sitting in your office or relaxing a thousand miles away.

Denise O'Berry

<http://www.deniseoberry.com>

Small Business Expert -- Visit your one stop source for all things small business

Success Tips

Commitment

You should know that a mediocre marketing program with commitment will always prove more profitable than a brilliant marketing program without commitment. Commitment makes it happen.

Mitch Meyerson

<http://www.MitchMeyerson.com>

Play Big. Make Your Mark In The World.

Success Tips

Create First, THEN Edit

As marketers, we are frequently required to apply creativity to achieve a business goal. The creative process is like a pipeline, and editing too early is a sure way to block it. Think of your mind like a transmission, it can be in a creative mode OR and editing mode, but not both at the same time. When you are creating, you can't edit and evaluate the quality of what you are creating or the edit

Doug Hudiburg

<http://www.marketingpathway.com>

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Success Tips

DECISION-MAKING

Every marketing decision is like coming to a 'Y' in the road. There are no 'wrong' decisions - just many 'Y's in the road. There is no 'RIGHT' path. You're on it -- just start moving! Success is hardly ever an end point, but a process sustained by TAKING ACTION. So stop waffling -- what decision will you MAKE this week?

Marilyn Guille

<http://www.coveservices.com>

Comprehensive Virtual Editing (CoVE) Services

Success Tips

Don't "wish" for success, set smart goals.

What exactly do you want from your online business? I know you want to make money. But, why? Discovering the why will help you focus on your business because you now have a reason to make money. Have that goal written on some card. So as you boot up your computer, read it before working your business. Visualize having already achieved that goal. Then start work with that goal in mind. Try it!

Tony Farrell

<http://www.ebooktosuccess.com>

Prime Yourself For Success... FREE 10-part email course reveals all - for the first time.

Success Tips

Don't do; BE (successful)

Success, be this in business, relationships, cooking or whatever is never a question of what one does but always of how one (unconsciously) perceives oneself to be. Learning how to perceive oneself as successful could, therefore, be the most useful tool in your cabinet.

Karma Singh

<http://www.harmony-books.com>

You can have the benefits of 35 years R & D in just 10 weeks!

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Success Tips

Get Specific to Help People Help You

There are many forums where you can get help with your online marketing questions. When asking for help online, always remember to be specific. If you ask a general question, you'll get a general answer. Try to supply as much details as possible and make your request very clear.

June Yeap

<http://www.instantbizsaver.com>

Who Else Wants To Avoid Paying Full Price For Internet Business Information And Services?

Success Tips

Getting customer feedback

Rather than ask other marketers or copywriters to critique your web site, why not ask your potential customers? Provide an easy to complete form with no more than three questions and offer a thank you gift as an inducement for them to give you feedback. Not only do you learn about their likes and dislikes, you also get to make them an offer on a thank you page and get their email address!

John Taylor

<http://www.Test-and-Track.com>

Learn exactly what to test and precisely how to test it...

Success Tips

Hire Help For Mechanical Tasks

Do this simple exercise, and transform your life. First, Make a list of recurring "to do's". (Daily To-Do's, Weekly, monthly, etc.) Then, change the titles to "delegation Worksheet" (Daily, weekly, monthly, etc.) You may end up delegating everything back to yourself... But you also open up your mind to enrolling an army of helpers.

Joe Nicassio

<http://www.rapidresultsmarketing.com>

Marketing Services For People Who Appreciate The Importance of Budgeting For Marketing

200 Pieces of Gold – The Best of Daily Marketing Ace (So Far)

Success Tips

How to Delegate More Effectively

You're a "hands-on" type of person. This approach becomes your weakness when you are trying to grow your business. Trying to be all things to all people subjects you to burnout and can risk the great business reputation you've worked so hard to build. Practice the art of delegation. It's not always cheaper or wiser to do it yourself.

