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Simple Starter Steps to Generate Sales

By Rob Wiley

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Do you have a website or store front that remains stagnant. No matter what you do, it just doesn't matter, you just can't seem to build traffic, increase or generate sales. You've created new graphics changed your text to be more appealing to readers and still no one is signing up and your click through rate remains stagnant. You own a small shoe store and regardless of your efforts, sales just remain the same. Well my friend, if the above real life scenarios pertain to you, then it is time to do a little bit or maybe a lot of research. You could have the greatest product, a product that could be very useful to consumers and your product ships with an affordable price tag. You could have the next break through idea but if you are not marketing your product or idea properly, there will not be one red cent earned for your efforts.

The first simple step

Always, always research the market, see how much of a need there is for your idea or product and see if someone else has developed a similar idea or product. If they have, find out how they are generating sales, and then see how you could do the same and then dominate the market by offering consumers what your competitors lack. It all involves A PLAN tailored to generate sales specifically for your product. If you need help with developing a plan for your marketing efforts, please let me know. I can help.

The second simple step

Once you have a tested effective plan. That is, your marketing efforts have reached a point that generates effective results. You use the results as a marketing tool, a tool that will attract potential buyers and keep them coming back for more. You might ask what kind of tool can you develop from your research? That all depends on the results of your research plan and the direction in which you wish to grow. Take for example: you own a small sandwich shop and the only other sandwich shop in town is the popular chain sandwich shop Subway. Subway is killing you because they have spent millions of dollars in marketing campaigns. You decide to research the market to develop a plan for your business. Within your market Subway proves to be your primary competitor. In researching a marketing plan for your business you have found that 30 percent of visitors of Subway in your town

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really would like Subway to stay open later and 20 percent of visitors to that Subway don't like the taste of Subways bread. With these results you create an ad and display it in an area that your towns people will see. The ad simply states, "if you think Subway's bread taste lousy and if you want to eat late then eat at Joe's Sandwich Shop and have a cup of coffee on us." Place ths ad and your sales are almost guaranteed to increase. These tactics can be applied to anything you have to offer, and they work great on a website. Building marketing tools like these will help you TARGET your market.

The third simple step

Continue to test and research your market, tweaking your plan to generate optimized results, continue to develop ad campaigns based on your results. See which ads work better for particular sectors of your idea or product and capitalize on them.

If for any reason you need advice on implementing a marketing strategy for your product or idea, web based or otherwise don't hesitate to contact me. I can help. If your needs involve a New Media Profession visit NADmedia.net

In Sickness And In Health

By Tresaca Hamilton

I recently drove by a business that had a sign out front that read "Closed due to illness".

This meant that the cash flow would stop until the owner was able to return to work. Even worse, the business would not be able to generate revenue for the owner when it was most needed.

Take the following steps today to ensure that your business will still be working when you are not able to.

1. AUTOMATE YOUR BUSINESS:

Automate as much as you can in your business so that you can not only make money while you sleep, but also when you are sick and can't operate the business.

You can automate follow-ups using autoresponders, and the sales process using a shopping cart. Think of other areas of your business that are vital to its success, and automate the processes if you can.

2. CREATE SYSTEMS:

Think about your daily routines in your business. Which routines are vital to the success of your business?

Turn these routines into systems by documenting the steps necessary to complete them. Create

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binders for your systems so that your assistant or partner can complete certain projects in your absence using the steps in the binders.

3. PLAN AHEAD NOW:

Will you hire an assistant or temporary manager to operate your business in your absence? Then do the research now to make it possible.

Write down all the attributes you want for your assistant. What duties will they perform during your absence? What resources will be available to them to carry out their duties?

Choose your assistant now so they will be prepared to come aboard when you need them to. You don't have to hire them now, but make it easy on yourself by already having someone ready to help you operate your business when you are not able to.

Let this person know what your goals are and give them a binder containing your standard operating procedures and the resources for them to complete their duties.

4. CREATE MULTIPLE STREAMS OF INCOME:

If you are the only one able to operate your business, you definitely need to ensure that your cash flow will not stop when you have to stop working.

Create infoproducts now to generate more revenue for your business. If you are not able to physically generate revenue for your business, your infoproducts will be able to. Automate the sales process so that you don't have to worry about the cash flow when you are not present.

Cash flow may be the lifeblood of a business, but make sure it doesn't stop flowing when you are not able to operate your business.

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