

To Sell to a Woman, You Must Understand the Woman

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

To Sell to a Woman, You Must Understand the Woman

By Lisa Lake

To Sell to a Woman, You Must Understand the Woman by Lisa Lake

The hand that rocks the cradle is the hand that rules the world. Truer words have never been spoken, especially when we consider the progress that women have made in society. Their hands no longer stick to rocking the cradle, but they still rule the world.

If you are to succeed in marketing a product or service, you must remember that women control 85% of all purchases. Marketers need to consider that there are certain innate differences between men and women.

Keep these ideas in mind when targeting women in your marketing strategies:

* Women spend a higher percentage of time thinking about others, whether it be their children or their boyfriend. Women will agonize over the perfect gift. Women buy toys and school clothes for the kids. Where men do their Christmas shopping on Christmas Eve, Women may start as early as September.

Why do women go to all this trouble? Because they love to buy the right thing. Let them know that you have the right thing!

* Because women are doing the buying, for themselves as well as others, you have to figure out what woman want. Mel Gibson had to learn that lesson the hard way, but it isn't too complicated.

One thing to consider is that women will usually purchase the more attractive product if the quality is as high as a

To Sell to a Woman, You Must Understand the Woman

competitor's product. Women have a keen design sense and often value form as much as function.

* A woman's work day does not start at nine and end at five. Many women finish the traditional work day with family, shopping and household responsibilities still ahead of them. In women's complicated lives, they are often too busy to respond to products that are overly complicated, or advertising that requires too much time and attention. In short, simplify, simplify, simplify.

* Be realistic in your advertising. Women are too smart to fall for advertising that features a mother of three who looks like a

supermodel. They are too smart to watch teenage girls with porcelain smooth skin complain about how bad their acne is. Don't try to fool them. They are onto you.

* If all else fails, ASK A WOMAN! If you want to know how to make your product more visually appealing, ask a woman. If you want to know if your advertising makes offensive generalizations, ask a woman. Contrary to popular belief, women do know what they want. If you want to know too, ask them.

Lisa Lake has created a list of top promotional methods on her <http://MyAdBlaster.com> Lisa also writes ad copy that sells for DrNunley's <http://InternetWriters.com> Reach her at <mailto:lisa@myadblaster.com> or 801-328-9006.

The Scent of a Woman

By Mike Yeager

The scent of a woman can be one of her most appealing features. Hairstyle, clothes and makeup are all important, but the fragrance a woman wears provides a level of attractiveness that few other fashion features can touch. There's something about the scent of a woman that makes her stand out and get noticed by men, and what woman doesn't want that? Are you shy and quiet? Are you bold, outgoing and flirtatious? Well, the scent you decide to use will tell people a lot about your personality, before they even get a chance to talk to you.

The Scent of a Woman is enhanced by her personality.

Every woman wants to feel attractive, confident and appealing. One of the interesting features of perfume, and especially how it's fragrance enhances the scent of a woman is this: different perfumes will react differently on each person. A fragrance is a blend of extracts, alcohol and water that is characterized by the ratio of its different ingredients. Who you are and what your personality is like will

To Sell to a Woman, You Must Understand the Woman

impact how each of these ingredients respond to your mood and character. Yes, the scent of a woman can be one of the most alluring and attractive features of your style.

Mike Yeager
Publisher

The Scent of a Woman
Men Want A Classy Woman
Take Care Of Your Inner Beauty
Choose Life: Abortion Stops A Beating Heart
A Carnation Is Never A Wrong Idea

Hints for lovers
English Slang Dictionary
How Nice Guys, Shy Guys and Good Guys Finish First!
The Ultimate guide to a Multi-Orgasmic Male
Making money at online auctions



This Free E-Book has been brought to you by Natural-Aging.com.



To Sell to a Woman, You Must Understand the Woman

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!