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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!

Increase Your Sales With These 5 Buying Stimulators

By Bob Leduc

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INCREASE YOUR SALES WITH THESE 5 BUYING STIMULATORS

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Use these 5 powerful buying stimulators in your ads, web pages and other sales messages to get more sales. They produce immediate results without increasing your costs.

1. CONVERT BENEFITS INTO FEELINGS

People usually buy a product or service because they expect to feel a certain way after the purchase. Keep this in mind as you develop your ads, web pages and other sales tools.

Use vivid word pictures to dramatize the pleasant feeling your customer will experience when enjoying the benefit produced by your product or service. The following portion of a business opportunity ad I saw recently illustrates this concept:

"No boss. No schedule. No debt. Money to buy what you want and lots of time to have fun."

2. DRAMATIZE THE FEELING OF LOSS

After telling your prospect what they will gain from buying your product or service, tell them what they will lose if they do not buy it. Most people fear loss more than they desire gain.

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Strengthen your selling appeals by reminding prospects of what they will lose if they do not buy from you. For example, the above business opportunity ad becomes more powerful by adding the following:

"Or... continue building wealth for your boss while you struggle month after month just to pay your bills."

3. REDUCE PRODUCT CHOICES

Promote only 1 product or service each time you advertise. Most people have difficulty selecting one product to buy

when their decision forces them to delay or reject buying something else they also want. When prospects cannot make an easy choice they often make no decision at all — and you lose the sale.

TIP: Combine several products or services into one package for one price. Eliminate the difficult decision of selecting and rejecting items by not including an option to buy any items separately. You will get more sales because your prospect's buying decision is limited to a simple "yes" or "no".

4. INCREASE THE BUYING OPTIONS

Offering choices of WHAT to buy reduces your sales. But offering choices of HOW to buy increases your sales. Offer many different ways for customers to buy from you. The same method is not convenient for everybody. Prospective customers are more likely to act immediately when their favorite way of ordering is available.

For example, many online marketers only accept orders online. They could easily increase the number of sales they get by including options to order by phone, fax and postal mail.

5. SIMPLIFY THE BUYING PROCEDURE

You get more sales when you make it easier for customers to buy from you. Look for ways to make your buying procedure easier and faster.

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For example, many online marketers use a shopping cart to process their orders — even when they offer only 1 or 2 items. Don't force your customers to endure the complicated process of a shopping cart just to order 1 item. Some will abandon the process ...each one a sale you lost needlessly.

Use a simple online order form instead of a shopping cart when you offer only 1 or 2 items. It generates more sales.

Each of these buying stimulators will increase your sales. Start using them now in your ads, web pages and other sales messages. They will produce immediate results without increasing your costs.

Bob Leduc is a Sales Consultant with 30 years experience in generating low-cost leads. He recently wrote a manual for small business owners, "How to Build Your Small Business

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Do Electric Ab Stimulators Really Work?

By Nick Nilsson

Electronic muscle stimulators are the latest craze, the hottest fad... but you want to know "do they really work!" Right?

To answer that question, let's start with a little background information on what this equipment was originally designed for.

Electric ab stimulators were (and still are) used in medical rehab situations. They are designed to keep muscles from atrophying (wasting away) in situations where a limb must be immobilized. For example, if you broke your leg, the doctor could place an electrode on the muscle and use electricity to make it contract. This would provide a minimum level of stimulation, thus keeping the muscle active.

As far as building muscle, such as the ads on TV claim, this is not backed up by research. The level of electrical stimulation necessary to build up the abdominal muscles to what you see on TV would be extremely high, and thus very painful.

Many companies that sell these belts also claim that the belts help burn fat. In reality, the small muscle contractions produced by these belts burn about as many calories as the effort required to take the belt

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out of the box and put the batteries in.

If you read the fine print in these ads, you will also notice that the instructions for use also include a suggested exercise and nutrition plan. This, without a doubt, would be the true source of the results people get from this equipment.

But what about people you may know who have tried the belts and say that they feel something when they use it?

Let's put it this way... the belt does provide a small level of stimulation to the abdominal muscles. When a person's abs are totally lacking any form of stimulation, any amount of stimulation has the potential to produce results. It is simply a matter of something is better than nothing (in this case, not a whole lot better, though).

A much better solution for working your abdominal muscles effectively is to do the unglamorous crunch exercise. It may not send electric shocks into your guts but it will get the job done. Crunches, even done properly and regularly, won't burn fat but they will definitely tighten up your abs.

For detailed instructions on how to do the crunch most efficiently visit:

Do electric ab stimulators work? In a nutshell, no. These companies are simply preying upon society's desire for results without effort. Don't be fooled by the hype.

Nick Nilsson is Vice President of BetterU, Inc., an online exercise, fitness, and personal training company. Check out his latest eBook "The Best Exercises You've Never Heard Of" at

or visit

. You can contact him at

or subscribe to BetterU News, his fitness newsletter at

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Do Electric Ab Stimulators Really Work?

10 Proven Ways To Accelerate Your Profits

5 SELLING TIPS — TO INCREASE YOUR SALES

How One Simple Concept Can Increase Your Sales

Turning Problems Into Profits And Solutions Into Sales

147 Killer Epublishing Strategies

Disaster Preparedness and Crime Protection Manual

30 Powerful Business eBooks

62 Ways To Beat The Gas Pump Monster

Making money at online auctions



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