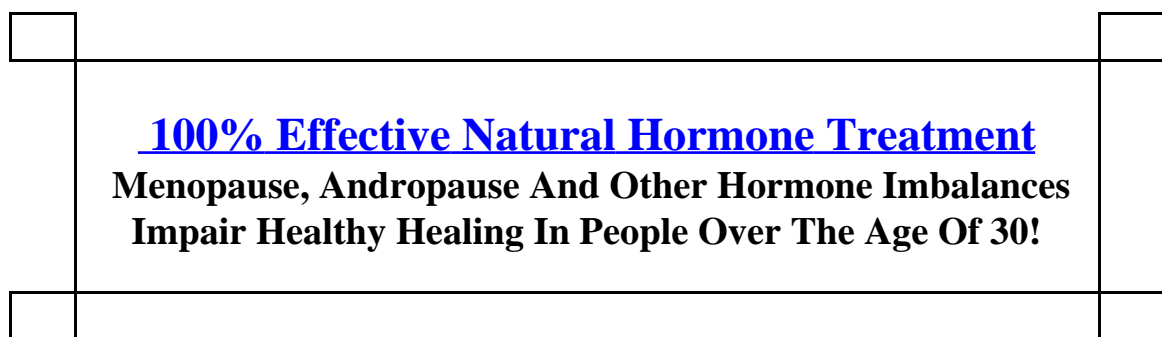


If Your Sales Need A Shot Of Adrenaline -- Maybe Your Easy Street Needs a Bump

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By Hal Archer

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All of us get complacent. Sales are going along at a nice pace, so we forget some of the things that got us to easy street.

Some times it takes a bump or two on that street to get us back on keel. I know that's what happened to me a while back. Sales started to slide and I couldn't see why.

Then I sat down and went through the memory book. I tried to figure out what I was doing wrong. I thought of this possibility and that possibility.

Then it came to me. It wasn't what I was doing wrong -- It was what I wasn't doing at all!

I thought back to when I was starting out, what did I do? It all started coming back to me. I wasn't promoting. I was just drifting.

The main thing I realized I had let fall by the way side was the sizzle. How did I used to make it sizzle? Several ways - let's look at a few:

1. Use the 2 for 1 deal. If a customer bought one item they could pick another item at the same or lower price at no charge.
2. Give a 15% discount on orders of \$100 or more.
3. Group products so they could pick any one of them for \$5.
4. Run holiday specials. Everything on the web site 50% off on certain holidays.

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5. If it was a high ticket offer, I'd let the customers use a payment plan – pay for it in three easy payments.
6. Offer a bonus coupon when they bought a product. The coupon would be toward the purchase of another product I sold.
7. Give the customer a no–cost trial of the product. Tell them you won't bill them for 30 days.

I realized I had stopped using my imagination. That's what you have to do. Not just when you hit the bump on your easy street, but constantly. You must always be on guard. You have to be thinking -- what would turn you on to buy?

There are a lot of things you can offer, but there's one thing we can never forget – the customer is the boss. They control our income. So they must always be our first consideration. We can never just sit

back and assume they will come and keep coming. We have to bring them and give them a reason to buy.

Make the offer that's too good to refuse. If you don't give them a good reason to buy, the bumps on easy street could throw your program into a ditch that will be too deep to get out.

Always remember the first rule of sales and that is: You gotta give before you get.

--May you always walk in sunshine,

--Hal Archer

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### **The Adrenaline Rush Of Winning And Losing**

**By Adel Awwad**

Did you know that adrenaline and gambling have a lot in common? In fact, the thrill of winning can give you a major adrenaline rush. Yet, many people do not realize that adrenaline also reacts to a body's stress and when you gamble and begin losing (hey it happens), the adrenaline levels in your body still continues to affect you. Why? Adrenaline is secreted by glands in you body when you are experiencing both excitement and stress and therefore, when it comes to the thrill of winning or the stress of losing while you gamble, adrenaline is at play in your body.

Although adrenaline is in your body at all times in small, incremented doses, the adrenal glands secrete more adrenaline when you experience excitement or stress. So how do you know you are

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experiencing an adrenaline rush? When your heart starts beating faster, your eyes begin to dilate, and you are immediately put into a "fight or flight" mode. If you are winning at the tables, then you experience a kind of euphoria that accompanies an adrenaline rush and well, if you are down on your luck and losing, adrenaline will make you either feel like fleeing the tables or pressing forward and playing more.

In terms of winning, the adrenal rush can feel great! Conversely, in terms of losing, the adrenaline rush can have either a positive or negative effect on you—depending upon how you respond. For instance, if you are on a losing streak and you listen to the adrenaline telling you, "Hey, it's time to leave this stressful situation behind you," then the effects of the adrenaline rush that you experience will be positive. On the other hand, if you don't listen to your body's natural reaction to your losing streak and you continue playing because you keep telling yourself, "just one more game and I can win this thing," you could be in for a really uncomfortable experience.

Ultimately, how you react to an adrenaline rush is totally up to you. It is advised that you play wisely at all times and don't get in over your head. Stick to a budget, not matter what kind of streak you are on—win or lose. In the end, the enjoyment you will receive in gambling will totally depend on how intuitive you are, how in tune you are with yourself and how you play the game.

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