

Three Aspects Should Work Together To Generate Sales

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By David Hendrjaya

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Three main aspects are promotions, website content, and follow-up. Why only three, not five or ten? OK let we explain;

Before we continue, there are 1 human psychology that always based their deed is "ware". Peoples are very ware when they make a decision to purchase your products or not.

This psychology could be handle using three aspects above. If you can handle it, you will generate so much sales.

Aspect #1 : Promotions

I used E-zine advertising here as an example, but could be work in another promotion tools. Reason why I used E-zine because e-zine advertising is the best, could make thousands hits with little money to spend. Second best is Banner Advertising.

Do you know what exactly the job of e-zine? Your e-zine only have one job is generate hits to your main website. Don't try to sell your products in your e-zine, just "push" him to visit your site. Don't hope your e-zine will making sales at the first time. Remember! advertisements only a "door" to your website. If they open your "door", that mean your e-zine work good. Than let your website content to handle the next job.

The next job is how-to substantiate your products. This is your website content job. Website content could contain facts, explanations, benefits, testimonials if possible, and comfortable. Peoples who visit your site is one of three types below:

Peoples who just surf your site, they just want to know about your offer (1 % of them will become your consumers)

Peoples who interest what you offer in your e-zine and they want to find out more (10% of them will become your consumers)

People who really interest and they absolutely need product like yours (20% of them will become your

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consumers)

Then we got 31% of your visitor should purchased your products if your website content could "force" him to buy it. Average hits when you advertising using e-zine are 1% – 10% of total subscribers, even you advertise in "most wanted" e-zine advertising website.

How-to make your website content become a "shotgun" that "push" visitors to purchase your products? You can learn from here.

Aspect #3: Follow-up

Follow-up have a job to "push" visitors who have "ware" psychology to buy your product. Maybe your website content is not "strong" enough to "push" him to buy your products. Then follow-up will handle it.

Make sure to place a subscribe box in your website, so they can subscribe to your list. If you don't have list software installed in your server, you may use free or paid autoresponder services like Getresponse.com or realreply.com. More resources please find at "Internet Marketing Kit" e-book.

Autoresponder allow you to setup 10 or more different messages that send one daily. Each message should contain your product benefit than explain it how it work and how to get the best result using your product.

If they decided to purchase, so Congratulation to you. If not, just keep to send another message or re-study your website content.

More tips how-to planning, e-zine campaign, simply visit our site
<http://www.mewint.com>

I am webmaster of Mewint.com – E-zine Advertising Resources.
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The Elements of Creativity: Attributes Listing Method

By Dr. Alvin Chan

Attribute listing is one of the best ways to generate ideas, whereby there any many parts to the problem/ challenge faced. If you are asked to generate ideas or solutions to a complex challenge, the first thing you can do is to list all the attributes of your problem.

These may include: Physical Mental Emotional Social and more (depending on the complexity of the challenge)

By doing so, you can then concentrate on each attribute at a time. This will no doubt give you more peace of mind (and pulling of your hairs) when generating your ideas.

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The attribute listing technique is often used in a Research & Development (R&D) department of many companies, especially those who are constantly producing innovative products to have an advantage over their competitors.

Let's go through this worked example to give you a better understanding of how attributes listing can be of help to you.

For example, if your challenge is to design a new ladies' handbag, you could list the attributes as: the physical aspects which include– shape, length, colour, materials used and on the emotional aspects–the stress some women faced of misplacing their handbags. You might choose to first tackle the emotional stress of losing one's handbag by creating a new small gadget to be placed within the handbag to sound the owner that she is moving too far away (maybe one or two metre away) from her `treasure chest'. After that, you could work on the other attributes, one by one, be it the shape or materials used for the handbag.

Putting Your Elements to Work:

Try to generate oodles of ideas using attributes listing with these sets of challenges:

1. Design a new toy for children under 6 years old to teach them simple arithmetic. Safety is an important attribute.
2. Create a campaign to encourage people to stop smoking. (Think through the attributes: Physical, Mental, Emotional and Social)
3. Set up an effective marketing plan (there are many parts to a good marketing plan: the 4 P's - Product, Price, Place and Promotion) for your new products.

Have Fun!

Dr. Alvin Chan is a Senior Research Consultant at First Quatermain Centre of Collaborative Innovation ().

Please contact

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The Elements of Creativity: Attributes Listing Method
The Internet Cash Machine
Test Your Marketing Strategies & Systems Or Fail...

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IT TAKES A LOT OF HITS!

4 Marketing Myths Threaten Your Sales

Gate Crash into the Interior Design Industry.

Power Profits Autoresponder Course

Magic Subscriber – Automatically capture your visitors email addr

Banner Buddy To Quickly Generate Banner/Text Link HTML!

Pay Per Text Marketing



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