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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!

Expiration Dates Online

By Dawn Gray

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Online, you have to sell your product immediately. You can't count on your visitors coming back to your website when they have more money or more time. If you have a sales letter for your product they will read it once and only if you're lucky. Get your visitors to buy the first time by giving an expiration date for your extraordinary offer.

Even if your discount or special bonus gift is impossible to refuse, your visitors may decide to "come back tomorrow" and never return. An expiration date (today or tomorrow) compels them to buy now.

If the offer is a permanent fixture on your website, you can use Javascript to give each visitor their own deadline. (The "current date" script works nicely if you don't collect email addresses to follow up.)

Don't worry about whether visitors are savvy enough to realize they can get the same offer if they come back tomorrow, it will still increase your responses. I know – this trick has gotten me to buy some expensive information packages! However, if you are uncomfortable with using Javascript, you can continuously update your website with new offers and expiration dates or use cookies to send repeat visitors to a page with a different offer.

A few people may be put off by the use of Javascript and feel like your offer is a "lie". These people are the minority, but if you are selling software, computer

equipment, or information geared toward internet and computer professionals, it will help not to use a "midnight" deadline. Avoid mentioning a specific time or offer a time when you might actually update your website, like 2pm.

(People who know Javascript just assume if you offer a time the offer expires – especially midnight – that the deadline is generated by Javascript. They can find out for sure by reading your source code.)

When I first heard about this technique, I was afraid to use it. It seems somehow immoral to give a "phony" deadline.

Here is my justification:

We have all at one time held an expiring coupon in our hands and become determined to use it immediately (or watched a family member or friend do it). We trust coupons, we believe in coupons, and we never once think they are bad in any way even if we never use them ourselves.

Almost all coupons have an expiration date. Why? Because expiration dates work. They propel people into the store/restaurant so they can get a good deal.

Have you ever rushed out to use an expiring coupon and find a duplicate (expiring in another week or a month) in the mail or newspaper the next day? I have...

I have also successfully used many expired coupons. Yet I have never seriously considered that the companies that issued the coupons were lying to me. I considered it "good customer service" and made it a point to patronize those places more often.

It is true that expiration dates do not magically change on coupons like they can on the internet, and some companies do enforce the expiration dates. This aspect may be what erodes customer confidence for tech-savvy people.

"What about everyone else?"

If your offer appears on a one-page "sales letter" website or on a separate page of your website devoted to your product (where there are no informative articles or

interactive programs to encourage return visits) very few people are likely to come back to find out if your offer is in fact still there.

If nobody ever comes back to your website after their first visit, your offer is not a lie. They can not receive your original offer past the expiration date.

If you don't get the purchase (or at least an email address) during that first visit, you will not make a sale. Offering an extraordinary offer with an expiration date will help you make more sales because it gives people a reason to act now rather than putting it off and forgetting about it.

"I collect email addresses – how can I still use an expiration date?"

If you offer a special report, free email course, or other promotional offer to visitors to your website, you are collecting valuable contact information. You can afford to have a later expiration date (say, in a week or two). Send three or more reminder letters to those who haven't responded to remind them of the offer.

Another tactic would be to offer an extraordinary offer expiring immediately and to follow up by offering a scaled-down product for less money.

My most successful promotions have used expiration dates on offers made through my newsletter, Busy Marketing Tips. (After the expiration date, I have always changed my website to reflect my "regular" price.) My sales letters without expiration dates have sold little or nothing.

Believe me, expiration dates are a powerful sales motivator!

You can use expiration dates any way you feel comfortable with, but USE THEM! They are a powerful sales technique you can't afford to ignore.

Renew Domain Names The Best Way

By Sarah Williams

Expiration Dates Online

When we say "renew domain names", the first thing that comes to our mind is to make some extensions on our domain names. Well, this is somewhat near to the truth for the term "renew domain names" involves a process of buying additional time to an accessible domain name registration. In most simple terms, when you want to renew domain names, it is understandable that you want to extend the term of time for a registered domain name.

For those who want to renew domain names, it is very important for you to know that the process of renewing a domain name can be done any time, however, it is always made within a few months of when a term of time for a certain domain name is about to reach its due date. And when you renew domain names, you should be aware that domain names can have a maximum of ten years of registration term that is attached to them at any given period of time. So with your desire to renew domain names, you can definitely keep the domain name before the due date and time again.

It is often considered that to renew domain names, you should then undergo for some processes, such as to process your renewal request. Since the basic principle when you renew domain names is to keep the domain name for another term, it is then explanatory that really into some stages nearest to the domain name expiration date. As such, when you renew domain names and since the domain name will be renewed in real time, you will ultimately be given a confirmation of your new expiration date.

And so for you to know the expiration period of your domain name before you renew domain names, you must then go for WHOIS domain name search which will display the expiration date of your domain name. Speaking of the expiration date of the domain name, it is common consideration that no matter when you renew domain names, the additional renewal time period is then added to the new expiration date of your domain name. Thus, if your domain name expires, let's say on October 10, 2004 and then you renew domain names for two years at any time before that date, your new expiration date will be on October 10, 2006. Of course, you don't need to worry when you renew domain names prior to the expiration date for the fact that you are not be penalized for such act and for being conscientious. So when you ask about the new expiration date of your domain, just remember such idea for domain name renewal.

Today, there are so many companies that are concerned about domain name renewal that send reminders via email and postal mail box for you to know the domain name expiration date. So it is then necessary that you keep your domain name updated with your recent contact information. And with the services offered today which will help you to renew domain names, you can check and update domain names at any time.

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