

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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

**Mastering the Internet's Two Sales Methods**

**By Joe Bingham**

**Mastering the Internet's Two Sales Methods by Joe Bingham**

In parts 1 and 2 of this series, we discussed the two methods of making sales on the Internet, Instant Excitement, and Earned Association.

Now, the real question is this: How do we Integrate them both on the same sales site?

First, realize that we are talking about a SALES site here. This site is strictly created to make the sale. It is not an information site, and should not be treated as such. The only information it offers is strictly related to the product or service it is intended to sell.

To integrate the two sales methods is simple. Construct the page initially with the intent of soliciting an Instant Excitement sale. Briefly describe what you are selling, and put in a link to order. Next, describe the benefits and uses of what you are selling, and put in a link to order. Then more fully describe all benefits and uses of what you are selling and put in a link to order. That creates the Instant Excitement sales page.

After that is created, go back through and look for points of interest or specific categories of benefits or uses. Ask yourself, what further information you could give for these categories. Then, create another page or pop-up window that offers that further information for each subject. Make links off of keywords fitting each subject, and also create links to each of these secondary pages on the menu at the top of the page.

The goal here is to give the searching visitor more places to go for more information, without leading away from the main objective -- the order page.

Another commonly used way of providing further information is the FAQ or Frequently Asked Questions page. Use a question format to further explain how your service or product works. Base these questions off of actual user feedback as well.

One more highly recommended method of keeping interest in your site is the Auto Responder. Offer an auto responder link

to give people a way to request more information by email. Sometimes, visitors may be interested, but in a hurry, or short of cash, or just not in the mood to read at the time. By placing an auto responder link at the top and bottom of the page, you may get visitors to request the information, and be able to follow up with them even after they leave the site.

Notice, however, that all of these links to extra information still relate strictly to the product or service you are trying to sell. Each of these other pages, or auto responder letters, should still link back directly to the sales site, and the order link. Always direct all information to the order link. Give people the benefits of your product or service, and then show them how to get it.

Offering an ezine subscription related to your business, is the only non-strictly related link that should be allowed on your sales site. This will still allow you to keep in touch with your potential customers and further promote your business.

You may at times choose to link to other sites that have content that confirms the information you are giving at your own site. This may be acceptable if the other site does indeed confirm the benefits of what you are selling, and does NOT offer the same or similar product or service that you are selling.

If you choose to do this, link directly to the page you want visitors to see, and be sure to relate how they will want or need to come back after view this other site. Even then, however, you are taking a chance by allowing them to leave your own site. It would be better to just quote the same information and place it on your own site if possible.

Integration of the two sales methods, Instant Excitement and Earned Association, will give you a complete sales site that will appeal to all types of visitors and their own individual ways of looking at things.

Completing this step will put you much further on the road to Internet Marketing success.

### **3 Fundamental Skills Essential To Master Your Business**

**By Eric Fields**

3 Fundamental Skills Essential To Master Your Business

By Eric Fields

When you begin to start building your business there are certain things that you must master. Those 3 things are 1. Internal Communication– how you respond to yourself 2. People skills– how you respond to other people 3. Mastering technical skills

1. Internal Communication– How do you respond to yourself? Do you always put yourself down? How do you handle problems? Running a successful business all starts within you. You are what matters not anyone else. If you quit when it gets tough it is your choice. If you choose to keep on going till you succeed it is also your choice. The one thing you control is yourself. You control what choices you make. You control how you respond to given situations. The first skill to master is yourself.

2. People Skills– You must learn how to relay your message to your customers. People with poor communication skills are normally broke. Look around the richest people are the best communicators. Your income will be directly related to how well you are able to communicate your message. Order courses, go to seminars and read books on how to communicate more effectively. Communication is key.

3. Mastering Your Technical Skills– This is the easiest of the three. Whatever technical skills you need to use, you can learn in a how to book or from an advisor.

Once you have these 3 skills mastered there is no reason why you should not be successful. Many common mistakes can be avoided by mastering these 3 skills. Remember first work on yourself, you are in control. You control your life. Next work on how you relate to people. Getting your message out effectively is vital. And then learn the technical skills you need to run your business. After you have mastered all 3 you will be in a much better position to achieve your goals.

Eric Fields has been involved in business for over 20 years. He has currently been consulting online companies on ways to drive more quality traffic to their websites. To sign up for a free newsletter on how to create your own quality leads. Go to



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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