

I Am a Walking Billboard

By Raymond Johnston Jr

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A couple of weeks ago on one of my infrequent trips to town, I reinvented advertising. Don't get me wrong, I am not taking credit for some new form of advertising. It was just new for me.

I live in the mountains and a trip to town is an all day adventure. You don't forget the milk and bread and say oh well I'll pick some up tomorrow. You don't go to town and think that you are going to make it a quick trip. It just doesn't happen.

I actually started my day at the doctor's office. While sitting there in the waiting room, a beautiful smiling face came crawling up to my chair and pulled up to stand and face me.

As he stood there smiling at me, I heard a female voice say "Adam, come here and leave the man alone". I assured her that he was not bothering me and that it was actually a joy to have that big smile in front of me.

The lady and I started to talk and she told me that she worked at the newspaper. She asked if I worked in town and I told her that I had worked in advertising and now spent my time writing and that I also published an ezine on the internet.

She asked me what kind of writing I did and I told her that I wrote a lot of marketing articles and also liked to write stories about life and also wrote a lot of poetry. She asked me if any of my articles were on the net where she could read them? I gave her my website address and as I was doing so, a gentleman asked if I could repeat it saying that he would like to check it out. I ended up giving out my website address to six or seven people.

The nurse came and called me back to see the doctor and the waiting room experience was soon in the back of my mind. I left the doctor's office and headed to the drug store to get some pills that probably caused more problems than they cured.

While waiting for my prescription, I overheard a couple of the employees talking about doing some advertising on the net. Curious as to what kind of advertising that they were talking about, I asked. One of the young ladies told me that she had started selling a product on the net as a part time job.

I told her that I was in advertising and that I also published a marketing ezine on the net. She wanted my email address and website address as well. The other lady informed me that she was also looking to do some part time work on the net.

We chatted for a while and when my prescription was ready, I told them good luck and left. I finished up the things I had to do in town and called it a day.

Last week, I got an email from the editor of the town newspaper asking permission to publish my article "Feel That Peace" If you missed that article, you can find it here <http://www.moneyforhire.com/ezine.htm>

She also included my website address and email address with the article. I have no idea how many subscribers or customers this will end of bringing me. I can tell you that the little smile will always be remembered. Thanks Barbara. Make sure and give Allen a big hug and kiss, he got this whole day started.

A couple of other people from the doctor's office also subscribed to my ezine as well. Thanks Ed and Tammy.

The two young ladies from the drug store not only subscribed to my ezine but both of them also joined my downline in a couple of programs. They are both quite the go getters. Thanks Alyssa and Stacey

Now I don't expect that kind of results every time that I go to town. But I do know that it sure opened my mind to other ways to scare up subscribers and customers.

My wife has always said that I work all the time. I guess this proved her point. Nothing like being a walking billboard for your own business.

Raymond Johnston Jr is the editor and publisher of Money For Hire Ezine. You can subscribe on his website at <http://www.moneyforhire.com>
You can also get his free marketing course "How To Improve Your Internet Marketing Skills" <mailto:marketingskills@rapidreply.net>

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