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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 Ways To Improve Your Sales

By Robert Kempster

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1. Determine your current situation. How are you currently positioned in the market? How do you compare to the competition? Where would you like to be in a Year or in five years and how would you like to get there? Or more appropriately how can you get there, as it is not always the way that you want that works. Planning requires that you understand how you currently stand.

2. Calculate your operational budget and determine how much you can afford to spend on an Ad campaign. Also, this is the stage to decide your campaign mediums and the effectiveness of different mediums of advertising as it applies to the specific nature of your product and or services. It also helps to retain a percentage of your earnings towards future Ad campaign on an ongoing basis.

3. Since customers are the life-blood of any business, be sure to develop a good rapport with your customers. To keep your customers visiting, buying and begging for more; let them know how much you appreciate their business. Do not spare any personal touch you can invest in the relationship. It will pay for your time and effort tenfold. Create an Ezine to communicate with your customers and to generate new leads. This can be achieved by offering an opportunity to your visitors to subscribe to your ezine from your website or purchasing leads from a leads company.

4. Now, depending on your current position, you may not even have customers yet. If you are starting from scratch, your first order of business would be to start growing a customer base within your budget of course. Create or have a Strong Sales Copy done for your promotions. Consider targeted Ad campaigns through Google or other search engines. You may also consider some of the other 'Viral' marketing Traffic Exchanges out there. Online campaigns consist of generating traffic to your website as this would improve your ranking with the traffic exchanges. Your ultimate goal is to generate free traffic which comes from a high ranking in the traffic exchanges. In other words, you need to generate traffic first and then you can work on converting the traffic into buying customers or better yet, return customers.

5. Hire, rent, or buy a coach/mentor; and if you can not afford one, get some of the informative ebooks and magazines out there. Your decision making prowess would be much better with this kind of

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backbone. Take note that even with all the information you may acquire from books and magazines, nothing compares to experience. Now, if you have to go on your experience then you are setting yourself up to learn the hard and costly way.

6. I hope you are getting warmed up by now. This one is a must-do for all Internet marketers. I am talking about Forum participation and membership. In fact, this whole article could have been written around link promotion, and only one other means compares to Forums when it comes to promoting your link/website and increasing your ranking. Join a Forum that concerns your line of business. The Forum would promote your link as a result of your participation in discussions and postings. The flip side is that it also provides you for free, knowledge base that compares to hiring a mentor.

7. Position your business to benefit from other webmasters traffic. There are several ways to achieve improve your life and find your happiness. Only 9.95 Seven ways to improve your life and find your happiness.

this. The most prominent is link exchanges with other websites that are similar or complementary in nature to your business. You can do this by writing to the owner or webmaster of other sites, you can buy a link exchange program or join a link exchange. Most are free to join and some charge very minimal fees.

8. As your customer base grows and you start to reap the benefits of your actions. Be sure to acquire an Auto-responder to manage email campaigns and Ezine delivery. By now, your actions should start to show returns and you can complement your campaigns by purchasing a leads building campaign if you do not have one in place from the start. It is common knowledge among the big hitters that a lot of sales come from email campaigns. Use your Sales copy Ad to develop an email campaign, and stay in touch with your existing customers. This can also be used to sell new subscribers you generated using step#3.

9. Is your head spinning yet? Well if it is, you are on the right track for success and should now learn to relax and balance work and social responsibilities. This is a very crucial step to achieving anything in life. We all need to step back a little, so we can see more, refresh and increase performance. Everything contained here would be useless if you can not find balance. As you find relaxation, in whatever way you choose, remember to build a support system and share your experiences with acquaintances. You just might increase your network while doing something that relaxes you. The country club offers recreation and relaxation but, it also comes with networking opportunities.

10. At this point you should evaluate your performance and how much you are on Target or off. Go back to step #1 and reinvent the wheel again. By now you have some experience with your business and know what works best for your business. If at any point you find yourself too comfortable, go over your business plans with a fine toothcomb until you experience a little discomfort. This step would always keep you sharp, focused, and abreast of what needs improvement and adjustment. Remember, your goal is to increase sales and not to get too comfortable. Stay motivated and fairly dissatisfied.

Snowflakes Improve Holiday Sales

10 Ways To Improve Your Sales

By Marilyn Pokorney

Snowflakes are beautiful!

For the Winter Holiday sales season handcrafted snowflakes are the perfect touch. They lend an aura of a mystical winter wonderland to any room, house or office decor.

You may ask "What has snowflakes got to do with internet marketing?"

A free gift with every order gives you the competitive edge over your competitors.

Everyone likes getting something for free. And what better time for gifts than Christmas time!

Reward your customers with the enjoyment of a unique free gift not available in stores. You'll make your customers feel special! And that means more sales! Your customers will know that you have a real interest in them as people, not as mere sales prospects.

Include a beautiful snowflake free in your orders and you'll improve your Christmas sales 100 percent!

There are two ways you can do this:

You can tell your customers that they will receive a free gift with every order. The suspense of not knowing what the free gift is makes it even more exciting and fun! Some people will order just for the fun and expectation of getting a free gift! They wonder what could it possibly be?

Or simply send it along with the order. Finding an unexpected gift will greatly enhance your customers appreciation for your first rate service.

You don't need to go to any great expense for your free gifts. It's the "thought that counts."

Unlike pens, pencils, calendars and other items that have a temporary lifetime give something that will last forever. It will always remind them of you and the excellent service they received by ordering from you.

It will make a huge difference in your sales for the upcoming year. Customers who receive exceptional service will order again and again. That means repeat sales and more money for you.

Snowflakes are available at my website listed in the box below.

Author: Marilyn Pokorney

Freelance writer of science, nature, animals and the environment.

Also loves crafts, gardening, and reading.

Website:

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10 Reasons To Survey Your Visitors, Subscribers And Customers!

Three Ways to Re-invest in Your Business for Maximum Profit

7 Quick and Easy Ways To Multiply Your Sales

10 Ways Focus Groups Can Propel Your Profits

147 Killer Epublishing Strategies

Copywriting Crash Course

62 Ways To Beat The Gas Pump Monster

How To Improve Blood Circulation

Money Saving ideas



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