

How Laws of this Universe can Skyrocket your Sales...

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By Yeo Feng

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Most people follow a fixed formula for selling online. They create a product, try fervently to market it and then get frustrated at the results. If you happen to fall into this same pothole, do not get frustrated because you're not alone! In fact, hundreds to thousands of products and websites every year never earn any money, and the creators of these products have to end up paying advertisers exorbitant fees which only result in low click through rates.

Thus one of the questions I get asked very often is, "Yeo, is it possible to make an honest living online?" Absolutely yes! I can not only show you how to make an honest living, but a good living as well! After all, the Internet is as legitimate a media as any other, just as the television, newspaper or convention brick and mortar storefronts are.

If that's the case, what are these people doing wrong?

To answer this question I studied literally thousands of marketing websites to find out their marketing techniques used. I made notes of their sales techniques, tactics and the way they handled customers. Then one simple fact dawned on me. Many people were violating the laws of the universe. Quite simply, they were trying to make millions even before they have made thousands.

Laws of this universe do not only apply to the field of Internet marketing. They apply to virtually anything you do – studying, working, learning a new subject and so on. You reap what you sow, and in order to get results, you got to make sure that proper energy is channeled into it! Most people, however do not realize this simple fact.

So how do you "channel energy" into your website? I cover 6 fundamental ways.

You may be paying advertisers hundreds or thousands of dollars for traffic, but are you attracting the right kind of customers? Many web marketers are "greedy" and want to use a "catch all" technique to

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get many diverse visitors, hoping that some of them will eventually purchase their products. Don't fall into this pothole. Advertise to a highly targeted audience and you will be assured of higher conversion rates.

You may have thousands of hits on your website everyday, but do you have a compelling sales reason or strong enough a reason to get customers to buy? Channel your energy into creating what I call the ULTIMATE sales page, spend your time crafting each component, each word to make sure that they influence your buyers instead of simple getting lots of traffic and not knowing what to do with it.

Is your sales pitch well written? Most people spend so much energy advertising they're wasting it! You need to spend some time writing a good sales pitch. Every copy I do is usually revised 3 or 4 times based on the conversion ratios tracked, and I study the psychological factors that cause visitors to actually purchase my products. Are you doing the same thing?

Is your product worth the asking price? Most people ask for exorbitant prices. Never sell something for \$2 when you can for \$1. Basic laws of Economics tells us that people will never pay more than the satisfaction they can derive for a good. So make sure you price the product right. Price it too high and it might just become an inhibiting factor to hurt sales.

Is your website attractive, easy to read? People will only stay on a site if it interests them, and if something captures their attention. Is your site designed with the user in mind, fast loading and clean?

Do you have a complete idea of your ideal customer? Try and build up a picture of your ideal customer – Think of what he / she likes to do in his spare time, what problems will they have, what are their hobbies, what are their lives like...and then market with them in mind. Remember that targeted marketing is better for specialized products.

Simple as they might sound, but most people fail to notice the importance of marketing at its source, your sales pitch and website. So with my 6 pointers in mind, go and tighten your sales website, do something about it... I'm confident that you will notice a difference in sales.

This marketing article is brought to you by How to Sell just about Anything Online, the definitive and "no experience needed" web marketing manual. For more information, go to

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Known as the Whiz Kid of Web Marketing, Yeo Feng is the author of How to Sell just about Anything Online. As a web marketer, technology consultant, speaker, performer and author, Yeo Feng offers advice on boosting sales and marketing for small businesses in a competitive environment. He has consulted for world class corporations such as Volvo and ST Aerospace and his opinions have been featured on Computer Times and ComputerWorld.

Law and Order of the Spiritual Kind

By Geela

There is no such thing as a coincidence. Albert Einstein reasoned that, "God simply does not play dice." While we may not fully understand the reasons behind certain events, there are laws and order in the universe specifically designed to facilitate harmony and prosperity for all living things. Yet, as humans, we violate not only man's laws, but also the laws of the universe. It's as if an "insanity" bug has plagued the world community, which has now reached epidemic proportions. Perhaps that's because knowingly, or unknowingly, we choose not to live in harmony with the laws of the universe and as a result of our actions we experience failure, powerlessness and discord. Take for example one law - the law of cause and effect. Chaos seems to be the norm these days rather than the exception, but that is not the cause for our collective pain and misery. That's only the effect resulting from an underlying cause that has to do with our own failure to observe and cooperate with the laws of the universe characterized by honoring all living things. Since personal accountability is demanded of us in our daily lives, why should we expect things to be any different on a grander scale - such as in the universe?

When greed, lack of awareness (the ability to see the unity in all living things) and the erosion of solid moral values, so inherent in a society driven by a materialist values system, cloud our thinking and numb our hearts to the point where we can't tell the difference between right and wrong, we invariably experience failure and lack - lack of prosperity and security to lack of real joy, real love and a sense of meaning and purpose. Perhaps we need law and order to save us from ourselves. Law and order are there for a reason. In order to illustrate the value of having law and order on a grander and spiritual scale, imagine for a moment if there were no traffic lights - there would be nothing but chaos and every one would stand to lose. Law and order are necessary "tools," not so much to restrict us but rather to enhance the quality of our lives by preventing us from "bumping" into each other, causing accidental mayhem and bringing destruction and chaos upon ourselves by default. But of course, rather than taking a good look at ourselves in the mirror, it's always much easier to point the finger at someone or something else, like God. After all, no one can really prove it or disprove it either. Remember the classic story of the kid who failed to bring his homework to school and blamed it on the "monster" who ate it? Perhaps it's time to make peace with the fact that there are laws and order in the universe that

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are actually good for us all. So, if you don't like the effect (the current climate of world insanity that erodes any sense of security and joy), why not remove the root cause first. It's easier than you think. Just by living in harmony with the laws of the universe, we can all achieve security, prosperity and freedom. And if it's peace and cultural harmony you wish to experience, perhaps the words of Jimi Hendrix that "only when the power of love replaces the love of power, can there be peace on earth," will resonate with you too and inspire you to be the change you wish to see in the world. Who knows maybe we can even all use the name of God without embarrassment either.

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Author of "The American Dream"

Geela is an award winning singer/songwriter/composer, columnist, and author of the best-selling book "THE AMERICAN DREAM," her true-life story of how she came to America as a young immigrant with nothing and overcame incredible obstacles to achieve mega-success. She founded ONE SPIRIT, ONE WORLD to help children and promote a culture of peace and harmony. Get a free sample of her music and her book at

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