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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Testing Your Product or Service the Easy Way

By Jim Hoffman

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You've got a great product or service, you just know it will sell and either increase your sales or your leads or both. But how can you be sure?

Marketing your product and services can be expensive and many times not as productive as you may have hoped. Purchasing leads, advertising space, banner exchanges and all the other ways to get the word out about your new or existing services, don't always produce the increase in sales you thought they would. Many times you don't even break even with your initial investment.

One of the easiest ways to test your market and make some quick sales is to use a little company called Ebay.

Ebay is a very low cost way to place a item up for bid. Millions of people are on Ebay everyday looking for a good deal and unusual opportunities.

You can reach an unlimited amount of prospects by placing just one ad that can cost you pennies on the dollar.

The best way to place the ad is to try the following:

- * Search Ebay listings for similar products or services
- * If you see any that are similar to yours, adjust your ad copy so that YOUR ad will stand out. (Don't place your ad until you do this first. You don't want your ad up and running only to find out that someone else has a better ad and lower pricing than you.)
- * Run the ad for the full 7 days.
- * Put your domain name within the ad.

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Now Ebay does prohibit links to websites etc. But you can place a domain without a link ie. inetgoodies.com

I also highly recommend that you create a "My Ebay" page. This page does allow for links and other ad copy directly for your website. Plus many people will check this out just to see if you are professional enough to set this up or just looking to make a quick buck on Ebay.

Now you probably won't make a fortune doing this type of market testing. The main benefit of using Ebay in this manner is that it will show if there is an interest in what you are offering.

If you are getting a decent amount of views to the ad, bids and even inquiring emails. Then it is a good indicator that your product or service will sell and have a higher ROI when using higher cost advertising.

This is especially true if you have a new product or a better version of whats already out there. But you can try this technique on any product or service you have.

Trying this with new offers saves you money. If the new item or service etc. does not seem to be bringing any interest. Then you can save all that time and money in producing it, packaging etc. This is a great way to get your new offer off the ground without spending a dime on production before hand.

I have found that Ebay buyers are the most hesitant of internet customers. So, if THEY are willing to buy what you offer, the general internet community will be even more apt to be interested in your offer.

As a side note – by using the My Ebay page on Ebay, you do get to place a link to your site which is an inbound link and to some extent will help your site popularity with the search engines.

Three Ways to Improve Your Business

By Raymond Johnston Jr

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As a business owner, I am always trying to find ways to make my business run a little smoother.

You will find thousands of articles and books that talk about the subject. Most of the time, you will find the same solutions rehashed over and over.

Here are three that might not be on every list you see.

I imagine it is because they are so simple, but if that's the case why are they ignored so often?

Take a look, just might be the little nudge your business needs.

1. Answer Your Email Promptly.

It is totally amazing the amount of time it takes for many to answer their mail. I'm talking about some of the so called Gurus in their field.

I write a question asking about their product or service, I expect the answer in a reasonable amount of time. They don't have time to answer, I guarantee you, there are a hundred other people working the same type business that would love the chance to have my business.

I don't care how great your product or service is, you don't respond to people and they will take their business elsewhere.

2. Keep Testing

Things start working fairly well and many business owners become content.

Business changes continuously, as do your customers. You have to change with them.

The best way to keep changing and stay up with the changing needs of your customer is to test on a continuous basis.

Keep testing ad copy.

Keep testing your website design.

Keep testing your products.

Keep testing your guarantees.

I think you get the picture. The business world will never stop changing and to be successful, you have to change with it.

3. Ask for Criticism

I could have said, ask for feedback. The problem with that is many will just write and tell you what is good.

Even though that is helpful, the feedback that helps the most is constructive criticism.

Find out what it is your potential customers dislike about your product or your newsletter. Find out what you can change to make them more likely to buy or subscribe, etc.

In fact when you do surveys, ask what they like best and what they think is the worst about you, your product or service.

You will be amazed at what you find out.

These are three very simple things. But you will be amazed at the end result you can achieve by making them as important as they should be. Too many businesses will ignore them and their business will start to be ignored as well.



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