

Keeps Getting Easier...

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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!

Keeps Getting Easier...

By Dan Reinhold

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Keeps Getting' Easier...

"You know you want it"

That was the subject line that greeted me the other day. It concerned a certain so-called men's (man's? menses? Oops!) magazine recently yanked from Wal-Mart's racks. Basically Playboy with bikinis, full of pickup tips obviously for adolescent boys.

Now there's marketing, Internet or otherwise for ya! They knew I wanted it even before I knew I wanted it. As a matter of fact, I still don't know I want it – but they know I want it, so I guess I will soon.

Perfection!! No more decisions to agonize over, no more hesitance, no more "Can I afford It?" worries.

They know you want it, so all you have to do is fork it over!

Man, what a relief...Now it's clear why there's all this spam everywhere. They're just trying toooo hard. All those exclamation points and capital letters and even fancy HTML graphics – when all it really took is telling em they want it. Sheer genius!!

Time for a big garage sale...gotta unload all this apparently useless and ineffective marketing stuff...I finally know the secret.

Oh look...here's another... "Wahumor, increase your size naturally" ...Wow...

Must be some organic ezine subscription service...

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With two boys, a dog, a cat, a wife and a household to keep together to boot, Dan Reinhold is the editor of WAHumor to hang on to his sanity by showing how insane the work-at-home community can be. Work at home? You deserve a laugh!

Subscribe at WAHumor-subscribe@topica.com
Send something WAHumorous to WAHumor@yahoo.com
Do both and enter our monthly drawing!

WAHumor is your humor newsletter – for the work-at-home crowd! Come join us at the online "water cooler" and share one of your laughs with us.

SITE VISITORS NOT BUYING? MAKE THINGS EASIER ON THEM!

By Meredith Pond

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It's no secret that the society we live in today likes to take the easy road. We come up with inventions and spend billions of dollars a year on things that make life easier for us: cars, appliances, computers, gadgets... you name it, we've probably bought it.

People have made billions of dollars making things easier for the public at large. So, why can't you enhance your bottom line the same way? If you want people to be attracted enough to your business to actually place an order, you've got to make it easier for them to use you instead of the competition.

So how do you make things easier for your potential customers? First of all, if you don't already take credit cards, start now. Research shows that business who allow online credit card transactions do far more business than those who don't. You'll most likely have to pay for a merchant account, but it's definitely worth it because your sales volume will increase by leaps and bounds. If you're not ready for that or really can't afford it, try using a service like Paypal. Anyone with an account (and a LOT of people have them) can use their credit card or even their bank account to send you money via email.

Next, you know how much people hate paperwork. If your business requires people to provide extensive documentation or fill out lots of forms just to place an order, try drastically reducing or

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eliminating that paperwork altogether. If you can't do that, at least let customers fill out forms online or allow them to give you the information over the phone.

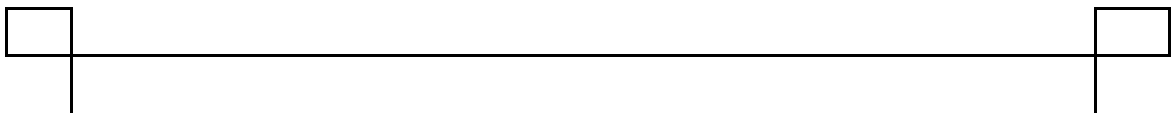
Now, everyone knows that buying products and services costs money. But if you can charge people less for your products, reduce your fees, or offer a few freebies, you're definitely making it easier on people to buy. After all, what's easier than saving money?

The bottom line? When given the choice, people will almost always take the easier route. If you can be that route, you'll become busier than you ever dreamed you'd be.

Meredith Pond and her team of top writers help you increase profits without working harder. See Meredith's editing services, advertising packages, and free business ideas at <http://CheapWriting.com>. Reach her at meredith@drnunley.com or 801-328-9006.



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