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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 First Sale Is The Hardest**

**By John Colanzi**

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So many new marketers come online, and so few succeed. Maybe part of it has to do with some of the mantras we have repeated over and over.

One of those mantras is back end sales.

I don't think the high failure rate of new online businesses is due to lack of back end sales. The real problem is they aren't making sales period.

I'm guilty myself. I tell new marketers to diversify, start a newsletter, and work on getting those back-end sales.

Well I've been wrong.

The first thing any new marketer should be focusing on is making a sale. The old adage is still true, "Even the journey of 1,000 miles, begins with the first step."

Find a good product and start making a few sales.

Once you've made a few sales, then you can add another product.

Start building your customer list.

## The First Sale Is The Hardest

Start focusing on making sales. Let your business build itself one sale at a time.

Make some walk around money.

Build your confidence.

Build your cathedral one brick at a time.

Forget playing leap frog and skipping steps. The first sale is the hardest.

Get that first sale under your belt and you're ready

for bear.

Build your business at your pace.

It's your journey.

As the Taoist proverb says, "The journey is the reward."

Start you trek today.

### **Three Ways To Close A Sale**

**By Kevin Nunley**

#### **Three Ways To Close A Sale by Kevin Nunley**

One of the hardest parts of selling anything is closing the sale. You know when you're having a problem with closing. You spend lots of time with customers, but don't get many sales.

Here are three simple ways to close the sale:

1. Show you really empathize with the customer. If they hurt, you feel their pain. If they want, you understand their desire with all your being.

2. Ask questions. Ask questions. And ask MORE questions. You lead the direction of the conversation. If

## The First Sale Is The Hardest

you get the right answers, you get the sale.

3. Be ready to answer the objection it costs too much. Reduce the price down to what it would cost the customer by the day or per hour.

You can also point out most everything these days costs too much. Ask the customer how much they think they should pay for the product or service. Once they answer you, their expectations will become more reasonable.

Finally, practice closing too soon. What feels like "too soon" is often just right.

Offer Kevin's popular FREE email courses from your site. Your visitors and customers will love it! See <http://7LessonCourses.com> Reach Kevin at <mailto:kevin@drnunley.com> or 801-328-9006.



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