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Impair Healthy Healing In People Over The Age Of 30!

Deadlines are Lifelines

By Dave Balch

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Nobody likes deadlines. Pressure! Stress! Anxiety! But we've all dealt with them. If you've ever written a term paper the night before it is due, raise your hand. (Mine is raised.) If you've ever "crammed" for an exam the night before it was given, raise your hand. (Mine is raised.)

It has been said that 75% of all modern technology was perfected within 48 hours of a trade show. Why? The trade show is a perfect example of a deadline; products simply must be ready because the stakes are high.

Even though they tend to be unpleasant, they can be turned to your advantage. How? By using them to motivate yourself to get things accomplished! Here are some examples of how I have purposely set deadlines for myself in order to insure that I get things done.

As I learned about the speaking business, it became apparent that it was critical that I write articles such as this one. They can be used in a number of ways to further my career, but I knew that they would never get written unless I had deadlines. When John Patrick approached me to write this column in the Alpenhorn, I was thrilled; not only because I would have the opportunity to be printed in his paper, but because I knew that the deadlines would get me to actually write these articles!

I offer several different speaking programs, one of which is "10 Simple Things You Can Do Right Now to Screw-up Your Small Business". Before the program was even developed, I made a

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commitment to give it at a Chamber of Commerce off the mountain. They scheduled a date, sent out notices, arranged a special luncheon, etc. Do you think I was ready when the time came? You bet I was! Do you think I would have developed that program without the deadline? Probably not! Now I have a program that I can offer; a product that was created by forcing myself into a deadline situation.

Do you have an idea for a product or service that you'd like to develop? Are you waiting for "just the right time" to get it off the ground? Do you think you'll really do it? Set a deadline for yourself. Make a commitment to someone other than yourself;

a commitment that, if missed, will cause you great embarrassment or loss of credibility. You'll be amazed at how motivated you get!

Somebody once asked me, "Why don't you just set your own deadline?"

My answer is this: for me, that isn't a great enough motivator. If I just post a note on my computer that I have to do this—and—such by a certain date, I don't really take it seriously. It doesn't work, but that's just me. If it works for you, great! Do it! I need to make a commitment to someone else to make this concept work for me. And I do. And it does.

Find out what works for you, and then do it. You'll be amazed at what you can accomplish.

Dave Balch generated over \$5 million from his home-based business. Visit <http://www.TheStayAtHomeCEO.com> to sign-up, for information on speaking services, or for copies of past articles and newsletters. Comments and/or questions are always welcome at 1-800-366-2347 or Dave@DaveBalch.com.

When the Clock Strikes Twelve!

By Jaruda Boonsuwan

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I just finished reading another sales copy ending with the Deadline Marketing!

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And it's the sixth I see today saying "If you order by midnight, blah blah blah...."

I'm sure you've seen it. And I'm sure you're getting (if not very) a little bored.

The deadline trick has proven itself to be overwhelmingly successful. It's a deadly-effective "countdown trigger" that pushes reluctant people to ACT at the scene.

BUT right now the Internet is getting OVERCROWDED with sales letters that try to lure you in with the deadlines.

And now what happens is when prospects get to witness this technique too often, they learn to catch up. They learn NOT to buy it!

So be "extra careful". It's been OVERUSED!! Imagine how your prospects will feel when they come across your website and see that your sales copy is not different from others. Imagine yourself in their shoes!

What's WORSE is not keeping the deadlines...

A lot of marketers specifically use the deadlines to explode their sales faster. And their sales letters are forever like that....with the NEVER-ending deadlines. So prospects can't help but lose faith in the deadlines.

You could easily risk losing your credibility from your prospects, if they check up on your site again and still find the same "midnight deadline" technique.

This is critical. If you use the deadline, make sure you keep it. When you say the promotion is ending as soon as the clock "strikes at twelve", prove that you really MEAN it!

Once your prospects see that the discount really ends like you said it would, they'll regret not having bought from you earlier.

Now that they know you always keep your words, they'll keep in mind not to let the next opportunity slip away. Next time they won't wait for another second to buy from you!

What I have for you here is a groundbreaking idea for your deadline marketing...

Instead of saying,

"If you don't delay and order now, you'll get 50% off. The original price is \$100, but order now and you pay only \$50. Order before midnight and you'll get this special price. Remember if you order after midnight, expect to pay \$100!"

SAY,

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"Take an unfair advantage of our online marketing test. For 7 days only, our company decides to slash 50% off the original price in order to see whether pricing affects sales. In our doing so, you are the one who gains! During our marketing test, don't pay us \$100. Keep \$50 to yourself now!"

See the difference? Feel the impact?

If you decide to use the deadline marketing, don't forget to make it right and make the most out of it.

Apart from writing a HARD-TO-SAY-NO deadline, here is the "one-of-a-kind" tool to accelerate your prospects' buying decision....

Go get yourself a dynamic countdown javascript and put it on your site...

It's FREE! And it works like miracle. Believe it or not? People tend to feel the rush to act when they see the clock ticking!

P.S. Be different. You can still offer the deadlines, but make sure you take a different approach!

The author, Jaruda Boonsuwan, is offering one-of-its-kind, deadly-effective copywriting e-course -- at NO charge. Beat your competitors now at



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