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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

10 Important Things To Tell Your Prospects!

By Larry Dotson

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1. Tell your prospects that you offer free delivery. This may cost a little money, but, you will gain the extra customers to make up for it.
2. Tell your prospects that you offer a lower price. If you can't afford to offer a lower price you could always hold the occasional discount sale.
3. Tell your prospects that your product achieves results faster. People are becoming more and more impatient and want results fast.
4. Tell your prospects you've been in business for a longer period of time. People think if you've been in business longer you have more credibility.
5. Tell your prospects that your product tastes, smells sounds, looks, or feels better. When you target the senses you're triggering human appeal.
6. Tell your prospects your product is compact or light. People may want to take the product on a trip or don't have much room where they live.
7. Tell your prospects that your product lasts longer. People don't like to spend more money purchasing replacement products all the time.

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8. Tell your prospects that your product is easy to use. People don't want to buy a product that they have to read a 100 page instruction manual.
9. Tell your prospects that your product has better safety features. People want to feel safe when they use your products.
10. Tell your prospects that you stand behind all your products. People want to know that you back-up any claims you make about your product.

Larry Dotson Over 40,000 Free eBooks & Web Books when you visit: <http://www.ldpublishing.com> As a bonus, Bob Osgoodby publishes the free weekly "Your Business" Newsletter – visit his web site to subscribe and place a FREE Ad! <http://adv-marketing.com/business>

10 Psychological Desires To Insert Into Your Ad

By Larry Dotson

1. Most people like surprises because it's a change of pace from their routine. Tell your prospects that they'll get a surprise free bonus for ordering.
2. Most people want life to be easier. Give your prospects easy ordering instructions, easy product instructions, etc.
3. Most people want to feel secure and safe. Tell your prospects that you have secure ordering and a privacy policy.
4. Most people want to receive compliments for their achievements. Give your prospects plenty of compliments for them considering your product.
5. Most people are curious about things that could affect their current lifestyle. You could use words like "Secret" or "Confidential" in your ad.
6. Most people want to invest in their future. Tell your prospects to "invest in your product" instead of "buy our product".
7. Most people want the latest and newest things in life. Use words and phrases in your ad copy like "New", "Just Released", etc.
8. Most people want to solve their problems. Tell your prospects what problems they have and how your product can solve them.

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9. Most people want to make the people around them happy. Tell your prospects how happy their friends or family will be if they buy your product.

10. Most people want to get over obstacles so they can achieve their goals. Tell your prospects which goals they'll achieve by ordering your product.

As a bonus, Bob

Osgoodby publishes the free weekly "Your Business" Newsletter – visit his web site to subscribe and place a FREE Ad!

10 Psychological Desires To Insert Into Your Ad

3 Secret Selling Blueprints!

10 Persuasive Triggers To Plug Into Your Ad

10 Ways To Make Your Product Look Affordable!

Irresistible Event Registrations: How To Overcome Objections About Novice Content

The Buy Impulse

How To Get Reprint Rights Without Paying A Dime

EmailMasterPro

Online Dating Secrets Revealed!

Copywriting Crash Course



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