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Snowflakes Improve Holiday Sales

By Marilyn Pokorney

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by: **Marilyn Pokorney**

Snowflakes are beautiful!

For the Winter Holiday sales season handcrafted snowflakes are the perfect touch. They lend an aura of a mystical winter wonderland to any room, house or office decor.

You may ask "What has snowflakes got to do with internet marketing?"

A free gift with every order gives you the competitive edge over your competitors.

Everyone likes getting something for free. And what better time for gifts than Christmas time!

Reward your customers with the enjoyment of a unique free gift not available in stores. You'll make your customers feel special! And that means more sales! Your customers will know that you have a real interest in them as people, not as mere sales prospects.

Include a beautiful snowflake free in your orders and you'll improve your Christmas sales 100 percent!

There are two ways you can do this:

You can tell your customers that they will receive a free gift with every order. The suspense of not knowing what the free gift is makes it even more exciting and fun! Some people will order just for the fun and expectation of getting a free gift! They wonder what could it possibly be?

Or simply send it along with the order. Finding an unexpected gift will greatly enhance your customers appreciation for your first rate service.

You don't need to go to any great expense for your free gifts. It's the "thought that counts."

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Unlike pens, pencils, calendars and other items that have a temporary lifetime give something that will last forever. It will always remind them of you and the excellent service they received by ordering from you.

It will make a huge difference in your sales for the upcoming year. Customers who receive exceptional service will order again and again. That means repeat sales and more money for you.

Snowflakes are available at my website listed in the box below.

Author: Marilyn Pokorney

Freelance writer of science, nature, animals and the environment.

Also loves crafts, gardening, and reading.

Website:

Don't be Anonymous Anymore: 7 Ways to use Orange Snowflakes to Increase Traffic and

Internet Profits

By Johannes Garrido

Out of the over 1 billion web pages on the net, exactly HOW do you plan to get your site noticed?

The Answer – Orange Snowflakes.

Out of the myriad of marketing techniques and approaches, do you KNOW what's the #1 source for internet profits today?

The Answer – Again, it's Orange Snowflakes.

And just what are Orange Snowflakes? Orange Snowflakes are classified ads that compel your prospect to stand up and take notice to your unique offer. Whether it's ezine advertising, email advertising, direct mail, ebooks, discussion groups, affiliate programs, or even search engines...

...classified ad copy either makes people respond to your offers...

...or, it doesn't.

Your ability to create Orange Snowflakes will, to a great extent, determine your success on the internet. Here are 7 ways to create Orange Snowflakes that gets more qualified prospects to take notice to your offer, visit your site, and purchase your product.

DO YOUR HOME WORK

Start by gathering all the relevant and important information regarding your topic. Analyze your market, your market's deepest desires, and the benefits you can offer to this market. Then, isolate

Snowflakes Improve Holiday Sales

your most impressive and unique competitive advantage. In other words, single out your MAIN BENEFIT. Try and encapsulate this main benefit into your headline and classified ad.

CREATE A "Must Get More Information" HEADLINE.

If your prospects are anything like the average web surfer, then you'll have just a few seconds to capture their attention to get them to read on. Your headline MUST draw the reader in to want more. Amazingly, bi-polar headlines (headlines that start off negative but ends positive) work best. Example: Don't Waste Another Dollar – Discover How to Increase Your Sales by 1700% with Killer Classified Ads. This headline will draw anyone who is struggling to make sales with classified ads to want to read on. It's a negative headline that promises a positive result...

CREATE OVER 50 HEADLINES

This may seem redundant, but it's vitally important step. Your first headline probably won't be your best work. But as you continue writing, you'll discover better ways to express your thoughts in a more compelling and provocative fashion. Experiment with several different styles of expression– from

questions to combination-style headlines. Don't worry about perfect spelling or presentation — just let your ideas flow. After you've created about 50 possible headlines, choose your top 3 to 5 headlines and test to see which gets the best results.

PAY STRICT ATTENTION TO THE LITTLE THINGS

You might find it hard to believe, but one capitalized letter in your ad may mean the difference between 50 people responding or 100. Stay away from using CAPS or BOLD CAPS... if possible. Instead Capitalize the action or key words in your sentence. Also, use bold to emphasize and underlined to really emphasize your points.

IMITATE FOR PROFITS

Save all the good classified ads and sales letters you come across and throw away those don't capture your attention. A good place to start are the ones that got YOU to purchase a product. Take notice of the elements that got you to bite on their offer. Next, copy the structure of the ad and change the wording to reflect your offer. Get in the habit of doing this and eventually... you'll have some great copy! Remember, don't copy word for word... you might get into legal problems with copyright infringement. Just imitate the structure and format.

THINK "Connect the Dots"

Write your copy so that each point flows smoothly to the next. This is very important otherwise you'll lose your reader. You want your first sentence, usually your headline, to flow smoothly to the next sentence. Think of it this way. The purpose of the first sentence is to get your prospect to read the second sentence. The purpose of the second is the get them to read the third... and so on until they read your final offer and click to your order page. A good test – after you write each sentence, ask yourself "Does this make me want to read the next sentence?"

TEST EVERYTHING

When I first started out on the net, I placed a number of ads, submitted to search engines, wrote articles, posted to classifieds, etc.. And as a result of all my hard work, I made a few sales. BUT, and

Snowflakes Improve Holiday Sales

this a big BUT, I had absolutely no idea where the sales originated from. Without knowing which advertising methods were working and which weren't, I continued down this path: working hard and making a few sales. It was only when I decided to test and track my hits and sales ratio that my sales 'GREATLY' improved. Moral of the story – understand where your hits and sales are coming from. Drop the advertising that produces little to no results and cultivate the ones that create the most sales for you.

I can't stress it enough – Your ability to create "Orange Snowflakes" will make or break your career on the net. Learning how to create killer classified ads is a fundamental practice that you have to master in order to truly succeed on the net. So, take the seven recommendations listed above and start implementing them into your own classified ad copy. The impact it can make on your business can dramatic and immediately profitable.

Johannes Garrido is creator of the 'Killer Classified Ads Magic System'

. "STOP Wasting Your Precious Time and Money –

Discover How to Increase Your Sales by 1700% with Killer Classified Ads. 100% Guaranteed."

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