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**Sure Fire Ways To Get More Sales**

**By Kevin Nunley**

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Could you use more sales at the moment? Yeah, pretty much everybody can, right? Well, one great way to go about it is simply to promote your own name. By getting your name out there, a certain familiarity amongst prospects will grow and when the time comes that these prospects need your services, likely you'll be the first one they call.

No doubt you have heard of viral marketing. Just like a common cold, it involves having people pass an idea or product from one person to the next.

Unlike a cold, a marketing virus is a wonderful thing to catch!

My biz-tips are a simple kind of viral marketing. I write them for Marketing Tips Daily at memail.com, but they almost always get picked up by other editors who send them to their readers who send them to their list. You may be reading this tip years after I wrote it. Amazing, isn't it?

I write the article once, then enjoy the benefits as one person passes it to another. It's not unusual for one million people a week to see these articles.

Look for ways you can give your product, service, or idea a marketing virus.

\* Give people a free service they can use. Your web address and phone number are included in every product they send to others. Free email accounts (like hotmail) and online greeting cards

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are great examples.

\* Start a joke that pertains to the news or common experiences in life. If it's in an email, it can include your name. Jokes get passed around at an unbelievable rate. Some humor experts believe there may be as few as 7 people who come up with most of the jokes we hear. They start them on their viral tour, eventually reaching millions.

\* Perhaps the most effective method of viral marketing is simply being kind and helping people. Help folks for free when you can and give paying customers more than they asked

for. You may be surprised at how fast customers tell their friends...and in these days of email, that can be a LOT of people.

\* Create a series of books, pamphlets, or TV commercials. A series makes people want to tell others so they can get in on the progression.

Another great way to market your name is with business cards. It works a lot like viral marketing in that your card gets passed around instead of just a verbal mention. Let me give you an example:

Recently I opened a new music venue in Salt Lake City. It's a small place where local bands can play and fans of all ages can get in for cheap.

Right away people were coming in telling us what a "cool" idea the venue is. I found myself passing out business cards right and left. Some customers wanted to remember our web site address. Others were musicians wanting our phone number for later reference.

In the process of talking to people and handing out cards I met several folks who could be of help to us. One, a designer with terrific ideas for our decor, wrote her name, number, and slogan on the back of one of my cards and handed it back to me.

Have a wad of cards handy when you find yourself in a group. Don't try to sell, just pass out your card with an invitation to call or email.

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Collect other people's cards, organize them, then call a week later to pick up the conversation again and...this time..do some selling.

If you're a bit on the shy side, like I am, hold a drink. A soda or bottle of water is fine. It can make talking to people easier. In restaurants, clubs, and many meetings, holding a drink is perfectly acceptable and often puts the other person at ease as well.

Repeatedly running your advertisements are another way to ensure your name runs rampant in the business community. Have you ever run a one time ad and then wondered why you didn't get much response?

Advertising and marketing almost always takes repeated use to work properly. Once in a while you will get a product or service

that sells with the first ad, but most take time to sink in with customers.

There's an old newspaperman's joke that dates back more than 100 years that illustrates how ads work.

1. The first time a man looks at an ad, he doesn't see it.
2. The second time, he doesn't notice it.
3. The third time, he is conscious of its existence.
4. The fourth time, he faintly remembers having seen it.

The joke continues on until the sixteenth time has him thinking he'll buy some day and the twentieth time he sees the ad he instructs his wife to go out and buy the product.

So, you can see that throwing your name around is the best way to get people to notice you and eventually buy your product or service. Don't get discouraged if your efforts aren't recognized immediately, it might just take a few more tries.

Don't miss Kevin's NEW "3 Steps To Success" program at <http://DrNunley.com> After years of helping thousands profit online and off, Kevin has identified the three things you must do to increase sales. Contact Kevin at <mailto:kevin@drnunley.com> or 801-328-9006.

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