

## **The importance of Google**

A new era that ushers in a change in the way people live is always heralded by one name which marks that period. The information age has a name, and that name is Google. A variant and a play on the word googol i.e. a number represented by one followed by a hundred zeroes. Little did the two Stanford University Ph.D. students who founded Google in 1998 they were not creating a brand Google but a word that would become a part of the lexicon itself, a new identity that stated “You are an accepted citizens of the global village.”

Today all businesses and individuals alike want to show up on Google and at the top of the search engine at that, the reasons are obvious. The internet has changed the playing field by which one plays the game of life and business. If you don't have a website, you don't exist. Businesses that operate without websites, it is about time to shut shop voluntarily before it gets closed down. All kinds of research about the internet suggests that every year the number of people who do business, search people for networking and gather information do so using the internet, the volume is quadrupling and cuts across all demographics. How does one find out those they wish to connect or buy from, simply, they use search engines.

Search engine means Google, there is no semblance of any competition from any other search engines that exist, in fact, people mumble on the keyboard, open Google and search for information they need even without being aware. This is what Google has become; it is now become a part of the collective consciousness. A brand that people identify with the industry itself! Few brands have been able to achieve that status in the history of corporate businesses and Google is the only one to achieve that status in our generation. All those not on Google are not missing out an opportunity for a marketing campaign, but are preparing the ground for a complete obliteration from existence in the virtual world.

There is no rational reason for not being a Googler and not being Googled. It is so easy to get listed on Google, all you have to do is to open the search engine, type in “submit link” to get listed and click on the first link that appears on-screen to enter Google’s page, where you fill in the data about your website and address and that’s it, you will show up on Google in some time. Those who have not joined the Google bandwagon will be losers of the digital universe, who are left out as everyone else in the world surges ahead. Don’t get left out, just get listed in Google and watch the difference it makes to your life and business, it shall make you definitely say, “To show up in Google was the smartest think I ever did”, and guess what, that is the smartest thing you’d ever done.

## **Sales Letter Sample**

“Do you feel left out of the online gold rush?”

The feeling of frustration, hopelessness and despair is what awaits you if you don't have an up and running internet business that makes you money. But I can bet you have tried all those Internet marketing programs and don't have a dime to show for all your efforts. Aren't you the one who...

“Tried the tested secrets of all online marketing experts only to watch your enterprises submerge?”

Don't tear your hair and throw in the towel, your frustrations has led you to the right place finally! Here you will learn the art of running an internet business not by online guru, but by those who runs internet business for a living, the ones who has mastered the craft of internet marketing and that is a big advantage. You owe it to yourself to grab this advantage and start making money online; there is no excuse not to, especially after you have landed here!

“Most online money making schemes are designed to fail.”

Sad, but true, this is because they are not based on sound business building strategies but hearsay and opinions masquerading as business advice. Read on and soon you shall be an authority on making money online by discovering the secrets of business building strategies of marketing on the internet that earn internet business profits and not just income.

“Do you know why you will succeed by using what I tell you?”

The only way to earn money on the internet is to make it. Follow us and you will learn how to be counted amongst those who make it, hands on, and as a proud internet business owner who makes a living marketing on the internet!

Things you must know before you begin...

- All things that work are simple

What works in real life is what is simple and nothing must be more simple than your own internet business. If it makes sense to you on the first take, chances are it will make sense to your customers as well...and you know what that does. It makes them purchase, putting money in your bank.

- Result and not action is what counts

Hey! Running around in circles doesn't fetch you the bone. What counts in the results you've achieved and not the number of hours you put in. The faster you learn this, the faster you will see your income soar!

- Way to succeed is to create it ground up

Make your own dreams come true by starting a business that you like and shape it as you wish. After you master the internet marketing programs that I've created, you will stand tall with your own internet business that brings in the money.

- Money is the score

There is only one way to know whether you are succeeding in your internet business and that is by counting how much money you are raking in. Money is the score and what does your scorecard have to say.

## **Promotion Copy Sample**

Don't give up on that call...it is important!

Don't give up on calling long distance just because the bills keep piling up. A loved one is remembering you, a business acquaintance has a deal, a special gift is waiting to be delivered just for you - but you need to make that call. Grab these moments or lose them forever. With our [thewebsite.com calling<sup>1</sup> cards](#), you'd be glad that you made the call and at rates so cheap, it will fondly remind you that there is a huge list of people you need to call!

Our [calling cards](#) are so convenient; you'd wonder how you managed so far without it. With out cards you can dial national or international with PIN-less dialing, speed access, secured lines and much more. Recharge your cards anytime - on the web, by phone or simply by activating the auto-refill option. We take care that you never miss out on your important calls and do you know that by using our cards, you will get a list of access numbers and toll free available in more than 45 countries, using the same PIN number!

Pick up the card you need, we have one for each need. Select from our International [calling cards](#), go for cheap or prepaid, we even have one for Asia. We also feature a host of specialized best cards designed just for your needs. Call Europe with Euro Call Phone Card or is it the We Are a Family Phone card that you like to have. If you just need to pick and dial on the go, pick up Fast Phone or the Straight Connect Phone card. For those who need it fast and downright cheap, Budget Phone card is the one to go for.

Contact us right now on **1-xxx-xxx-xxx** and stay connected, you cannot afford not to and with our [calling cards](#) you don't even have to. Pick up the phone or log onto the web to [thewebsite.com](#), pick up the card and start making all those calls that you wanted to but missed!

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<sup>1</sup> SEO word is underlined.

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