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# [Using Squidoo as an Online Preselling Tool](#)

This interesting article addresses some of the key issues regarding Preselling. A careful reading of this material could make a big difference in how you think about Preselling.

The Internet is rapidly modifying how daily and basic personal and business transactions are done. Surely, almost every trade and marketing schemes could be coursed online nowadays. Preselling is becoming very common as marketers intend to more effectively persuade consumers to generate sales.

There are numerous Web sites that are being launched and promoted nowadays to presell products and services to online consumers. The Internet now serves as a venue where people find products and services they need. Now, people could shop without leaving their homes.

What is Squidoo?

Well, the service is just one of those new and fast popularizing Internet sites that offer services to online users. Like all the other new Web sites, there are many new and exciting features of Squidoo that make it outstanding compared to other Web sites.

For one, Squidoo is a unique concept. Judging from the name itself, this online service is truly arousing curiosities. Analogizing the literal features of squids, Squidoo could be seen as an online network that is made up of numerous tentacles, or finger-like structures.

Uniquely, this online service's logo has an eye at the center of the squid. That makes sense, because every page within the network is referred to as 'lens'. How does it work? Squidoo is like a personal blog entry, wherein contributors write interesting and original articles that would be posted through it.

Now, Squidoo has a feature that resembles the normal and popular search engines. Through the Web site's search functions you could type in any keyword regarding any topic under the sun. Then, the Squidoo would be activated and find exact and related topics from its own portfolio of online articles and output contributions.

Sometimes the most important aspects of a subject are not immediately obvious. Keep reading to get the complete picture.

Squidoo as a preselling tool

Squidoo could stand by itself as a revenue generating effort. Through posting contributions to the Web site, you would be entitled to 50% of revenues that could be produced when people get to view and read your output.

Ads would be posted within the page where your article is posted within Squidoo. By merely having unique visitors read your article, you already are earning a little amount. When people click on ad buttons and transact or actually buy products and services from the page, you could stand to earn more from commissions.

Other than that, Squidoo is also widely used as a popular Internet preselling tool. How could that be possible? If you are into Internet marketing, you could write any article to promote or convince people to check out and buy your merchandise and services.

You could directly write about your brand or products or conceal them within general subjects that would surely and readily arouse the interest of online users. Through that, you are imparting knowledge to readers and at the same time, you are persuading them to get into your line of products, services or networks.

As a lensmaster (an article contributor as referred to in Squidoo's own lingo), you have the freedom and authority to write outputs the way you want the pieces to be written, You could be opinionated or be amusing in the treatment of your article's content.

Surely, people, one way or another, would read your articles and at the same time get to know more about your company and the products and services you offer to prospective clients. You would be earning in two ways:

through the natural Squidoo way and through the potential revenues from your preselling strategy.

About the Author

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