

This Free E-Book is brought to you by Natural-Aging.com.

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

HOW TO USE 'THE BIG BENEFIT' TO INCREASE YOUR SALES AND PROFITS

By Bob Leduc

HOW TO USE 'THE BIG BENEFIT' TO INCREASE YOUR SALES AND PROFITS by Bob

Leduc

People buy products or services from you because they expect to gain a benefit. The benefit is more valuable to them than the money they spend to get it. You can use that benefit 3 different ways to increase the results produced by your marketing efforts.

1. Immediately state the benefit to draw the prospect into your promotional message.
2. Dramatize the feeling of enjoying the benefit to intensify your prospect's interest.
3. Stimulate your prospect to start enjoying the benefit NOW by taking immediate action to get it.

Apply all 3 of these when you develop any promotional material — including the content of your website.

1. STATE THE BENEFIT IMMEDIATELY

...to draw the prospect into your promotional message. State the benefit in the headline of your ad, the first sentence of your sales letter or in a title at the top of your webpage. Use it as the opening of your audio or audio-video promotions. It immediately captures your prospect's attention and provides a compelling reason to continue reading or listening.

HOW TO USE 'THE BIG BENEFIT' TO INCREASE YOUR SALES AND PROFITS

For example, I recently saw this headline at the top of a webpage: "Increase Your Online Profits 40% Now". The website offered businesses the service of accepting credit card payments online.

2. DRAMATIZE THE FEELING OF ENJOYING THE BENEFIT

...to intensify your prospect's interest. Use a word picture to help your prospect visualize the feeling of enjoying the benefit you offer. Here are 3 examples you can use as models for developing your own word picture:

"Know all your bills are paid as you and your family leave on a 2 week vacation." (a financial planner)

"The pleasing aroma of this new shampoo reminds you of driving through the country after a fresh spring rain."
(shampoo offered by an MLM distributor)

"It's Monday morning. As you get up, all your neighbors are already on the freeway trying to get to work on time. You have breakfast with your family and decide how to spend the day while your customers place their orders at your new automated website." (An Internet business opportunity)

3. STIMULATE YOUR PROSPECT TO START ENJOYING THE BENEFIT NOW

...by taking immediate action to get it. Three of the ways you can persuade immediate action are:

- ** Make an offer with a short time deadline. (discount, bonus, etc.)
- ** Provide several easy, fast ways to buy. The more the better. (online, phone, fax, etc.)
- ** Guarantee fast delivery. This is easy if you can deliver your product or service online. Otherwise, offer to ship your product immediately or start providing the service immediately after your customer orders it.

IS IT A BENEFIT?

Be sure you're promoting the biggest benefit your customers get from your product or service -- not a feature of it. A feature is what your product or service is. A benefit is what your product or service does for your customers.

HOW TO USE 'THE BIG BENEFIT' TO INCREASE YOUR SALES AND PROFITS

For example, an anti-virus software program may include weekly online updates. That's a feature. The benefit is — a new computer virus will never destroy any data on my computer. That's the result a buyer wants. People never buy something to get a feature. They always buy to get the benefit produced by the feature.

WORKS FOR A SMALL AD TOO

Including all 3 methods of promoting a benefit in a small ad can be challenging because of the limited space available. Here's an example of how one business did it with only 18 words.

"Take more profit from your business and enjoy less stress! Find out how – before your competition does."

Customers buy your product or service to gain the benefit it

offers. Determine what that benefit is. Then use it 3 different ways in all your marketing materials and promotions. You'll be surprised by how it increases your sales and profits.

Bob Leduc retired from a 30 year career of recruiting sales personnel and developing sales leads. For more information... <mailto:BobLeduc@aol.com>. Phone: (702) 658-1707 (After 10 AM Pacific time) Or write: Bob Leduc, PO Box 33628, Las Vegas, NV 89133

The High Profit Magic Bullet!

By Grady Smith

The High Profit Magic Bullet! by Grady Smith

One of the greatest secrets to instantly increasing your online sales is the proper use of Magic Bullets. In fact, by just using a few on my website, I was able to quadruple my weekly income. And it's something that I'm strongly convinced anyone can apply to their own sales page to quickly double or triple their online income immediately.

So, what's a Magic Bullet?

The short answer is a list of bulleted benefits for the product.

HOW TO USE 'THE BIG BENEFIT' TO INCREASE YOUR SALES AND PROFITS

But the real secret of using them for high profits is in the design of each bullet.

More on setting up your own bullets in a moment But I want you to understand the profitability and importance of using high impact Magic Bullets on your own website.

First, most won't read your sales letter word for word. Magic Bullets let a visitor scan the benefits at a quick glance. They can see instantly what they're getting with their purchase and how it will benefit them.

Second, strongly written Magic Bullets can sell your product without a lick of additional copy. That's right. No P.S., no guarantee. I've bought online products solely for the reason that the outlined Magic Bullets promised me something that I was willing to pay for.

So, how do you design effective high profit bullets?

Start by outlining every single benefit your product offers. Make sure you look at it from the perspective of how your product would benefit a prospective client.

Now go through each benefit and rewrite it so that it creates excitement. You know, instead of writing "Learn how to make money online", write "The One Secret That Can Easily Make You Thousands Online."

Lay them out in easy to read bullets. Write a ton of them. Explain every last benefit your reader will get with your product

and do it in an exciting, specific way. Sometimes I'll read three benefits and I'm ready to make a purchase. Really, sometimes that's all it takes.

So will it work for you? Yes, if done properly you should see a steady stream of online profits from your work. Spend the time to invest in this strong sales tool. Rework your Magic Bullets until you create a short, specific, exciting benefit. Then do it again and again for each of your benefits. Soon, you'll see the real charm of Magic Bullets, and that magic is huge profits for you.

FREE \$17 Ebook "The Secrets Of Hard-Hitting Sales Letters" when you visit Grady's website. Plus, find out how you can have hard-hitting sales letters, cash-creating auto responders, and high traffic

classified ads all at prices you can afford! Go Now:<http://www.cheap-copy.com>



This Free E-Book has been brought to you by Natural-Aging.com.

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