

Serve YOUR Customers and Prospects What They Want, When THEY WANT IT!

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By Harry Fassett

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This isn't your typical "how to" article
on Internet marketing. Let me explain.

I am writing to you today about a unique
"mark up language" called "ColdFusion".

Yes, it is like HTML, but much more powerful!

It allows you to serve up dynamic content to
your customers or prospects in many ways,
such as;

-- searchable database, e.g. dictionary.com

-- real time statistics or auctions
like ebay.com

-- customized queries on products, and services
at your website

-- customized shopping cart system

Or any dynamic content you want served back to
them from a database! Oh, and create autoresponders
to send text or HTML formatted content in a snap!

If you have a good grasp of "HTML" and some

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programming knowledge, your on your way!

Note: Even if you don't have any programming knowledge, "ColdFusion" is a natural progression for you "HTML" experts out there.

I don't claim to be a "ColdFusion" guru, but I have plenty of resources to help you get started. Just drop me a line, and I will be more than happy to assist you. In the meantime, here are just a few:

<http://www.allaire.com>

<http://www.cfadvisor.com>

<http://www.hotwired.com/webmonkey/programming/coldfusion/>

So, "hook" that database up to your site today, and start serving your customers, and prospects what they want, when they want it!

10 Important Things To Tell Your Prospects!

By Larry Dotson

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1. Tell your prospects that you offer free delivery. This may cost a little money, but, you will gain the extra customers to make up for it.
2. Tell your prospects that you offer a lower price. If you can't afford to offer a lower price you could always hold the occasional discount sale.
3. Tell your prospects that your product achieves results faster. People are becoming more and more impatient and want results fast.
4. Tell your prospects you've been in business for a longer period of time. People think if you've been in business longer you have more credibility.
5. Tell your prospects that your product tastes, smells sounds, looks, or feels better. When you

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target the senses you're triggering human appeal.

6. Tell your prospects your product is compact or light. People may want to take the product on a trip or don't have much room where they live.

7. Tell your prospects that your product lasts longer. People don't like to spend more money purchasing replacement products all the time.

8. Tell your prospects that your product is easy to use. People don't want to buy a product that they have to read a 100 page instruction manual.

9. Tell your prospects that your product has better safety features. People want to feel safe when they use your products.

10. Tell your prospects that you stand behind all your products. People want to know that you back-up any claims you make about your product.

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