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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!

Quit Discounting and Start Packaging to Make More Money

By Nicole Shields

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We all know consumers are motivated by good offers and great deals. They want to feel like they are receiving a great value. Business owners are often inclined to discount their goods or services to appeal to their customers and prospects. Discounting by offering a dollar amount or a percentage off is certainly an easy and enticing way to stimulate sales and/or increase trial. But, there may be better ways to accomplish the same tasks.

Instead of taking money off the sale it may behoove you to get a little creative and consider some unique deals for your customers.

Here are some ideas to get you going:

- Buy One Get One Free
- Gift with Purchase - try offering a free gift with a purchase of a particular product or dollar amount.
- Package your services or products together offering a savings over purchasing them individually.

There are several advantages to making offers such as these.

- Your offer will have a higher perceived value, thus better response
- You can often negotiate deals from suppliers, which may be more profitable for you than giving a percentage off.
- In some cases, you may be able to make surplus/unused inventory work hard for you, while freeing up space in your stock room.

The goal is to create a deal which is too hard to pass up. Keep an eye on the infomercials. They are great at using bonus items, 'If you order now, you'll not only receive.....' In many cases, it is just calling one element of a set the bonus item. I recall watching an infomercial for a set of knives. They took one of the knives, which really would round out the set and called it the 'Bonus Knife', plus they added a set of steak knives, all if you ordered in the next 7 minutes. The case was very compelling as you really felt that you would have every knife you would ever need in this one set.

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The goal is to build a high-perceived value to your prospect. Make them feel like the deal is just too good to pass up. Smart packaging offers vs. discounting will generate more sales and more profits.

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Nicole Shields is the author of the 7 Step Marketing Plan manual, a complete system, including the Quick Start Kit, a digital file of forms and spreadsheets, which makes it easy for business owners and managers to write, implement and manage a profit-producing marketing plan. Sign up for a free, 7-part Marketing Lesson at [www.7stepmarketingplan.com](http://www.7stepmarketingplan.com)

### **Reasons To Keep The Adhesive Packaging Tape Sticking Around**

**By John Francis**

Adhesive packaging tape is one kind of tape that you will want to keep close at hand. Adhesive packaging tape is useful for many jobs around the house and office.

Planning a move? If you are moving and will be doing the packing yourself, make sure you have plenty of adhesive packaging tape. Nothing holds a box together as well as adhesive packaging tape. Moving companies use this product because it is strong and can be used to close a box that holds household or office items. Adhesive packaging tape will keep the box from opening and the contents from spilling.

When you are the one who gets to pack all the dishes, books, small appliances, decorative items, linens and clothing you will be glad to have adhesive packaging tape within your reach. If you use strong boxes and good adhesive packaging tape you should not need to worry about your possessions making it safely across town or across the country.

Time for one of the kids to go away to college? This is another time for adhesive packaging tape. You can help them box up all the things they will need for school.

Let's say it's a few years later and the kids are ready to get their own apartment or house. Round up the adhesive packaging tape, clean out their bedroom and closet and send them packing, literally!

The time may come when you need to go through a parent's home. There will be years of memories and treasures to look through. Purchase some boxes and adhesive packaging tape and you will be able to box up your favorite keepsakes and also send a box or two to other family members.

If you need to clean out the attic, garage or basement you may find that adhesive packaging tape is necessary. Whether you are keeping things or giving them away the adhesive packaging tape will help you get everything in order.

When you want to send a gift to someone who lives out-of-state you can use adhesive packaging tape. Masking tape will not always do the job but adhesive packaging tape is a good choice because it will keep the gift safely taped. Put your gift in a box, secure it with adhesive packaging tape and send it to that special friend or family member.

## Quit Discounting and Start Packaging to Make More Money

As you can see, there are many reasons to keep adhesive packaging tape sticking around your house or office.

Everything you need to know about adhesives from adhesive dispensers to wood floor adhesive.



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