

Double your business sales

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By S. Najam Aziz Ahmed

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Double or triple your business sales
by making little changes to your advertisement!

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By far the biggest reason most advertisements (especially Email advertisement & advertisement through web) don't sell as much as they could is due to a single problem. The words on these ads don't do their job.

You only get a few seconds (especially on the web) to grab a reader's attention. If the wording on your advertisement is falling down on the job, no one will be interested in its further details and result will be NO SALES.

I normally see ads that have too little information to attract a reader. Or the ad has too much information, so much that a reader leaves it.

Your ad needs to IMMEDIATELY catch a reader's attention. Here is how to do it:

** Distill what you have to offer down to your most popular and powerful product or service. Don't throw a whole selection of products or services in a single ad. Just give them one offer at a time.

** Figure out the one most powerful advantage your product or service gives customers. Think about what kinds of readers are most likely to buy. Once you have these two things in mind, you're ready to change your ad so it grabs readers and makes them buy.

** Start your ad with a headline in big type. Begin your sentence with an action word. If your headline attracts a reader, he/she will read your whole message. For example, look at the title of this article "Double or Triple your Sales by making these changes to your advertisement ". It involved you to read the whole article. Didn't it?

** People only buy when they feel you can solve a problem that is causing them pain. People want to

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save time, save money, and much more.

** Don't follow your headline with a diatribe on how good your product is. Instead, talk about the thing readers care about most. Make your copy describe a problem the reader has. Tell how the problem affects the reader's life. Show the reader how the problem will get worse, much worse, over time if it is not fixed now.

** Present your product or services as the solution to the customer's problem. Describe its most important features, and then connect them with the benefits they will bring.

** Most of your customers don't automatically understand how your product's great features can help them. You have to describe the benefits. It helps to give real life example of how the feature helps

people.

** If your product has more than three features, list them in bulleted form. Bullets help readers digest a batch of related points.

** Add several excited testimonials from satisfied customers. Have the customer talk about how he/she got the results you promised in your benefits section. If your product is new, have several people try it, then ask them for their comments. Most people are delighted to help, specially if they know you will be publishing their opinions.

** Tell them HOW TO BUY. This is the one thing so many ads miss. Highlight HOW TO BUY details. Make it easy for them to buy. Easy ordering should include information on how customers can contact you. Include your email address (which you check often), your phone number or mobile number, and your physical location. Also include your guarantee if you have one. Let customers know how long it will take for you to deliver the product or service. And be sure to tell them how much extra shipping and handling will cost. Stating these things right up front helps customers make a decision to buy, NOW.

Regards.

Yours sincerely,

S. Najam Aziz Ahmed
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Mr Najam Aziz is a 5-year experienced Internet Marketing professional. If you need any suggestion regarding your business promotion (especially online) or if you want to see your web site listed at first page in all major search engines, then send an email to najam@apnakarobar.com or visit www.ApnaKarobar.com or www.VMarketU.com

Double Your Sales Potential With Double-sided Business Cards

By Christopher Brunner

Swapping business cards is one of the most basic and common forms of networking in the business world. With something that is so common practice, people often hand out cards blindly while not really thinking about what the card does AFTER you hand it out.

How do your clients feel about your business card? Put yourself in their shoes.

Is it valuable to them?

Does it solve a problem?

Take advantage of the extra real estate on the other side

Most business owners don't utilize the backside of their business cards. It's prime space to include important facts, offers, and information that help sell your company to the holder. Including valuable offers on your business card will make it worth holding on to.

P.T.O – How to get someone to turn over your business card

One small abbreviation added to the front of your cards can double your success rate. P.T.O. (Please Turn Over) lets the holder know there is something of value of the backside, and it would be in their best interest to check it out. Alternatively, you could include "See back for special offer" if you have the space for it.

Now that you have their attention, reel them in with a:

Survey, redeemable for a free gift

Punch card for frequent clients

Valuable coupon URL to a special webpage targeting business card recipients

Research your sector to learn what business card marketing words will flip their switch and turn them on to your company. Give them what THEY want.

Even if you only hand out 50 cards using this technique, you've just created 50 opportunities for new business. Just imagine the possibilities that would come with having 1000 highly effective business cards floating around.

Now that you've found the secret recipe for business card marketing success, hand those cards out wherever and whenever you can. The more you hand out, the better chance you have of scoring another life-time customer.

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Chris Brunner specializes in helping people design and market their business cards for better results. Create inexpensive and effective business cards online at GreatFX Business Cards

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5 Power Tips To Double Your Sales

Korean Double Eyelid Surgery Pictures

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Freelance Copywriters: Double Your Income

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How To Find A Topic For Your Ebook

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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

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