

Sell What You Love and Love What You Sell!

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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!

Sell What You Love and Love What You Sell!

By Bill Vannot

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Ready for some real business?

First things first. Hopefully by now, you have figured out that you need to invest both time and money to run a profit- pulling, business.

Right?

You finally took the plunge and you have now decided to work for yourself. You have made the choice that you are going to be your own boss.

What Next?

You finally don't care if you ever get a raise or a promotion. This time, if the boss is in a bad mood,it's you!

Maybe you just adore the Internet and you have decided to market E- Products. OR, maybe you decided to sell those great nutrition products that you have been buying for quite a few years. That could even save you quite a bit of money,

couldn't it?

You believe your online options are unlimited.

The point is, since you have made your decision and there's no turning back now, it's time to make "the" commitment. You know that you will have to have all the dedication, determination, and drive that you can accumulate. This is especially true if you continue to work your offline job.

This is much easier if you have picked products and/or programs that you really love. If you believe in your own

offers, others will believe in them too. You will convince prospects because you are convinced that your offer is the best. You love your offer and it loves you too.

Can you think of something that you really hate to do? How about reading? I love to read. I would probably be a great book salesman. Do you think that someone that hated reading, could sell books everyday? Maybe a few people could, but most of us would feel like con artists, rather than business people. These types of people also hate their jobs. They perform the work—tasks, but they hate the J—O—B..

Now we will assume that you really love your products and you have made a firm commitment to succeed. NEVER let anything deter you from your goal. When someone says, "Do you know that you can make much more money selling my books?" Ignore them. You don't even like books, remember? Love what you sell and sell what you love!

Chart your advertising. Decide on your target audience, then GO to work!

If you are here right now, you have made a decision to use the Internet to market. You made a wise decision because it vastly increases your ability to find a large market for your products and services.

Set a goal that will put you to a break—even point and don't slow down until you get there!

Set a goal that will put your income where you want it to be in 1 year, 2 years or at retirement. Work your plan each

day, with focus on your long range goals.

Take a little time off daily to do something that you enjoy doing. Take a few days off every month or so. Enjoy the journey while you travel to your final destination.

Sell what you Love and Love What You Sell!

It works for me. It can work for you too!

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Bill Vannot specializes in branding Businesses with articles, even if you can't write! Find out what a

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Selling Is Not A Dirty Word

By Judy Cullins

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Selling—a word that strikes terror in writers and professionals. We love to write. We love to coach. We love to speak. We hate to SELL. Maybe that's because we have the used car salesman or the vacuum sales person in mind. They annoyed us because they didn't listen, they pushed, and we felt attacked. We defended our position, and that's what we think others do when we share our talents.

When you think of selling, think of sharing the love that went into your book, the unique, important message it delivers. Like me, think, "Now that I've planted this garden, I want to reap its harvest. If I don't share the word with others, my garden will die from lack of attention."

If you are like me, you will want to put both your attention and intention on your book or service. Yes, use powerful words to describe your products. Yes, offer your books to others. Follow my lead and let them know about it through an ezine, pr, writing and submitting free articles, sending email follow ups, giving

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freebies to attract folks to your site, or learning how to sell books without a Web Site.

To raise your "Selling" awareness, check out the acronym below:

S Sharing my book; educating and entertaining people with my unique information

E Expecting positive outcomes; knowing my book's value, living it, and offering it with my short blurb in the "30–60 Second Tell and Sell"

L Listening to other professionals who have shared their books and created ongoing lifelong income, raised their credibility as a coach or other professional, as well as living a grand adventure.

L Listening to what my reader's problems and needs are, so I can serve them

I Involving people by asking them pertinent questions to see

if my book fits their needs.

N Nurturing business relationships through friendship as a savvy friend who follows up regularly.

G Gain enthusiasm from all the people who already love my book enough to give me quality, specific testimonials.

Share your good feelings and good words with others. Show them how you and your book can help them. It's OK to sell because your book and you are significant and can help others.

Judy Cullins: author, publisher, book coach eBook: [_Ten Non–techie Ways to Market Your Book Online_](#) <http://www.bookcoaching.com/> Send an email to <mailto:Subscribe@bookcoaching.com> The Book Coach Says... includes 2 free eReports <mailto:Judy@bookcoaching.com>

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