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

Traffic... Sales... and Headachy Emails

By Brigitte Synesael

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Not since the phrase "Go West Young Man!" has there been as much promise of wealth and riches for anyone brave enough to explore this new frontier, the Internet. With this new wave of technology anyone can open up a virtual store and sell their products and services around the clock with the entire world as their potential clientele. The Internet is everyone's dream come true!

There's only one problem. No one told you about the endless, sleepless nights of designing and redesigning your website, the volume of hours you'll spend reconfiguring cgi scripts, fixing forms, researching how to get found in search engines, trying everything to generate traffic, and testing, testing, testing.

If your Online business has become a hobby for you, then this can all be an exciting adventure, and a tremendous learning and growth experience. However, many people grasped onto the hope of financial freedom with such conviction, that they either left their jobs and/or invested the family security in their commitment to their Online Venture.

These people are depending on success, they're learning on the fly, and by now it's taking its toll on many of them. Pressured to succeed, these ambitious hopefuls spend long days and nights at the computer, skipping meals and getting no exercise. Typically, this small business is under staffed and working on a "shoe-string" budget. The loss of a key customer can be devastating. Add this to the frustration

of an enormous investment of time and energy with often negligible results, and the uncertainty of success and you have yourself a very serious case of STRESS.

Stress, by itself, is not a disease; however those who suffer from stress over extended periods of time can aggravate numerous health conditions such as asthma, allergies, arthritis, diabetes, ulcers, and many more. High stress levels can also be the root of a weight management problem. Unregulated and poor quality meals combined with a lack of proper exercise is in itself a major contributor to a weight problem. Now, add high levels of business stress and you are looking at

a potential for obesity.

In the interest of optimum health and business success, it is essential for the Web based entrepreneur to find ways to manage their stress and anxiety. Physical activity can be a terrific stress reliever. So I encourage you to walk, run, and/or make a commitment with a friend to engage in a game of tennis at least 3 to 4 times every week. Aside from the health benefits, a change in environment is often beneficial to gain fresh perspective.

In dealing with stress, it is also important that you eliminate any "old baggage" you may be carrying around. Bad relationships, past abuse, childhood or teenage traumas, or even something you did that you've felt guilty about ever since. Think carefully about your past. If there is anything there that causes you discomfort or painful memories, you will feel a tremendous weight off your shoulders by dealing with those emotions.

Meditation, massage therapy, progressive relaxation, channeling, guided imagery, biofeedback, reiki, yoga, and qigong are approaches helpful in overcoming stress. In fact meditation is so effective in reducing stress and tension that, in 1984, the National Institutes of Health recommended meditation over prescription drugs as the first treatment for mild hypertension.(1) Certain herbs have been known to help reduce anxiety and help you to relax. Changes in diet can also be helpful as can Chinese techniques like acupuncture and acupressure.

I suggest that you try several of these suggestions and

settle on a combination of 3 or 4 that seem to be the most effective for you. Remember to always consult your health care provider before drastically changing your activity level or eating habits.

Have yourself a stress free, successful business venture.

Brigitte Synesael editor of Your Life–Your Choice. Participate in our 50% 2 tier Partner Program promoting the hottest new ebook on the Web "You've Got Nothing To Lose... But Pounds!" Join now at <http://www.diets-dont-work.com/tdex.html>

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.



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