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NewbieShock - The Ezine, Issue #5
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<http://www.newbieshock.com>
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Greetings, [[name]]!

Neil Shattles here, with Issue #5 of "NewbieShock - The Ezine."

In this issue:

1. Your Health (Really)
2. Policy Statement
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1. About Your Health

How are you?

(Hey, it's in BOTH our best interests to keep you healthy...)

As cooler weather arrives, I hope and pray we all stay well and comfortable. Most of that involves just using common sense. The flu vaccine shortage has a lot of people concerned, and many times getting the flu is simply unavoidable. But here are some things to remember:

(As my old buddy John Evans often said, these just "make good walkin' around sense." Is that a southern-only colloquialism?)

- . Get enough sleep (I'm bad about that)
- . Stay out of drafts (contrary to popular belief, they don't GIVE you a cold, but they do reduce your resistance to colds and flu)

. Wash your hands often, especially if regularly in public places, shaking hands and such, and ALWAYS before eating.

The latter is probably the most effective thing of all. Most harmful germs are not passed through the air; they come from contact. I have practiced that passionately for years and have been blessed with exceptionally few colds even.

-----SIDEBAR-----

You say you didn't know this was also a health ezine?

No - that's NOT a lead-in to ANOTHER promo for Bryan Winters' new "PushButton Health" program...

Have you gotten as many solicitations for PBH as I have? Sheesh.

I think I broke the previous record, which was for John Reese's "Marketing Secrets," back in August. At last count I got 16 of those...

A brief comment about that before moving to the subject at hand:

THERE'S A LESSON HERE...

Folks, even if you promote something thousands of others do, PLEASE be original at it. The recommended ad copy may be good, but after the 4th or 5th IDENTICAL e-mail comes in, I just click away...

You DON'T want to give people reason NOT to read your ezine or ad. They have enough reasons of their own, thank you very much.

2. POLICY STATEMENT

(Hey, big corporations do it. Why not me?)

I want to do what "works" for you in NBS. Right now, the best measure I have of that is what works for ME, with other ezine marketers. That includes:

. Beneficial articles, by me and by others

- . Really useful tips. I mean REALLY - not just "filler."
- . Product recommendations, presented honestly, with the motive of more than just profit.
- . Introducing you to sites and people and other ezines that will be of genuine benefit
- . The occasionally "freebie", of more than the all-too-frequent "throwaway" kind.

In other words, the kind of ezine I would, and do, want to receive.

YOUR input and feedback will go a long way there. Thanks to those who have done so already.

I am contemplating a new, adjunct ezine, comprised of just occasional, brief hard-hitting recommendations and tips.

Any interest?

3. Article

- begin article -
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Comedians, Guitars, and Marketers

by Neil Shattles

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COMEDIANS

I love to laugh. Who doesn't? I guess I'm too "old school" to "get" a lot of today's comedians, though.

Seems that what many of them pass off as humor is simply being obnoxious.

They're not unlike some marketers, unfortunately.

MARKETERS

I recently signed up for an (unnamed) ezine promotion program. Part of the agreement was that I would receive others' ezines in return for having mine distributed.

A mistake?

Maybe. The jury's still out.

I have only one thing to say thus far::

****Are you kidding me?*****

In the spirit of the agreement, I read them all. At least I really try to.

Much of what I have received so far is garbage. I'm no expert yet, but, by comparison, I am an advertising and ezine virtuoso.

Following the comedy analogy, their ads and ezines come straight from the Three Stooges School of Marketing:
lots of (virtual) yelling and not much of substance.
(But, hey - I love the Three Stooges.)

A wise man once told me: "Remember: on average, half of all people are below average."

Funny. But to say that ONLY half of what I've seen so far is below average would be very generous.

Fortunately, they are the exception, not the rule.

I subscribe to lots of ezines. They can be a great educational tool for me. There are a few I eagerly await. Several I keep and refer to repeatedly. Some are truly exceptional.

I'll only mention one; the others you'd recognize. I don't think I'll embarrass him, but my friend, George Katsoudas, from <http://www.frankensteinkmarketing.com> is a gem, one of my favorites, and yet you probably haven't heard of him. That won't last... He makes for a GREAT object lesson ;-)

What is it he and the other exceptional ones have, that set them apart? Let me explain with an analogy.

GUITARS

As an insatiable music fan, I love the guitar. It occurred to me years ago that what makes a few guitarists more appealing to me than most is their style, much more than their technique.

While "style" is hard for me to define, I know it when I hear (or read) it. One dead giveaway is it's just more entertaining. The best "move" me. The late George Harrison was like that to me.

What they do does not look, feel and smell like everyone else. They are unique, "unconventional," maybe even a little "gonzo." ;-)

MARKETERS REDUX

I noticed that about George and those others. Oodles of style and substance, in a league of their own. To those in "the other half," well, maybe you ought not quit your day jobs.

No, I take that back. Don't dare give up so easily.

THE MORAL OF THIS STORY

What are YOU doing? Whatever it is, keep on with what works, and don't be afraid to walk away from what doesn't. Continually evaluate, assess, and reassess. Test. Build upon even the "little successes."

It's not about being perfect, it's about continually getting better. We all have room to improve, and will do so if we continue to study and learn. The best way is to recognize and to emulate the "masters."

Even the masters themselves do that. That's why they are masters.

And refuse to be below average.

I intend to be like George and my other mentors, who are often gonzo themselves.

And if unconventional but stylish works for them...

...why not for me and you?

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Neil Shattles is an entrepreneur and author. He is creating 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://www.newbieshock.com>

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- end article -

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

Feel free 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.

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4. Archives

Now that I have a few issues that I can even INCLUDE in an archive, I have set one up.

Issues will generally be posted some time a week or so after they are published.

Check it out:

<http://www.newbieshock.com/archive.html>

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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 an 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!

6. 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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