

Marketing with a goal in view

By Selwyn Riley

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“MARKETING WITH A GOAL IN VIEW”

You have your business up and running. But that is only one part of the puzzle is solved. The other part is your marketing which is the far most important part to solve. Like many people who have asked this question over and over again, how do I get traffic to my site?

Online marketers spend thousands of dollars with the aim of getting that niche to generating traffic to their site. The first thing online marketers have to get first is their market. How often, products are obtained based on preference and not market related. Let me explained what I mean.

The biggest mistake most people make when starting a business is that they choose a product they usually like and then try to find people who want to buy it. If that is the direction you are starting from, then you are going in the opposite direction from your destination. It's like putting the cart in front of the horse. Wise businesses entrepreneurs operate from a different concept. They look for a market first, and then they pick a product that's suitable for it. In other words, instead of trying to find leads to sell their product to, they find targeted leads and then ask them what's their concern, and what areas they would like to address. It is only then you would have a good gauge for your products. Remember, your product must always solve a problem that is common. Once your product can do that, people would be willing to pay anything for it. Don't even consider starting a business until you know exactly where you are going to get your leads. Think about your targeted customers first. Only then you can come up with a product for that market. Would you rather have 1,000 hits a day at your site from 'window shoppers' OR 100 hits a day from people who are desperate and willing to pay

anything for your products? If you are smart, you will choose the latter - those who are ready to buy. How do you get a market for that winning product? To find that market, there is need to do some research. Find out what people are looking for and to do so you can visit chat rooms and forums. This is where you will find people, where discussion can be started on any topic of interest.

Once you find what people want and are willing to spend money to find the solution, then you can produce the product needed to satisfy that market. It's made your product very easy to promote. As mentioned above. You should market with a goal in view, and that goal is one to make money. "Big mistake" (a) Your goal is to solve a problem (b) To get visitors to thrust you (c) then you will make money. Don't ever go about the idea I am in business to make money. That is a recipe to sure failure.

Apply this suggestion in your marketing promotion, you sure to get results. For marketing tips, please visit my website and become a subscriber. Please visit the site <http://www.harvestinggold.net/sradd.htm>

Dedicated to your success Selwyn Riley Harvestinggold

Here is a biography of myself. I am Selwyn Riley and the owner of Harvesting Gold. I put this business together eighteen months ago with the sole intention of helping people to benefit from my struggle to online success. The articles and my product harvestinggold have been written to reveal all the hidden secret of online marketing.

I have been in business for the last 6 years, tried many businesses and failed both offline and online. I pick up the pieces and started all over again, the road was long and hard especially when you are working with a limited budget. Like most people getting into online business, I was face with many problems all marketer face starting up the business and getting traffic to my site?" Yes I was there and have found the solution and you too can find your pot of gold. Today thousands of visitors visit my site yearly. As I mention, apply the suggestions and you will see the benefits.

Be sure to visit my website @ <http://harvestinggold.net/sradd.htm>

Always reminder "SUCCESS IS A BYE-PRODUCT OF GOOD PLANNING"

Selwyn Riley Harvesting Gold

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