

Here They Come! Are YOU Ready?

By Cathy Wagner

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I want to draw you attention to the fact that September is almost here. Typically, September is a very big month online: people come in from playing outside, they get back to work, they want to earn extra money for the holidays, etc. Statistically, there is usually an upsurge in the number of new internet users in September. You don't want to miss out on this prime selling season!

What can you do to make your site or offer even better to get ready for these people? How can you organize what you are doing to become more effective?

CHECK YOUR WEB SITE

First, let's look at your web site. Is it optimized for search engines? You **MUST** be sure to have keyworded titles for each of your pages and **USE** the meta-tags for each page. This raises the question, what keywords should I use? This can be a tough question and, in some cases, will so stump the webmaster that they let these valuable tools go unused!

The solution is to use a keyword tool that will tell you which keywords are the most popular. When you type in the first word that pops into your mind relating to your offer, you will get a list of how many times that word was used in a search and also a list of related keywords and how many times they were used!

You can even use the related words in subsequent inquiries until you have a long list of very popular keywords. Best of all, this tool is totally free!

SUBMIT YOUR SITE FREE

Next, how will you get it listed for free? Believe it or not, submitting your site to search engines using World Submitter does work!

Many people complain about this service because of all the email they receive in return, but the truth is, even if you only use the search engine submitter, it works! I have gotten as high as #6 at MSN for a common search phrase like "targeted email advertising" using World Submitter **ALONE!** Don't neglect using this effective free tool!

Assuming you are promoting your offer on a regular basis, the next most important thing you can do

to get ready for Fall is to organize your follow-ups.

ORGANIZE YOUR FOLLOW-UPS

Email marketing software, of course, would be the easiest way to accomplish this, but it is certainly not the least expensive. Here are some free ways to make your follow-ups easier:

1. Whenever anyone signs up for one of your offers or programs with an email address, FOLLOW UP, right away! Send them a message thanking or welcoming them and tell them what you think is the best aspect of what they have just purchased or joined. Be sure to give them your contact information.

Then SAVE that message in a folder in you email client and when someone else signs up to that offer or program, copy and paste the same message to them, right away. This will save you the time of having to think up your message fresh every time and also gives you the opportunity to perfect your message by reading it again before you send it and making any changes you feel necessary.

Save and use subsequent follow up messages in the same way. Send subsequent messages no less than once a month and no more than once a week to avoid annoying downline members and customers.

MAIL TO YOUR LIST WITHOUT SOFTWARE

2. If you have a mailing list already, here is a trick to make mailing to them without software a lot faster.

Open your mailing list in Excel or some other spreadsheet program. Just let the program open the list anyway it wants to. (If you don't have a list compiled, you can paste lists of addresses as plain text by using the Paste Special feature. Be sure to make one long column, that will make it easy to sort the data and check for duplicates.)

With each piece of information in it's own cell, you can delete all the columns that do not contain email addresses and save it. Then, using Word or another text document program, open the file you just created in Excel (be sure your "Open" window displays All Documents) and you will get a long list of email addresses.

Go right to the Edit menu and click where it says Replace. You will get a small window, click where it says More on the bottom right of that small window, then again on Special at the bottom of the now expanded small window. From the Special menu select Paragraph Mark (this should go in the Find What field) and replace it with a comma, then click the replace button. Let it replace them throughout the entire document and you have a long run on sentence of email address separated by commas.

SEND AS FAST AS YOU CAN COPY AND PASTE!

Now, copy them in chunks of twenty and insert line breaks as you mail to your entire list by only copying and pasting!

Even if you have a list of 500, once you have written your message, you can finish your mailing in less than 30 minutes! Be sure to save this document and add new addresses as you collect them.

DO IT ONCE AND YOU'RE DONE!

Remember, these tips may seem like work, but once you have done them, you never have to do them again and the benefits of having them finished can make all the difference in how quickly you succeed. NOW is the time to get READY!

About the Author- Cathy Wagner has created ONE STOP Internet Business Services at <http://www.onestopinternetbusiness.com> for every internet marketer- beginner to advanced. She has grouped not just a few marketing recommendations, but an incredible list that is unmatched by any other single site. She offers a very comprehensive overview of internet marketing, along with the best and most cost effective marketing sites, tools and techniques for even the most advanced marketer.

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