



November 07, 2007

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From the Editor

Well, I'm out of the office. I hurt my back and couldn't sit, stand or lie down for more than a few minutes at a time - that's why there was no newsletter last week! My young nephew - 13 years old - loaded everything at the office and unloaded it into my family room.

My wife is a little steamed, but I was incapable of even tagging the stuff as good or bad. Once we get back from our vacation, I'll sort the stuff into three piles - good, bad and for sale on eBay. Once I'm done, I should be left with only two or three boxes to store. I'll make a decision about my own office early in the new year.

There are only a few copies of my adaptation of the full featured \$7 Script left at \$7. If you don't have it yet, grab it [HERE](#) today before the price goes up to a more reasonable \$27.

Your Internet Marketing Consultant

Thinking of jumping into the world of Internet marketing? Don't have a great deal of experience in this type of marketing? Consider hiring a consultant to assist you in your Internet advertising endeavor.

An Internet Marketing consultant can do a great deal to assist you in ensuring that your marketing effort is a success. You will pay more for the consultant's services than you would if you handle the Internet marketing on your own. However, the results you gain from the consultant's efforts will likely be significantly higher.

Hiring a consultant to assist you in your Internet marketing campaign is worthwhile even if you have some experience in Internet marketing. Especially if you are in a very competitive niche and would benefit from some additional assistance to help you rise above the competition.

The Right Consultant

The key is hiring the right consultant to assist you in your Internet marketing campaign. You will find there are many different options available to you as Internet marketing has become a huge industry.

However, not all consultants are created equal. You will find that

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some consultants can create significantly better results than other consultants. Fortunately, there are a few characteristics to look for when seeking a qualified consultant in the Internet marketing industry.

Cost vs. Experience

Surprisingly cost is not one of the most important considerations. Experience and past performance are much more important. You can compare costs among consultants who are similarly qualified but using cost as a primary source of evaluation is not recommended.

The experience of the candidate is very important when it comes to selecting a consultant to assist you in an Internet marketing campaign. Experience is critical because consultants who have a great deal of experience also have a great deal of understanding of which techniques work best and which techniques are not as effective. This can save you a great deal of time and money as there will likely be less experimentation necessary than there would be with a less experienced consultant.

More experienced consultants will also likely be better skilled at dealing with you as a client. They will likely answer your questions more quickly and keep you better informed about the progress of your Internet marketing campaign. All of this is important because you will likely be very interested in receiving progress reports and staying up to date on everything that is going on with your Internet marketing campaign.

Past Record

Seeking out a consultant in the Internet marketing industry with an excellent past record of performance is also very important. This is so important because consultants who have had a great deal of success in the past will likely have a great deal of success while assisting you as well. Past performance is considered to be one of the best indications of future performance.

This does not mean that new consultants are necessarily going to perform poorly. There is some measure of risk involved in selecting a consultant who does not have a great deal of experience or who has not performed well in the past. You will feel much more confident putting your Internet marketing campaign in the hands of a successful, experienced consultant. Typically your best choice of consultant regularly generates the type of results you are looking for in your own Internet marketing campaign.

Once you have evaluated consultants on the basis of experience and past performance, it is time to start considering price. Considering price early in the process of seeking a consultant may cause you to be influenced by price over performance.

Some consultants may have incredibly low rates, but if they are not capable of producing your desired results, you may end up wasting

your money. However, once you have narrowed your list of potential consultants down to the qualified candidates, it is definitely time to start comparing prices.

Once you are confident each of the candidates on your list is well qualified, choosing the least expensive candidate is worthwhile. However it is important to note all of the fees involved to ensure you are making an accurate cost comparison.

You Are Responsible

Your responsibilities don't end with the hiring of the consultant. You should be deeply involved in every facet of the campaign. If you don't understand why your consultant is recommending a course of action, ask? When the campaign is over, you need to be able to evaluate the degree of success for each part of the campaign. Your goal should be to be able to replicate the successful parts of the campaign without the need for hiring a consultant in the future.

Good luck and great profits.

P.S. Have you seen my new site [Ebooks and More](#). As the name implies it is stocked with ebooks, scripts, websites and more.

Recommendations for this Week

If you are interested in working from home, I have a free e-book that outlines five different work at home opportunities. To get your copy just click [HERE](#).

I'll just remind that if you haven't got the following products, then you had better jump now before the prices go up again! In fairness to my affiliates, I have ended the early bird sale of these products. I intend to increase the price on all of these products again very shortly, so if you are interested in any of them, act now before the next price increase.

[The \\$7 Script](#)

[15 Day Resell Rights Success](#)

[How to Write a Killer Sales Letter](#)