

Establish Your Credibility

By Michael Sheridan

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The Compleat Advertiser <http://mlm-email-lists.com>

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This has to be the single most important feature of all your marketing, without exception. And the best way to do it is to become well known in as many spheres as you can handle.

If you can naturally write good articles on subjects of interest to other marketers then you are already half-way there. The next thing to do is to get them in front of as many readers as possible by making use of the various directories available.

However, you will still be an unknown entity for quite some time and one of the ways to overcome that is through the forums.

There are literally thousands of them on the net and some are a good deal more useful than others, but they all have one thing in common. They are places where you can make contact with like-minded individuals and where business relationships are formed which can be of immense value in the future.

Notice I did not say that they are places to sell your wares. Overt selling is frowned on in most forums which are places where people go to exchange ideas, ask questions and learn from their fellows. You can establish a lasting credibility by taking part in all those activities, as well as by forming joint ventures with other members.

And even though they are not good places for direct sales, you can quickly and easily build your subscription list simply by adding a sig.file, which most forums will permit you to do, to the bottom of each contribution you post.

How quickly will your list be built? Well, Bryan Kumar managed 1,000 new subscribers in a week! His article on how he did that is in a free downloadable file on my website.

You may not experience quite the same response rate, but the value you derive from these forums, especially ones where you know you are dealing with people you can trust, is immeasurable.

And finally there is The Affiliates Club. This is not a program, it's a true club dedicated to building businesses on the net. All the responders to the forum are business owners and no question is

considered too dumb to be answered in full. Everyone remembers what it was like when they were struggling. In addition there is far too much free stuff available to even begin listing here.

If you feel like rubbing shoulders with the likes of Willie Crawford, Milana Leshinsky, Peter Twist and/or Sean Burns, and you are really serious about building your online presence, then this is the place for you.

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Michael Sheridan is editor of The Compleat Advertiser which is free by sending an email to tingirablue@magicbiz.net, or visit his website at <http://mlm-email-lists.com> for more information on forums.

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