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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 To Double, Even Triple Your Sales Instantly

By Grady Smith

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Everyone from pizza chains to video stores have used the principals of positioning to explode their business. And now, you too can use this strategy --- regardless of the size of your business --- to catapult sales.

Remember the pizza chain that had franchises cropping up like weeds because they offered to have a pie at your door in 30 minutes or less? That's the power of positioning, and the reason this pizza chain experienced such fast growth. And in a moment I'm going to detail how you can use positioning to sell more of your product.

But first I want you to understand what positioning is...

Positioning is looking at your competition and deciding how you're different than them. It's finding one strong benefit that your product has that's not available anywhere else and that your prospects will view as something desirable.

Take the pizza franchise...

When people are hungry, they don't want to wait to get their food. Sure, they might like the corner pizza shop that makes a great pie, but if they're really hungry they might not want to wait 45 minutes to an hour.

So in walks a pizza chain that guarantees they'll get you your pizza in 30 minutes or less or you don't pay. Business explodes.

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And take a look at the video chain that offers guaranteed available rentals. Instead of heading down to the corner video store on a busy Friday night praying the movie you want will be available, you can drive to the place where you know it's going to be ready for you to rent.

The question is, if you're really hungry, or want to assure you're getting the movie you want, where will you go?

Now before you say this can't be applied to your business, I want you to think again. It can work, and it will work if you do it right.

Everyone has competition. Even someone offering a truly unique ebook about a business opportunity has strong competition from all the other ebooks with different business opportunities. But the smart marketer will create a unique position so that their business opportunity ebook is the obvious choice.

Let me give you an example...

I own a copywriting business where I write sales letters and ads for clients. And the competition in this market is pretty strong. But, by creating my own unique position I've been able to do quite well.

My unique position is being able to write copy that's effective and gets results for about 1/4th the price of my competition. And a deeper look at my position points out that people don't need to spend more to get the same results.

So, how do you come up with your own unique position that will let you make more sales?

Think about how your product or service is different than your competition. And think in terms of a strong benefit that your prospects will find desirable, but is only available through you. You want to be able to say, "If you want _____, then this is the only place to get it." And if you can fill in the blank with a strong benefit your prospects want then I can guarantee you'll realize more profits because of it.

Want a strong position for your product or service that results in more profits for you? Let Grady Smith give it to you FREE with any sales letter project. Plus he'll get you results at a low price. Stop by now for a FREE sales letter critique where you'll learn how you can make more money with a fiery new sales

letter and unique position. Go now: <http://www.cheap-copy.com>

The High Profit Magic Bullet!

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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. 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

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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>



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