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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!**

**7 Super Ways To Drum Up More Sales**

**By Ken Hill**

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1. Use subheads throughout your ad copy.

Subheads are great to use to break up your long ad copy. Your subheads will keep your visitor's interest in your marketing copy and help you to break up your information into short manageable chunks.

Your subheads should act like your headlines. Use your subheads to increase your visitor's interest in what you're talking about, draw your visitor into your ad copy, and to emphasize the benefits of purchasing your product.

2. Use call to actions, such as "click here to order now" throughout your ad copy.

Use your call to actions after your testimonials, after listing benefits your visitors will get from purchasing your product, or along with your subheads.

3. Use bonuses to get more sales.

Add to your bonuses value by offering unique bonuses. For instance you could provide ebooks you've written, a consultation with you or access to your membership site.

In addition, you could add a lower priced product you sell as a bonus for buying a higher priced product.

For instance, if you sold autoresponders, you could provide an ebook you've written on email marketing as a bonus, for subscribing to your autoresponder service, a product that provides you with a residual income.

## 7 Super Ways To Drum Up More Sales

### 4. Provide your visitors with testimonials.

Your testimonials will add credibility to your ad copy and help you to strengthen your visitor's trust in your product.

If you publish an ezine also use testimonials from your subscribers to increase the number of visitors that subscribe to your ezine.

### 5. Write articles.

Writing articles will provide you with a powerful way to promote your website or business. Your articles can also be very effective in gaining more subscribers to your ezine.

To increase your articles' reach, create a list that people can subscribe to that tells them when you've written new articles.

Your list will give your readers an easy way to get your articles by email and can also help you to increase sign ups to your affiliate program if you let your affiliates use your articles as a promotional tool.

### 6. Let your visitors try out your product before they buy it.

You could supply your visitors with a demo version of your software product, or you could let them try out your service for a limited amount of time before purchasing.

If you sold an informational product you could make a chapter or excerpts of several different chapters available on your site.

You could also make your chapters available by autoresponder by creating a multipart report that delivers your extracts or sample chapter.

### 7. Offer sales and discounts to your customers.

Your customers that have purchased from you already are far more likely to be receptive to your offers than someone that has just visited your site for the first time.

Treat your customers like gold by providing them with special sales, bonuses, and offers that are only for them, and you'll be able to create a loyal customer base that generates long term profits for you.

Article by writer Ken Hill. For more articles by Ken Hill and a great tutorial on ezine publishing visit Ken's site today at:

**YOUR DRUM (Poem)**

**By OSORO P. J. NYAWANGAH**

**YOUR DRUM (Poem) by OSORO P. J. NYAWANGAH**

(Waste no time gossiping it doesn't pay!)

Many people are always poking their noses in other people's affairs for nothing.

Play your own drum,  
No one else,  
Can play it for you,  
It's your drum,  
And your chose it your self.  
No one else should,  
Only you,  
Know the tunes,  
Let people  
Enjoy the tunes  
By playing it yourself  
Have the hands for it  
Take courage  
Play your own drum

Wake early in the morning  
Prepare yourself  
In morning sun  
Put your drum  
Have the stick ready  
For the best tunes.  
Play your own drum  
No one else  
Can play it for you  
It's your own drum  
Prepare it yourself  
For you alone  
Know the tune of the drum

Don't be worried  
How well others play  
You also  
Can play better  
Often we are so busy  
Listening, watching  
Others play their drums  
That we don't  
Play our own

## 7 Super Ways To Drum Up More Sales

Practice always  
Make perfect  
Have the hand for it  
Play your own drum

Be proud  
Of your own drum  
People are eager  
To listen to the tune  
The tune of your precious  
Drum of yours  
No specific qualification  
Needed to play well  
But will and seriousness  
Play it well and loud  
For it's yours  
Play your own drum  
No one else  
Can play it for you.

Shall the driver  
Drive the tailors sewing machine?  
Shall the farmer  
Harvest with the surgeon's scalpel?  
Shall the fisherman  
Paddle with the soldier's gun?  
Shall the nurse  
Inject with teachers chalk?  
Shall the chef  
Bake the mason's dough?  
Then play on other's drum  
But your own!

Play your own drum  
Play it well and loud  
Have a grip of it and  
Use your talent  
Enjoy your own tune and do not be surprised  
Then, before the sum is done  
Every one will recognize  
The sound of your drum  
They will dance  
To the tune of drum  
And crown you!

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