

Statistics for Fun and Profit

By Stuart Reid

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Stuart Reid
webmaster@netpreneurnow.com

Netpreneur Now <http://www.netpreneurnow.com/mini.shtml>

Using Stats for Promotion -
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You can claim interesting things with statistics in your ad copy. Tricks such as small sample bases, proportions rather than facts, wide ranges etc can really make the smallest of figures seem exciting!

For example, "Fastest growing newsletter!" could be 1 subscriber yesterday and 5 today, a 500% increase :-)

Also, "Read Worldwide!" could be 1 reader in the UK and 1 in the US! Even, "Most popular Pig-Rearing page on the Net!" (most probably the ONLY pig rearing page!)

Try, "99% of visitors voted this site the best!" - yeah, in a survey of 10 visitors...

And don't forget to zoom those graphs in to amplify those small peaks! Say one month you have an increase of 50 subscribers. Use a chart that has 8000 on the bottom and 8050 on top. Big jump!

You can make anything seem good if you phrase it right. Deceitful? Maybe, but it's fair game! Things like this won't stand up to close examination but for a first visitor or a quick glance it will look impressive.

Stuart Reid is the publisher of Netpreneur News and webmaster of Netpreneur Now! Visit us for weekly tips, reviews, recommendations and more. Sign up for a free ad and 30 free e-books.

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