

Are you an Internet Marketing Failure

By Michael E Williams

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No one wants to admit it, but the sad truth is only 5% of the people are making any kind of money on the internet. Sure you see programs after programs describing how to get filthy rich within hours if you just join! The part no one told you about is how to get those quality people to your website. Without them your dead in the water. With that being said, I have two words for you, TV, that's right TV we've been concentrating so much on trying to promote via the internet, that we've forgot what is still the most powerful media around. But you say T.V. is expensive, I can't afford that, you couldn't be more wrong. Previous to 9-11, I used to work for the Post Office, in the Northern Va. area. My job was monotonous and its best and left me wanting much more out of life, so I knew I had to make a change. I dabbled with the internet with limited success, plagued with the same problems, limited or non existence traffic coming to my website. All of a sudden a light bulb went off, why not advertise your website on TV So I inquired about rates from several TV stations, and was pleasantly surprised. For just under \$1,000, you could advertise for the entire month, 4 days a week, twice a day, at peak hours, to over 600,000 people. Prices may be a little more now, but for the exposure it's still one of the best ways to reach the masses on a daily basis. You have to be careful on what you market, and what time of the day you want your ads to run. For example, if you wanted to advertise during the day, your primary audience would be stay at home moms, who needs would range from anything dealing with children needs, to the needs of the matriarch herself. My first experience took the breath right out of me. When I first started advertising, I was told by the account executive not to expect too much initially, because people usually don't buy the first time around. Was she ever wrong, not only did they buy, they bought enough for me to say adios to the Post office, so it can work I'm living proof. Whatever you do, you have to get people to see what you have to offer or you will end up being that 95% who chase program after program. Before I go there's a new trend that seem to popping up, with pretty good success. The new rage are the affiliate programs which you only need a nomimal fee to get started, leads that total in the thousands, and e-books, that's available for resell, or for help in promoting your business, because when dealing with the cyber world we could use all the help we can get.

p.s.heres a good one <http://www.paid2you.com/?u=1431>

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