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

EMAIL HELPS YOU MAKE THE SALE

By Meredith Pond

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Sales letters are one of the most popular forms of advertising today, and rightly so. The reason for this is simple: they work. However, even the most powerful sales letter can't do its job if you don't get it to the right people.

So, how do you make sure your sales message gets across to those who will listen? The answer lies in one simple word: EMAIL. Email is the fastest, most direct, and most cost-effective way to spread the word. In fact, it's the number one marketing method in use today.

If you have already established an email newsletter, use your existing list to send out a sales letter. Since these people have already signed up to receive your messages, they're likely not to mind much if you send them a sales pitch; just try not to make it too hypey or pushy. Thank them for joining your list, then tell them what you can do, as a service for them.

If you're nervous about turning your prospects off with a sales letter, simply begin each newsletter issue with a brief ad for your services. Provide a link back to your site, perhaps to a page that does contain a strong sales letter.

If you don't already have a newsletter going out, you need to start one. Let visitors to your site sign up simply, by providing their email address. Let them know you'll give them weekly insider tips, useful articles, and money-saving offers. And ALWAYS, ALWAYS provide, at the end of your newsletter, specific instructions for how your subscribers can remove

themselves from your list. Although you don't really want people to unsubscribe, not providing these instructions can really frustrate people and damage your reputation.

If you don't think it's possible to start your own newsletter, try buying or renting a targeted list of prospects from an outside source. A simple Internet search will no-doubt help you find dozens of companies who specialize in these lists.

In short, email is an incredible marketing tool that can make the difference between success and failure... if you do it right. A well-written, well-targeted sales letter or ad can indeed do

wonders for your bottom line. For tips on writing effective sales letters, see <http://www.drnunley.com/copywriting.htm>.

Meredith Pond is editor and manager of DrNunley's <http://CheapWriting.com>. See her low-cost writing and editing services for students and business people, including a web site rewriting package. Reach Meredith at meredith@drnunley.com or 801-328-9006.

Top 5 Affiliate Marketing Myths

By Edward Immanuel

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1. Affiliate Marketing is Easy to do than Product Marketing. Look around many of the so called affiliate marketers. All they try to do is to sell the affiliate product whereas the visitor will easily identify the game and wont play to your rules.
2. Affiliate Marketing is cutting and pasting the ads the merchants provide and voila sales start to happen. No. The visitor is sick and tired of seeing the same ads everywhere and off he goes.
3. You don't need a website to be an affiliate. While it is true that you really don't need a website, it always helps to have your own website so that you can try to capture the email address. Either you get the sale or at least his email address to follow-up. No website, and there is no way to get in touch with your visitor ever again.

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4. You don't need to own the product you promote. It may be true for some very big ticket items, normally for info products, it is better you own the product and try to presell rather than selling the product.

5. It's free to be an Affiliate Marketer. It's free to join as an affiliate and if you are not going to invest your time and effort you may as well start doing something else worthwhile.

by Edward Immanuel

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