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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!

The Be All and End All

By Pamela Geiss

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Do you find yourself looking at ads or surfing and finding "the perfect Internet business" (according to them), rushing to sign up, rushing to advertise, so enthused. Then tomorrow you find something else and the "viscious" cycle starts all over. This is called overload. There are so many products and offers on the Internet. We are not used to having this many choices. Before the Internet, which is really still a very new concept, we didn't have many choices about jobs and ways to make money. Your choices were limited to how far you could drive and what was offered in your area.

Now your choices are becoming limitless. Now you are overloaded with options and they all are made to look like the "be all and end all" solution to your future. Many of them can be just that. Some of them are just "hype". But in reality, there are many, many good options out there that really could be your "be all and end all".

The reason many of these choices end up not being your "be all and end all" is not because they were bad choices. It's because you lost your zeal you had upon finding them and gave up. Or if you didn't give up, you lost your forward motion on them, setting them aside to go on to something else.

Try to remember that you are only one person. You can only do so much AND DO IT WELL. You might be able to handle a lot, but you don't want to just "handle" it – you need to do it WELL!

You keep hearing about keeping focused. What they are telling you is not only to keep focused toward what goals you have set for yourself, but also on what businesses you are going to run.

The Be All and End All

As you may or may not know, I run LotsaPerks, an online advertising agency focusing in targeted visitors. As you also may or may not know, I am involved in other side businesses. This is also known as having multiple streams of income. BUT, and this is the important part, MY MAIN FOCUS is LotsaPerks and running my LotsaPerks Newsletter. A good 75% or more of my time on the computer is spent working at business for LotsaPerks.

In order to be successful in any venture, whether online or off, you must decide which one particular thing is going to be your MAIN focus. Then you must delegate at least 75% of your working hours to this one thing.

And make that clear to yourself and others by advertising that ONE thing when you send out email advertising or when doing ezine advertising. Don't fill

you emails with 10 different offers. People don't take you seriously when you do that. Think about it – you send out an ad entitling it "The Best Offer Around", or something to that effect. Then you go into how this business is your answer – what you have been looking for, etc. The person reading it is beginning to believe maybe this is worth looking at. Then all of a sudden they see 10 other things you are involved in. What's their next thought? "Well, if that was so good, why do they need to be in 10 other things?" You have just lost an interested, potential customer!

As an example, when you see an ad on TV from a local business, you will notice that they don't try to tell you EVERYTHING they sell in that ad. They give you what they believe to be their best product or the product that's on sale. They hope when you get in the store you will see other things you are looking for or that interest you, which would be another good reason for you to have your own site where you can show them your other offers when they get there.

Now, STAY FOCUSED ON YOUR MAIN BUSINESS and you will find yourself being more successful in a short period of time.

Pamela Geiss owns the successful LotsaPerks Advertising Agency. She also publishes a free and a paid newsletter. You can visit her at <http://www.lotsaperks.com/visitors.htm>

10 Incredible Ways To Close A Sale!

By Larry Dotson

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1. You could end your ad copy by telling people

what will happen if they buy your product. Use your most powerful benefit as the example.

2. You could end your ad copy by telling people what will happen if they don't buy your product. Use a problem that they won't be able to solve without it.

3. You could end your ad copy with a question they will always say yes too. They then will be used to saying yes when you ask them to order.

4. You could end your ad copy with a short review of your whole ad. Repeat all the major benefits and features they will receive.

5. You could end your ad copy with a deadline. Tell them it's a limited time offer and they need to order by a specific date.

6. You could end your ad copy with a powerful guarantee. Give them a lifetime or triple your money back guarantee.

7. You could end your ad copy with a testimonial. Use one or two of your customers' testimonials that is believable and includes specific results.

8. You could end your ad copy with a free bonus. When you give them a free bonus it increases the product's perceived value.

9. You could end your ad copy with a discounted price. Just list your regular price and then offer a discounted price off the order right now.

10. You could end your ad copy with a free sample or trial of your product. If your ad didn't attract them to buy, maybe a free sample or trial would.

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