

Break out into the big world get an advertising strategy

By Robert Puddy

Break out into the big world get an advertising strategy

Robert Puddy
webmaster@searchenginecrets.co.uk

Affiliate and Advertising Know-How <http://www.advertisingknowhow.com>

How Much Per Year Do You spend On Advertising?

If you are a serious player (or you want to be) then advertising should be your largest expense, getting your message out to as many places as possible should be your number one priority.

There are a lot of people out there telling you to join their free program and get free advertising, OK it costs you nothing to join.

But (and there is always a but) that is only a way to entice you into the program so they can persuade you to join there paid services.

That's not a con that's a business strategy, you do get something for free, and you will make some sales. However all the big players know that to be a success you need to put your message in front of people who will buy, and free programs are full of people who want things for free.

You or I, or anybody else won't get rich on "free"; to break out into the big world you need to get an advertising strategy.

When you make a sale use the money to purchase a paid solo ad or high profile text ads on a high profile web pages. This is called "investment in your business" and without it you will never see success.

Let me tell you a story, I was speaking to a customer (via email) about certain questions he had about one of my products. He was about to place an order for advertising but couldn't believe the prices I was charging (I must put my prices up)

He wanted to know how it would work, and what the percentage

of sales he might get etc
(asking questions about a purchase you are about to make is
good business sense).

It turns out he spends over a \$1000.00 per month on
advertising, gets about 1300 hits a month and makes
25 sales of a product that starts at \$200.00.

The calculator in my head worked out that means he makes
\$5000.00 plus per month on a \$1000.00 investment.

My product would take his \$1000.00 and double its purchasing
power (or halve his costs), making \$10.000 a month in sales
a distinct possibility.

Was he interested?

You bet he was because he knew that the only way to earn an
income like that was through targeted paid advertising.

His only concern was the quality of the advertising
(note his concern was the quality not the cost).

I simply reassured him that I had tested them,
I had negotiated the discount for him, all he had to do was
pay the fee to join the discount service and he could have
direct access to them.

What will he do with the money I saved him,
well as a savvy marketeer he will use it to grow his business,
he may even increase his investment as his revenues climb.

Ok most of you don't have \$1000.00 per month to spare
and you don't have a \$200.00 product.

So start off with a smaller budget and grow it.

Make a \$20.00 sale, place a \$20.00 ad.

This makes you 3 \$20.00 sales

so place a \$60.00 ad, this makes you 10 \$20.00 sales

so place a \$200.00 ad and so on.

You got to speculate to accumulate it's as simple as that

Article written by Robert Puddy webmaster at

<http://www.hotbobs.com>

editor of the Affiliate Know-How ezine

subscribe@hotbobs.com

And CEO of the

Advertising Know-How ad shop discount club.

<http://www.advertisingknowhow.com>

[Get-Articles.com](http://www.get-articles.com) : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)