

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Make Your Email SELL

By Kevin Nunley

Make Your Email SELL by Kevin Nunley

Now that just about everybody has Internet access, studies show people average 20 hours per week online.

That is an amazing statistic considering the Web has only been around for a few years.

Even more amazing is how much people use email. It has become the central part of the way hundreds of millions of people use the Internet.

It pays to make your email messages more effective. Here are some tips to help your email SELL!

1. State your offer in the first paragraph. People get a ton of email and few have time to read it all.

Give readers the offer right away and hook those who are interested. Many will then study your whole message.

2. Keep your words simple and sentences short. This helps people read faster.

3. Provide a link to the web page where customers can order. This works best if the page is dedicated entirely to your one offer.

You can even put an HTML order form in your email message. Some companies who are doing this are getting outstanding results.

Kevin writes your sales copy, press release, or article AND gives you marketing advice at <http://DrNunley.com/copywriting.htm> Reach Kevin at <mailto:kevin@drnunley.com> or 801-328-9006.

Do Not Sell in the Resource Box!

By David McKenzie

Do Not Sell in the Resource Box! by David McKenzie

Most people assume the resource box at the end of the article is their opportunity to sell.

You write an article and can sell your product or sell yourself via a link or email address in the resource box.

However this is NOT the most effective way to use the resource box. You can actually increase sales by not using this approach.

You really should not sell in the resource box but rather get the interested visitor to take further action.

You give' with your article but you try to receive' with your resource box. But what should you receive?

Instead of trying to sell a product directly through the resource box, there are more effective techniques that provide long-term benefits.

Here are 3 offers that you can provide in your resource box:

1. A free email course. This way you get subscribers and you can then market your product throughout the email course.
2. A free ebook download. Promote your product via links throughout the ebook. Also, offer the email course in the ebook as well.
3. An ezine packed with valuable content published either weekly, twice a month or monthly. Then promote your product with ezine ads throughout each issue. But make sure you do not go overboard with ezine ads. Generally, the fewer the better.

The resource box is an invaluable marketing tool but is often used for making direct sales.

However, my own research has shown that by providing offers through the resource box rather than the product itself, your sales will actually increase.

In the resource box provide an offer for readers to take further action.

David McKenzie is offering a Free Email Course "5 Secrets to Making Money Writing Free Articles"==> <http://www.brisney.com/how-to-write-free-articles.htm> Click now for your FREE course!



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!