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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!

Proof That First Impressions Really Do Count!

By Gary Hanley

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Want to hear something that will really blow you away?

When I heard this tale I literally jumped in the air and shouted, "YES!" because I had discovered the reason why so many people are DOOMED to failure... before they even start!

Hopefully after you've heard this short story, it will have the same impact on you. In the next 500 or so words, you'll discover why 95% of people fail in Internet Marketing and why YOU MUST follow this simple principle to succeed. Ready?

Ok, so let's begin....

Allow me to introduce you to Terry, a window sales man from England. If I take you back about 20 years, you'd know Terry as a complete newbie... a not-long-since teenager who was wet behind the ears in just about everything that he attempted.

The kind of person who couldn't sell false teeth to his own Granny, let alone compete with the other sales men in the industry. You know, the kind who could sell snow to Eskimos.

So to add a twist to the scenario, Terry's boss decides to send him out on a practical field trip on his first day. He throws him right in at the deep end by asking him to visit an interested prospect at the posh end of town... where the big money is in Windows/Double-glazing sales. So off he goes..

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He's as nervous as hell. With his hands shaking and his knees nobbling, he approaches the front door and thuds the door knocker several times. An oldish woman approaches and after his first shaking introduction, she invites him in.

He stays there for over 3 hours.... after dozens of cups of tea and mounds of biscuits, the woman signs a contract and purchases over £7000 worth of windows (that's over \$11,000!)

And Here's The REAL Kicker....

The woman had already spoken with 6 other dynamite glazing salesmen that week... and ALL of them offered a cheaper

quote! That's right – Terry's price was the MOST expensive. He was also the most inexperienced sales man there ever was.

So what happened in the background, and moreover, how can you replicate these powerful sales abilities to step up a notch on your own profit ladder? Here comes the secret....

The woman said, "She liked the young lad more than the others".

That's ALL there been to it. She didn't care about the extra expense. Even the other slick salesmen couldn't persuade her to pay LESS than this young chap was asking for.

The truth is, this lad's first impression shone brighter than any of the sales talk the others subjected the old woman to. First impressions count, and this young lad's courtesy attitude, politeness and likability are what closed the sale.

Not the sales hype. Not the low prices with the gigantic over-hyped benefits. But the actual 'personality' and 'impression' that the kid gave was all that was required.

If you market your own products and services on the Internet, consider what impression you're giving to your prospects. If you appeal to them, then you've already done half of the work. If this means redesigning your website, then so be it.

If this means going out of your way to be polite, helpful and give the best possible shopping experience, then so be it.

Is it really too much work to secure your own sales?

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I'll leave you to ponder on that thought.

Gary Hanley is ready to amaze both you and your prospects right now. Your online sales will shoot through the roof! Curious? Be AMAZED by visiting our exciting new site at: <http://www.int-resources.com/gfhstart.htm> <mailto:gary@ezine-traffic.com>

Proof Reading–The in "Audible" Art Form

By Brian Holte

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If you are a writer of an ebook you definitely get others to proof-read your work, right? Is proof-reading one of those tasks that if you had the option you would rather take the garbage out to the bottom of the driveway and tolerate the stench than have to sit down for a session of proof reading (not unless it's your passion of course)? Because of the nature of the business and the reading required to provide this service those that are proof-readers are normally in great demand. By hiring a proof-reader you have the advantage of having someone from the "outside" looking over your work thereby increasing the chances of your work looking professional, well written and helping make it an even better read. Proof-readers are troopers, long nights, blurry eye's, a temporarily forgotten spouse...just kidding. So mentally focused on the work at hand, seeking mis-spelled words like a heat seeking missile and placing exclamation marks where there should only be periods. Proof-readers are often sought for their services from virtually almost all industries, called on to create sales brochures or promotional pamphlets. Thanks to the launch of the internet they are more widely accessible. They are called upon from professionals from all walks of life, doctors, lawyers, accountants. If you think about it their like a literary first aid kit, they patch up your grammatical mistakes. Some writers hire proof-readers for their final drafts, they are familiar with the way most documents are supposed to be properly structured. Proof-readers are always there when you need them, most use a checklist to make the process as painless as possible especially for them days when it feels like it's a Monday. Most approach proofing in a systematic way, breaking the tasks into segments or sections completing them one at a time so the job at hand doesn't seem so big. Some have "their" way that works perfect for them but not for others, everyone's different. What you can't see or don't notice proof-reader's usually do. Some are even fluent in many different languages but be prepared to pay for such a valuable service. When seeking the services of a proof-reader cash may not always be required, although I'm sure they would prefer cash instead of an exchange of services don't count out the bartering process totally. Some may also provide copywriting services that pack a punch with your target market, treat your proof-reader like the "diamond" they are and send them the occasional thank-you card. Proof-readers are a valuable tool, the next time you see one salute him or her (I wouldn't recommend kissing the shoes though).

Brian is a freelance writer and owner of www.theebookking.com. He publishes a monthly newsletter

Proof That First Impressions Really Do Count!

called The Ebook King Chronicles.



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