

Welcome to the 2002 Winter edition of the Marketcom eNewsletter.

This issue focuses on setting goals and marketing for better online sales featuring articles from respected writers and business owners around the net to give insights on proven techniques you can use for your eBusiness.

Contact the authors if you wish for more information or contact us here at Marketcom. Here's wishing you a Happy New Year and the most success in the coming year! Let's make it happen!

Glen W.
President / CEO
Marketcom

How to Set And Achieve Realistic and Effective Goals (Part One)

by Craig Lock

Oh no, not another article on goal setting!

Well now is a good time of year to reflect on life, our family's lives, and our journey - where we've come from and where we are headed. Who knows!

"There is one quality which one must possess to win, and that is definiteness of purpose, the knowledge of what one wants and a burning desire to possess it."
- Napoleon Hill (author of the classic book, "Think and Grow Rich")

"Nothing happens, no forward steps are taken until a goal is established."
- David J. Schwarz (author of "The Magic of Thinking Big" - an excellent book by the way!)

"Your life is controlled by your thoughts. Your thoughts are controlled by your goals."
- Earl Nightingale

"When we have no personal goal which we are interested in, and which means something to us, we are apt to go round in circles."
- Psychologist Maxwell Maltz

"The key to peak performance is not potential or skill, but motivation and
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Offline Marketing for Online Sales

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Research reports* state that 58-percent of consumers discover new websites through search engines. Another 16-percent follow URL links.

The remaining 26-percent such as (magazines / newspapers / tv/ radio / direct mail / word-of-mouth) can be your source of Offline Marketing for Online Sales.

--How To Reach Real World Markets--

Use Guerrilla Marketing Tactics;

- Create BUZZ-words that relate to your websites
- Direct-mail postcards
- Submit press releases to newspapers and magazines
- Produce low-cost tv and radio commercials

Jim Daniels, author of "Make-A-Living-Online" <http://bizweb2000.com> writes that he includes printed mini product catalogs with each sales shipment, which results in new and repeat prospects.

Offline internet marketing still has virgin territories, search for new prospects before the gold rush is over. Source: CapCity Mall Marketing Team



How to Set And Achieve Realistic and Effective Goals (Part One)

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dedication.... having clear performance goals and putting in the training effort to achieve them."

- Dr Sven Hansen

"I would like to repeat the critical importance of committing your plan to writing. It cannot be over-emphasized!"

- Paul J. Meyer of Success Motivation Institute

"Learn how to set your goals:

- a. Write down your goals
- b. Give yourself a deadline
- c. Set your standards high."

- Napoleon Hill and W. Clement Stone (co-authors)

UNDERSTANDING GOALS

Setting goals is the first step towards ACTION. They get you into motion. The energy of motivation should be harnessed by being transformed into clear goals and a clear PLAN to achieve them. *Goals are dreams, which come true...* and

they are far easier to achieve once they are focused. Goals therefore help to fulfill one's PURPOSE in life by giving expression to your core inner values, the "real YOU".

Psychologists have found that helping people to develop personal goals has proved to be the most effective way to help them cope with personal problems by:

1. Crystallizing one's purpose in life - through adding meaning.
2. Helping make difficult decisions.
3. Giving direction to your life and keeping you on track by concentration.
4. Resolving conflict
5. Building confidence and
6. Adding to your self respect (or sense of value = self worth)

The power of imagination in goal setting comes from having BIG HOPES AND DREAMS. I believe too often we underestimate our capabilities. Use the amazing power of your CREATIVE IMAGINATION to think what you REALLY WANT OUT OF LIFE...Then visualize your dreams actually coming to pass.

Albert Einstein once said, "Imagination is more powerful than knowledge". Very true, as I believe the human imagination

is our greatest asset. Thoreau once wrote these beautiful words:

"If one advances confidently in the direction of his dreams and endeavors to live the life which he has imagined, he will meet with a success unexpected."

"Be true to your ideals, no matter what may happen now. Then things will take a turn and the very things you wanted to happen will happen."

- anon

That one has just inspired me as I write this summary:

Albert Einstein once said, "Imagination is more powerful than knowledge".

Set realistic, yet achievable goals. Ones that stretch you...because we are all different, what is achievable for one person might not be so easy for another. Also, because we are all unique creations with different

hopes, desires, aspirations and dreams, what goal is important to you may be totally inappropriate for another individual's life direction.

I believe setting goals is vitally important in achieving what we want out of life...and setting even small daily goals are a great help in a daily action plan to move your life forward. I find it very satisfying ticking off even small routine tasks, like paying bills (well that is a big goal for a "starving" writer!). These small immediate goals are stepping stones to our bigger goals "down the track".

