

Subject line: Is your business a “Student Prince”?

Hi {!firstname_fix},

Bruce Springsteen tells a story about how he got started. The story goes like this ...

“In Asbury Park, there was a bar called the Student Prince.

It was owned by a bricklayer from Freehold. He’d bought the place and it was dying. There was nobody in the place...

Steve [Van Zandt] and I went down one Friday night. We walked in, and the place was empty. There were about two people at the bar.

We told the owner we had a band and asked if he’d let us play.

He said, ‘What kind of music do you play?’

‘We play our own music and we play what we want.’

‘I don’t know...’

‘Look, it’s not going to cost you anything.’

‘I don’t know... I don’t think so ...’

The guy didn’t even want us for free.

Eventually, he conceded we could charge a buck at the door the next Friday night.

That’s what we did. We charged a buck at the door. And the next Friday night, 15 people showed up. But it was 15 more than had been in the place the previous Friday.

So he gave us another couple of weeks. And pretty soon we built the crowd to 30 ... then 80 people came ...

And, within a month or two, we were close to filling the place 3 nights a week.”

Now, we know how that worked out for Bruce. He’s gone on to sell 135 million albums.

But let's think about the bar owner. He went from losing money – and almost losing his bar - to having a packed bar and making a tidy profit.

Not because he was smart. In fact, his business instincts were so bad, he did almost everything he could to stay stuck in a downward spiral. It was only Bruce's persistence that got him to even try the idea one time.

And, if Bruce hadn't been so persistent, the guy's bar would have closed. And he'd have been telling his friends and family there's no way to run a profitable bar in Asbury Park... not in this economy...

Unfortunately, there are a lot of business owners just like him.

Their website gets just enough traffic... and that traffic produces just enough sales... that they stay in business.

Deep down, they know their marketing could be better – a lot better. But they don't want to try anything new.

And, in the end, their paid traffic will become more expensive. Or their free traffic will start to dwindle. And, at that point, the business will no longer be viable. They'll probably end up having to get a job.

It's sad.

But, fortunately, there are a lot of business owners who ARE willing to try things – as long as those things make sense, don't involve big risks, and aren't chasing the latest marketing fad.

And it was for THOSE people I wrote my book, ***How To Dominate Your Market With Search Engine Marketing.***

You can read about it here.

All the best,

Steve Gibson