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**5 High-Impact Marketing Tips**

**By Bob Leduc**

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5 High-Impact Marketing Tips  
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Here are 5 high-impact marketing tips you can use to boost your sales quickly. All are simple to implement and they involve little or no new expense.

**1. Promote Only One Thing at a Time**

Promote only 1 product or service each time you advertise. Many people have difficulty selecting one product when their decision forces them to delay or reject buying something else they also want. When prospects cannot make an easy choice they often make no decision at all ...and you lose the sale.

Tip: Offer new customers a related product or service immediately after they buy from you. Many will accept your offer, producing an easy sale without jeopardizing the initial purchase.

**2. Provide Multiple Ways for Customers to Buy**

Providing choices of what to buy will reduce your sales. But providing choices of how to buy will increase your sales. Offer many different ways for customers to buy from you. The same method is not convenient for everybody. Prospective customers are more likely to act immediately when their

favorite way of ordering is available.

### 3. Avoid Your Competitors

Look for some new niche markets you and your competitors overlooked. You may uncover a market you can dominate with little or no competition.

One quick and easy way to find profitable new markets is to sub-divide your current market into several narrowly defined niche markets. Then customize your advertising to the unique needs of prospects in each niche market.

Tip: You can narrow the appeal of an existing web site without losing its effectiveness with your main market. Just create customized web pages for each market segment you want to target. Then add a link to each of these specialized pages on your home page.

### 4. Use Alternative Marketing

Look for alternative media your competitors may be overlooking. For example, many internet marketers are beginning to use direct mail postcards to generate traffic to their web sites. It's a low cost way to bypass the heavy competition online.

A brief captivating message on a postcard with an enticing offer sent to the right prospects will generate a flood of traffic to your website – or a large number of sales leads.

Tip: Postcards are also an excellent low-cost alternative to email. People get so much email today that even legitimate messages are getting deleted unread. But they get few if any postcards. Your message is guaranteed to get their attention when it's delivered on a postcard.

### 5. Encourage Questions

You're walking away from a lot of easy sales if you don't encourage prospects to ask questions about your product or service.

Only interested prospects will take the time to ask questions. Many will buy ...especially if you answer their

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question quickly and completely. You can even include a promotion for your product or service as part of your answer.

Make it easy for prospects to ask questions when they are at your web site or in other selling situations where there is no personal contact. For example, provide a phone number or an email address they can use to ask questions.

Tip: If you find yourself personally answering a lot of questions, add a Questions and Answers section to your web site or your sales brochure. Include the answers to the most frequently asked questions. It will reduce the number of questions you have to answer personally.

Each of these 5 marketing tips provides a simple way for you to boost your sales quickly ...and for little or no new

expense.

Bob Leduc spent 20 years helping businesses like yours find new customers and increase sales. He just released a New Edition of his manual, *How To Build Your Small Business Fast With Simple Postcards ...and launched \*BizTips from Bob\**, a newsletter to help small businesses grow and prosper. You'll find his low-cost marketing methods at: <http://BobLeduc.com> or call: 702-658-1707 After 10 AM Pacific Time/Las Vegas, NV

### **"The Most Powerful Skills You Could Have as a Webmaster"**

**By Raynay Valles**

### **"The Most Powerful Skills You Could Have as a Webmaster" by Raynay Valles**

What are the most powerful skills you could have as a webmaster?

HTML and website creation programs  
Graphics programs  
Perl  
CGI  
ASP  
Javascript  
Coldfusion

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Those skills are great, but what many employers and clients REALLY WANT goes unsaid. What they do not tell you is this: They really want high-impact results. And you can get high-impact results by honing high-impact skills.

High-impact skills are:

- +designing to facilitate sales
- +search engine optimization, submittal and tracking
- +writing to sell
- +knowing how to increase traffic that results in sales
- +tracking the success of ad campaigns

Imagine taking a website from 0 to 100,000 people a month through your search engine efforts. Or placing ads in publications you recommended that resulted in thousands in sales. Or revamping an old site in a way that causes twice as many people to buy from your site.

You don't have to have ALL the high-impact skills I listed. Let's say you're good at search engine optimization and every time you do it, huge traffic happens. This one high-impact skill that brings high-impact results will get the attention of your employer, prospective employers or prospective clients.

Here's the best part: you may already have had these results. Maybe you haven't been highlighting them on your resume or performance review like you could have. Highlight them and you'll notice a difference in your life.

And if you don't YET have these results, you can acquire them on-the-job over the next few months. Then you'll have an edge on webmasters who believe that tech skills are enough.

Raynay Valles is a results-focused webmaster and author of 10 Minute Answers for High-Impact Webmasters, the amazing resource high-impact webmasters use.  
<http://www.10minuteanswers.com/webmasters/>



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