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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!**

**8 Tips To Help You Heat Up Your Sales**

**By Ken Hill**

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1. Pay special attention to your past customers by providing them with sales and discounts that only they are privy to. This will help you to create long term profits for your business by building up a loyal customer base that buys your products on a consistent basis.

2. Offer the products of affiliate programs you've joined as backend products.

When deciding on affiliate programs to join, choose companies that offer a product or line of products that your niche market would want to buy.

Also pick affiliate programs that pay you high commissions or residual commissions for your referrals, and that provide you with plenty of resources that you can use to start selling their products.

3. Provide your visitors and customers with quality support by email, telephone or even live support on your site. This will increase your visitor's trust in your company and help you to get more sales of your products.

4. Publish an ezine.

Your ezine will give you a powerful way to continue to keep in contact with your visitors and customers and obtain more sales.

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Make your ezine stand out by providing your subscribers with your own unique content such as your own informative articles that build up your reputation as an expert in your field.

5. Strive to improve your ad copy and techniques you use to market your products to your visitors.

In addition, don't become complacent with your product -- continue to improve and update your product so that it will better meet your customer's needs and be more attractive to your visitors.

6. Track and test which ad copy, sales, and promotions bring

you in the best result. This will save you time and money by helping you to pin point what works best for you in marketing your products.

7. Add a sense of urgency to buying your product by offering your visitors a limited time only discount.

For instance, you could offer your special discount to only your next 100 customers or to only the customers that buy your product before a specific date.

8. Increase your product's perceived value by providing your visitors with a way to earn an income promoting your products. For instance by creating an affiliate program your visitors and customers can join or by giving your customers the resell rights to your product with their purchase.

### **Heat Pumps: Top Tips**

**By Bill Buchanan**

Winter brings a chill in the atmosphere. This involves bringing out your woolens and switching on the electrical appliances that will keep your entire house warm. The most popular device to keep your house warm is the heater. But it consumes a lot of energy to operate. Hence, to control the spiraling energy costs while retaining warmth in house, a device called a heat pump is becoming popular. If you are wondering what a heat pump is or are planning on buying one, here are some buying tips.

What is a heat pump?

A heat pump is a device that takes in the cold air from the atmosphere and uses it to warm up your

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home. The pump uses the principles of refrigeration and not fuel combustion to warm as well as cool the house.

Why are the heat pumps becoming popular?

Though heat pumps have been around for more than 30 years, they are being increasingly used today to combat the rising energy costs. Besides, the technological advances are now making them viable alternatives. The first heat pump that came in the market was noisy and broke down frequently. But with the new technology, they are becoming more efficient in using energy and are reliable. This has made them highly popular among the residential and commercial property owners. These pumps save energy more effectively while heating.

Do the pumps have any drawbacks?

Yes. As the external temperature goes down, the pump needs more energy to keep your house warm. Its efficiency goes down and when it reaches the balance temperature, which is normally between 30 to 45 degrees F, you need other sources of heating. At this time you need to use electrical resistance heating.

How do I know I really need a new pump?

Buying a new heat pump will ensure you save your money in the long run. However, you need to determine if the whole pump needs to be changed or simple repairs will work. Go through the instruction manual that comes with the pump before taking a decision.

For other great articles about heat pumps please check out

and

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general interest topics go to

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