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**A POWER TECHNIQUE FOR BOOSTING SALES**

**By David Hallum**

**A POWER TECHNIQUE FOR BOOSTING SALES by David Hallum**

So you've built your site and started to promote it. You're getting some sales, but you want to generate more.

There is one simple sales technique that almost every Internet marketing expert agrees will **DRAMATICALLY** boost your sales every single day – follow up with your prospects.

The bottom line is this – if you want to vastly increase the number of your visitors who turn into valued customers, you need to contact them over and over. Through a series of messages, you need to convey the emotional and logical reasons why they **MUST** buy your product.

If you assume that your visitors are going to buy from you on their first and only visit to your site, you are mistaken. It just doesn't happen that quickly. Approximately 80% of sales are made **AFTER** the initial contact. Do you see how many sales you could be losing if you don't initiate further contact?

Consider your site's visitors perspective. Do you grab your credit card every time you pass through a store and see something you like? It doesn't mean you're going to buy it right then and there. When you decide to buy it, do you go back to that same store? Maybe, maybe not! Would you be more inclined to return to a particular store if the sales associate gave you a courtesy call?

How do you follow up for maximum effect and what tools and techniques should you use?

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### o The Tools

Begin by realizing that you can't do all this by yourself! Suppose you get 500 visitors a day to your site and one in fifty of them requests information. That's ten e-mails you're going to have to send manually for the next few days or weeks. And tomorrow you get another ten, and the next day another ten... can you imagine how complicated managing this process could be?

What is the best management tool available? Sequential or follow-up autoresponders.

Autoresponders are the e-mail equivalent of "fax-on-demand" systems. Someone sends your autoresponder an e-mail or subscribes to it on your web site and the autoresponder sends the messages and manages the follow-up process from that point. It does the managing for you!

A good autoresponder system will send out the right message on the right day, address your prospect by name, keep track of the follow-up sequence while automatically building you a database of interested contacts.

Most web site hosting packages come with autoresponders. Usually, however, these send out a single message and therefore can't be used for continually following up with prospects. Instead, you can pay monthly fees to an autoresponder service or install software on your site and run them directly from there.

### o The Techniques

So what techniques can you employ in your follow-up messages to turn your prospect into a customer?

#### – Technique 1: Build Trust and Credibility

The more you contact your prospect with useful and relevant information, the more they will assume you can be trusted. By offering valuable credible information, you prove to your prospect that you know what you are talking about.

#### – Technique 2: Create the Emotional Reason to Buy

With each message you send, you can work on the need or desire that your product will satisfy. More money to pay for that holiday? More free time to spend with the family? Less stress? People buy because they WANT something, secondly because they

NEED it.

– Technique 3: Increase the Offer

Gradually increase the perceived value of your offer until your prospect has to find reasons not to buy from you! You can do this by offering free bonuses, discounts, or free shipping. But here's the golden rule – all of them must be time-limited to push your prospect to make that final decision.

– Technique 4: Logical Justification

People buy for emotional reasons, but they need that decision backed by solid logical reasons. Your follow-up plan should include logical reasons why your prospect should buy – reasons based on facts and figures, not on emotional desire alone.

– Technique 5: Avoid the After-Sale Blues

How many times have you bought something and then immediately regretted it? You can avoid this situation (and refunds) after the sale by reassuring your new customer their decision to purchase was a good one. You simply need to remind them that your product will save time, increase sales, boost site traffic, help them lose weight or whatever. They have already bought it – they just need reminding what it will do for them.

In summary, to dramatically increase your ratio of visitors to sales, you ABSOLUTELY MUST follow up with your prospects and site visitors. It works, it's proven, and it's easy if you use the right tools.

## **Power Breathing**

**By Alan Tutt**

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Power Breathing

by Alan Tutt

<http://www.KeysToPower.com>

How would you like a technique that will increase your mental and physical performance? With the technique I am about to share with you, you will be able to clear your mind, increase your intelligence, restore your energy, and increase your physical strength. This is also a technique that you can use any time, anywhere you happen to be, without drawing attention to yourself.

## A POWER TECHNIQUE FOR BOOSTING SALES

I'm talking about 'Power Breathing'. The fundamental concept behind Power Breathing is very old, so it's possible that you've seen a variation of it in other places. One thing that I've found is that some descriptions of the process are so vague or misleading that you end up doing it wrong and get none of the benefits that Power Breathing can give you.

In Power Breathing, you hold an image in your mind while breathing slightly different from normal. Let's cover the mechanics of Power Breathing first, since that is the simplest component of the technique. In normal breathing, you usually use only about 1/3 of the capacity of your lungs. During exercise or other physical exertion, you will use more of your lung capacity, but you breath faster to get more oxygen to your muscles. In Power Breathing, you want to breath deeply, but slowly.

One way to control the tempo is to count. Breath in for a count of 5, then hold it for a count of 3. Breath out for a count of 7, then hold it for a count of 3. When holding, don't close your throat as this will create unnecessary tension. Use the same muscle you use to breath in and out, but hold it in place. Just pause the in and out motion of air. Try it now and get the feeling of the tempo. Practice it several times until it feels natural and easy.

One of the easiest ways to direct Power is to imagine that it is carried by the air you breath. As you breath in, you are bringing Power into your being, and as you breath out, you are sending Power away from you. Your thoughts and feelings will condition the Power while it is inside of you.

Using this image, if you imagine that Power is energizing your body while you are breathing in, then Power is being directed to energize your body. If you imagine that Power is cleansing your mind and emotions while you are breathing out, then Power is being directed to eliminate any tensions and negativity from your mind and emotional nature. And if you combine the two images, then Power is being directed towards both goals with a phenomenal result!

There are many uses for Power Breathing, but this is perhaps the most useful. Another use for Power Breathing is for healing. If you imagine that the air you are breathing in is bringing healing energies to whatever part of you is less than perfect, then you will be directing Power to heal that part of you. Make sure that you also include the image of any negativity or infection being eliminated from your body as you are breathing out.

It is also possible to "breathe in money" and "breathe out poverty". Or you could "breathe in love" and "breathe out loneliness". The possibilities are endless!

Alan Tutt is the creator of the phenomenally popular Keys To Power Mastery System available from <http://www.KeysToPower.com>. Become the Arnold Schwarzenegger of Mind Power using the Keys To Power Mastery System, and get everything you want in life.



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