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## Ten Awesome Ways To Incease Your Sales In Holidays

By Radhika Venkata

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Everybody thinks that the businesses will slow down a bit in holiday seasons. Ofcourse everybody thinks that people don't want to start new ventures in holidays too.

But that is not true. People do spend money... a lot in holidays. On gift items, special discount goods, coupons etc.

The only thing is to know how to do business in the holiday season using this attitude.

Here are 10 tips to maintain or maximize your sales in Holidays:

1. Put a paragraph on your webpage that related to the particular holiday. Like christmas greetings for Christmas, Happy mothers day greetings for Mother's day etc.

Then put a picture of your product under it with a discount price for that particular day.

Advertise about this discount product on your home page from a month before the actual selling day.

2. Send discount coupons to your old customers and subscribers and tell them the offer lasts for one or two days.

3. If you use pay per click engines, change your ads a little bit to give the essence of holiday season.

If your ad is like –

"Garden tools for gardeners"

Change this to –

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"Garden tools for Gardeners. Price reduced to half for the first fifty people. Limited for Thanks giving."

OK...OK...You get the idea. Right?

4. Install some greeting card cgi scripts on your site. Use them at holiday seasons. So with every greeting card your website link goes to other people. This is very cheap and affordable advertising.

5. Tell your affiliates that they will receive more commission on their sales through their affiliate links in this holiday season.

6. Always submit two or three pages of your website to search engines with holiday discount prices. So if anybody search in the search engines about discount products, your pages will show up.

7. Offer free shipping and handling to your customers.

8. Put a special pop up window that closes with in a particular time. So you can encourage your visitors to buy the product at discount price or with special bonuses through the link in that pop up.

9. Use your Autoresponder to offer special courses or tutorials for holiday seasons. Send the links to your discount products, samples of your product as a special holiday delivery. Encourage them to buy with a holiday discount.

10. Holidays means parties, get together and massive sales. You can do offline advertising about your product and website by keeping banners or free brochures at the reception tables, sales centers etc.

Radhika Venkata – Subscribe to 'EbookBiz Magazine' which is completely focused on ebook business and Internet Marketing. Receive FREE Ebooks with Resale rights every month!

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### **Adult ADD: Use ADD To Make Their Day (And Yours)...**

**By Tellman H. Knudson**

If you're not getting what you want out of life, it's not because you have Attention Deficit Disorder (ADD), you're a bad person, you don't have anything to offer the rest of the world, any learning disability, background, or how much money you have. It's all whether or not you can communicate what's on your mind in an effective way.

Where I'm from, people don't generally walk around smiling and hugging you when they first meet you. What I found was that when I said, "How's it going?" almost all the time, people would say, "Not bad."

So, one dull, drab, overcast day, while considering ADD and how it affects communication, I said,

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"Okay, I'm going to totally mess with people. Every single time someone asks me how I'm doing, I'll look them straight in the eye, smile, and say, "I'm doing awesome!" This was before I made much money. I didn't say, "I have ADD, I'm living on Ramen Noodles and grilled cheese sandwiches, and I don't know how I'm going to pay rent." I said, "I'm doing awesome! Things are phenomenal!"

Part of the experiment was to see how it affected my own mindset. I was learning about internal and external communication, too, because ADD sometimes makes it hard to communicate effectively.

So, they would say, "Hi. How are you doing?" and I'd say, "I'm doing awesome!" and smile.

The first thing that happens is: they smile! Why? Because everyone can identify with "doing awesome." It's like, "I just won the lottery. I'm doing great!"

After a couple of months I'd walk down the street and people would know what was coming and would always be like, "Man, how is Tellman always doing awesome?" What happens is that you leave a strong imprint in someone's mind, especially a positive one, and that's the last thought you leave with them.

Use your ADD to focus your behavior this way, and after repeating, "I'm Awesome!" the next time people see you, their immediate feeling is that experience of feeling awesome, of feeling absolutely amazing.

To this day when I see people that I'm friends with and we have this interaction, it's always, "I'm doing awesome!" and "I'm doing awesome!" It's a lift for both people. And it's a great way for people with ADD to improve their skills.

In fact, this is one of the most powerful and simple ADD exercises you can possibly do, and it will be really good for you, if you have ADD and find it hard to communicate easily. But, you have to put some enthusiasm behind it. You also can't just slump over and walk down the street shuffling your feet, and dress like a slob and say, "I'm doing awesome!" or be distracted, as those with ADD can be, mean it! Dress like today is the day that you get to choose what your entire life is going to be like.

Tellman Knudson, a certified Hypnotherapist, is CEO of Overcome Everything, Inc and Hyperfocus. See more information about controlling ADD at

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