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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 Incredible Ways To Close A Sale!**

**By Larry Dotson**

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1. You could end your ad copy by telling people what will happen if they buy your product. Use your most powerful benefit as the example.
2. You could end your ad copy by telling people what will happen if they don't buy your product. Use a problem that they won't be able to solve without it.
3. You could end your ad copy with a question they will always say yes too. They then will be used to saying yes when you ask them to order.
4. You could end your ad copy with a short review of your whole ad. Repeat all the major benefits and features they will receive.
5. You could end your ad copy with a deadline. Tell them it's a limited time offer and they need to order by a specific date.
6. You could end your ad copy with a powerful guarantee. Give them a lifetime or triple your money back guarantee.
7. You could end your ad copy with a testimonial. Use one or two of your customers' testimonials that is believable and includes specific results.

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8. You could end your ad copy with a free bonus. When you give them a free bonus it increases the product's perceived value.

9. You could end your ad copy with a discounted price. Just list your regular price and then offer a discounted price off the order right now.

10. You could end your ad copy with a free sample or trial of your product. If your ad didn't attract them to buy, maybe a free sample or trial would.

Larry Dotson Over 40,000 Free eBooks & Web Books when you visit: <http://www.ldpublishing.com> As a bonus, Bob Osgood by publishes the free weekly "Your Business" Newsletter – visit his web site to subscribe and place a FREE Ad! <http://1-webwiz.com>

### **Three Ways To Close A Sale**

**By Kevin Nunley**

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One of the hardest parts of selling anything is closing the sale. You know when you're having a problem with closing. You spend lots of time with customers, but don't get many sales.

Here are three simple ways to close the sale:

1. Show you really empathize with the customer. If they hurt, you feel their pain. If they want, you understand their desire with all your being.

2. Ask questions. Ask questions. And ask MORE questions. You lead the direction of the conversation. If you get the right answers, you get the sale.

3. Be ready to answer the objection it costs too much. Reduce the price down to what it would cost the customer by the day or per hour.

You can also point out most everything these days costs too much. Ask the customer how much they think they should pay for the product or service. Once they answer

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you, their expectations will become more reasonable.

Finally, practice closing too soon. What feels like "too soon" is often just right.

Offer Kevin's popular FREE email courses from your site. Your visitors and customers will love it! See <http://7LessonCourses.com> Reach Kevin at <mailto:kevin@drnunley.com> or 801-328-9006.



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