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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

7 Bullets To Making An Easy Sale

By Amin Khan

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Let's say you already know what the visitor actually wants from you since you're successful in driving targeted traffic, Right? You've tried hard to get everything there is to turn her down as your customer. That includes... your website design, guarantees, ease of interface etc.

But if you're successful in attracting her towards your site, then why you're having trouble in making sales? Here's the answer:

You've forgot, or ignored to use the human psychology.

Yes! Psychology. It's like the electrical element in a bulb. As the bulb can't produce light without its element, marketing without integrating psychology doesn't generate sales.

Now you don't have to be a psychologist in order to make sales. Luckily there are 7 proven tactics available for use. There's no hidden secret. You can use these 7 tactics to make sales whenever you wish.

Here are the 7 bullets:

But remember! These bullets work best if your site is highly focused and targeted. Also a good ad copy with a little creativity is a MUST.

Bullet 1 – Create Value

The first step to making a sale is getting your prospective buyer to know your product. The best way to do this is by creating value in your prospect's mind.

The best way to create value is by listing the benefits of your product, and then integrating these benefits tactfully with your prospect's need and wants.

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Increasing value is easily done by simply adding bonuses that cost you little or nothing to add and create a 'package deal'. There are a lot of other techniques too. If you're successful in creating value, you're half way home. Be sure you have this basic ingredient in your overall marketing campaign.

Bullet 2 – Give Her A Personal Touch

I guess it's self-explanatory. Everyone wants to be given importance. One-to-one. Think yourself from your visitor's mind. Would you like to purchase anything if you're not given proper care and importance as a customer? I bet you don't. Everyone has self-respect.

Everyone wants to get honored. Do you know the primary reason for the huge success of

Amazon.com? Yes, it's the 'personal touch' factor. They treat their customer as king. Even if the customer is a hard nut, they have a policy to please him till he gets satisfied. So do include the personal touch factor in your marketing strategy.

Bullet 3 – Be Original

Create your own unique business niche. There's no other better way to achieve success than this. If you're really serious about long-term business success, this is crucial. Although coming up with a niche seems intimidating to some people, it's really very easy to find one.

Keep reading my other niche building articles to explore the niche magic.

Bullet 4 – Ignite Her Desire To Capture Success

Success is a very powerful word. Used positively with emotions, this word can do wonders. Use words to paint a picture of life in your prospect's mind after they've bought your product. A good technique is to activate your prospect's subconscious mind by creating mental movies in her mind.

Writing that is filled with descriptive nouns and verbs that convey action to the reader are the secret to making your reader 'see', 'feel' and 'act' on what you say.

Bullet 5 – Satisfy Her Idolization Needs

Have you ever wondered why they choose Michael Jordan and not you to sell Hanes underwear? The reason is simple, everyone has certain idolization needs – the desire to relate to and connect with our "heroes". Don't take personally, but I probably wouldn't buy underwear from you in a million years.

So try getting your product positioned at a place, or on a famous personality where it can satisfy your prospect's idolization needs.

Bullet 6 – Proof Sells

Nobody wants to be a fool, or get robbed. It's the human nature to have protection and security. Before

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buying anything, everyone wants to know whether the product they're buying is of quality or not? Or the money they're paying is worth the product or not?

You eliminate your prospect's skepticism by providing verifiable proofs. If your product has proofs, you can easily eliminate her skepticism. To provide proofs, testimonials can be used. Nothing is better than word of mouth. People want to know how the other person has benefited from your product.

Bullet 7 – Repeat Repeat And Repeat

One of the most powerful tools of persuasion is repetition. Advertising man and author Kenneth Goode, in his 1932 book, "Advertising," wrote —

"As a matter of fact, the greatest of all advertising tricks is that of persistently pounding away at the same suggestion while still keeping the appearance of freshness of idea."

The more you repeat your basic offer or basic reasons to buy, the more you will influence your reader's

unconscious mind. The above bullets are the proven methods to make sales. Have these bullets in your marketing shotgun... and fire them at your visitor... and all I can say is Good Luck! ?

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Amin Khan of <http://www.NicheChallenge.com> is the active soul for helping you develop a successful niche based business. Subscribe his FREE ezine 'The LASER' to join the select group of pros who are driving the Net for success. Send a blank email to: <mailto:majordomo@NicheChallenge.com> with the word "subscribe laser" (without quotes) in the body of your email.

The High Profit Magic Bullet!

By Grady Smith

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One of the greatest secrets to instantly increasing your online sales is the proper use of Magic Bullets. In fact, by just using a few on my website, I was able to quadruple my weekly income. And it's something that I'm strongly convinced anyone can apply to their own sales page to quickly double or triple their online income immediately.

So, what's a Magic Bullet?

The short answer is a list of bulleted benefits for the product.

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But the real secret of using them for high profits is in the design of each bullet.

More on setting up your own bullets in a moment But I want you to understand the profitability and importance of using high impact Magic Bullets on your own website.

First, most won't read your sales letter word for word. Magic Bullets let a visitor scan the benefits at a quick glance. They can see instantly what they're getting with their purchase and how it will benefit them.

Second, strongly written Magic Bullets can sell your product without a lick of additional copy. That's right. No P.S., no guarantee. I've bought online products solely for the reason that the outlined Magic Bullets promised me something that I was willing to pay for.

So, how do you design effective high profit bullets?

Start by outlining every single benefit your product offers. Make sure you look at it from the perspective of how your product would benefit a prospective client.

Now go through each benefit and rewrite it so that it creates excitement. You know, instead of writing "Learn how to make money online", write "The One Secret That Can Easily Make You Thousands Online."

Lay them out in easy to read bullets. Write a ton of them. Explain every last benefit your reader will get with your product

and do it in an exciting, specific way. Sometimes I'll read three benefits and I'm ready to make a purchase. Really, sometimes that's all it takes.

So will it work for you? Yes, if done properly you should see a steady stream of online profits from your work. Spend the time to invest in this strong sales tool. Rework your Magic Bullets until you create a short, specific, exciting benefit. Then do it again and again for each of your benefits. Soon, you'll see the real charm of Magic Bullets, and that magic is huge profits for you.

FREE \$17 Ebook "The Secrets Of Hard-Hitting Sales Letters" when you visit Grady's website. Plus, find out how you can have hard-hitting sales letters, cash-creating auto responders, and high traffic

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