

"Increase Your Sales And Profits With A Powerful Offer"

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"Increase Your Sales And Profits With A Powerful Offer"

By Bob Leduc

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Did you ever buy something you didn't really want because the bonus you received was worth the price you paid? I did it this week.

Several days ago I received an offer in the mail from a leading business magazine. Only one paragraph in the two page letter mentioned the benefits I'd gain by reading the magazine. Instead, it promoted the "perfect book for entrepreneurs" I'd get free by subscribing.

The letter even enhanced the offer by guaranteeing a full refund of the entire subscription fee if at anytime during the coming year I didn't like the magazine. The free book alone was worth the subscription fee. It was an offer I couldn't refuse. I subscribed.

ALWAYS INCLUDE AN OFFER IN YOUR ADVERTISING

An irresistible offer is the number one reason why people buy something. Anytime you want to dramatically increase the response to your advertising, dramatically improve your offer.

Many small businesses don't always include an offer in their advertising. This is a costly mistake because it doesn't provide a reason for prospective customers to respond. The best way to get a response to your advertising is to make an offer your prospects can't refuse.

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Your initial offer doesn't have to generate sales. It can generate leads or traffic to your business or website. An offer to generate leads or traffic requires you to develop another offer to convert those leads into customers. Developing two different offers is more work but it usually produces the maximum number of sales at the lowest cost per sale.

HOW TO DEVELOP AN OFFER

I've used the following 4 step procedure many times to create powerful offers. It's simple and easy to follow. Even

someone without special talent, skill or previous experience can use it to create a powerful offer.

STEP #1: Select one product or service to promote in your offer. If you sell a variety of products or services select only one to feature in your offer.

STEP #2: Decide what specific action you want from prospects or customers who receive your offer. For example, do you want them to call or write to you for more information? Do you want them to visit your website? Do you want them to come into your store? Do you want them to call for an estimate?

STEP #3: Make your best offer. Make it as attractive as you can afford. A discount plus a free bonus will generate more responses than a discount alone. A discount plus a free bonus and a money back guarantee will generate an even greater number of responses.

STEP #4: Calculate the profitability of your offer. Don't forget to include the cost of advertising. A thin profit from your initial offer may be acceptable if you know it will generate repeat business. Otherwise, revise your offer.

****SUGGESTION:** Sometimes you can increase your profit and the benefit to your customer at the same time. Simply add a low-cost bonus item with high perceived value and increase the price to the level required to produce the profit you need.

Always include an offer in your advertising. It's the primary reason why people buy something. Use this simple 4

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step procedure to develop your offer and watch how fast your sales and profits increase.

Bob Leduc is a Sales Consultant with 30 years experience ingenerating low-cost leads. He recently wrote a manual forsmall business owners, "How to Build Your Small BusinessFast With Simple Postcards", and several other publications to help small businesses grow and prosper. For more info:Email: BobLeduc@aol.com Subject: "Postcards"Phone: 702-658-1707 After 10 AM Pacific Time/Las Vegas, NV

Reverse The Risk And Boost Your Profits

By Larry Lim

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As a business owner or marketer, if you don't reverse the risk in your product and/or service offerings, you're really missing out in what can be one of the most powerful weapons in your marketing arsenal.

Risk Reversal Defined

Risk Reversal, in essence, means that you, the business owner, assumes all the risks associated with the business transactions, and your customers none.

Why Reverse The Risk?

The main reason that you'll want to reverse the risk is so that you may boost your sales and profits.

Risk Reversal can easily be achieved by providing an Extraordinary Guarantee. An example would be an iron-clad, no-questions-asked money back guarantee.

Buyers, especially Internet Buyers, are generally skeptical. This is particularly so if they've never dealt with you or your business before. Your credibility is in question and the trust yet to be established. Even if they are your existing customers, it's imperative that you employ this powerful marketing concept of Risk Reversal by offering a strong and extraordinary guarantee...

... Here's Why:

Having a strong guarantee is one of the most effective ways to counter the skepticism and fears of the buyers in doing business with you.

If your customers or potential customers see a guarantee, especially an extraordinary one, they can be pretty certain that they'll get what they're after.

It shows them that you're confident about, and have a strong belief in, your products and/or services.

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It also goes to show that you're reliable and trustworthy, and if they're not satisfied with your offerings, they've nothing to lose.

The end result is that you'll dramatically boost your sales and profits – sales and profits you would not have seen without the strong guarantee.

Here's an example:

Let's say in any of your promotional campaign, you normally sell 500 units of your product. Through a strong guarantee, you increase your sales by 8% or 40 units without spending any additional funds on advertising.

This translates to a total sale of 540 units for that campaign.

Let's say you later experience a 10% refund of the additional sale of 40 units, that is, 4 units (10% X 40 units), which you won't.

Even after the refund, you'll still make an additional sale of 36 units just by offering a strong guarantee. These are sales that you'll never get without the guarantee.

Now you can see how a strong guarantee will boost your sales and profits.

Then Why Are Many Business Owners Unwilling To Offer Such A Guarantee?

Many business owners have the misconception that people are only concern about the price of the product or service. Price, no doubt is a factor but only a minor one, and only to a certain extent. If the customers want something, and if you're able to address their concerns and fulfill what they want, they'll gladly buy what you have to offer.

Many business owners are also afraid that they'll be ripped off. Just in case you think that you'll be ripped off by offering guarantees, research have shown that this rarely happens as 99.5% of people are generally honest. Of course, there'll be a few moral rejects who'll take advantage of you but the additional customers that you'll gain will more than offset the few that'll take advantage of you.

Furthermore, very few people will go through the process of actually returning something that they've bought, unless of course, you've infuriated them. If you're a savvy business owner or marketer, you should know better than to infuriate your customers.

Think about this – the process of asking for a refund is a socially uncomfortable one; it takes confidence and self-assurance to ask for a refund even if you're openly offering one.

Now, I must add that in order for your guarantee to achieve the objective of boosting your sales and profits, you'll need to bear the following in mind:

1. You'll need to have a quality product and/or service

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2. You'll need to address the customers' deepest frustrations
3. There shouldn't be any unreasonable conditions attached to it
4. It should preferably be for at least a minimum period of 90 days or more.

An example of a strong guarantee will be:

"Try out the product for a full 365 days! If it does not double your sales by the end of the 365 days, just return it and we will cheerfully refund your full purchase price."

I believe you can see the power of the above statement. It implies that you're so confident of your product that you're assuming all the risks, not the customer.

Once you've got over the fear of reversing the risk, you'll be ready to offer bold guarantees. A bold

guarantee sends the message to your potential customers that "you're reliable and your offerings are of high quality". It takes away the risks associated with the purchase of your products and/or services, and it also lends you credibility.

As you can now see, risk reversal is one of the most effective ways to boost your sales and profits. Put this powerful marketing concept into practice immediately. Spend time on creating a sound and powerful guarantee, implement it, and you'll see your sales go through the roof.

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