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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!

12 Ways To Outsell Your Competition!

By Larry Dotson

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The keys to outselling your competition is to compare your product to theirs. When you find the differences between products, use your findings to improve your product. Below are 12 things you can compare and improve upon to outsell your competition.

1. Price– Can you offer a lower price? Can you offer a higher price and increase the perceived value of your product? Do you offer easier payment options than your competition?
2. Packaging– Can you package your product more attractively? Do the colors of your package relate to your product? Can you package your product into a smaller or larger package?
3. Delivery– Can you offering cheaper shipping? Do you have a high enough profit margin to offer free shipping? Can you ship your products faster?
4. Benefits– Can you offer more benefits than your competition? Are your benefits stronger? Do you have believable proof that supports your claims?
5. Quality– Is your product built and tested to last longer than your competition? Can you improve the overall quality of your product?

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6. Performance– Can you make your product faster at solving your customers problem? Is your product easier to use than your competitions?

7. Features– Can you offer more product features than your competition? Do your features support the benefits you offer?

8. Availability– Is your product always available or do you have to backorder it? Can your product suppliers drop ship to your customers?

9. Extras– Do you provided free bonuses when your customers buy your product? Are your bonuses more valuable than your competitions?

10. Service– Do you offer your customers free 24 hour customer service? Can you provide free product repair? Does your competition make their customers talk to a machine?

11. Proof– Can you provide more proof than your competition that your product is reliable? Can you provide stronger testimonials or endorsements?

12 Guarantees– Do you have a stronger guarantee than your competition? Do you offer warranties with your product? Do you provide an easier return policy?

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Understand the Keywords that Your Target Market Uses

By Mike Sam

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Understanding for which keywords there is heavy competition can help you identify gaps where there is little or no competition. These gaps provide opportunities for marketing your site for substantially lower costs than would otherwise be achieved. For instance, it is often the most obvious terms that attract the most heated competition, while the less obvious terms have little, if any, competition. By matching

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these gaps with an understanding of which keywords customers actually use, it is possible to locate these significant opportunities.

Once you know the best keywords, the next step is to see what your competitors are currently doing with them. If your sites of your competitors rank higher than yours, or offer more enticement for the customer to visit, then it is more likely that they will be attracting the customers and not you.

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