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The Seven Secrets of a High-Sales Marketer

By Raynay Valles

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If you want to boost your website sales to the next level, you've got to think and act like a high-sales marketer. Here's how:

1. Think sales not just traffic. Pay-per-click advertising is a great way to pull targeted traffic. Could anything be better? In many cases, pay-per-SALE advertising is a better choice. With pay-per-clicks, you may or may not make sales. With a pay-per-sale arrangement, there's very little or even NO risk. You only pay when you make sales. Affiliate programs and joint ventures are examples. Set up deals where you pay only for each sale.
2. Persuade traffic become customers. Be sure your website is doing the best sales job it can. Does your website persuade 1 percent of visitors to become customers? Can it do better? This is the most overlooked yet easiest way to build sales. If you change your website and it converts 2 percent of visitors to buyers instead of the previous 1 percent, you've doubled sales. Make your website persuade better.
3. Capture prospects. When a visitor comes to your website, he or she wants something. Yet, 98 out of 100 visitors will click away from your website without buying. If you can't make the sale, at least get them to give you their email addresses. You do this by offering a newsletter or free report. Once you do this, you have a list of prospects to contact systematically. You can make sales to them in

the future and without much expense.

4. Follow up with prospects. Don't be content to have a mailing list and never mail to it. Send a series of emails to prospects. You can automate this so it doesn't take much time. And it can be very effective in creating more sales.

5. Follow up with customers. They have already trusted you enough to buy once. If your product or service is valuable to them, they are likely to buy again, but only if they don't forget about you. Stay in contact with your customers. Don't just send them ads. Send emails that say you care

about their success.

6. Know what works. Most webmasters have no idea what is or is not working for them. Pay-per-sale advertising makes this simple, but you probably will use other marketing methods. That's great as long as you track results. High sales marketers track their marketing methods to see which ones brought CUSTOMERS.

7. Do more of what works, whatever it is. It's easy to get caught up in doing the next great marketing method. Test other marketing ideas, but keep doing what works. If you create and distribute a press release and that brings buyers, do more of this. Keep doing it until it stops working.

Secrets Exposed! (And They Don't Even Know It!)

By Joe Bingham

Secrets Exposed! (And They Don't Even Know It!) by Joe Bingham

This is it. This is the unraveling of the Internet Marketing Era as we know it. I now have the key to all the marketing knowledge you will ever need ---- for FREE even!

Absolutely nothing can escape this tactic, it's...

Stop laughing! I'm serious here! Come On! Just because I usually do humor here doesn't mean I can't have a serious thought once in a while, does it?

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And yes, as a matter of fact, there is one serious bone in my body. In fact there are two. They are located in my upper arms, between my shoulders and my elbows.

They are called the humerus bones.

Ok, ok. Point taken. I have no serious bones in my body.

But I really do have The ULTIMATE Secret to Learning about Internet Marketing. This is Breakthrough! This is Genius!

And I'm going to EXPOSE the secret right NOW!

As soon as you each send me \$19.95.

Oops! Ha, Ha! Just kidding. That was just a little bit of the evil, greedy, marketer in me shining through. But hey, I have to pay the bills somehow. It's not like my kids can eat email for breakfast you know!

I do, but that's different.

ANYWAY, this is one of those rambling articles isn't it? But it's ok, because right now we have...

SECRETS EXPOSED!!!

Now, I'm going to be serious for a moment, because you can actually do this. Next time you're reading the sales pitch for an e-book or marketing program, pay attention to the way they are trying to get you to buy.

Guess what? If the people trying to sell you this thing really believe in the sales or marketing tactics they are offering to you, **THEY WILL BE USING IT ON YOU AT THE TIME!!**

Wow! I just saved everybody a BUNCH of Money! You no longer need to buy the e-book or marketing program. Just analyze their sales copy. It's all right there. All of their tactics, 'magic words', web site design know-how, and marketing skills will be in use, right there, on you!

Conversely, if they aren't using what they are trying to sell, you have to wonder if they really believe in it or not.

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Otherwise, look up, look around, it's ALL right there! Why buy it! They are giving it all away! Right in front of you on the World Wide Web is their...

SECRETS EXPOSED!!! (and they don't even know it!)

You've just got to ask yourself some questions. If the site is selling 'magic words', look at the bold words on the page. What are their magic words? Huh! There they are!

If they are selling 'web site traffic' secrets, think about how they got you there. Wow! There's a secret. Where else have you seen their ad or link? More secrets!

How is the site set up? Do they have a newsletter list? Do they use auto responders? If so, I bet they believe in them and recommend them in the \$39.95 book.

Select a site or program you admire and pick it apart. What are they doing? What got you interested in them?

Better yet, dig up an e-book that you read before and go back to the site you bought it from. Then, take what you learned from the book and dissect the site. I'll bet every one of their secrets is right there! Now, apply that to other sites you visit.

Incredible! What a resource! Sales copy and web sites are extremely numerous, and now their educational!

See, see, I can be serious once in a while. It's not my fault that my humerus bones are located between my brain and my keyboard.

That brings up a thought. I wonder how my writing would be if I learned to type with my toes?

It would probably stink. Depending on how often I washed my socks, of course.



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