

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**CHANGE Is Your Best Guarantee Of Job Security**

By Noel Peebles

**CHANGE Is Your Best Guarantee Of Job Security by Noel Peebles**

When running your own businesses it is usual to have standard procedures and set ways of doing things. It's called efficiency. After all, it's the logical way to do things and we've always done it that way and it works.

The problem is that it's easy to form habits and become very set in our ways. We resist change and so do our staff. The business plods along okay as everything steadily changes around it. Then day by day business gets a bit tougher. Customers become more demanding, competition increases and it becomes harder to make ends meet. We all know what happens next even if it does take a few years until the inevitable end. The fact is it doesn't need to be like that.

As a Manager/Leader the best way to ensure continuing business success and job security is to embrace change. It doesn't matter how big or how small a company is. Without change the tendency is to become sluggish, even bureaucratic. It's easy to lose the sharp edge and become slow at making decisions and taking action. There is the tendency to avoid any situation that might hold even the slightest element of risk.

My advice is to keep your mind open to change all the time. Welcome it. It's only by examining and re-examining your opinions and ideas that you can progress.

Become a champion of change rather than a boiled frog!

## CHANGE Is Your Best Guarantee Of Job Security

If you can remember back to your high school days you may recall the `classic' biology experiment using a frog. It goes something like this. You put a frog in a pot of cold water and then gradually turn the heat up. What happens? The frog does nothing! It just sits there without jumping out as the water heats up. The frog will ultimately be boiled to death.

That is similar to what happens in many small businesses. They get hurt in the market place before they wake up. It's the "she'll be right" attitude.

In my opinion it is better to become a champion of change rather than a victim of change (a boiled frog!). I agree that change is difficult for all of us and that's why we all have a natural tendency to resist it. Yet like it or not we are living in one of the most exciting periods civilization has ever known. It is a period of astounding and radical change. An era of unprecedented rapid, accelerating change... the "Golden Age Of Opportunity"... "The Greatest Entrepreneurial Boom In History."

The thing about change is that you really have no choice. Resist it and become a victim or you can decide to become a champion of change and capitalize on it.

To become a champion of change you need to break out of your comfort zone and try new things before you are forced to.

Noel Peebles Get Your 100% FREE mini-course "17 Powerful Secrets That Have Made Business Owners Into Millionaires." 100% FREE! Simply send a blank email to: [instantsellbusiness@ReportsNetwork.com](mailto:instantsellbusiness@ReportsNetwork.com)

### **"How To Write A Dynamite Guarantee For Your Sales Letters"**

**By Mike Jezek**

### **"How To Write A Dynamite Guarantee For Your Sales Letters" by Mike Jezek**

Ok, this is going to make some of you uneasy!  
In my work with clients I have come across some people who were leery of going all out with their Guarantee. And that's understandable. But let me tell you this...

## CHANGE Is Your Best Guarantee Of Job Security

A money-back guarantee on your offers will make your response soar. It will. And the more powerful, the more outrageous your money-back guarantee; the better your results will be! In fact, a powerful money guarantee has been shown to be a hot button in getting people to buy. One of the key reasons is that all people really want in life is S.E.X. S.E.X.?

Yes, people want Security, Essentials, and the Xtras of life. And in that order to. And a money-back guarantee is tied into giving people the security they want. After all, people are skeptical. Big time! So if your money-back guarantee is better than your competitors, odds are you are going to outperform your competitor.

So what kind of money-back guarantees can you use in your sales letter? First the bad news. You're only limited by your imagination relevant to your particular industry. Now, the good news. There are various guarantees you can immediately copy to skyrocket your sales letter's response rates. Here they are:

30 Day Money-Back Guarantee  
60 Day Money-Back Guarantee  
90 Day Money-Back Guarantee  
1 Full Year Money-Back Guarantee  
(Been said to get the best results and lowest returns.)

You can also give a money-back guarantee and allow your buyers to keep any free reports or bonuses they've received from their purchase.

You can have another company vouch for you that if you don't follow-through on your promise to give a money-back guarantee to a customer who requests one, then they will. (Clever!)

If you're a service business you can give a partial refund of services rendered or even give a refund of the entire purchase price. You can even provide a product instead as a

guarantee policy.

Another guarantee you can try- give one of the above guarantees along with \$10 or even \$50 extra. Just for people taking the time to test your offer. Yes, it's an outrageous and risky guarantee but it'll give you more leverage over your competition.

## CHANGE Is Your Best Guarantee Of Job Security

Graphic design pointers. Try adding your picture and signature to your guarantee to boost credibility. Put your guarantee in certificate form. Put the words guarantee in big bold letters that stand out.

Also, mention your guarantee at least three times throughout your sales letter. More if you have little to no testimonials.

You can even write your headline as an outrageous guarantee. Bottomline: Create a guarantee that far surpasses that of your competition and you'll achieve success.

Yours FREE: 10 Minute Sales Letter Critique by Direct Mail Copy & Sales Letter Specialist Mike Jezek. Yes, see if your sales letters are ready to unleash a buying frenzy with a free critique from Mike Jezek. Email: [miknlisa@gtcinternet.com](mailto:miknlisa@gtcinternet.com), [www.irresistiblecopywriting.com](http://www.irresistiblecopywriting.com)



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)  
Menopause, Andropause And Other Hormone Imbalances**

**Impair Healthy Healing In People Over The Age Of 30!**

