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**Tip To Increase Sales By Word Of Mouth Publicity With Promotional Toll Free Prepaid Phone Card Giveaway Online**

**By Brian Hawkins**

What keeps you up at night?

It's a good question for you to ask yourself once in a while. For most eCommerce entrepreneurs one of the answers is the thought of revenue lost as potential customers abandon your web site without buying. That's 97.4% or so of your visitors, according to the accepted industry average conversion rate. Are you confident that your site converts visitors into customers at the best rate possible? If so, you're probably getting a better night's sleep than most.

If not, you're probably tossing and turning, thinking about ways to increase web site sales. You might think you have already tried every little conversion rate optimization tip or trick. Do you have a strong "Call to Action" benefit? Have you ever tested different messaging with tools such as split A/B landing page optimization? The web is always changing. Unless you are sure that there is no room for improvement, its clearly time to consider how you can take your website to the next level to increase online sales with a value added promotional benefit.

1. Bait your prospects with the right cheese.

Online shoppers are more sophisticated today. You should assume that your prospects will evaluate three to four competitors before deciding to purchase. You need to stand out and provide the right bait to get your prospects to stop and buy at your site, rather than move on to a competitor.. In some cases, merchants need to find a special kind of cheese that will get the mouse to click on certain shipping options or up-sells. Getting creative in what bait you use is what will increase conversion rates if you know what type of cheese will make that mouse click.

2. Create a value-added offer.

Sometimes you need to go beyond your product line to find a potential partner that could benefit from a cross promotion. Some gift items can be presented as bonus offerings that would bring a high perceived added value, such as. Free prepaid phone card giveaway with a volume discount. Such an

item could even be co-branded as a special value-added thank you gift.

### 3. Offer free gifts that creates buzz with word of mouth publicity

Think of a gift or promotional item that prospects will keep on them at all times such as inside their purse or wallet. Giving this item away is what creates the word of mouth publicity buzz for increased "buzz", brand awareness, and ultimately more Internet sales. The example of a free co-branded phone card giveaway is a great way to get your customers to carry your brand at all times and increase repeat orders and referrals. Gifts like free prepaid phone cards are especially effective because they are designed for repeated use. As a result, the customer will be exposed to your brand for the seven plus times experts say are necessary before a prospect is ready to convert to a sale or reorder. It's also likely to more than carry its weight in word of mouth publicity for referrals.

### 5. Create a personalized benefit

Always look for ways to personalize your offer. Instead of "we" or "I", talk to the customer individually as "you". Make your prospects feel special, elite and make it personal in any way possible when giving away a value added benefit. Personalize your gift when possible and find a partner with whom you could cross promote a co-branded personalized items.

### 6. Give away a high perceived value item:

Offering something for FREE is always nice. But the word "free" can carry negative connotations. You always want to keep the perceived value of any gift or offer high.

Example:

Get a free prepaid phone card online with your order today

Vs.

Receive a complimentary prepaid phone card worth more than 1 hour of free calling to the U.S. and many other countries as a personal thank you gift for your order today.

Grab your prospects today, and give them an incentive to buy on your site. Now its time for you to find your special "cheese" that will get your prospect's mouse to click on your personalized high perceived-value benefit.

Brian Hawkins has worked for two leading SEM/SEO Internet marketing agencies. Currently Mr. Hawkins manages Pingo's Prepaid Phone Card Affiliate Program

<http://www.pingo.com/affiliate.do>

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## **Prepaid Phone Cards Will Save You Money On All Your Long Distance Calls**

**By Mike Yeager**

If you make a lot of long distance phone calls, you may find that you can save money by doing what many people are doing: taking advantage of prepaid phone cards. Prepaid phone cards can be used to call just about any country in the world. Prepaid phone cards are plastic cards that allow you to pay for your long distance needs in advance. The cost per minute is much less than calling from a: hotel, airport or conventional pay phone.

Prepaid Phone Cards for domestic and international calling.

One of the great features of Prepaid phone cards you don't get any monthly bills. The other benefit of prepaid phone cards is that you can budget your long distance calling. Unlike regular phone cards where you are charged a connection fee as high as 80 cents a minute for every call you make, prepaid phone card has no hidden fees associated with it.

A pre-paid phone card is a card you purchase (for a set price) and use to make long distance phone calls. These cards are usually sold in dollar amounts or by number of minutes.

Many people use a pre-paid phone card because of the card's convenience – it can be used anywhere and, since you pay in advance, there is no bill. Pre-paid phone cards are popular among travelers, students, people who frequently call overseas, and those who haven't selected a long-distance service.

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Prepaid Phone Cards Will Save You Money On All Your Long Distance Calls  
The Convenience Of Prepaid Wireless Service And Phone Cards  
Prepaid cell phone plans: Great option or Last Resort?  
Saving Money By Using a Calling Card  
Here's How Cell Phones Make Your Life Easier...

WebSite TollBooth – Analyze Your Web Traffic like Never Before!

How to Buy a Car Without Getting Ripped Off!  
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