

Another 15 ways to kick your sales into high gear

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By Terry Telford

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In the last article, we reviewed 15 ways to kick your sales into high gear. This article covers another 15 FREE and almost FREE techniques to do the same. Use all 30 effective techniques and watch your sales skyrocket!

16. Offer a discounted product. Discounted products attract tons of traffic. Take one of your best selling products and slash the price as low as you can and still make a small profit. Your smaller profit will be offset with a larger volume of sales. Even if you don't make a lot of money on this one off promotion, you introduce more people to your products and services and can contact them later to make more profitable sales.

17. Give your product away! Although it sounds crazy at first, it makes a lot of sense. The best example of this technique is used in the software industry. Adobe Acrobat Reader, Win Zip, and Group Mail all give away a free version of their software. After you have used the product and have a good feel for the 'inner workings,' you probably want to upgrade to a more deluxe version. Your upgrade is where the company makes money.

18. Re-mail. Send your list a second chance offer by re-mailing them. Statistics show that your same offer that you mail today, will achieve approximately 70% of its original success on the second mailing. Remember, it takes an average of seven impressions before your prospects actually make a purchase.

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19. Numbers and bullets. Make a list of features and benefits and list this in your sales literature. It is much quicker for a prospect to scan a list that is numbered or listed with bullet points, than it is to read a paragraph of text.

20. Promotion warning. Give your customers an advanced warning about upcoming promotions. This creates a demand for your promotion even before it is released. You also create a feeling of goodwill from your customers because you have shown them that they are important.

21. Ask for referrals. The best type of advertising is word of mouth. Place a referral form on your site where customers can give you their friend's names and email addresses. In return, you will give your customer a special bonus and send an email to their friends on their behalf. The email you send must include a very special offer and refer to the customer that gave you the contact.

22. Rename things. Give standard items a new name and prospects will respond. If you ask a prospect to subscribe to your online magazine, or digital magazine, your subscriber rate will increase faster than referring to your publication as an ezine.

23. Double up. Instead of offering one item at a special price, offer two. On average, the extra item brings in an additional 45% more sales.

24. Bonus value. It is common to offer FREE bonuses with every purchase on the www. If you don't offer free bonuses you are losing sales. FREE bonuses are part of internet culture. Since everyone offers FREE bonuses, make yours stand out by giving it a price value. Instead of offering a FREE ebook, offer a FREE ebook worth \$29.99.

25. Swap ads. If you publish an ezine, swap ads with other ezine publishers to increase your exposure.

26. Define your USP. What makes your business different than your competitors? Your USP, or Unique Selling Point gives your customers a reason to buy from you instead of someone else. Are your products bigger, faster, cheaper?

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Every business has a USP. Find yours and promote it.

27. Testimonials. Your customer's opinions are worth gold, especially if they write them down. Include testimonials from satisfied customers in all of your promotional material. This technique gives your product or service more credibility in the eyes of your prospects.

28. Pre-sell. If you are introducing a new product, ask your customers for their opinion a few weeks before the product is released. This gives you time to tweek and polish the product to perfection before its release. When your product is released, you can send the customers who have responded with suggestions a special discount on the product as a thank you for their help.

29. Test. Send a trial offer to a percentage of your

mailing list. From the response, you can gauge whether to roll out the offer to your entire list or rework the details and try again. Testing saves you money and increases your sales by giving you feedback in small blocks before you use up your whole database.

30. Short and sweet. Keep your prospecting emails short and to the point. Long emails are often deleted before they are read. To present detailed information, get the prospect hooked in your short email and invite them to visit your site for the details.

And there you have it, the complete set of 30 award winning techniques to kick your sales into high gear. Implementing just a few of these techniques will increase your sales. Imagine if you implemented them all!

I wish you much success with all of your marketing.

Terry Telford is the author of the popular ebook, Website Ladder, and the founder of bpc publishing, where you can pick up your FREE and almost FREE website marketing and traffic tools. Visit <http://www.bpcpublishing.com> today!

5 Ways to Get the Most Out of Your BackCountry Gear

By Chuck Fitzgerald

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Time out of doors is a precious commodity to the outdoor enthusiast – but are we getting the most out of this time. One way to ensure maximum backcountry enjoyment is to get the most possible value from the gear you acquire and use. Here are 5 ways to get the most out of your backcountry gear - and your backcountry experience.

– Purchase the best gear you can possibly afford. If you are going to spend a year planning your next excursion on the continental divide, spend three months getting into great shape, take three weeks vacation when it's time for the hike, purchase an airline ticket, and so on - then why are you using the cheapest backpack you can find? A good backpack will make all the difference in the world. This applies to all of your backcountry gear. Whether its your GPS unit, sleeping bag, rain gear or dual-fuel portable stove, be sure to carry good equipment in order to get the most value for your money. Don't buy cheap!

– Learn how to use all of your gear correctly and practice using it. When you are completely lost, it's not the time to learn how to navigate with a compass and map. When you and your firewood are wet, it's not the time to learn how to start a fire with the flare you've been carrying for 5 years in your pack. Take time to learn all of the features of your gear. You might be surprised to learn just how useful your GPS really is when you understand how to use the backtrack feature. You'll be mighty thankful when you learn the proper weight distribution for your backpack. Take time to learn - practice around your home before you venture into the backcountry.

– Keep your gear with you and use it as much as possible. Your backcountry gear isn't just for the backcountry. It has unlimited uses in everyday life. Never go on a road trip without your pack. You'll almost always find an opportunity to use your binoculars or GPS unit. If you don't have your gear with you, you'll need it - never fails.

– Take great care of your gear. Hopefully you've learned this from your parents and not necessarily from experience. Your gear will only take good care of you if you take good care of it. Conversely, your gear will let you down if you don't take good care of it. That's a bad situation to be in. Inspect everything before you embark on your adventure. Clean and properly store all of your gear upon your return. Have you check your gear's straps, fuel, waterproofing, batteries and overall condition lately? Taking good care of your gear is an important part of enjoying your backcountry trip.

– When you're done with it, donate it - and some of your time – to a local scout troop. They are always looking for assistance from outdoor enthusiasts. You'll feel great getting this last piece of benefit out of your old trusty gear!

Optimize your time in the backcountry. The easiest way ensure maximum outdoor enjoyment is to get the most possible value from your gear. Let these 5 ways guide you in getting the most out of your backcountry gear - and your backcountry experience. Use this information and you'll Get It Right The First Time.

Get Outdoors!

Chuck Fitzgerald is the President of Arizona based BackCountry Toys, an online store providing

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backcountry specialty gear and educational information for outdoor enthusiasts. Visit [www.backcountry.com](#) to receive the free newsletter "FreshAir" or call (800) 316-9055.

5 Ways to Get the Most Out of Your BackCountry Gear

Martial Arts Speed Kicking

Kick Boxing– An old game with pinch of Kick

How to Attack Elite Performance

7 Writing Muse Kickers to Fill Up That Blank Page

147 Killer Epublishing Strategies

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Money Saving ideas



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