

Increase Sales/Signups 20%

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Increase Sales/Signups 20%

By Dean McRae

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How to Gaurantee 20% More Sales for Your Product
or Service in 5 Minutes.

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By following the steps below, see for yourself
how many people are quickly and easily increasing
their sales by up to 20%!

Enjoy!

Dean McRae

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It is a well known fact that the more personalized
your offering is, the more you increase the chances
of the desired outcome, whether it be a sale of a
product or a signup to your opportunity.

If you have your own website hosted on a server
that can run PHP scripts (most hosts have PHP installed as standard), this easy little trick will increase
whatever the desired action of your website is by up to 20%!

If your scratching your head, don't worry PHP isn't as
nasty as it sounds. Its just another language servers use to make your web pages more interactive and
dynamic.

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You won't have to install any scripts or anything like that for this trick to work. All you need is Notepad and your FTP Client. Just follow these instructions to the letter and you will be fine.

1. Bring up your home page in your browser
2. Click on the "View" menu at the top left hand corner of your browser window.
3. Click on "View Source". At this point, Notepad should have opened up with the HTML File of your homepage already inserted.
4. Modify the source code in your opened up Notepad with the following tag wherever you want your prospects

name to appear:

For example:

Dear Friend, now becomes Dear ,

5. Save that file to a PHP extension. Example: index.html would be saved as index.php.

6. Log into your hosting account via FTP with your FTP client.

I use Cute FTP for all of my uploading and find it's one of the most user friendly FTP Clients available. However you should have no problem following these instructions as most FTP Clients allow you to rename files.

If you don't have an FTP Client, click the URL below to download a free version of Cute FTP then come back and finish the rest of this tutorial:

<http://www.cuteftp.com/downloads/cuteftp.asp>

7. Go to the directory where your homepage is stored.

This should be /public_html/.

8. Create another directory called php

9. Upload "index.php" to the php directory.

Now comes the good part.

10. Insert your details into the URL below into an open browser and press enter:

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<http://yoursite.com/php/index.php?f=yourname>

You will notice that everywhere you personalized your website with the tag has been replaced by your name.

You can use this URL with advertising to your Autoresponder or Newsletter list. instead of typing in your name you can use the merge feature to merge each prospects name into your mailing!

For example my mail merge first name tag is !FIRST_NAME! so the URL I'd use would be:

http://internetmarketingarsenal.com/php/index.php?f=!FIRST_NAME!

This will then insert each recipients name into the URL and send them to the appropriate page of my site with their name already in place of the tags I used to modify my webpage!

Now can you understand how powerful this is?!?

Next time you send an email to your list/newsletter selling your product or service, try this little known trick. I know you will be pleasantly surprised by the results!

Wishing you all the best,
Dean McRae

=====**About The Author**=====

Dean McRae has been actively marketing online since 1998. As author of "The Internet Marketing Arsenal", he has helped increase the profits of small business owners worldwide.

<http://internetmarketingarsenal.com/report.html>

Visit his site to discover a strategy to earning \$60,000 per year minimum while working only 30 minutes per day without resorting to MLM. Be one of the next 50 to respond to this article to receive this report and receive another secret 2nd bonus as his way of saying thank you.

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How to double your sales the easy way

By Aaron Raduly

Is your beautifully designed and professionally developed site helping you in meeting your sales targets? Is your PR 4+ site getting enough signups? No? There is only one reason; your site misses audio. Use audio buttons on your website and keep your sales' graph rising!

Audio buttons are the small buttons that add audio to a web site. They are used on sites, in e-zines, sales letters and newsletters to communicate with customers. Yes, that is the key point: to communicate with the customers! These things are by the way quite simple to add and can do wonders for You. Web audio is such a great marketing tool. More and more webmasters are using it because no web graphics and sales copy can compete with real voice, especially when it comes down to marketing. There are several reasons why you must use streaming audio in your online marketing campaign. In my opinion the most significant are following:

1 – Audio buttons increase sales. Business works on trust and reliability. And nothing is more reliable and guaranteed than your words. That's why web audio buttons are considered an effective sales promotion tool. Greeting message on site, talking e-mails, and audio testimonials ultimately results in new buyers and increasing sales.

2 – Audio messages have more significant effect on visitors than text messages. It has been proven by research that 70% of the Internet users remember audio messages. If your site lacks this feature, it means you are missing sales.

3 – Streaming audio messages are the best way to increase e-zine subscriptions. In online marketing, getting signups for a newsletter is a great sales boosting strategy. And audio in your site servers this purpose very well. Get audio buttons to your site and watch your sales rocket.

4 – Audio buttons save time. Writing too much text requires time and the visitors might not even read it. Record your sales message in audio format and people will love it!

5 – The Wow factor. Amaze your visitors with your voice. Currently, only 5% of the sites are using web audio. When a visitor will hear your voice, it will appear new to him/her and will leave a good impact on him.

6 – Audio messages are the best way to keep visitors at your site for a longer period. When a prospect spends more time on the site, he will know more things about you product or services. Thus, he or she is more likely to turn into a buyer.

7 – Web audio is very simple use. In fact, it is even fun to play with it – and yet it takes you business to the next level.

So as you can see there are several reasons why you need to use audio on your website. It does great things to your business no question about it. Start using it today!

Aaron Raduly is the owner of

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Boost your business by using the power of Audio



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