

Yahoo Answers Builds Business

Introduction To Yahoo Answers

Why Yahoo Answers? With over 20 million users in the USA alone and over a BILLION users worldwide, Yahoo Answers could be **one of the best free traffic systems** available today.

Yahoo Answers can give you, your business and any niche, quality targeted traffic that is socially charged and motivated to buy. This is because the very nature of asking questions pre-qualifies your prospects if you target them correctly.

Yahoo Answers is currently being used by top companies to study business on a local, regional and national level. One thing that holds true – Yahoo Answers **is perfect for building business** and selling whatever it is you sell, if you know how to do it.

Yahoo Answers is social as well. Asking and answering questions will provide any business with an opportunity to showcase their knowledge and do so in a way that can and will induce sales.

People that use Yahoo Answers do so because they want their questions answered. You are perfectly poised to respond with friendly advice that can be followed with a gentle nudge to contact the information provider. This can be done in a variety of

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ways that are acceptable to Yahoo Answers (and not get you banned) and can position yourself and your business to benefit. One of the best things about Yahoo Answers is that it **does not cost a single penny** to use and it is in many ways, much more effective than most PPC ads and older forms of marketing. The reason for this is Yahoo Answers has an ever changing audience of highly motivated people that are constantly searching for the answer to questions that they need and can't seem to find elsewhere.

Being able to use Yahoo Answers **to build your business** is almost childlike in its simplicity and just requires a small dedication of time; something most marketers are already doing without much to show for their efforts.

If you're willing to devote at least an hour a day 3 to 5 days a week, you can begin to see some pretty impressive results. Over the months as you grow your Yahoo Answers account, you will become branded as an expert in your particular niche and many people will vote your answers up in the search engines. This can lead to boost after boost of traffic to the topics and subjects that you are covering and answering for people who are looking for precisely what you are trying to deliver. Text

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It is a match made in heaven because your answers are targeted to a niche or set of niches where your expertise will shine. People who are looking for that specific answer are much more likely to engage your products and services because your answer will help them at least partially, and you just follow up with the entire pitch when they see the value of what you will offer them. If you're willing to follow the advice, rules and do what is right by people who are looking for the correct answers, you will have all the traffic and social interaction necessary to take your business to the next level.

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Yahoo Answers Is Powerfully Social

One of the biggest issues that people have when it comes to promoting their business is they rely mostly on old-school forms of advertising. "Interruption" advertising is no longer as effective as it used to be. Because of technology, people are able to sidestep interruption advertising and simply click off and move to something else of interest them. So your marketing needs to be positioned where they (the prospect) want to engage with you. That is the key to driving real community – something that is of interest to a prospect. Trying to "force" people to pay attention to you is entirely the wrong approach for today's marketing.

This also means that one of the best ways to advertise your business is to get people when they are **exactly in the right frame of mind** to engage your service.

In all the world there is NEVER a better time or frame of mind than when someone asks a question specific to your business that your product or service is the **exact answer** they need.

For most business entrepreneurs this means to think outside of the box, creatively in a manner that will draw people to them while they are in this correct frame of mind.

This is why Yahoo answers is perfect for your business.....

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