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**HOW TO INCREASE YOUR SALES DURING THE HOLIDAYS**

**By Bob Leduc**

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Getting sales during the Holiday Season this year will be a challenge for many businesses. The usually free-spending holiday shoppers are likely to be more careful about what they buy and how much they spend. And business buyers will be more reluctant than usual to make financial commitments during the Holidays.

What can you do to get the attention of your prospective customers and clients? And how can you get them to buy from you during this Holiday Season?

**..GIVE THEM AN IRRESISTIBLE OFFER THEY CAN'T REFUSE**

Few businesses use Special Offers during the Holidays. You can attract attention and increase your sales during the Holiday Season by promoting Special Offers.

Make your Special Offer as attractive as you can afford. The greater its value to customers the more sales it will generate.

Here are 5 different offers you can use for almost any product or service.

1. **SPECIAL HOLIDAY DISCOUNT:** People don't expect discounts during the Holidays. Surprise them with an unexpected Holiday Discount Offer. It gets attention -- and motivates many prospects to buy.

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2. **SPECIAL COMBINATION PRICE:** Combine several products or services for a price that's lower than the total cost of buying each item separately.

A combination offer increases the number of orders you get and the size of your average sale. It increases the number of sales by generating orders from prospects who were only "shopping around". It increases the size of your average sale by motivating buyers to spend additional money to get the "good deal" of your Special Combination Package.

3. **FREE BONUS:** Offer to include a free bonus with each

purchase. It doesn't have to cost you very much so long as it has high perceived value to your customer.

For example, I recently visited a web site offering special interest travel books. They offered a map of any country as a free bonus with each order. I'm sure the map cost the site owner much less than its perceived value to the customer.

4. **FREE FAST DELIVERY:** People want to receive something immediately after buying it ...especially during the Holidays. You can motivate them to buy by offering free fast delivery. For example, a company selling personalized desk accessories offers free overnight shipping during the Holidays.

5. **BILL ME LATER or BILL MY CREDIT CARD LATER option:** This offer generates many sales you normally wouldn't get during the Holiday Season. It removes the customer's concern about spending too much money right now.

**TIP:** Always include a deadline for your offer. Prospects are more likely to take immediate action when faced with the risk of missing your offer.

### ADVERTISE YOUR SPECIAL HOLIDAY OFFER

Your Holiday Offer is short-lived. So use advertising methods that produce fast results. For example, send a brief email or postcard announcement to your customer or prospect list. Place online and off line ads that will run immediately after you place them.

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**TIP FOR INTERNET MARKETERS:** Announce your Special Holiday Offer prominently near the top of your home page. Something as simple as the words, Special Holiday Discount, will grab your visitor's attention and draw them into your web site.

Everybody wants to get a "special deal". Most people don't expect to find one during the Holiday Season. Surprise them with a Special Holiday Offer. It will motivate many hesitant prospects to buy.

Bob Leduc retired from a 30 year career of recruiting sales personnel and developing sales leads. Bob recently wrote a manual for small business owners titled "How to Build Your Small Business Fast With Simple Postcards" and several other publications to help small businesses grow and prosper. For more information... <mailto:BobLeduc@aol.com?subject=Postcards> Phone: (702) 658-1707 (After 10 AM Pacific time)

### **Ten Awesome Ways To Incease Your Sales In Holidays**

**By Radhika Venkata**

Everybody thinks that the businesses will slow down a bit in holiday seasons. Ofcourse everybody thinks that people don't want to start new ventures in holidays too.

But that is not true. People do spend money... a lot in holidays. On gift items, special discount goods, coupons etc.

The only thing is to know how to do business in the holiday season using this attitude.

Here are 10 tips to maintain or maximize your sales in Holidays:

1. Put a paragraph on your webpage that related to the particular holiday. Like christmas greetings for Christmas, Happy mothers day greetings for Mother's day etc.

Then put a picture of your product under it with a discount price for that particular day.

Advertise about this discount product on your home page from a month before the actual selling day.

2. Send discount coupons to your old customers and subscribers and tell them the offer lasts for one or two days.

3. If you use pay per click engines, change your ads a little bit to give the essence of holiday season.

If your ad is like –

"Garden tools for gardeners"

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Change this to –

"Garden tools for Gardeners.Price reduced to half for the first fifty people. Limited for Thanks giving."

OK...OK...You get the idea. Right?

4. Install some greeting card cgi scripts on your site. Use them at holiday seasons. So with every greeting card your website link goes to other people. This is very cheap and affordable advertising.
5. Tell your affiliates that they will receive more commission on their sales through their affiliate links in this holiday season.
6. Always submit two or three pages of your website to search engines with holiday discount prices. So if anybody search in the search engines about discount products, your pages will show up.
7. Offer free shipping and handling to your customers.
8. Put a special pop up window that closes with in a particular time. So you can encourage your visitors to buy the product at discount price or with special bonuses through the link in that pop up.
9. Use your Autoresponder to offer special courses or tutorials for holiday seasons. Send the links to your discount products, samples of your product as a special holiday delivery. Encourage them to buy with a holiday discount.
10. Holidays means parties, get togethers and massive sales. You can do offline advertising about your product and website by keeping banners or free brochures at the reception tables, sales centers etc.

Radhika Venkata – Subscribe to 'EbookBiz Magazine' which is completely focused on ebook business and Internet Marketing. Receive FREE Ebooks with Resale rights every month!

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How to Handle Christmas Before it Handles You :)

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