
NewbieShock - The Ezine, Issue #4
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<http://www.newbieshock.com>

Greetings, [[name]]!

Neil Shattles here, with Issue #4 of "NewbieShock - The Ezine."

In keeping with my expressed desire to give you increasingly useful information, with this issue I am beginning a new series on product mini-reviews. These will reflect my own experiences, good or bad, with a multitude of products.

If you have any suggestions for products you'd like to see reviewed, or a review you may want to offer yourself, drop me a line!

Ordinarily, NewbieShock is published on Thursdays. As you know, I was on vacation last week and did not publish last Thursday, November 11th, so I plan two full issues this week. I believe in giving you your money's worth! ;-)

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1. It's A Tough Job, But...

One of the hardest things about going on vacation is coming back to "reality."

Believe it or not, I was glad to get back.

As Susan Carroll of the "Friends Who Care Newsletter" (<http://www.friendswhocare.us/answerform.htm>) said to me, "Working at the beach must be rough."

Susan, there's a lot more truth in that than you realize.

Now, don't get me wrong. Getting away, eating good seafood, walking the beach, and ESPECIALLY spending time alone with my lovely wife Cheri, are GREAT.

It's just that, much to HER dismay, I can't stay away from my "work." (That's one of the down sides to having online storefronts; they demand at least some order handling attention).

But, I'm also building new information products businesses, requiring, for me, more than a little solitude. I get more done in a much less pleasant, distracting environment.

And I hate making Cheri find things to do while I read, or write, or handle online business. I know she just HATES going to the outlet malls alone...

2. Article: "Don't Buy On Price Alone"

Don't Buy On Price Alone
(aka, "Price Shopping Is Great With Groceries, But Not For Entrepreneurs")

by Neil Shattles

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"Don't Buy On Price Alone."

They say that about buying cars and lots of other things. Do you realize how much MORE it applies to business - to YOUR business?

How so?

JOE CONSUMER VS. MARY ENTREPRENEUR

Being an entrepreneur necessitates a different buying approach than Joe Consumer. Joe can often buy on price alone. I mean, salt is salt, right?

The entrepreneur must consider not just price, but true cost and return on investment (ROI). Whether buying tools, resources, consultants, or advertising, he or she must choose between "cheapest," "best," or something in between. Cost must be balanced against short and long term benefits.

GET WHAT YOU PAY FOR?

That would be easy if you always got exactly what you pay for, but that seldom happens. Cheapest isn't always worst, nor most expensive best. In limited markets especially, things can be grossly overpriced. It's "the only game in town" syndrome.

Amazingly, much really good information and resources are available at nominal fees - or even fr*ee.

The Internet Marketing arena is a classic example. Ken Evoy's "Make Your Site Sell"

<http://myss.sitesell.com/PaleHorse.html>

GIVES away more beneficial information than many others who charge. He must know and do something many others don't, as he still makes in the high seven figures annually.

Fr*ee ebooks and reports related to Internet Marketing abound. Regrettably, much fr*ee information IS worth exactly what you pay for it. But much of it is "golden", too.

Even when paying for information or services, real bargains do exist. Terry Dean's "Internet X-Factor"

<http://www.palehorsemarketing.com/x-factor.html>

is one example of ridiculously high value, as are all of his fr*ee articles and tips. If you hadn't guessed, I use Terry's

strategies.

On the other hand, one flinches to hear that John Reese's "Marketing Secrets" - not even the highest priced such program - sells for \$995. One HAS to ask: Is it worth it?

In all honesty, I have not tried it and I probably won't any time soon. But, by all indications, yes, it is worth it. Glowing testimonials and success stories abound, even apart from affiliates with vested interests.

Not all entrepreneurs can readily fork out money that big, but, in many cases, the question must be, "Can I afford not to?"

THE ENTREPRENEUR'S DILEMMA

The entrepreneur's dilemma, then, is little different than corporations or other small businesses. "How will it affect my profitability?" ROI and payback period must always matter.

How does one know when, or if, an investment in products or services is a good one? Isn't there always a degree of risk?

8 THINGS YOU MUST ASK

Yes, risks exist, but they can be minimized by following eight simple, if seemingly obvious, steps:

1. Be emotionally detached. Base your analysis and purchase decision more on facts than feelings.
2. Ask for advice and recommendations, especially from wise but disinterested parties (i.e., no direct vested interest).
3. Pay attention to endorsements and feedback. Be perceptive; there are all-too-common "endorsers for hire," at least in Internet marketing.
4. Check out success stories of their clients - or "not-so-success" stories, but be open-minded. The successful application

of a plan or a product depends on the understanding and perseverance of the user. Forums, such as Michael Green's How To Forum <http://www.howtocorp.com/forum> are a great source of insight.

5. Check out the seller's customer references and success claims, especially on "big ticket" items. If they don't publicize those, ask. (If they won't tell, maybe they have something to hide).

6. Check out their sales volume. Not always a definitive indicator, especially for start-ups, but if they sell a lot, it's usually an indicator they're doing something right.

7. Check out the terms (especially the length and exclusions) of their guarantee: performance, duration of support, or both.

8. Lastly, for now, but certainly important, ask yourself these questions:

=> Can I afford it now? (Along with, "Can I afford to do without it?")

=> Which short or long term plan or goal will it help me meet? (you DO have business plans and goals, right?)

=> Can I profit best by taking immediate action (i.e., will it have immediate benefit) or can I weigh the decision a while (longer term benefit)?

=> Are there any hidden costs, such as annual maintenance fees?)