Denise O'Berry

<http://www.deniseoberry.com>

Small Business Expert -- Visit your one stop source for all things small business

Success Tips

How to Improve Blog and Forum Posts

Go to <http://www.iespell.com> Download and install the free spell checker. Once installed, you will see that "Check Spelling" becomes an option when you right click on a web page or a document. Now you can right click on a web page or on the text area of a form to select the text you wish to check and then right click again to check and, if necessary, to edit your blog or forum post.

John Taylor

<http://www.Test-and-Track.com>

Learn exactly what to test and precisely how to test it...

Success Tips

Just Ask And You Will Receive

This powerful technique is overlooked by most. I know that many people will not ask for what they want for the fear of rejection or they just don't know how to ask. Don't second guess yourself. Take that chance and ask for what you want from anyone you wish. All they can say is no and no doesn't necessarily mean no forever. Go out and ask for what you want from whom you want today! Just do it!

Rod Beckwith

<http://www.adwordgenerator.com>

NEW Exciting Software for Creating Profitable Google Adwords Ads

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Success Tips

Keep That Saw Sharp

It's important to keep yourself finely tuned -- to keep the saw sharp -- if you want to stay on top of the marketing game. Attend a professional growth seminar at least once a year. The best part of attending these functions is that you will meet other people just like you who are dealing with similar issues. They may have even already found a solution to an issue you're facing.

Denise O'Berry

<http://www.deniseoberry.com>

Small Business Expert -- Visit your one stop source for all things small business

Success Tips

Know What You Want

Set SPECIFIC marketing goals for your business. Many business owners have never done this! If you don't know where you're going, any road will get you there? What do you want to have accomplished six months, a year, from now? Write down SPECIFICS: Sales targets, client numbers, DETAILS.

Marilyn Guille

<http://www.coveservices.com>

Comprehensive Virtual Editing (CoVE) Services

Success Tips

Learn from the Masters - THEN Improvise

There is a reason music students spend years learning how to play like someone else. Of course, everyone wants to develop their own style, but until you have a solid understanding of what has come before, you will have a difficult time creating something new. Find a marketer that you know and respect and model exactly what they do. Once you have mastered their style, create your own!

Doug Hudiburg

<http://http://www.marketingpathway.com>

Get more business with less effort, learn how to build a marketing system that works for YOU.

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Success Tips

Make Time Zones Easy For Teleconference Attendees

When holding a teleconference or online seminars, always be aware of the time zone difference. Direct your participants to websites where they can figure out their local time. For example, TimeCoverter.com and TimeAndDate.com.

June Yeap

<http://www.instantbizsaver.com>

Who Else Wants To Avoid Paying Full Price For Internet Business Information And Services?

Success Tips

Patience

Unless the person running your marketing is patient, it will be difficult to practice commitment, view marketing as an investment, be consistent, and make prospects confident. Patience is a guerrilla virtue.

Mitch Meyerson

<http://www.MitchMeyerson.com>

Play Big. Make Your Mark In The World.

Success Tips

Pride Builds A Man, And Kills A Man

Any man prepared to sacrifice his pride coupled with perseverance and a willingness to learn, will achieve his hearts desire. Pride often gets in the way of learning what works in marketing, don't let it keep you from your desired result.

Rhys Nawodycz

<http://www.thefreeagentpath.com/rhys>

Good Education and Commitment Is Sure Success

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Success Tips

Quality Really Is Job One

Got a small budget? Not a problem. Just keep your focus on quality. Put more money and effort into planning and development. A powerful marketing piece aimed at a very specific audience will do a great deal more for your bottom line and future prosperity than a poorly produced piece thrown at the masses.

Howard Theriot

<http://www.catchlight.com/sparkle.html>

Catch Light Productions

Success Tips

Schedule and Plan your Marketing Activities

Do you use your twenty-four hours wisely? Everyone wants a piece of your time pie. Your clients, your suppliers, your employees, your networking contacts...the list goes on and on. How do you decide what to spend your time on each day? Use your goals as a check and balance tool. Ensure the time you'll be spending will help you achieve your goals in the long or short term.

