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**Put A Friendly Face On Your Sales Proposition**

**By Grady Smith**

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Picture yourself walking into the local bookstore. You find a title you like, proceed to the sales counter, and notice that the clerk is hiding behind the cash register. Without ever seeing their face they run your credit card, place your purchase in a bag, and send you on your way.

Would you return to purchase your next book there?

Probably not. We like to be face to face when making our purchases. Seems to make us comfortable to actually see the face of the person taking our money.

Unfortunately, online we can't process sales face to face with our customer. But there are some ways to ease the transaction for potential customers into the online marketplace.

If a customer wants to see a face, then put a picture on your site. It gives the potential customer a picture of who it is that's taking their money. I know it helps me to be able to put a face to the words in a sales letter I'm reading.

In creating our friendly sales letter, we want to come as close as possible to representing the guy at the corner hardware store. We buy from him because he has a gentle smile. We know about his son that's trying out for track next week. Through meeting him we've

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learned that he plans to retire one day soon and travel the country with his wife in their motor home. These tidbits make us like him and bring our business to his store.

So how can you make your online experience like that of the hardware store?

While a picture creates an image, it's very two dimensional. We need to fill it out a little with flesh and bone.

In your sales letter, incorporate anecdotes that you might share with a friend or customer that came into your store. Imagine yourself behind the counter selling your product. What would you say to make small conversation?

You might share with some of your dreams. Of course, I'd probably give some anecdotal information that relates to my product. An example is sharing on a personal level how I developed the product, how it has helped others, etc.

Sharing personal dreams and experiences with a potential customer endears them to you. It makes them feel comfortable to hear that you have the same fears, dreams, and desires as they do. And it creates a real person that they feel they can trust with their money.

Add a friendly face to your sales page, and watch your sales explode and your customers turn into friends.

"Homemade Shopping Sprees Made Me Rich" by Grady Smith is a complete home business kit that others have used to make huge profits in four months time. Check it out at <http://www.mountainhighpub.com> For more FREE articles by Grady Smith, be sure to check out <http://www.mountainhighpub.com/free.html>

**Want to Increase Your Online Sales? Make Sure That Your Web Site Has a Unique Selling Proposition**

**By Gerardas Norkus**

## Put A Friendly Face On Your Sales Proposition

If you own a web site or if you are going to build a new one, the most important thing about your site is to achieve as high as possible visitors to sales conversion rate.

Although they say that "the traffic is king online", if your website converts poorly, your online business will fail, unless you receive tons of free traffic which I doubt.

On the Internet today every website has competitors. So, in order to have a high conversion rate your online business should have a unique selling proposition, sometimes also called "unique value proposition" (USP or UVP).

What is this unique selling proposition? Your USP is the biggest unique benefit to your prospects. A benefit is an answer to your customer's question of "What's in it for me?" You should tell your prospects what makes doing business with your company better than doing business with your competitor.

Here are some guidelines for creating a compelling unique selling proposition – USP:

Write down every possible reason you can think of why someone would want to do business with you. Review the list and eliminate everything that is also true of your competitors. If a competitor can make the same claim, it's not a "unique" proposition.

Some quick guidelines:

1. What is unique about your service compared to your direct competitors?
2. Which of these factors are most important to your prospects?
3. Which of these factors are most difficult for your competitors to imitate?
4. Which of these factors can be understood most easily by

your prospects?

Rework your USP until you have it simple and clearly defined that your customers can instantly identify with. USPs work best when they are a sentence or two for the most.

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Lowestfare.com is an example of a company whose unique selling proposition is clearly defined in their domain name. This company provides the lowest air fares in the air travel industry.

If your business doesn't have a unique selling proposition, you must create one in order to be successful on the Internet!

When you have your USP, you should present it in your web site's headline, web copy, in every ad, do so year after year, and... remember that you must deliver what you promise.

When writing your web copy, it is also important to understand that there are four online personality types, and they look for information that specifically answers their questions. Note that sales conversion rate also highly depends on personality types:

1. Competitive/Assertive personality – answer "What can your solution do for me?" question.
2. Spontaneous/Amiable – "Why is your solution the best for me?"
3. Humanistic/Expressive – "Who has used your solution to solve my problem?"
4. Methodical/Analytical – "How can your solution solve my problem?"

So, try to answer all above questions (What? Why? How?) in your web copy or sales letter.

After your website is up and running, in order to further increase sales conversion rates of your online business, you should run a split-testing, or A/B test, on your web site.

Note that direct marketing professionals don't guess – they base their decisions on statistics.

What is a split run?

A split run is where you measure a new idea or way to sell

a product against a control or default that you know works.

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So, you might have two pages of sales copy – one that you know sells 2% to a targeted audience, and another that is selling the same thing but at an unknown rate.

To do the split–testing online, you should have a decent measurement system that accurately records the number of people arriving at your web site and their actions (leads, sales).

You could test different headlines, graphics, background/text combinations, link colors, buttons (buy now, order now, buy, order), you can even test paragraphs of content. There is nothing on a website that cannot be split–tested.

Any of these changes affect your sales conversion.

After you have run a split–test, you should find out if your test results are statistically significant.

Use SplitTester. This free tool will tell how likely two ad copies are to have different long–term results:

<http://www.splittester.com/>

So, before thinking about how to drive more traffic to your web site, first make sure that your web site has a unique selling proposition (USP) and converts well.

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The BIG Website Traffic Lie!

Imitation, The Smartest Form Of Flattery

USP on eBay

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How To Create HOT Information Products

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