

You don't need to write a book

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The title for today's post is a quote from a Member's comment to my last blog post. I will get to that in a second.

I was reading this post and another one from McCall made me realize something special: that the AGLOCO community is shaping up better we had hoped for. Members are making things happen faster than any group of staff ever could, and it's all happening right before our eyes. Where the development team has not yet provided (or even thought of) a particular service that Members want (such as the AGLOCO Top Gun site, the AGLOCO Banner site, AGLOCO forums, or AGLOCO blog feeds), a Member just went ahead and created it themselves.

These community services have been growing, not only in number and variety, but also in quality, readership and functionality. The Top Gun site started with one category but now has three. This trend is also showing itself to be true for AGLOCO forums, news sites, and more.

I saw another great example of this spirit from Valerie Underhill, an active AGLOCO member, who wrote a comment on the previous post to this Official blog.

She saw an opportunity to describe with a story 1) Why someone should sign up for AGLOCO and 2) How to explain it to them:

Valerie said,
 February 5, 2007 @ 10:58 pm

Some years ago I read the following story or at least one or more similar, and this evening saw it again. It's always been a favorite even tho the setting, product may change. I thought I would share it.

I went into Sears the other day, and as I headed towards the appliance department, a salesman walked up to me and asked if he could help me….

“Well, I'm looking to replace my microwave oven.
 “Okay”, he said. “Why don't you follow me over here for a minute, and let me see how I can help you.”, as he led me towards a desk in the corner.

“Please, have a seat. Now let me ask you something, what size microwave are you looking for?”

“You mean the watts?”

“Okay, let's back up a bit” he said as he sat on the corner of the desk, “Do you know how a microwave oven works? Do you understand the research & developmental stages that went into producing the microwave that we're familiar with today?
 Have you taken the time to actually research and see why and how microwave cooking is entirely different from traditional cooking methods?

Have you thought about the effect that it might

have on greenhouse gasses, or even considered for a moment the benefits of solar cooking”;

“Whoa! Hold on here a second! This is WAY more than I need to know. I just want a microwave that’s about 1200 watts, and big enough to fit a turkey in. Can you just show me some microwave ovens and tell me which is best for my needs, and why?”

“Sir!”, he said rather firmly, “You can go to any store and get sold something. When you shop here, we’re going to educate you.”

And he wouldn’t just sell me one……

Can you believe it?

Well don’t. It didn’t happen.

Could you just imagine a salesman who won’t sell you what you’re looking for without “educating” you about everything under the sun first? Or the sales manager that told the sales people to operate that way?

How long would that store stay in business?

It’s ridiculous, isn’t it. —————–

That is the jest of the story. It can carry forward by the marketer/writer to explain “selling” is one thing and “education” is another. Online we get caught up into thinking we must educate people before they will buy.

Ladies, think of a beautiful blue dress and the price is just right. Is your decisive factor going to be dependent upon where it came from, how many people worked on the lace, how much the retailer paid for it, etc? I would fathom to say no…no..the dress is priced right and the dress fits you like it was made for you, you want it, and you buy it…..you don’t ask to be educated on it and neither does the sales lady sit you down and educate you about it.

In marketing there seems to be a lot of people trying to educate people to sell thru information overload. Oh they don’t call it information overload. They call it what they want to call it.

When you have something to market, market it. Forget the dumb stuff.

You don’t need to write a book about Agloco.

It’s very simple :

- Agloco is risk free.
- Agloco cost nothing to participate, no upgrade, no outlay, \$0.
- Agloco will pay you up to 5 hours of your time online every month.
- Agloco will pay you a percentage of all your referrals and indirect referrals down through five levels, as they spend time online.
- Agloco will have a simple viewbar you may download that tracks your time online.

Enroll today.

My guarantee - You may cancel at any time if you feel Agloco is not for you.

You see in this busy internet world we practically live in, we don’t have time to read long pages and long ads

unless we know how to write from the get go something that is going to keep the readers attention and ….. it won't! It won't because everyone is different and has different tastes. So, keep it brief, keep it to the point, state :

WHAT'S IN IT FOR ME ?

Agloco will pay you.

WHAT DO I HAVE TO DO TO GET PAID ?

Simple. Download a viewbar. You will be paid up to 5 hours of your time online every month.

HOW CAN I MAKE MORE MONEY ?

Easy. Tell your family, friends, associates. You will be paid a percentage of their time spent online utilizing the viewbar.

I say all this because I see so much stuff out there about Agloco that would make me click off their site in a heartbeat. Also, I think some members may feel they need to go into a long drawn out drama about Agloco. Not so.

If you are going to market…market.

Let people know whats in it for them.

That is really all you need to do.

These last 30 days have seen a huge increase in the activities of the AGLOCO community. For those of you who have been around since ‘way back in 2006’, I’m sure you’ve seen it as well. Most people never get the opportunity to see or be involved with a company before the product is launched, before everything is neatly tied up and wrapped in a bow. The Top Gun site and Valerie’s post are just two of many signs (some of which I’ve discussed in previous posts) that a dedicated Member base can be a successful group of active founders, a concept that had never been tested until AGLOCO came along.

Apparently it works, and that is why YOU are the reason AGLOCO will win.

Brian Greenwald
AGLOCO Development Team

Interesting Site of the Day: Valerie Underhill’s AGLOCO site, www.aglocopromo.com