

Five Simple Things To Make You More Successful

By Raymond Johnston Jr

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Money For Hire Ezine [">mailto:moneyforhire@rapidreply.net](mailto:moneyforhire@rapidreply.net)
_ "How To Improve Your Internet Marketing Skills"
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As we all try to get back to our normal daily routines, I continue to see the struggle that some are having each day.

The struggle I refer to has nothing to do with the World Trade Center or terrorists.

I refer to the struggle that each of us in the marketing world faces each day trying to make a living on the internet. A lot of the things that I am going to say, you have heard before. I am going to mention them because I continue to see people making the same mistakes day after day.

1. If you are trying to do business on the net, take the time to learn the simple task of making your URL or email address clickable

The people who do not take the time learn this simple task, are losing 75% of the people who may have had an interest in their advertisement. This is very simple and yet one of the most important things you should be doing.

For URLs, use this format. [">http://www.moneyforhire.com](http://www.moneyforhire.com)
_ Always include the (http://) with your URL to make it clickable.

For emails, use this format [">mailto:marketingskills@rapidreply.net](mailto:marketingskills@rapidreply.net)
_ Always include the (mailto:) with the email address to make it clickable.

2. Answer your email. This may sound completely crazy but it is amazing how many people don't answer their mail. So many doing business have half of their email sent to an address that they don't even check. If you plan on running a successful business on the internet, don't have your mail sent to 10 different email addresses to avoid the junk. Yes, you will get some spam and it make take you some time to filter through it. It's better to go through a lot of junk to make sure you respond to the real customers that you have. If you fail to respond, you no longer have a customer.

3. Advertise with more quality and less quantity. There are too many people advertising with the

philosophy of quantity will make you successful. This is very simple. A bad ad to 1000 people is a whole lot less effective than a good ad to 100. People are spending way too much time on the number of ads they write instead of working on the quality. Take more time writing your ads instead of the time sending them to fifty different places.

4. Use criticism and suggestions to better your business. Improving your business should be a never ending task. Find out what others think the weak points of your business or website are. Then work to improve these things. One of the biggest mistakes made in business, is not listening to your customer's ideas. You may think you have the greatest business or website on the net. If the customer doesn't feel this way as well, then you have nothing. Don't please yourself, please your customers.

5. Make yourself available. If you as a business owner do not make yourself available to your customers, they will not be customers long. People want someone that they can talk to. They want someone who will get back to them in forty eight hours, not two weeks. One of the most irritating things for a potential customer is to try and find out more information about a product or service and not hear back for a long period of time. They lose interest fast. If you want to sell yourself or your product, you must be available when the customer is interested.

These are just a few simple ideas that can help you be more successful with your business on the internet.

Raymond Johnston Jr is the editor and publisher of Money For Hire Ezine. You can subscribe on his website at [">http://www.moneyforhire.com](http://www.moneyforhire.com)
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