

Title:

Creating An Effective Online Presence Part One

Word Count:

1116

Summary:

I have learned so much over the past year about creating an online presence. There is so very

I will give you just a summary of what I've learned over the past year from reading, mastermin

Keywords:

internet, marketing, internet marketing, market niche,

Article Body:

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Niche Marketing

This is the first thing you learn when creating an online presence. It's about narrowing your

What is your niche? You know you have a good one if you can identify how to find them. You need

Creating a List

This is perhaps the most important asset to an online business'the email list of potential cus

The opt-in part is also important. You can't just go add people's email addresses to your mail

Sales Letters

Sales letters are very important. If there is one thing I'd like to outsource, it would be sal

The letter should be crafted with both the skimming reader and the detail reader in mind. This

Create products and services your niche is hungry for and then tell them why they must have yo

Sales letters must have an urgent call to action. Create some type of advantage for those who

Articles

Writing articles is a tremendous way to get your name out there to the general public. I write

The purpose of writing is to help readers get to know you and what you have to offer. When you

These are just some of the things you want to give attention to as you develop your presence o

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