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The Simple and Surprising Marketing System That Builds Sales

By Raynay Valles

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Is your business doing as well as you'd like? Why not?
Pause for a few seconds to think about the answer to this question. Got it?

If you'd like your business to sell more, keep reading.
Here are 3 simple and effective steps that exceptional businesses use to grow sales.

Step One: Throw out all the reasons why you're not selling more.

That's right, those same reasons you just came up with.
What if you had to come up with ways to sell more, despite those reasons? What would you do?

For example, many business owners say they can't sell more because of the poor economy. That's a good reason, but so what. At the same time, some businesses thrive in poor economic times.

What about the "no money" reason? Many businesses don't have a marketing budget. There are similarly strapped companies who grow on a shoestring. They don't let good reasons stop them. Don't let good reasons stop your business from succeeding.

Step Two: Start marketing.

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Use your reasons as a starting point. Take poor economic times. In poor economic times, what do people want? In general, people are looking for value or fun or both value and fun. How can you add fun to your business? Can you offer discounts for stocking up? Discounts for prepaying? Or instead of a discount, how can you offer more value?

If your business is low on funds, think about how you can effectively use the marketing funds you do have. There are lots of things you can do that can build your sales without without using all your cash.

Get your current customers to refer friends. Trade

advertising with complimentary businesses. Set up pay-per-sale arrangements with other businesses. They recommend your business, you pay them a referral fee when you make a sale.

Many business owners procrastinate on marketing. If you have reasons why you're not marketing today, see Step One above. Choose something to do and do it today.

Step Three: Test and Measure

Find out what mix of tactics work for your business. Test small. See what works. So you can do more of what works. Also dissect what DID NOT work. Why didn't it work?

This is where many businesses make a critical mistake. They don't know why a certain marketing technique didn't work. But they kiss it goodbye anyway.

For example, a webmaster tried advertising online but didn't get sales. She could have stopped advertising online. Instead, she looked closely at the results. It turned out that the advertising DID bring her hundreds of visitors who were searching for her products.

The sales-stopper turned out to be her website, not online ads. Her website had several barriers to making sales. It didn't build confidence, images were grainy, her shopping cart was hard to use. Visitors just clicked away. When those roadblocks were removed, her website started selling almost immediately.

Whenever you're frustrated by low sales, you may want to take this article out and skim through it again. Let these 3 simple steps help you jumpstart your sales.

Your Headlines Are Your *Salesmen*

By Joshua Rose

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Sometimes you might feel like it's you against the world when it comes to your marketing efforts.

Not so! You actually have a whole team of salesmen floating around the web working very hard to bring you traffic and sales.

They are your *headlines*. They're in your ezine ads, your free reports, your viral e-books, your newsletters, your message boards, your submitted articles and everywhere else you've chosen to place them.

They are your true *sales team* and you would be wise to spend time with them and treat them like gold. After all, they're out there working for you 24/7, no matter what you happen to be doing.

There are many different types of headlines. Here are 7 examples of the more effective:

1.) The basic "Hit 'Em With Your Best Shot" headline.

This style is real straight forward. You go with your #1 product benefit.

"Increase Your Traffic by 312% In 30 Days!"

2.) The "Drum Roll Please" headline.

This is really a *News* type of headline and is best used when you are announcing a new product or an effective new way of doing something.

"Introducing A Revolutionary New 3-Step Traffic Building Program!"

3.) The "Trusty Old How To" headline.

This has been a favorite for years and is still extremely effective. People are looking for information and "How to" is a natural information lead-in.

"How To Increase Your Ezine Sign-Ups By 457%!"

4.) The "This Is Your Lucky Day" headline.

This headline is used when you wish to reduce your price for a speedy response. For this to be effective, however, you must also explain *why* you're offering such a great deal.

"50% Off Everything In Stock! We Need To Clear Out Our Inventory To Make Room For Next Week's New Product Arrivals!"

5.) The "I Couldn't Have Said It Better Myself" headline.

This is a very powerful headline technique when you have some outstanding testimonials.

"I Made \$493 Yesterday Using Your Amazing Marketing System! I've Never Gotten Results Like This Before And I've Been Trying For 2 Years. Thanks A Million!"
-Pat Murphy, Evanston, Illinois

6.) The "Aren't You Glad I Asked" Headline.

This is a great technique to target your marketing and draw out those most likely to need your product. To be effective, you need to know your market very well and understand how your prospects think.

"Are You Sick And Tired Of Losing Weight Only To See It Come Right Back On? Well, Here's A Simple Diet Plan Guaranteed To Take It Off ... And Keep It Off!"

7.) The "You Can't Lose" headline.

This headline style puts your guarantee front and center and builds trust and credibility.

"Simple Technique Boosts Your Sales By 266% Within 60 Days Or Your Money Back! No Questions Asked!"

Your headlines literally have the power of making or breaking your marketing efforts. So, spend some quality time building a hard working team of Internet Salesmen.



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