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Explode Your Sales With the Ultimate Weapon: Time Sensitive Offers

By Marc Goldman

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Some of you may already know the power of time sensitive offers and be using them in your businesses. There is a huge controversy brewing on certain parts of the internet regarding the use of these offers, but I will tell you that when used appropriately, they are one of the most powerful lead and sales generating tools ever invented.

Setting up a time sensitive offer involves contacting a list of prospects and offering them something special that will only be available for a limited time. It could be a special price, special bonuses or even receiving something for free. The catch is you must order by a certain date so as to receive these special deals.

I've seen this type of offer create an overwhelming response that does not seem to happen with regular sales material. Why does this happen? I believe that the majority of people interested in your sales material will often not act immediately because you have not given them an incentive to do so.

Let's face it, we all have busy lives and other responsibilities and often we forget something that interests us or we say, "oh yes that will still be available next week, next month or even next year, there is no need to act today!" These are the customers you will most likely lose, therefore, you must do something to change that. When you do you will see an increase in sales that you would not have imagined was possible. What is the change you should implement in order to experience this growth? Time sensitive offers.

Have you ever witnessed a one day sale at a major department store and noticed the crowds it attracted? This type of event demonstrates the power of the time sensitive offer. The people who plan these sales know exactly what they are doing. They draw in the crowds with a one time offer and then they close the deal. This is what your website should emulate. This will bring in much more sales than those offers that do not impose a time deadline. Following is an example of how you could implement this

on your website.

On your website you sell three things: a book on baseball for \$39.95; a report on similar subject matter for \$19.95 and a set of videos for \$99.95. Make a special offer that for 72 hours only, (give a deadline and stick to it) if people order the video package, you will throw in either the book, the report or both. You will see your sales increase dramatically with this approach.

Here is how it could be done even better:

Offer this deal: let your prospects know that this offer is available to them only if they collect a coupon and present it at the time of sale. This is not a printed coupon like

you would find in a supermarket, rather it is an electronic coupon that prospects must enter their names and email addresses in order to claim. If they don't order immediately, don't fret, you can then use their email address to send them follow-up reminders until the 72 hour period has expired or they ask you to stop (I always advocate smart opt-in email, never unsolicited email).

This is the correct way to use a time sensitive offer. Put together a package, set a deadline, offer an electronic coupon and follow-up until the deadline.

However, as I mentioned earlier, some people have always used the time sensitive offer as a marketing ploy. They use a deadline that always changes, or you'll sometimes find that the same offer is available 2 or 3 days after it was supposed to expire. These practices are highly unethical and will cause you to lose sales, not to mention your credibility.

But remember, if you use time sensitive offers appropriately, you will see your sales shoot through the roof.

The Secret Affiliate Weapon: Weapon Of Mass Online Profits?

By Caiden Felix

Ewen Chia is a man with a considerable reputation. He is as respected within Internet marketing as tiger woods is in golf!. Ewen is one of the most successful affiliate marketers on the web...this man generates HUGE wads of cash from his products, affiliate programs and joint ventures. Now, Why am i blabbering on about Ewen Chia? Well, its because hes just released the Secret Affiliate Weapon!

Whats The Secret Affiliate Weapon?

The Secret Affiliate Weapon is Ewens new money making system. Basically, the sales page promises that Ewen is going to reveal some of his most effective affiliate marketing strategies if you sign up for

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his membership site. Its also incredibly cheap at \$9.97 (typically this sort of system would sell for upward of \$50). This made me very skeptical to start with, although it proved to be unfounded . Secret Affiliate Weapon promises to "show you how to make massive amounts of instant cash from affiliate programs on complete autopilot". A bold claim indeed! Is Ewen true to his word? Well lets see shall we.....!?

So What Did I Find When I Purchased The Secret Affiliate Weapon?

What i found is that Ewen clearly presented 3 of his principle weapons in a concise little blueprint package. One in particular proved to be very very useful to me. You see, one of the hardest things that affiliate marketers often have to overcome is breaking into a competitive market. It can be very intimidating indeed. Secret Affiliate Weapon presented me with Ewens thinking on this topic and it blew my mind! It basically slapped me in the face, showed me what i was doing wrong, and what i should be doing to get it right! This alone was worth 10 times what the asking price for the whole Secret Affiliate Weapon package costs.

Any Bad Points?

One thing that i will say is that Secret Affiliate Weapon will not be ideal for Internet marketing beginners as the system assumes that you already have some basic experience.

In Conclusion

The Secret Affiliate Weapon turned out to be a real gem, and im pleased that i found it. Ewens really got it right (as usual) with this one and i recommend it whole heartedly!

Thanks for reading, Caiden Felix

Did you find this review on The Secret Affiliate Weapon useful? You can learn a lot more about how The Secret Affiliate Weapon can help you by

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