WRITE THEM DOWN, because putting them down on paper makes for more COMMITMENT. It focuses your thinking on what you want to achieve, like a magnifying-glass (that's called a simile, by the way!). Doing this chrysalises (nice big word) our hopes, aspirations and dreams. They keep us on track towards our medium-term and long-term goals - the "grand plan or vision" for our lives. This is most important...Re-evaluate your progress from time to time. Doing this keeps you on track to see how you are progressing towards the "big picture". I find it extremely satisfying looking back and ticking off the goals I have achieved. (Of course, I don't achieve all of them, but am working hard on that.)

It can be very encouraging seeing how far you have come, when you look back at your first "teeny-weeny" goals and doing this is a great motivator to me. Goals are the first step in a positive plan of action. And always remember, every great journey down the "river of life" starts with one small first step.

YOU CAN ACHIEVE ALL YOUR PERSONAL GOALS.

SO WHAT'S STOPPING YOU FROM TAKING THAT FIRST STEP RIGHT NOW?

Craig Lock

P.S:

As the ancient Chinese philosopher said so well,

"A journey of a thousand miles starts with a ...broken fan belt and a flat tire"...er sorry...a single step.

Authors Note:

Craig Lock has written extensively in the field of self-help.

This extract is from his first published book **HANDBOOK TO SURVIVE** - a collection of writings on various subjects to help every man or woman survive in a rapidly changing, uncertain world.

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Super Cheap Ways To Promote Your Small Business

By Kevin Nunley

<http://www.DrNunley.com>

Small business owners tend to have a common problem: where can they go to find effective cheap advertising?

It used to be that a small business' best low-cost advertising bet was radio. Radio is still quite affordable in many communities, but ad rates have gone through the roof in many others.

This leaves lots of small businesses with nowhere to go for local advertising. Fortunately, America's oldest form of mass media is coming to the rescue. Many cities are seeing a big return of neighborhood newspapers.

Small neighborhood papers focus on a particular part of town. They carry news on events within a few mile radius of their readers. Neighborhood papers also work hard to appeal to businesses in their immediate area.

One consumer told me she pays closer attention to ads in her neighborhood paper. "I know they're all a very short drive away. The big daily paper is advertising stores that are an hour or more away," she said.

Neighborhood papers not only feature far lower rates than larger papers, they let you tightly focus on a particular part of town. Specific neighborhoods feature specific income levels and lifestyles. This helps you target your ads more than you can with other kinds of local advertising.

Direct Response TV is also a great place to find cheap advertising. Just like any other kind of direct response marketing, television's response rates can be low. But there are so many people watching TV that it doesn't take a very high response rate to keep you awash in sales.

Nothing gets direct response on TV like infomercials. The best feature exciting video on a popular subject related to the product being sold. The product is marketed during the program's six minutes of commercials. Three two-minute commercials are common.

Shop for infomercial space during off-peak times. Late at night and weekends are best. Even though these times aren't big ratings-getters, the total numbers of people watching can still be impressive.

Look for especially low prices in smaller markets and on cable TV outlets. Thirty minutes can sometimes go for as low as a few hundred dollars.

Save on product costs by hiring a small, capable one or two-person production house.

Internet advertising also tends to be cheap, but it can take quite a bundle to keep your messages consistently in front of a lot of prospects. Buying audience for your website is almost always an expensive proposition.

One way to stretch your reach on the Internet is to team up with other businesses that are reaching a lot of prospects with advertising. Have them include your ad, banner, link, or (even better) article on their website or in their advertising.

Watch for web-based businesses that advertise frequently in top ezines, in card decks, on TV, and in magazines. Get mentioned on their site and harvest some of the benefit of their aggressive ad campaign.

You are more likely to receive cooperation from businesses that have clients similar to yours. Show the business how you offer a valuable product or service their customers will appreciate. Including you on their site must be a benefit for them.

Many intense Internet advertisers are looking for ways to defray their marketing expenses. Offer to pay a portion of the cost in exchange for being included in ads and on their site.

Kevin Nunley provides marketing and copy writing. Read all his free tips at <http://DrNunley.com> Reach Kevin at kevin@drnunley.com or (801)328-9006.



Goals Only Work When You Do

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www.SpeakingAboutWork.com

Goal setting seems to be a perennially hot topic! Could it be that you hear and read about it so often because it's a subject that is easy to know about and difficult to practice?

