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Little Know Method Will Make You More Sales

By Edward Thorpe

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In business, your number one priority is to make that sale.

Every operation of your business should be supporting you making that sale.

Yes, to be sure, marketing, accounting, product support, service support, customer service, shipping, and whatever process you have in place, are all important.

But without that sale... You flat-out don't have a business.

If you're running a small business, a Home Grown Internet Biz, for example, Making that sale is ABSOLUTE KING.

Though I will focus on your sole proprietorship, Home Grown small business, the basics discussed here are true with bigger operations. In fact, a Home Grown Internet Biz has a huge advantage over all other business models when it comes to change & growth.

The advantage? We Home Grown Internet Biz Owners are able to respond quickly to good advice and new information.

We can immediately send emails to test our new information. All it costs us is our time. With each testing we can fine tune and improve on our conversion rate. Then test again.

We can then implement and test our findings to our websites and into our advertising campaigns. That's a powerful

advantage.

How important are your sales to your Home Grown Internet Biz? That's your call, not mine. But, here's one example of how important sales are to my Home Grown Biz...

My monthly ISP cable access is \$40.44. If I don't want to run my biz on the public library's computer, I have no choice but pay that each month.

Hence, making \$40.44 each month is my first order of business.

How do I pay it? I make sales. Or better, I make one sale that pays that entire amount. Then I concentrate on making the next sale to pay for the next fixed overhead item, etc.

My Home Grown Internet Biz sells a number of products and services. Many of them are supplied by affiliate programs.

I chose affiliate programs because most of the work, with the exception of making the actual sale, is done by the affiliate programs I sell. That free's up my time to carry on with the most important task of any business...

Making that sale.

You and I know that nearly every Tom, Dick and Mary Jane on the internet are also selling affiliate programs. In fact, there's plenty of competition for any affiliate program you pick.

Personally, I don't think you should view it as competition. That type of thinking is self-limiting. There's more than enough business for each of us.

Instead of thinking of the other affiliates as competition, think of them as part of your marketing team. Watch their marketing tactics and strategies.

Then You Improve on their tactics. You Fine tune their strategies. In other words, begin looking at your competition for immediate sales help.

Go one step further. Transform your competition into your

mentors. Regard them as your teachers. And yes, let them become your sales trainers.

Here's how you do that. Don't do business like they do. Be different. Set yourself apart from the other affiliates.

How do you do that? Most simple operation in the world...

Be yourself. Don't be afraid to let YOU out. YOU can't be copied. Use YOU as your marketing edge.

Word of Caution.

I'm not suggesting you steal from other affiliates. Nope, I'm suggesting that you learn from their style. Then... Improve. Test. Enhance, i.e. Add value. By using your unique self to your advantage.

Make sure you give thanks for their help for your improved sales stats. Always maintain a grateful attitude toward them and their unknowing help.

By the way, this tactic of using YOU as your marketing edge is an example of Branding. I have an affiliate program that is all about Branding. If you're interested let me know.

Meanwhile, back on the internet farm...

Dear Reader, This method will work for you. It Will help you make more sales.

So git on out there. Ain't no room for no wallflowers. Jump in the mix and dance.

Be yourself. There's no one like you. And YOU DO DESERVE IT ALL!

Go – Go – Go – Go Make that sale. Your Home Grown Biz depends on it...

Peace, Helping YOU make More Sales!

Edward Thorpe, The Laziest Dude on the Internet, publishes The Home Grown Biz Advocate. Smart, funny and candid HomeBiz Opp selling tips, tricks & free help. Get yours at <http://www.growahomebusiness.com/newsletter/default.cfmmailto:webmaster@growahomebusiness>.

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Affiliates Should Give First and Sell Second

By David McKenzie

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As an affiliate your primary goal is to make a commission on the sale of a product you are re-selling.

However, it is important to know the best method to getting this result. For the affiliate the best method may be different than for the direct seller.

As a direct seller, selling up front without getting to know your visitor is a viable option. It does work, however it relies heavily on a well-crafted sales letter.

For an affiliate, there is another way to get the sale' and it involves getting to know your visitor before they buy through you.

With this method you develop your web site to be as content rich as possible. Articles, newsletter archives, tips and advice.

Then visitors visit your site to read the valuable content, not to buy from you.

However, what actually happens is that these visitors come back again and again to read your content.

Eventually after coming back to your site a few times they feel like they know and trust you. When they feel like this they will end up buying what you are offering.

Throughout your web site you could be selling different affiliate products and it is these products that your returning visitors will buy.

How do I know if this works?

Well, I have set up a web site in just this manner and over the years it has produced countless affiliate product sales.

They come for the content but you end up getting the sale!

David McKenzie is offering a Free Email Course "5 Tips to Being Successful with Affiliate Programs"==> <http://www.1sthomebasedbusiness.com> Click now for your FREE course!



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