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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 WAYS TO GET MORE SALES WHEN YOU ADVERTISE**

**By Bob Leduc**

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Here are 3 powerful marketing tactics you can use to get more sales the next time you advertise. All 3 work for any business. And you can use them effectively on the Internet or in traditional media.

**1. PROMOTE 1 THING AT A TIME**

Most people dislike making a decision to buy something when it forces them to reject or delay buying something else they also want. They're afraid to make a decision they may regret later. Many prospects faced with this choice spend a lot of time evaluating their options. They can't make a clear choice so they make NO decision at all ...and you lose a sale.

That's why it's more effective to promote only 1 product or service each time you advertise. Develop separate ads, web pages, sales letters, etc. to promote each product or service you offer. Limit your prospect's decision to only "Yes" or "No" instead of "Yes", "No" or "Which One". You'll get more "Yes" decisions this way.

TIP: Sometimes you can successfully combine 2 or more related products or services into a special offer. But limit your customer's decision to "Yes" or "No". Don't include an option to buy any of the items separately.

**2. DRAMATIZE THE GOOD FEELING**

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Customers buy from you because they want to enjoy the benefit produced by using your product or service. They want to get that benefit fast. And they want your product to be easy to use — or your service to produce results without disturbing their daily routine.

Keep this in mind as you develop your ads, web pages, sales letters and other sales tools. Use vivid word pictures to dramatize the pleasant feeling your customer will experience when he or she enjoys the benefit produced by your product or service.

Here are 3 examples of descriptive word pictures used by different businesses...

"No boss. No schedule. No debt. Money to buy what you want and time to spend having fun." (Business opportunity offer)

"More prospective clients than you can handle will call you every day." (Sales lead service)

"You'll feel good, look younger and enjoy playing active sports without getting tired." (Weight loss product)

### 3. FOLLOW UP PERIODICALLY

Most prospects will not buy from you the first time they hear about your product or service ...or the first time they visit your web site. They may be very interested in what you offer. But other priorities prevent them from buying NOW.

You can recover many of these "almost sales" with a follow up system. Follow up systems produce very profitable sales because they don't involve any advertising expense.

Your follow up system can be as simple as periodically contacting previous prospects with a new offer for your product or service.

Another effective follow up method is to distribute an informative newsletter with topics related to your product or service. A newsletter automatically reminds prospects about you every time they get it. This is especially effective for marketing on the Internet where your newsletter can be distributed free by email.

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TIP: Develop a method to capture and save the names and contact information of prospects who didn't buy from you. You need it to follow up.

Use these 3 marketing tactics to make your advertising more effective and more profitable. They will increase the number of sales you get without increasing your advertising costs.

Bob Leduc retired from a 30 year career of recruiting sales personnel and developing sales leads. Bob recently wrote a manual for small business owners titled "How to Build Your Small Business Fast With Simple Postcards" and several other publications to help small businesses grow and prosper. For more information...Phone: (702) 658-1707 (After 10 AM Pacific time)

### **Advertising Options on the Internet**

**By Randy Fogg**

These options can help you understand the rapidly growing market of internet advertising.

Your online business will likely require more advertising than a contemporary business downtown, yet some new to the world of online business do not spend the time and money to advertise their business appropriately and are, in turn, losing money. Your online business is crammed into the world wide web along with thousands of others selling the same product or service as yourself. Consider this scenario: In your hometown you want to open an art supply store. In that same town there are thousands of art supply stores. In order for your business to be successful, it will have to stand out in some way from the others. This is exactly what is happening when a business is opened online. There is so much competition, that you must take drastic measures to ensure that you are getting noticed. Advertising can be done in so many ways online. These are some of the most successful ways that you can promote your online business.

Advertising in e-zines is a popular way to promote your online business. Ezines are the magazines of the internet; they written on a particular subject and read by those interested in that subject. Therefore,

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e-zine readers are already potential customers and advertising your site in e-zines that are related to your business is almost guaranteed to help drive traffic to your site and increase sales for your product. You should be sure when advertising in e-zines that you are not advertising along side competitors. Ask the e-zine producer if there is a policy concerning posting competing ads. It is also a good idea to subscribe to the e-zine before making a decision about whether or not to advertise in it. An e-zine that runs fewer ads is a better choice than one that runs many ads. You can look at the online Directory of E-zines to find publications that are relevant to your company.

Pay-per-click programs are an excellent way to

advertise your business without taking a risk that you have advertised in the wrong place. With pay-per-click, you can advertise your site and only pay for those who click the link and go to your site. Another popular pay-per program is the pay-per-lead program that allows you to only pay for leads. Usually this means that you pay for only those who download a trial, fill out a form or enter a sweepstakes; whatever you choose. Lastly you can display pay-per-click banner ads in which your company would be allowed to place a banner on their site and you will be charged for every click that your banner receives.

Opt-In email is a great way to advertise your business, however it is expensive and it can be misused very easily. Using opt-in emails, you would submit your sales copy to the company that will in turn email it to those on their mailing list. You should be very careful since some of the companies that advertise their mailing lists as opt-in email service is sometimes really SPAM. It is essential that you have a perfect and effective sales letter when using opt-in mailing lists. Without an effective sales copy your money and time have been wasted.

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