It would be very surprising to find an adult in the work force who has not heard about goal setting. A Harvard study of their graduates over thirty years found that there were only a small percentage (3%) of them who actually wrote down their goals--and these were the most successful! You can be certain that every one of those students had repeatedly heard the value of goal setting. Yet only 3% actually wrote down their goals consistently. Imagine what you can do if you both write down your goals and, then, focus on them every day, every week, until they are accomplished!

What is it that causes the "New Year's Resolution Syndrome"? You probably know the one. People make resolutions, work hard at them for a few weeks, maybe even a few months, and then forget them. Next year, they make the same New Year's Resolutions. That is the syndrome. It is self-defeating and self-sabotaging. So, why do so many people do it?

They may be making goals that are too global, too extensive, too unrealistic for the time frame, body type or current finances. That is not to say that they are not worthy goals. They need to be broken apart into smaller, more specific, attainable pieces. The elephant analogy is still the best one I know of to illustrate good goal setting. You probably know it. "How do you eat an elephant? One spoonful at a time." So it is with goals. Make spoon size goals and accomplish them. One you've mastered those, get a bigger spoon!

You may have too many people in your life who consciously or subconsciously are unwilling or unable to support you to reach your goals. Everyone has a 'personal tribe' - their friends, families, colleagues. You have created agreement among your tribe members that you are a certain way, or you do certain things. They are comfortable with you as long as you are and do those things. They may even be enthusiastic about your desire to change something or accomplish something new. Just know that, as you change and accomplish, they may not like it. They may even go so far as to put you down in small ways or make light of your accomplishments. Do you know why? It is usually because your changes remind them, on some levels, that they could be doing it, too...and they aren't!

Surround yourself with people who want you to have what you want for yourself. Be mutually supportive and you'll all achieve your highest goals.

You may have filled your schedule with so many things that there is little room for your goals to grow. We must be careful not to confuse busyness with progress. Be selective about how you use your time and what you focus on. Success often comes when you know what to leave out, rather than what to include in your life. Notice, too, how much time you spend on trivia. It has a nasty way of taking your attention from what you say you want to focus on, doesn't it? Have you ever just "had" to clean your office before you could begin your project? Then you know how this works!

Goal setting is like the pig and chicken who were out for a walk in town early one morning. The chicken became really excited when she saw a sign that said "Ham & Eggs, \$2.99". She said to the pig, "Look, we've got double billing again." The pig grunted and said, "That's all right for you to say. For you, it's all in a day's work. For me, it's total commitment." Goal setting is all in a day's work. Goal achievement is total commitment.

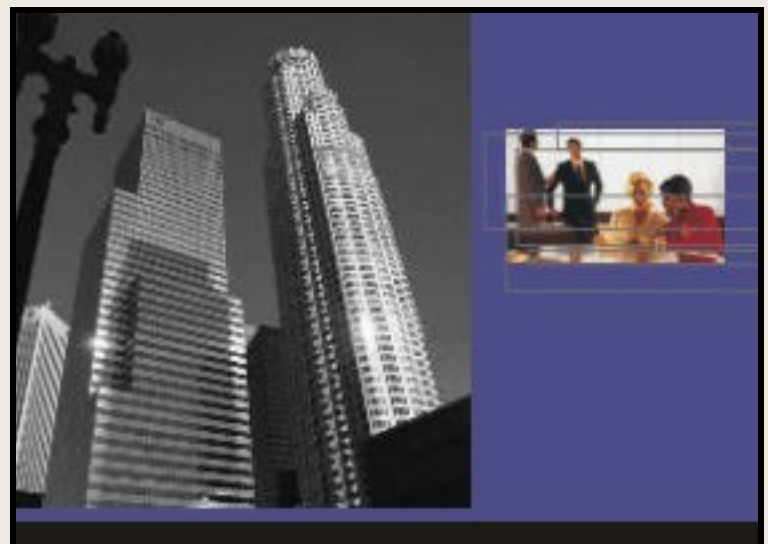
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Register today for Rhoberta's new Teleseminar and Coaching program: GOAL GETTING: MOVING FROM RESOLUTIONS TO RESULTS - a 12 week program to help you stick to your path and achieve success! Click on "Teleseminars" at her website: www.SpeakingAboutWork.com

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Give People a Reason to Buy your Product or Service: Create a Strong Signature Box

Overcome lackluster signature boxes with merely your name, address, and email listed. Instead use the "passion approach." Give your product's or service's promise. Name their benefits. Stop missing sales because of weak copy.

Include your signature box on every email you send out.

Your signature or resource box, usually 4-6 lines, is your billboard to let people know who you are, the benefits they will receive, and what expertise and products you have to assist them. Without it or with a lackluster one of just your name and contact information, you are guaranteed no action that leads to connecting with you, better yet-- sales.