Denise O'Berry

<http://www.deniseoberry.com>

Small Business Expert -- Visit your one stop source for all things small business

Success Tips

Stop Unproductive Marketing Activities

Feeling overwhelmed? If you can make, let's say, \$100 an hour doing what you do best, you should not spend much energy on routine things like stuffing envelopes, doing errands or putting together slides for your upcoming lecture. Instead, pay someone \$25 an hour to get those to-do's accomplished and free yourself for more high-paid work.

Marcia Yudkin

<http://www.yudkin.com/marketing.htm>

Marcia Yudkin | Author Of 6 Steps To Free Publicity And 10 Other Books

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Success Tips

Streamline Your Decision Making

Assign only one or two key decision makers at your company to work directly with your marketing firm. This way, everyone stays focused on real solutions and are not distracted by too many personal opinions. Many marketers want to see a half-dozen or more concepts. But, reviewing too many solutions up front only complicates things and almost always results in a poorly developed marketing piece.

Howard Theriot

<http://www.catchlight.com/sparkle.html>

Catch Light Productions

Success Tips

Test Web Host Responsiveness *Before* you Buy

When looking for a new web host, make sure they can provide you with the support you need when you run into problems with your website. Before you settle on a web hosting company, send a support email and see how fast they reply. Their responsiveness is a good indicator of the level of support you'll get. Also, ask a in web hosting forum like WebHostingTalk.com for third party opinions.

June Yeap

<http://www.instantbizsaver.com>

Who Else Wants To Avoid Paying Full Price For Internet Business Information And Services?

Success Tips

The Ten Most Important People In Your Life

Who are the 10 most important people in your life (This Day?) Look no further than your incoming phone log on your telephone. Those people that called you, they are special. Why? Because they exert ENERGY into the relationship. That makes them more valuable than those that don't return your calls. Find creative ways to get these people more involved.

Joe Nicassio

<http://www.rapidresultsmarketing.com>

Marketing Services For People Who Appreciate The Importance of Budgeting For Marketing

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Success Tips

To Free Up Time for Marketing: Delegate

To have any chance of marketing your business effectively, you need to have TIME to spend on marketing tasks. In other words, you can't work ON your business if you are always working IN your business. To maximize your effectiveness, add someone to your team who can handle delegated administrative tasks so you can focus on the most profitable activities. (Hint: click below)

Lina Charpentier

<http://www.bythehour.ca>

Get my free report: "TOP 5 MOST OVERLOOKED SMALL BUSINESS TIME KILLERS (and how to avoid them)"

Success Tips

TUESDAY, 10 AM

There's only one marketing secret: Tuesday morning, 10 a.m. Simple, huh? Set aside ONE HOUR A WEEK for marketing. And stick to it! I hear you. 'I can't guarantee that hour every week - stuff happens!' But keeping this ONE commitment - using that one hour - allows you to expand on ALL your other marketing efforts! Set aside one hour per week, no matter what, as 'Marketing Hour.'

Marilyn Guille

<http://www.coveservices.com>

Comprehensive Virtual Editing (CoVE) Services

Success Tips

Use Goals To Get What You Want

Goals are critical to your success. A "wish" is a goal that hasn't been written down. If you haven't written your goals, you're still just wishing for success. When creating your goals use the SMART formula. Ensure that your goals are, (1) Sensible, (2) Measurable, (3) Achievable, (4) Realistic, and (5) Time-specific.

David Frey

<http://www.MarketingBestPractices.com>

Marketing Consultant and Author of "The Small Business Marketing Bible"

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Success Tips

Work Your Most Creative Time

For efficient creativity, use the same process that top scientists and inventors use. Absorb all the facts and define the challenge for yourself, then go to sleep, take a walk or step into the shower. Your subconscious mind will continue to work on it and bring you a "eureka" experience, usually within a day.

Marcia Yudkin

<http://www.yudkin.com/marketing.htm>

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To Your Profits!

Doug Hudiburg

Doug Hudiburg,
Founder: Daily Marketing Ace

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