

Make Your Product The Only Choice!

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**Make Your Product The Only Choice!**

**By Grady Smith**

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I'm about to let you in on a secret...

There's a simple, always effective, works in any situation way that you can sell more of your product, destroy any competition you have, and literally siphon profits from others in your market.

In fact, I have a product right now that's up against some strong competition. There are literally hundreds of products similar to mine that all address the same audience, and in a sense, get the same end result.

And to make matters worse, the majority of my website traffic is coming from the search engines where I don't have a number one ranking. That means that people visiting my site have already seen tons of other offers that match my own, and they've probably been bookmarking their favorites so when they see something that really lights their fire they can return quickly to place their order.

So, what can you do to eliminate this browsing that's so prevalent on the internet, and make your product the hands down winner every time? Let me detail the two-step plan.

First, you need a price that's comparable with your competition. Some visiting your site are solely interested in spending what they've determined, after browsing, is the right price.

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Spend a little time doing some research. Find out what people are expecting to pay as they start under different keywords and cycle down to your site. Then adjust your price accordingly.

Second, after researching your competition using the search engines start to compile a "warning list". This is an effective way to eliminate competition completely by giving the facts that detail how the competition simply doesn't compete with your offer.

An example:

**WARNING: Before Purchasing ANY Home Business Plan, Make Sure That**

It:

- 1) Gives you all the materials you need to get started
- 2) Speaks in terms you can understand and gives detailed, easy to follow instruction
- 3) Gives you credible, real people testimonials along with email or website addresses

....and so on.

The goal is to list everything you can think of that your product has, but your competition may not. And then, once you've compiled your list, make mention that your product does in fact meet all the requirements in your list.

What happens after prospects read your warning list and get to your order link?

First, they might compare prices. They`ll want to see if you're in line with the other similar products they've already seen.

Second, if you do have comparable prices, then they'll buy from you if they're in the market to do so.

The reason?

Instead of risking their money and wasting their time by going through all the different websites they've researched and trying to see if they meet the warning criteria, they'll just make the

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easy and wise choice by purchasing the product that you've just proven meets all the required points.

Now here's one last magical point to remember when writing your warning list:

It must make absolute sense to your prospects and it must be real. It's not going to be effective for you unless you have the reader agreeing through the whole list. Spend the time to really research your points, and you'll reap strong rewards every time someone stumbles upon your website.

Grady Smith offers killer sales letters at prices you can afford. Check out his website and get full details how Grady can double, even triple your profits with the right sales letter, and at the lowest prices. Go here: <http://www.cheap-copy.com>

### **Secrets Of A Down On His Luck Guy Who Finally Made The Right Choice.**

**By Donald Malloy**

The word choice has been bantered in common conversational terms that might make you think you have a choice. Phrases like lifestyle choice, sound choice, health choice, living choice, and smart choice all suggest that you are in control and you decide what choice is best for you.

For you to have a free choice you must have true freedom. For you to make a sound choice you will need knowledge. If you choose to do something or nothing, make sure your action is based on an intelligent decision.

If you knew that the choices made each and everyday, were pre-calculated and you really never had a choice about anything, what would you do? If your choice is to do something about it or do nothing about it, you will have made a pre-calculated choice.

Here is the calculation.

For you to do nothing says that you are happy with your life the way it is, you don't like change, you don't know how or where to get help, and you are worried about the cost of gaining the knowledge needed to put your life on the right track.

For you to do something says that you are not happy with your life the way it is, you know you can and will do better if you knew how, you will find the help you need and you will do it regardless to the cost of and education.

Most of you want a better lifestyle choice, most of you can make a clear choice, and a health choice is almost always based on knowledge. Although no one choice is right for everybody, a pre-calculated intelligent choice is right for everyone. Learn to stop and think before you make a decision. Then make

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your free choice based on your knowledge, your experience, and education.

The choices you make today are yours for the rest of your life. Can you really live with them?

By Donald Malloy  
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