Your signature box is more important than your article, email, or ezine's message. Be sure to put some thought and time into it. Be willing to edit it at least 5 times. You want more than just your name and contact information. Remember your resource box is a call to action. Write it so your reader takes action--either to send an email, phone you, or visit your Web site.

Once you get a reaction, it's up to you to make the next communication powerful and convincing. It's a good idea to have your sizzling headline and ad copy written out for phone and email responses. Even if you don't have a Web site, you need to have compelling headlines and sales letters ready.

If you send an email, be sure you include more specific benefits and the feature of your product they relate to. For instance, "Quadruple your Web sales in less than one month through submitting free articles to ezines."

When potential buyers visit your Web site be sure your home page has marketing pizzazz with benefit-driven headlines. See <http://www.bookcoaching.com/freearticles/attractpizzazz.shtml>

Include your signature or resource box at the bottom of each article, business communication, and ezine you send out. Use a separator such as ===== at the bottom of your message just before your signature.



Signature Box Examples and Feedback.

Here's one listed at the bottom of an article sent to opt-in ezines:

Person's name-- retired from a 30-year sales career is now a Sales Consultant. I recently wrote a manual for small business owners titled, "How to Build your Small Business Fast with Free Articles," and several other publications to help small businesses grow and prosper. Form more information...mailto: name@email host. Phone: xxx- xxx-xxx .Or Write: Name and PO Box.

Book Coach's Feedback:

It's all about the author, and not about his customer. We don't care if he is retired, Just one line of his name followed by his title "sales consultant" is enough. Always write with "you" in mind (your customers).The second line could be the title of his manual. I wonder is it e or print?

One benefit is "fast," but I want more. Will he help me build credibility? More customers? The feature is "free articles," which when added to the benefit is strong. It's good he included his audience in his manual title, so his customers are targeted.

He includes information to stay in touch with him: an email address, phone, and address. I'd say his next step is to get a domain name or submit his manual to another book-selling site. For that, he'll need a compelling headline, sales letter, and ordering information.

Author's Tip: Feature one special offer in each signature box. Include your Phone

number so out-of-country people can talk to you.

In my signature box I include the Web address: <http://www.bookcoaching.com/discounts.shtml> to lead readers to services or products related to the subject of the article that I submit to opt-in ezines.

Last month I sent out an article on Online marketing with a link to my home page "Discounts of the Month," where I offered two eBooks for the price of one. In another article entitled "Teleclasses: Raise your Credibility and Profits," I included the words "teleclasses" and a link to my site where they are offered.

Put more time into writing your signature box than all other writing Send out a casual marketing survey to your friends and business associates to vote from 1-10 on the most powerful of those 4-6 lines. Ask them which of the phrases would compel them to take action. Edit it 5 times until it's as powerful as Hoover Dam.

Without a strong, passionate signature box you waste all of your chances to attract potential Online buyers. Incorporate this tip today!

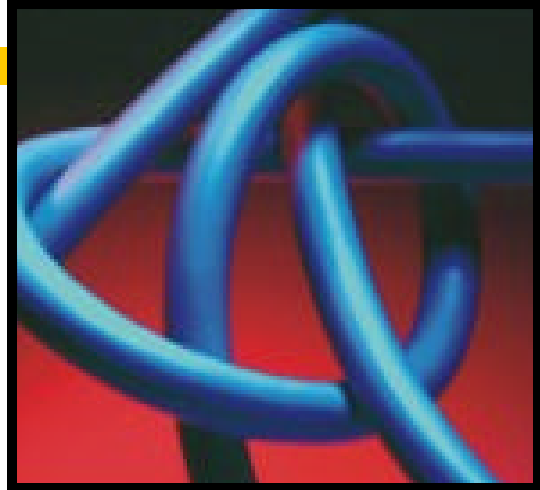
Judy Cullins: author, publisher, book coach
 "Ten Non-techie Ways to Market Your Book Online" Helps writers manifest their book dreams
<http://www.bookcoaching.com/discounts.shtml>
 Subscribe to FREE ezine
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10 Tips For Running A Well-Oiled Business Site!

by Larry Dotson

1. Address your targeted audience on your business site. Example: "Welcome Internet Marketers". If you have more than one, address them all.
2. Make sure your content and graphics are relevant to your web site's theme. You wouldn't want to use a bird graphic on a business web site.
3. Alert visitors by email when you add new content to your web site. This will remind people to revisit your web site.
4. Offer a way for visitors to contact you on each web page. List your email address, fax number and phone number.
5. Give people the option of viewing your web site offline. Offer it by autoresponder or printer friendly version.
6. Make sure a least 50% of your content is original. The other option is to offer something else original other than content, like software or an online utility.
7. Offer your visitors incentives for revisiting your web site. You could give them new content, ebooks, software, ezine, etc.
8. Publish a FAQ for your business, product and web site. They could have questions about multiple parts of your business.
9. Make sure all links on the navigational bar are clickable. If people can't get to where they want to go, they will leave.
10. Organize you web site in logical and profitable sequence. You don't want to give a freebie before they learn about the product(s) you're selling.



