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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!

3 Mindset Changes To Increase Your Sales And Profits

By Noel Peebles

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Consumers Are Individual Customers

The idea of mass marketing to consumers is outdated. Consumers are individuals and deserve to be called customers. The days are gone when marketers can think of consumers as a mass audience to "push" advertising out to. In fact, wise marketers will remove the word "consumers" from their vocabulary all together. You can't have a relationship with a consumer, you can with a customer. Customers are individuals. The fact is that these days they're more demanding than ever.

They expect more from you. They deserve your respect and expect to be treated like equals. The old fashioned general store knew how to look after their customers. The trick for the modern marketer is to take those old "values" and use the new technology to build a relationship that treats each customer as an individual.

**Be First In The Mind
Or The Marketplace?**

It is better to be first in the prospects mind than to be first in the market place. Once somebody else gets into your prospects mind you can't take away their position with money alone. We're all quick to pass judgement and it's difficult to change a mind once a mind is made up. You have to blast your way into the mind because people don't like to change their minds.

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Once they perceive you one way, that's it. They put you into a category and file you away in their minds as a certain type of person or business. The only way to change that perception is to become a different kind of person or business in someone else's mind so that the majority overwhelms the minority. You haven't changed their mind, somebody else has.

Marketing is not a battle of products, it's a battle of perceptions. It does not matter if you have the best product or service, it's what people think that

counts.

Think Of Your Product As A Service

These days there's no shortage of "me too" products and short lived technological advantages. It can be difficult to find a point of difference for your product to own in your customers mind.

So, here's a thought. When thinking about competitive differentiation for your product don't consider only the physical aspects of your product. Instead think of your product as a service. What is the service it provides? What are the "experiences" it offers to a customer? The answers to these questions will be more fruitful in developing your marketing strategy than just focusing on the physical aspects.

Noel Peeblesnoel@marketleadersltd.com **BUSINESS OWNERS: The Quick And Easy Ways To Get Better Results From Your Advertising...Increase Your Sales At Higher Profit Margins Than You've Ever Done Before. FREE newsletter. FREE ebook. <http://www.betterbizprofits.com>**

The Most Important Marketing Tool

By Nicholas Dixon

As an online marketer, there are many tools available to help you succeed. Some are free, while some will cost you money. Essential tools include a computer, an internet connection and the various softwares. Everywhere you turn nowadays, 'gurus' will tell what you need to do in order to succeed.

However, few people will tell you about the most important and essential marketing tool. It is not

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something to see or to hold. It exists not on the outside but on the inside. What am I talking about ? Your mindset.

A positive mindset. Without it, your chances of success is virtually nil. A positive mindset allows you to overcome the inevitable obstacles. Oh, so you thought this was going to be a joyride ? Well, wake up son !

Most people fail because of not having the right mindset. So what is the right mindset ? This is a mixture of resilience, commitment, persistence, passion, hardwork and consistency.

Take a look at the most successful people around. Do you think that they started out just a few months ago ? Most of have been working for years before they achieved the success they now enjoy. What do you think got them through the frustrations and struggles ?

You guess it! The right mindset. Ask any of them and they will tell you. It is needed to overcome the pain, discouragements, insults, rejections and failures.

With the proper mindset and patience, your goals can be achieved. When you learn to apply them without much effort, then you will know you are on the road to success.

As an online marketer there are many tools available to help you succeed. A positive mindset will sustain you on the road to success. Don't believe me ? Give it a try and see !

To your success and mine..... ,

Nicholas

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Nicholas Dixon is the CEO of Oceanroc Web Consulting. Subscribe to The Roc newsletter @

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The Most Important Marketing Tool

Offer Package Deals To Increase Profits And Sales

7 Ways to Stop "Selling" & Start Building Relationships

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

How to get more leads, sales, repeat business, and profits – without increasing traffic.

147 Killer Epublishing Strategies

Press Release E-Manual

How To Get Reprint Rights Without Paying A Dime

Profitable Crafts Vol 1

Profitable Crafts Vol 4



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