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**How To Make An Extra \$100,000.00 Each Year**

**By Karin Manning**

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HOW TO MAKE AN EXTRA \$100,000.00 EACH YEAR BY ADDING A FEW LINES OF SCRIPT TO YOUR ONLINE ORDER PAGE

McDonalds has added over 200 billion dollars to their sales with their one line "Would you like some drinks or fries with that?"

Sales are made or lost by what is written in your online store. What you say and how you say it determines just how much merchandise is sold in your online business.

If your thank you page simply says thank you and then proceeds to finalise the ordering process you are missing out on some serious money that should be lining your pocket.

Why? Because that person has ALREADY made a decision to buy something that you are selling.

That person already has their credit card ready to make a purchase from you.

That person has already come to the decision that what you are selling will help them in some way.

So to make more money with no extra effort on your part let your customers (note they are not your prospects any longer) come to a positive choice when they go through the order process by assuming that they will incre\*se their order by making another positive choice.

For example,

"Would you like an order of chocolate or vanilla ice cream with your cake" assumes that they will have ice cream already with their cake, they have to choose which flavour.

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Would you care to order a red or white wine to go with that"?

Would you care to order a copy of Autoresponder Magic or Million Dollar Letters at half price"?

All these gives a positive choice. No matter which one the customer picks you win.

These questions are much better than a question that involves a yes/no answer. By offering two choices it is generally assumed that the customer will make a choice between the two products on offer.

What you say in your ads and when interacting with your customers is worth a fortune to you.

But only if you apply what you learn

Wouldn't you like to enjoy a bit of cream on top with a short paragraph on your thank you order page?

Any time an order is placed through your website just add the following line of script...

"Thank you for your order. Because your order is over XXX (be sure to make it just below whatever the minimum order price is so everybody qualifies) you actually qualify for our special offer".

Then briefly describe the special offer (whether it be product or service) and the savings and benefits they will receive if they order NOW. Just this one little strategy can easily convert a \$17.00 sale into a \$30.00 or even \$50.00 sale. If you're not using this strategy now I suggest you implement it right now. Leaving it off could cost you a fortune.

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**President**

**By David Teng**

**President by David Teng**

Should You Be Investing?

Work vs. Investing

Let's say "little capital" means something like \$10,000. Suppose you invest that in the stock market.

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You pick your own stock by watching finance channels, reading financial statements online, and keeping ahead on the news events.

You diligently work 2 extra hours per day on these investing activities. And you make 15% annually which is well above average.

So that year with your effort, you made \$1,500.

You would then be below  
minimum wage

Hmmm, \$1,500 for about 2 hours/day. This comes out to about \$2.88 per hour. But that is actually below the U.S. minimum wage...

Say you make \$60,000 per year. If you devote that extra two hours per day to your job, can you make more?

Would a 25% extra effort make you stand out from your co-workers?

You Bet!

You only need a 2.5% raise to beat your investment in the stock market. If you are paid hourly, you can make up to \$15,000 more by working 2 extra hours per day.

Moreover, this is a compounded effort. 25% extra effort devoted to your career could be the difference between becoming the president of your company or a division director one day.

15% percent pay raise is  
NOT even enough

However, when your "stock-investable" net worth exceeds your income then it is a whole different

story. With

\$60,000 capital, a 15% return equates to a profit of \$9,000 profits annually. And You will need a 15% percent pay raise to beat that.

The following table should make things clear:

CASE 1: Salary > Stock Investment

Specific Numbers:

Salary = \$60,000

Stock Investment = \$10,000

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Salary x (2.5% Raise)  
= (Stock Investment) X 15% Return

Conclusion: It makes heck of a lot of sense to bang away at your career.

CASE 2: Salary  
Specific Numbers:  
Salary = \$60,000  
Stock Investment = \$100,000

Salary x (25% Raise)  
= (Stock Investment) X 15% Return

Conclusion: What! I need a 25% raise to make more than my investment. I need to focus more on the more profitable income source.

As you can see, assuming a modest 15% return, it makes sense only to focus on your investment after you have saved an "investment fund" larger than or equal to your current income.

100% Investment Return ...  
Just A Thought

However, if you can get an above average return then it is reasonable to focus more on your investment even if your investment capital is less than your income. Let's look at the following case:

CASE 3: Salary > Stock Investment

Specific Numbers:  
Salary = \$60,000  
Stock Investment = \$20,000

Salary x (33% Raise)  
= (Stock Investment) X 100% Return

Conclusion: Holy Moly! 33% raise will probably take maybe more than a couple promotions. But how can anyone make 100% in a year?

Making in excess of 100% per year is not that difficult if you follow with discipline systems that had been proven to work:

Value Investing  
Insider Trading Analysis

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### Industry Trend Analysis

What we have done is a very crude analysis of a hypothetical situation and it is very enlightening. There are really ONLY two choices before you have a net worth greater than your income:

Work Harder At Your Job

Or

Attain Superior Return from the Stock Market (which can be risky if you don't follow proven systems).

Since we are not investment advisors, we are not allowed to give out individual investment advice. This is as specific we can go.

For more information and advices on investing and finance, please visit:

<http://www.value-discovery.com>

David Teng is the President of Value Discovery, Inc. He led the effort to offer individual investors a comprehensive finance and investing topics website. Striving to be unbiased, Value Discovery uncovers many of common misunderstanding created by the investment arena.

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