Branding With A Twist

By Sharon Dalton Williams

One of the things that are important for you to do as you build your business is to "brand" yourself. One of the definitions of "brand" according to Merriam-Webster's online dictionary is "to impress indelibly."

What you want to do is get the word out about yourself, your company, and your products or services in such a way and at such a frequency so as to make an indelible mark on the minds of your potential customers.

That's not a hard thing to do if you are selling the first ever miracle widget. But what do you do if you are in a business that is commonplace, like selling office supplies, or in an affiliate program with thousands of other resellers just like yourself?

Let's take a look at some examples of excellent branding.

1) Saturn, a car manufacturing company.

When the owners of Saturn were contemplating opening the company, they needed to find a way to stand out from all the other car manufacturers that had been around for decades.

The owners decided to find "better ways for people to work together to design, build and sell cars. [They would be a] car company that would talk straight, do what it promised and deliver solid value at a fair price" (taken from <http://www.saturn.com>).

Their strategy worked. Saturn is one of the most popular make of cars on the road today.

2) Home Depot, a warehouse hardware store.

When Home Depot came into the market place, hardware stores were in almost every town. What did the world need with yet another hardware store? In our area, there was even a warehouse hardware store chain already in existence. What could Home Depot do to stand out from the rest?

Home Depot hired professional contractors to work in their various departments. This meant that when a customer went, for

example, to the paint shop, the customer actually spoke with a professional painter for tips and advice.

Home Depot went a step further and created a do-it-yourself university, where customers could take classes on the weekend to learn how to remodel their own kitchen using supplies purchased, you guessed it, at Home Depot.

Home Depot is fast becoming synonymous with the term "hardware store" because it is one-stop shopping and tutoring for customers.

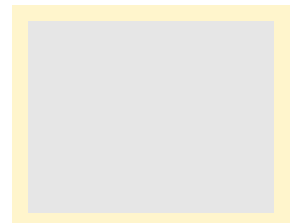
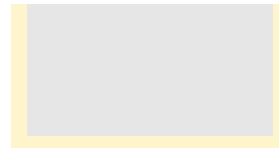
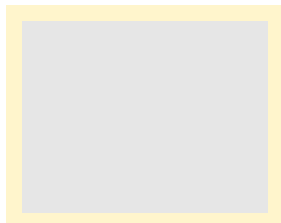
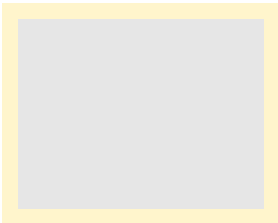
3) Progressive Auto Insurance

When Progressive Auto Insurance emerged online, they were one of many car insurance companies, some of which had been around for decades and boasted of a solid customer base. To add to their challenge, they entered the internet world.

Progressive Auto Insurance did something that was unheard of in the insurance industry. Whenever a customer asked for a price quote on their insurance, Progressive gave them price quotes of 3 auto insurance competitors. Progressive counseled customers to go with the company that could save them the most money, even if the company wasn't Progressive.

What should have been disastrous - encouraging customers to go with other companies to save money - actually became their strongest selling point, because they built the trust of their

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Branding With A Twist
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customers.

How can this work for you?

- 1) Develop your own mission statement and decide what kind of company you want to be like.
- 2) Check out your competitors to see what services and products they are offering and how they are marketing themselves. Do you see any gaps in the market place that they are not filling? Find a way to fill the gap.
- 3) Determine what extra service or product you can provide to make life easier and better for your company, even if you give it away for free.

Even if you are in a business that thousands of other business owners are in, there is something unique about YOU, and you can use this uniqueness to brand yourself with a twist.

Sharon Dalton Williams is the author of "8 Steps to Abundant Success."

Learn how to reach the goals you have set for your life and business. Surf to <http://www.sdwassociates.com/succeed.htm> to order your copy.

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We hope you found this edition of Marketcom eNews insightful and helpful.

Look for our Spring 2002 issue!

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