

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 One Simple Concept Can Increase Your Sales

By Al Martinovic

How One Simple Concept Can Increase Your Sales

by: **Al Martinovic**

We all want to belong. As humans we feel the need to fit in somewhere, anywhere. I call it the "herd mentality"... we tend to follow what everyone else is doing.

Well, Bob and Bill across the street each have satellite dishes... that means I have to get one too.

Everyone is driving around in a SUV... that means I have to drive one too.

Everyone is wearing baggy pants... that means I have to wear them too.

Everyone is carrying around a cell phone... that means I have to carry one around too.

My friends are drinking Smirnoff Ice... that means I have to drink it too.

Can anybody say moooooo?

The herd mentality is an interesting phenomena that YOU as an internet marketer can take advantage of.

You need to convey to your potential customers that everyone else is buying your product and they would be missing out if they didn't do the same.

How you may ask?

Well, one way is by using testimonials on your website. Lots of them! Most people will gladly give you a testimonial. All you have to do is ask.

How One Simple Concept Can Increase Your Sales

Testimonials establish trust and credibility too, which by the way, are the two biggest things you need to close out a sale online.

When people see that everyone else is buying the product from you they tend to want to get it for themselves.

Let me share a story with you. A while back I was about to purchase some advertising. I was just about to click the order button and then I stopped myself.

I asked myself why I wanted to make the purchase...

Well, first and foremost was the price. It was a good deal. It piqued my interest but it didn't seal the deal for me.

What did it? It was all of the testimonials I read of satisfied customers. It was the "icing on the cake"...

the extra push needed for me to say moo and to whip out my credit card.

Now, whether you understand my "herd mentality" concept or not... it really doesn't matter, the point I'd like to drive across is this...

Do not underestimate the power of testimonials!

They are one way to increase your sales by just using your existing traffic.

Ask for them! Use them! They work!

Al Martinovic is the publisher of the Millenium Marketers Newsletter where you will find powerful internet marketing concepts, killer strategies, useful tips, no bull business advice.

Captives of a Concept (Anatomy of an Illusion)

By Don Cameron

Captives of a Concept (Anatomy of an Illusion) by Don Cameron

The new book "Captives of a Concept" helps the reader understand the illusionary concept that hold millions of Jehovah's Witnesses captive by dominating and controlling how they think and act without them realizing it.

It offers an 'outside the box' approach that may help some kinds of Witnesses teach themselves the truth about their religion.

For additional information go to www.CaptivesOfaConcept.com

How One Simple Concept Can Increase Your Sales

I spent my first 20 years as one of Jehovah's Witnesses trying to help the world understand what I thought was the truth. I then spent my final year as a Witness trying to help the local elders understand that what we thought was the truth wasn't.

Related Content:

Read more Content at

Related Products:

: A genuine resource center for Quality Ebooks and Softwares



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!