

# Insights to Advertising

By Patrick Hale

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If you're in biz online nothing can make you happier than those notices or invoices in your email telling you that you've made another sale. Right?

Okay these little checks just happen to find their way into your account because you are blessed by the little green check fairy, right?

Wrong ! You have earned these pay checks because of long hours searching and researching advertising vehicles, platforms, companies and individually owned ad agencies.

You have brainstormed over subject lines and ad copy. You have read a zillion ads both great and terrible. You have most likely placed ads in every possible way from solo ads to FFA pages.

May I ask, Do you cringe when you receive a Spam ad in your email that is so novice that it is plainly obvious that the sender copied it off a web page ? Do you hate to open a new publication just to find it literally stuffed with ads ?

Okay confessional here, so did I until I realized that these ads were directly responsible for germinating many at home businesses online, Mine included. Ads are the mainstay of business online and off. Without them there are no sales thus no business.

The newcomer that's seeking a marketing opportunity online is most certainly mesmerized with all the ad claims as they review each and every one searching

for the one that will launch their new biz online.

And one day after all the searching, research, ad copies and postings.....

Voila ! there it is "You've made Another Sale"and no it wasn't the little green check fairy. It Was Advertising !

Ads are the tidings of opportunity and without them many of us would not be in our present occupations. They are like panning for gold. You will pan through tons of dirt just to discover that little nugget of gold.

So always remember that an ad is like a coin with two sides, one an opportunity for a new biz and the other an opportunity for a sale and they both Represent Money.

"Man`s horizons are bounded only by his vision"

To Your Success, Pat @Maxaid

Pat @Maxaid - Publisher of Maxaid News  
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