

"Are you Losing Your Customers?"

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**100% Effective Natural Hormone Treatment**  
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"Are you Losing Your Customers?"

By A.T.Rendon

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E-commerce is expanding at a time when our nation has slipped into an economic recession.

Like any business, it is about getting the goods and services delivered so that you have a satisfied customer who will hopefully come back for more.

It is more expensive than ever to find and acquire new customers for your online business. But did you know you could lose yours to a problem that can be dealt with effectively and inexpensively?

What if your new customer can't find your web site or you are off-line just when you have launched an expensive ad campaign?

What if your web site goes down in the middle of the night without your knowledge?

It is a critical moment every time someone surfs to your web site. If your web site is down, then all your goodwill, hard work, investment, buzz, and brand name recognition won't do you one bit of good.

A web site down scenario can cost your business web site a lot of business. And that means money out of your pocket.

Even the very best of web servers will be down an average of 7 to 10 days per year.

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How many of your web site's visitors have been frustrated by a "Page Not Found" or "Server is Busy" message and turned away to go to your competitor while your web site is down?

Even if it is just one customer, then it is one customer too many!

You can not monitor your web site 24 hours a day, 7 days a week. Yet, that is exactly what you need to do.

What is the solution?

Making use of one of the many "FREE Web Site Monitoring Services"(FWSMS) that are available online. Let someone help you by letting them monitor your web site for you.

Although there are many such services that operate for a fee ranging from \$20.00 monthly upwards to over \$ 700.00 for a yearly plan, there are still a few that do it for free.

Here are just a couple of these free monitoring services:

InternetSeer Web Site Monitoring Service  
<http://www.internetseer.com/>

InternetSeer remotely monitors your Web site to insure that customers and visitors have access to your site 24 hours a day, 7 days a week. If InternetSeer is unable to reach your site, we will send you an email message alerting you that your site is On Error.

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Free Web Site Monitoring at ServerRat  
<http://www.serverrat.com/>

Server Rat will monitor your site "Big Brother Style" 24 hours a day, 7 days a week. As soon as your web site(s) status changes Server Rat will "Rat" on your ISP and send you an email or message your email compatible pager. You would normally have to pay for this service. But they are offering this service FREE of charge. That means no registration or hidden fees!

For a larger free list of "FREE Web Site Monitoring Services"

## "Are you Losing Your Customers?"

as well as several free software programs to do it yourself, send a blank email to receive it via Auto-Responder at: <mailto:fwsms@emailexchange.org>

These free services may very well save you a great deal of money by letting you know that there is a problem with your web server, email server, etc.

Certainly, they will save you time and effort by doing a hard and essential job free of charge.

All it will cost you is a little time and effort to just sign up for the free services. This small investment can possibly save you a customer.

Even if they only save you one customer per year, do you think

it would be worth it for you to have these free services?

A.T.Rendon is an entrepreneur and published writer. Subscribe to FREE Business Classifieds Newsletter & receive FREE online access to our Password Protected "FREE Submit To Over 2.7 MILLION FREE Ad Sites!" [mailto:subscribe\\_fbcn9@emailexchange.org](mailto:subscribe_fbcn9@emailexchange.org) Visit us at: <http://emailexchange.org/>

### **Improve Your Sales Copy in Four Easy Steps**

**By Collin Almeida**

#### **Improve Your Sales Copy in Four Easy Steps by Collin Almeida**

It's no secret that you only have a few seconds to grab the interest of potential customers and try to persuade them to stay on your site. Nor is it a secret that bells and whistles are not the answer.

So how do you gain and keep the attention of your visitors?  
With killer copy!

Words are the most powerful tool you have to do business on the Internet. Without the right words, you could be losing thousands of dollars in profits.

The best way to write effective sales copy is to put yourself in the place of the person who is reading it. Ask yourself all

## "Are you Losing Your Customers?"

the questions your potential customer is likely to want to ask, and then answer them for him.

Here are four easy steps to help you reassure your customers by answering those unasked questions:

Step 1. "What's in it for me?"

Paint a picture

Your customers don't care much about your background, how long you've been in business or how special you think you are. So the first thing you must do is promote the major benefits, for them, of using your product. But don't just list the benefits – paint a picture so your readers can visualise themselves enjoying these benefits.

Don't write: "Save time and money with Acme widgets," but "Free! Four hours a week to read a book, walk along the beach and follow your dream when you use Acme widgets – the quickest Widget on the market today."

Step 2. "How can you give me this?"

Explain why

You must offer credible, logical reasons to support your claims or people are going to suspect your motives. "Acme widgets achieve faster results because we incorporate not one, but two gizmos. In controlled tests conducted by XYZ, our widgets consistently out-performed the competition in speed, accuracy

and endurance."

Step 3. "Why should I believe you?"

Give reassurance

This is the time to give some details about you and your company. Provide information about your credentials, qualifications and experience in the field. Now you can also include brief testimonials from satisfied customers (provide as much information to identify the customers as they're willing to allow (anonymous testimonials are almost worthless).

Step 4. "What if I don't like it?"

Eliminate the risk

The final stumbling block for customers is usually the fear of losing their money if they don't like the product or find it's not what they expected – so offer your customers an iron-clad

## "Are you Losing Your Customers?"

guarantee.

It can be a full refund, a 'double ripple money back' or whatever you feel you can afford. Always include a time factor – the longer the better – people like to know you'll be around for the long-haul.

Incorporate these answers in your sales copy to instantly turn your readers into buyers.

Collin Almeida. Learn the secrets of writing compelling, order pulling ads and sales letters by visiting the author's site at: <http://MasterCopywriters.com> , the #1 site on the net for copywriting tools and resources. For more marketing, copywriting and advertising resources visit: [www.reprint-rights.com](http://www.reprint-rights.com) Collin can be reached at (541) 736-9631.



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