Making such decisions can range from being a no-brainer to one requiring great insight and wisdom.

Remember that, even though you are the decision maker, seeking wise counsel hardly ever a bad idea. Your spouse or really good friend is a great resource, especially if they can advise as a "disinterested" third party. Their objectivity is of great value.

Wishing you much entrepreneurial success.

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Neil Shattles is an entrepreneur, author, and creator of the "NewbieShock System" - a growing resource of books and aids for the new or struggling entrepreneur.

Part of the NewbieShock System is his weekly "NewbieShock - The Ezine," loaded with resources, information and encouragement to help marketing beginners get "Off Dead Center" and into their own highly successful business.

<http://newbieshock.com>.

<http://www.newbieshock.com>> NewbieShock - The Ezine

- end article -

****Attention ezine and web site owners****

Feel fr*ee to reprint this article in its entirety on your site or in your ezine. Just don't delete or change any of it, least of all the links and the resource box.

4. Mini Review - "One Minute E-Book"

"The One Minute E-book" by Fabio Marciano

<http://www.palehorsemarketing.com/one-minute-ebook.html>

If you find creating your own infoproducts intriguing - and I hope you do - the "One Minute Ebook" is a stellar work, worthy of your consideration.

I have read - no, I DEVoured - Jim Edwards' and Joe Vitale's "How to Write and Publish Your Own eBook... in as Little as 7 Days,"

<http://www.palehorsemarketing.com/1jim7day.html>

and Jim's and David Garfinkle's "Ebook Secrets Exposed"

<http://www.palehorsemarketing.com/1jimexposed.html>

Both remain definitive works. They ARE that good.

But, in "OME", I found one that is better for me.

BACKGROUND

Fabio definitely flies "under the radar" when the names of successful marketers come up, but not due to his lack of success. He is a successful coach and teacher, and his writing quality and style shows it.

In "The One Minute Ebook," Fabio pays homage to Jim's "7 Day Ebook." He explains why it failed to meet his needs, due to little fault of Jim's. Fabio is honest about his own failings. He's quick to point out - which I greatly admire about him - that part of his failure to initially benefit from Jim's book was his own inaction. Remember that.

Fabio was inspired by Jim to develop his own methods. He tells how his own slow, arduous book writing methods became much more effective and streamlined afterward.

-----SIDEBAR-----

I find it interesting the number of marketing pupils who match or exceed the success of their mentors. Sean Casey is a Jeff Paul protege. Jeff Mulligan is a Terry Dean protege. Many are successful students of Dan Kennedy's. What I see is each one taking their mentor's success model and adapting it, not reinventing it, to become their own.

WHAT CAN YOU EXPECT FROM "OME"?

It's long, at over 200 pages. There is little fluff. At \$27, it is a terrific value.

It contains an extremely useful step-by-step guide for the important, and often difficult, methods of developing your own topic, writing the book, and promoting it. Very few details are spared. It is, in that regard, a true "cookbook," but a highly informational and entertaining one.

As such, it satisfies the same need that it takes both Jim's "7 Day Ebook" and "Ebook Secrets Exposed" to satisfy.

His processes, checklists and accompanying worksheets leave little to chance procedurally. I see few, if any, gaps in the process. (It IS the one he developed and used to author his first very successful ebook).

Fabio did not plagiarize Jim's methods. In my humble opinion, he improved upon them.

Have reservations about your ability to succeed as a writer? Fabio helps you put them to rest, or at least put them in perspective.

Not satisfied to have you create your ebook and leave it "on the shelf", he goes into the steps to market your ebook and make it profitable. That's territory Jim Edwards covered in only in "Ebook Secrets Exposed."

All else that's necessary is for the reader to apply the "gumption" (a good old Southern word) to get it done. (NOTE: Getting over THAT hurdle is the subject of the first volume of the "NewbieShock" series)

CONCLUSION

As with any enterprise, a well-crafted plan and hard, well-focused work can make all the difference. If you are willing to do a little homework, with "OME" an e-book - or several - are definitely in your future.

"OME" is as comprehensive a guide as any other ebook or combination of other similar books might hope to be.

Go for it.

Neil Shattles

<http://www.newbieshock.com>

PS - I have long been interested and committed to writing. Jim got me started. Fabio closed the deal.

5. Welcome New Subscribers

I want to extend a warm and very special welcome to you who are new 'NewbieShock - The Ezine' [NBS] subscribers.

I'll be brief -- your time is valuable. NBS exists because I was a long-frustrated newbie. The more I sought a cohesive guide to selecting and building my own business, the more frustrated I got. I made many mistakes, but I was just about to make the biggest one of all: giving up. Then it occurred to me what I was to do: help folks like you avoid making those same mistakes.

I am a serious student and practitioner of marketing principles. Each weekly NBS issue contains insights, resources and encouragements I have gained based my Internet marketing experiences, what I *have* learned and what I *am* learning.

I am also a teacher. Like Jerry Maguire said, I want you to, "Help me help you."

I want to help you know better what and who to trust - a *big deal* when it's your time, your money, and your business we're talking about.

I also do this as a tribute to those who helped me along the way - especially some who went the extra mile.

I don't have all the answers, but I do know a lot of things that are proven to work -- or not!

5. It's A Wrap

As always, let me know what you think of NBS.

<mailto:neil@newbieshock.com>

It's only good if it benefits you, now or later.

Forward it to your friends, but urge them to subscribe.

So long for now and God bless,.

Neil

THE LEGAL STUFF

(The government made me do it...)

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