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Building Consumer Confidence Builds Sales

By Diane Hughes

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Many small online business owners have yet to understand the sheer power that comes from building consumer confidence. They struggle with sales month after month, but still, when someone tells them their site design needs help, they get offended. "I spent a lot of time building my own site!" is the reply.

Here's my reply... "So what?"

It doesn't matter who designed your Web site. If it isn't cutting it, then it's time to move on.

On the Web, we have about seven seconds to accomplish ALL of the following:

- 1) Relay the message "Rest Easy" instead of "Get Out of Here NOW!"
- 2) Build consumer confidence through words and images.
- 3) Gain the attention of the visitor.
- 4) Make a lasting impression.

That's a lot to ask from a site. But professional Web designers have the skills and talent to deliver.

How do you know if your site design is the cause of your suffering? How do you know if your visitors are rolling their eyes instead of smiling? Ask!

ACTION STEP 1

Ask questions

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Is the quality of your Web site design as good or better than your competition? Visit your competitors' sites and see for yourself. If they are portraying a more confident image than you, chances are good that you need a redesign.

What do your visitors think? Conduct a survey and find out. You can use a simple and free tool found at

<http://www.surveymonkey.com>

to set up a survey. Post a link to the survey on your home page so

your visitors can offer their opinions.

ACTION STEP 2

Be honest with yourself

Whether you designed your own site or your cousin's 16-year-old nephew did it, you have to dump your pride and focus on your site design from a business prospective.

Don't shrug off what others tell you about your site design. Taking offense will only hinder your business growth and cause you to maintain an image that discourages consumer confidence in you and your business.

When you get honest feedback about your site design, be honest with yourself and look at the information logically instead of emotionally.

ACTION STEP 3

Take action!

If you find that you do need a site redesign, don't pout. Take action! Start reviewing Web site designers' sites. Contact a few designers and ask for quotes on your project.

If you have the skills to follow someone else's work, you can save money by having the designer create one page. You can then set up the remainder of the site yourself.

Ignoring the fact that your site design is causing a decrease in sales is simply not smart business. Taking measures now to change your online image is the first step to impressing your visitors and boosting your cash flow in the years to come.

Diane C. Hughes * ProBizTips.com

FREE Report: Amazingly Simple (Yet Super Powerful) Ways To Skyrocket Your Sales And Build Your Business Into A Tower of Profits! ==>>

<http://madmarketer.com/diane>

Increase Your Sales By Using Confidence

By Grady Smith

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Does your sales letter display confidence?

I mean does the reader really believe that you have confidence behind your product? Do you confidently show them that you know your subject, and through your selection of words and phrases, are you displaying confidence that this product is the one that will solve their problem?

Confidence makes us buy, because we begin to see that the person knows their subject. The lack of confidence in a sales letter shows us they don't feel comfortable with what they're saying. It comes across as unsure.

It might not sound like much. You've read that giving the potential customer specific benefits that offer a solution to their problem is the biggest hurdle. But the reality is sales depend on how you present your material as to build confidence in you as well as your product.

Confidence sales. There was a time when I was a telemarketing sales manager. I know, but don't hate me. Though I might have interrupted a few dinners or got you up of the couch, I am about to teach you something here.

My job was to teach telemarketing reps how to sell. I would center in on someone that wasn't making any sales, listen in to them, then after a few calls I would let them listen in as I took one for them. I would mimic their sales pitch, using almost the exact same words that they did. But nearly every time I did this I would make a sale on my first call where they had struggled through about thirty presentations without even a nibble.

Why was I able to make a sale after only one call using the exact same words of a representative that couldn't close a sale after 30 calls? Confidence my friend. It makes all the difference in the world.

Building Consumer Confidence Builds Sales

So how do you apply confidence to a sales letter you're writing? Start by looking at some of the marketing pros. See the words and phrases they use to display confidence. If an online marketer is making money with their sales letter then they're displaying

confidence in it.

Check your sales letter. Do you sound confident in it? Are the words you're choosing stating that you're very sure about what you're doing? Do you show that you're the authority on the subject, and that to pass on the offer would be crazy? Of course, you might not say that, but your sales letter should reflect it.

Write your sales letter like the product is sold, you're just explaining what they're about to get. For instance, use phrases like "You're about to learn all the marketing secrets", or "You are also going to learn". Just keep in mind that the customer is already sold.

That's not to say that you don't want to write your sales letter in the traditional sense of selling a prospect. But you want to sprinkle it with phrases that assume anyone would make the purchase after seeing the benefits they'll receive.

Another phrase to use is something like "You can't afford not to purchase." It shows confidence that the reader has to make the purchase or the results could be disastrous.

Remember though, that customers still need to feel in control of their decision. Using phrases like "You are going to buy" sound threatening. By crafting a letter that shows confidence, but doesn't demand the customer to buy, you've got a powerful sales tool that will work for you over and over again. It's a thin line, but with practice you will soon master it.

FREE \$50 Sales Letter Critique by Grady Smith details what you need to do to turn your sales letter into a profit-pulling machine. Plus, find out how you can get a killer sales letter cheap when you visit <http://www.cheap-copy.com>



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