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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 "Big 4" Promotional Tips

By Allyn Cutts

1. Scrap the "Image" and work on an identity.

The first step to success is to get away from the idea of creating an image. In fact, the literal definition of image is an imitation or representation of a person or thing. Now that is exactly what you don't want to be... an imitation

Identity on the other hand means is the condition of being the same in all qualities. It's based on truth and honest. And believe me, it only takes a millisecond for consumers to identify a fraud.

Consumers respect integrity, and feel comfortable depending on companies who have invested in their identity... invested in being real, and have lived up to their name.

2. Be Yourself

Copcats are a dime a dozen. Whenever a good idea comes to light, there will be a thousand and one imitators ready to cash in on the success of the idea.

I'm not talking about learning from the best, and using their success stories to guide you on your quest for success. We all need mentors and examples to follow at times.

True success lies in originality. What good would it do to copy your competitors advertising strategies and campaigns? Finding your own niche and capitalizing on it will go a lot further toward making you stand out from the crowd.

3. Be Consumer Friendly

Friendly service is winning service. Who can resist a heartfelt smile? Most business have this down to a science. They spend a great deal of time stressing friendliness and "the customer is always right" attitudes among their employees.

What about customer-friendly products and services? We all know that people should be friendly, but sometimes overlook the fact that the product itself should bring a smile to the consumers face.

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Tents have to be right near the bottom of the list of customer-friendly products... though in the case of my family, it wasn't the tentmaker's fault. We always lost the instructions before we made it to the campsite, and Dad's attempt to assemble the darned thing without them had us kids running for the hills.

Do missing instructions or parts erase the smile from your customer's face? What about websites with hard-to-find contact information or fliers that leave out important details?

Be sure you've thought of everything that will make your customers experience A+ from start to finish, and they'll be back for more!

4. Have Guts

Trying something new often fills us with fear... especially when it involves hard earned money. Sometimes the only way to get out of a rut is to do exactly what we don't want to do - get out of our comfort zone and try something new.

Other emotions that keep us from jumping onto a new idea are:

Hesitancy - we want to play it safe

Discouragement - we're all set to lose before we even try

Pessimism - we focus more on the problem than the options

If you find yourself stuck in the doldrums remember that doing what you've always done will get you exactly what you've always got - and that's why you're where you're at right now. Don't be afraid to step out and get your feet wet!

Who is Allyn Cutts, and why should you care?

Allyn has spent over 24 years helping businesses like yours find new customers and increase sales to current customers. Allyn is a marketing and sales fanatic, providing measurable marketing solutions that drive huge results for small-to mid-size business clients. You can learn more about Allyn Cutts at

<http://www.AllynCutts.com>

and you can call 610.437.4106 between 10 AM and 4 PM Eastern Time

Tuesdays and Thursdays.

How to Increase The Sales Of Promotional Products

By Josef Baumann

I have searched for a new way to increase the sales of my promotional products. A good way is to start an affiliate-program with a commission for every customer who buy an product and who came to your page from a webpage of one of your affiliate-partners.

The "Big 4" Promotional Tips

I thought that this is not the only way to increase my sales and there is another problem. You need to have your own online-shop and a webpage.

So I started to look for a webpage that will give me some tips and advices on how to increase selling promotional products. I used a searchengine and tried the keywords "sell promotional products" and "B2B promotional products". I have got a lot of distributors of promotional products as search results but only a few B2B Marketplaces.

I have visited these B2B Marketplaces and found one webpage where you can sell promotional products without having an own webpage. The name is "B2B Marketplace for promotional products" at

<http://www.crobike.de>

How to start ?

First you have to register. There are no fees you have to pay to register. Then you are able to log in and add five of your promotional products without paying any money. If you want to publish more than five products than you have to pay 3\$ monthly and if you want to add more than 20 and up to 100 you have to pay 10\$ monthly.

The best of all you don't need to pay any fees when a customer who has been sent to your webpage buy a promotional product. When you don't have a webpage you can publish your telephone number so that customers can contact you by phone.

Where can I find the Informations of my promotional products?

When you have added your promotional product you can find all the information you have made at the "Promotional Products Shop"-page. There customers are able to compare the prices and the informations of promotional products from different companies.

What's my opinion?

I think you should try this webpage and add five of your promotional products for free. You will see if more customers come to your webpage or not. And there is another advantage because you will increase your link-popularity at all the searchengines.

Josef Baumann is a Marketing Expert and the owner of Bender Technology.

How to Increase The Sales Of Promotional Products

Tradeshaw Giveaway Tips

Where can I find discounts on promotional products

Did You Know That Coupons Help Track Your Advertising Dollars?

Affiliate Marketing And Promotional Materials

The "Big 4" Promotional Tips

Free List Pro
The Great Big Book of Internet Marketing
24 Prophecies fulfilled in 24 Hours
Say A Few Words
The Classified List



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