

Pick Your Poison - Or Not - To Learn The Ropes Of Internet Marketing

By Bobbette Madonna

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OK, I've had it! Just had to talk to you about this.

I've been publishing an ezine and promoting our services for three years. I totally enjoy what I do even with all the "territory" that goes with it - listed below...

When I started to learn all about how other editors "do" their ezines, I subscribed to several dozen of them. Most were in text, and a few came in HTML. I could have put ads in all of them once a week, for free, all with different rules of course, but guess what? I didn't have time to do that! I was too busy reading them and putting out my own ezine. Yes, my own fault, I know.

Anyway, I did learn a lot of stuff about Internet business during that time, and here's some of it:

There are sets of two theories and my comments in NOTE.

1) The most important thing you can do for your business is give "Great Customer Service."

2) You must be 100% automated so your business to makes money 24/7. Buy this great autoresponder with 7 sales letters.

NOTE: Now, how does automation give great customer service? It has its place, but geez - automation 24/7! With "Great Customer Service"? What ever happened to personal contact on the telephone and writing a letter to someone?

Am I wrong or is that not like calling the phone company for help and getting massive recordings with automated orders as to how to proceed. Then, having to hang up and try it again, because you didn't hear that "one instruction" that might have been the one you needed!

Is total automation great customer service? I don't think so.

1) Don't use HTML - it takes too long to load, is hard to read, isn't practical, ISPs filter them, spam filters delete them, etc..

2) HTML is professional, high tech, savvy and offers flexibility, creativity and you can use graphics.

NOTE: There are readers that can't read HTML emails because they don't know how to set their mail client preference or their programs don't allow the user to set preferences (like webtv or AOL & others).

Plain text, then, is OK, it doesn't have this problem, and it's easy to read. In my estimation, however, it's - BORING!

I like HTML. So, for those readers that can't read HTML, I give them the link to go to my ezine, online. It seems to me that the publisher should use text or HTML as they please, NOT go by someone else's reasoning. Dare to explore.

Sure, there are good and bad points of both, but I believe HTML is creative and professional and besides, it is my ezine!

1) ADS \$ ADS \$ ADS \$ - Everywhere you look in the ezines. Ezines are publishing daily to accommodate ads and the promotion of ads! How else is a publisher to make money?

2) Don't fill your ezines with hype ads. It will turn off the readers looking for excellent content! Those ads don't get read anyway.

NOTE: Like any good publication, ads are important. BUT, not everywhere, throughout the whole ezine. No more than 3 to 5 ads should be on one page. Supplement mailings of ads are good, I believe, because readers can just delete them if they want and don't have to skim the ads to get to the "meat" of the ezine.

Magazines, papers, books, all have ads strategically placed (mostly in the back pages) of the publication. Ads are money! I choose to have separate days for ads... And, if I accept money for an ad, I have to publish it - as is - so, what if I don't believe the content of the ad is true? Publish anyway? I think not! No wonder I'm broke ;-)

1) You should have a "safe list" to house your subscriber base and/or list of customers. It's efficient, autoresponders galore, deletes all unsubscribes, cleans your list, sends your ezine, etc..

2) BEWARE! Topica, Yahoo!, this safe list and that safe list company deleted my list!!! I'm out of business.

NOTE: What the heck is this? Just how "safe" is a safe list, anyway? I think I'd rather do it myself! So, we build subscriber databases for anyone who needs to be "in control" of their business. Does it cost? Well, yes, I am in business, too. I like control. I want to stay in business. I read too many sad stories to trust a "safe list." Managing your own database for your CUSTOMERS is vital to your success. Many have been shut down for spam and never spammed anyone! How does this happen? Check out the safe list, are they selling email addresses?. How many know this could happen when they sign up?

1) If you don't have this E-Book, written by the Guru's, you WON'T make it on the net! Only \$19.77

2) Don't believe all the rehashed, outdated Guru e-books out there, buy this one - fresh and only \$19.77 today. Guaranteed to make you millions your first year!

NOTE: Well, things haven't changed much from how things are done in the brick and mortar world and the Internet advertising world. It is my belief that people will say whatever it takes to get anyone to buy whatever it is they are selling. Old timers like me won't fall for any of it - I did, once - so it's the Newbies that get soaked, until they too, learn the ropes. When I see someone pulling this "bad ad" stuff (and it's often) I want to visit their residence and have a talk. Yes, I know, it's none of my business. But then, if I so choose, I can make it my business for the sake of my opinion in this article.

There will be a sequel to all this. It is a fascinating analogy of doing business on the Internet. I offer consulting services for Newbies and those that are sick of getting burnt. Oh, yes, I manage my own database, answer all my emails - myself - every day. I'll leave the autoresponders to the pros...

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About the Author:

Bobbette Madonna publishes LOGON NewZine and the Guerrilla

Marketing Resource Center. Also, she is the owner of www.niba4u.com - a spam watch site and is a partner for the fight against unfair termination of service at www.spamattorney.biz The main subscription and marketing site is located here: www.logonnewzine.com

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