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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!**

**6 Guaranteed Marketing Tips**

**By Kevin Donlin**

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Here are 6 tips to improve your Web marketing efforts, based on my Guaranteed Marketing system of cost-effective, results-producing methods.

1) Why buy from you? Use a unique selling proposition (USP)  
Doing business without a USP is like doing business without pants -- you'll be just as successful.

In his EXCELLENT book "The E-Myth Revisited," Michael Gerber writes that when they see or hear your business name, people should say: "Oh, you're the guys who \_\_\_\_\_."

Fill in that blank with your USP.

I was fortunate enough to do online marketing support for FedEx for two years before starting my own business. I learned from the best about the importance of standing apart from your competition with a USP.

This is the most important strategic planning you can do for your small business. If you take the time to devise an effective USP, you'll separate yourself from 95% of the competition, who probably compete on price, service, or selection.

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2) Follow-up works!

You WILL maximize your online sales by following up with your existing prospects and clients.

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a) Today, I got a new client 60 DAYS after she first called my Yellow Pages ad. I put her in GoldMine and she replied to the SEVENTH email sent to her.

Takeaway: follow up by email at least 5–7 times with prospects, offering new info each time, with a gentle reminder that you're still available to serve them. Use a contact manager, such as GoldMine or Act 2000. Or, use a free autoresponder like GetResponse (<http://www.guaranteedmarketing.com/get>)

b) Another new client just paid for my services TWO YEARS after subscribing to my ezine.

Takeaway: you must publish a newsletter and gather email addresses from visitors to your Web site. This is like printing money. Use listbot.com or

another service to distribute your ezine.

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3) Keep your Web site instructions simple.

A confused customer will just say NO to your Web site and your business. Here are 4 methods that have worked for me online since 1995:

a) Number and letter your instructions (I'm doing now!)

Tell them: "You can order in 3 easy steps," then limit yourself to 3 (or however many) steps ... and make those steps EASY.

b) Tell them it's easy.

Words like, "easy," "fast," "quick," and "simple" work wonders when explaining to customers how to use your site, place an order, etc.

c) Tell them what to expect.

Your customers don't like surprises, especially when ordering. Tell them when their credit card will be processed, the name of the company that will appear on their bill (to avoid chargebacks), and the number to call with questions.

For the best example I know of how to walk customers through the ordering process, see how it's done at [amazon.com](http://amazon.com)!

d) Less is more.

Whenever possible, I REMOVE links from my Web sites, to give customers

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fewer, more targeted choices. Remember: a confused mind will say "No" to your site, your products and you.

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4) Referrals = found money.

You already know that referrals are the best, most cost-effective way to get customers who spend more and complain less, right? Right.

So, you should be doing everything possible to actively encourage your current customers to refer new ones.

Here's a quick tip that will send lots of new business your way ...

On your Web site's order form, offer a \$10 discount to any customer who gives you the e-mail addresses of 3 friends for you to contact with info later.

Customers in the middle of the buying process already have a favorable impression of your business, so this is an ideal time to ask for referrals.

Does it work?

It helped me triple the number of referrals to my resume writing business in 2000. It can work for you, too.

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5) Use bonuses to sweeten the deal and make more sales. Here are 3 kinds:

a) Informational reports.

If you've written any articles or copy for your Web site, chances are you can package as a free report to give to prospects or clients. Make sure you give it a value ("A \$29.95 value, yours FREE"), because it's human nature to not appreciate anything without a price tag.

b) Give away what your competitors sell.

Find the lowest-price product or service that most of your competitors try to sell ... and give it away instead. The increased business will make up for it.

c) Give away ANOTHER freebie after the sale.

This will cut returns dramatically and cement good relations with your clients. Marlon Sanders does it with his online marketing course. I give away loads of follow-up advice by email to all my clients. If you use an

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autoresponder, it can be done while you sleep.

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6) Build relationships with potential business partners online.

You already know that you **MUST** publish an email newsletter, right? Right.

But some sites still don't get this. They feel they don't have the time or the writing ability. This is your opportunity.

Find high-traffic sites in your industry that don't offer a newsletter, and say: "I noticed your site doesn't publish a newsletter. You're leaving money on the table by not keeping in touch with your prospects and clients. I can help. I publish a newsletter that doesn't compete with your site. If you put a sign-up form on your site for my newsletter, you'll build instant, profitable relationships with your users. And I'll give you a permanent spot in my newsletter to run your ad in."

Who can say "No" to that? But, does it work?

I'm negotiating right now to get one of my newsletters, "Employment

Dispatch," onto two Web sites with a combined viewership of 100,000 people per month.

### **Guaranteed Car Loans - Get Your Loan Asap**

**By Sarah Williams**

If you want to get guaranteed car loans even with bad credit, then scroll below for some pointers on how to avoid the credit inquiring pitfall.

**Guaranteed Car Loans: Get a copy of your credit report.**

Purchasing a copy of your own credit report can help you get guaranteed car loans. A lender can pre-approve you for a guaranteed car loan by faxing him a copy of your current credit report. If the first lender rejects your request, you can go ahead and apply at different lenders until you find one that accepts you.

**Guaranteed Car Loans: One inquiry is better than two.**

Before completing the guaranteed car loan process, the lender would most likely perform a final perfunctory check on your credit report. But that should be okay since it's only going to be one inquiring

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on your credit record instead of two or three. Remember that the more credit inquiry you have, the greater the chance that your credit rating will drop.

Guaranteed Car Loans: A purchase is not an inquiry.

When you purchase your own credit report, it won't be considered as an inquiry. So by doing this, you avoid adding more damage to your credit. This is why in guaranteed car loans it is always a good idea to know what your credit report is in advance. What's more, if you have your credit report before applying for guaranteed car loans, you can check it for any errors.

There are several online auto financing companies that can provide you with guaranteed car loans. Below are some examples of these and their guaranteed car loans programs.

[AlphaCarLoans.co.uk](http://AlphaCarLoans.co.uk)

Are you in the market for a car loan that is guaranteed even with bad credit? If so, then you can go right ahead and visit Alpha Car Loans. The site offers several guaranteed car loans programs that are tailored to fit any customer with all types of credit level. So even with a bad credit, poor credit, or not credit, you can get guaranteed car loans at Alpha Car Loans.

Alpha Car Loans is one of the premier guaranteed car loans dealer for used cars in the United Kingdom. At their website, you can apply for guaranteed car loans, view the latest used car stock quotes, and even order your car online.

Alpha Car Loans understand that not every car buyer has a perfect credit record. They also know how difficult it is to get guaranteed car loans with a less than perfect credit score. Thus, they provide you with the best packages to solve your bad credit car loan woes. With their guaranteed car loans plans, they offer you up to 7,500 pounds to spend on one of their cars.

[AbacusMortgageLoans.com](http://AbacusMortgageLoans.com)

Abacus Mortgage Loans has been providing guaranteed car loans to their customers since 1998. Anyone can apply for their guaranteed car loans programs. Whether you are an individual or a small business with bad or unproven credit history, they have programs to help you get finance for your car.

The minimum amount you can borrow on an Abacus mortgage loan is \$5,000.00. The maximum is \$150,000.00.

Learn how to eliminate speeding tickets @

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