

Why 'Every' Business should have an 'On-line' Presence!

By Gord Sears

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I was reading an article the other day that really drove home the importance of getting your business onto the web.

Essentially, the article noted how a local business group had reviewed their 'Business Directory', - specifically, their directory's advertising section - and discovered that somewhere around 20% had provided an email address, and a little more than half of those who did supply an email address were savvy enough to also provide a website address in their ads.

I find this to be extremely revealing ... here's why. I was watching the TV (you know, the 'thing' your wife forces you to watch to make you get off the computer) last night when in mid-channel-surf, I paused for a drink of tea. It just happened to be some gimmicky frying pan the 'Commander' liked and she just wanted more information on it.

Foolishly, I mentioned they would probably display a website address where she could get more information about this "workin' women's way to her man's heart".

It was almost 15 minutes before they disclosed their website address where she could get more information. During that time I was demonizing the low, mean-spirited use of food as a means to sell frying pans, knowing us men are weak in that department. Sure there was a phone number ... but I thought she'd be satisfied just looking at the pictures, not telephoning to place an order.

Reluctantly, protesting all the while about the evils of greaseless cooking, and under severe duress from the 'Commander', I dug out 'ol instabroke, and charged up at least two days income for this 'from stable to table' whiz bang steam cookin' fry pan.

Now for some perspective. A few nights earlier, another commercial was on about some other whiz bang gadget that caught the Commander's eye. This time however ... no website address. No additional info for the Commander to force me to get. No 'Buy Me' buttons to launch her over the precipice into diving for 'ol instabroke'.

Having escaped any serious potential for her having a 'convenient' way to insist upon me buying it for her, I really didn't think much about this previous episode ... until after she commandeered my mouse last night to whack that dang 'Buy Me' button for that no-grease, no oil, no taste, wretched,

lean mean eatin' machine.

With the visionary accuracy of 20-20 hindsight, it dawned on my usually 'slow to catch on to her tactics' mind what had just occurred. She had 'tricked' me into buying something the 'easy way'. I had no more excuses ... er, valid reasons.

Now, when she notices a website address about some product advertised on the TV, she insists on interrupting my important 'business' and requires that I immediately 'go there!' so she can check it out (read - get me to buy it for her).

Therefore, in defense of 'ol instabroke, I need to devise a clever new strategy to deprive the 'Commander' access to web sites of 'interest'. Here it is ...

I'll encourage all those businesses where the 'Commander' might be interested in punishing 'ol instabroke, to stay off the web. It was bad enough on 'ol instabroke when the 'Commander' actually had to get me to 'go somewhere' to buy something for her.

Her trump card was usually the needs of the 'Troops', though I'm sure that it will be awhile before the 2 and 6 years old girls quite understand the need for these new 'uniforms' from Victoria's Secret Swim Wear.

Now, she's exposed the fact that the web has completely disarmed my usual spending avoidance strategies using such valid 'reasons' such as crowds, line ups at cash registers, other people's kids, you know ... 'anything' to avoid 'going shopping'!

Well ... 'anything' turns out to be 'whatever' get's her attention on TV with a website address included, (in)conveniently invalidating my usual 'valid' excuses, er ... reasons to defend 'ol instabroke by providing convenient 'Buy Me' buttons and offering 'free' shipping.

So please ... all you local hair salons, jewel shops - in fact, anyone selling to women, do not advertise a website. If you must - please don't include any of those danged 'Buy Me' buttons offering 'free' shipping (the last of my meager defenses).

Here are some tips for those guys who's 'Commander' hasn't figured this out yet:

1. Never tell her that you 'bought' something off the web - white lie it into a Cabela's purchase.
2. Tell her that you have no intention of giving 'ol instabroke's number to someone you can't even see or talk to.
3. Insist that SSL really means 'some sucker's lies'.
4. If she's more web savvy than you ... embrace your ignorance and refuse to be 'educated'.
5. Move to a farm where 'UPS' doesn't deliver.
6. Suggest that if it's so 'safe', those Internet casinos might be a good place for you, not her, to start feeling 'comfortable' about web spending.

I'm sure I could've come up with a few more to discourage her from 'convenient' purchases if someone had written to warn me. It's too late for me though ... you however, can consider yourself forewarned.

Business owners ... web bad ... dot.bomb ... Nasdaq, remember no-one's buying on the web ... or are they ;-)?

Gord Sears, Publisher: Who-NotHow.com's 'GuruReview' Ezine. Tired of the 'hype'... condense your search for 'Useful' Internet Marketing products! No 'BS', humorous 'non-promotional' reviews. Kickin' the 'BS' out of their 'Sales Copy' - one 'Issue' at a time! ;-)

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