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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!**

**How I Sell 1 in 30 That Visit My Site!**

**By Grady Smith**

**How I Sell 1 in 30 That Visit My Site! by Grady Smith**

Is your sales letter turning 1 in 30 people into customers? If not, here's the secrets I use to make 6 sales daily bringing in only 200 visitors. Use these money making strategies to turn your own website sales letter into a high profit cash machine.

1)A Powerful Headline That Makes A Promise

A headlines true purpose is to entice. At least that's its job if you want visitors to read your entire sales letter.

The best way to draw readers into your sales letter and excite them is to make a promise. What great benefit will the customer learn?

Here's how I worded one of my own headlines. Does it serve its purpose?

"Learn How to Create Huge PROFITS With Your Own High DEMAND Online Business ... Start With Little or NO Money or Risk ... Or Else Over \$600 Worth of Bonuses are Yours FREE!"

There, in a nutshell, is my products greatest benefit and a promise that the reader will learn how to use my products best advantage to their gain. And I also make the promise that if I don't teach the reader what I promise then I'll give them over \$600 worth of free

stuff.

## 2) A Iron Clad Guarantee

The fastest way to remove skepticism from a potential customer is to offer them a no questions asked full money back guarantee. And when you say it, mean it. If you have a quality product you really won't have to worry much about customers asking for a refund.

You'll want to consider the length of the guarantee as well. Will you offer it for 10 days? Maybe 6 months?

Offering a 365 day money back guarantee gives your customer the chance to really try your product out and test its effectiveness. So, the longer the chance for a refund, the more comfortable a potential customer will feel about giving you their money.

## 3) A Call To Action

"Order Now" is referred to as a call to action. Basically, it instructs the reader to take action now.

Ever notice on late night infomercials that every one of them has a phrase flashing on the bottom of the screen that says "Call Now"! It's a call to action. Marketers know that you have to tell most customers what to do. Not that they're stupid, or can't figure it out, but people need to be told what to do. And it's a marketing secret that sells millions of dollars in products each year.

## 4) A Strong Reason To Order Now

Someone that's reading your sales letter is the most excited they'll ever be about your product at that exact moment. Chances are they'll never read your sales letter again. So, it's imperative to reduce their urge to procrastinate and close the sale immediately.

Do this by showing that it will cost them if they don't order now. "When you order today you'll get over \$600 in FREE bonuses! But you must order now, as this

offer won't last"!

Let the customer know that you could be offering different bonuses tomorrow, or maybe none at all. Maybe the price will increase. Again, they have to order now or they might lose out.

Grady Smith offers "7 FREE Marketing Secrets For Instant Profits"! To get your FREE reports, visit <http://www.mountainhighpub.com/info.html> and learn how Grady made a huge profit online without investing a dime in ONLY 5 days!

## **10 Resourceful Things You Can Do With A Product That Doesn' t Sell**

**By Adrian Kennelly**

### **10 Resourceful Things You Can Do With A Product That Doesn' t Sell by Adrian Kennelly**

1. Sell the reprint/reproduction rights to the product. You could make money selling other people the rights to reproduce and sell the product. People are always looking for new products to sell.
2. Giveaway the product for free from your web site. Just because it won' t sell doesn' t mean people won' t visit your web site to get it for free. They may see another product you sell and buy that one.
3. Try auctioning off the product at an online auction. You may make part of your investment back. If you' re lucky, you may even make a profit because people sometimes get into bidding wars and will bid a higher price than the product is worth.
4. Use the product as a free bonus for another product you sell. This will increase the perceived value of the product you' re selling. People will feel they' re receiving more for less.
5. Contact businesses with the same target market and see if they would be interested in using your product as a free bonus for their product. You could place your ad on the product and get free advertising.
6. Sell your product to businesses at wholesale cost as a promotional product. Businesses are always looking for products they can giveaway to their customers with their advertising on the product. You could make part of your investment back.
7. Barter your product to other businesses for things you need for your own business. You could trade for their products or services. This will save you money and help make up for your profit loss.
8. You could create an online contest so people could win your product. This will attract traffic to your web site. You also could get free advertising by listing it on online contest directories.
9. If you decide to giveaway the product for free, allow other people to giveaway the product for free.

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Place your web site ad on the product. This will spread your advertising and attract even more people to your site.

10. Ask businesses with the same target audience if they would be interested in combining your product with their product. You could then sell them together as a package deal and split the profits. You may have better results selling your product this way.

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