

How Not To Market

By John Colanzi

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I really don't get it.

Why do so many marketers shoot themselves in the foot?

It takes time to build an online presence.

Why do so many marketers go out of their way to lose business and credibility?

They do everything they can to destroy any chance of doing business with future customers. In many cases they not only lose a future customer, they destroy their reputation.

Some ways not to market.

1. Subscribe to an ezine and every time the publisher sends out their newsletter, play email tag and hit them with an ad.

Do you think you'll make a sale?

I doubt it.

2. Use forged headers in you email.

What are you hiding?

If you don't want me to know who you are, why in the world would I trust you with my money?

3. Send me an email saying, "You're receiving this message because we are both members of the same opt in list."

Since I don't belong to any safe lists, you've started your sales letter with a lie.

I'm sure you'll get my business. I love sending money to people who lie to me.

4. Sending those bogus pyramid letters.

They are illegal and I'm sure I want to flood in boxes with illegal chain letters.

Wake up!

Here's what mailing one of these letters shows:

A. You know nothing about doing business. If you did you wouldn't be wasting my time and yours.

B. You either don't have a clue that these schemes are illegal or you feel you have to break the law to make money.

So use any of these methods of marketing and I seriously doubt you'll get many sales.

Why would anyone buy from you?

If you're too dumb to know any better, how can I make money investing in a you?

If you're a scam artist, I know you aren't getting a dime out of me.

Do yourself a favor. Build a real business.

Don't show your ignorance by using any of these schemes.

Save yourself some time and do business the right way.

Once you lose your credibility, you may never get it back.

Wishing You Success,

John Colanzi

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