

Use These Highly Effective Terms In Your Marketing Copy To Pull Sales!

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By Abdallah Khamis Abdallah

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It is always important that you use the right terms when marketing your product to potential buyers. The right term may mean increased enquiries for your product and possibly more sales.

Failure to use these terms may leave potential customers undecided or going to the competition to satisfy their needs. Your competitors may be making more sales by using these terms intelligently while you are still stuck with dry unattractive terms in your promotional materials.

In using these attractive terms care must be taken not to overuse them or to display mere rhetoric with no matching action to back them. You ought to choose which terms to use and when the right mix of terms may be used together. Circumstances may also not allow you to use certain terms at certain times and sound discretion must be applied in their usage.

Apart from advertising copy and sales promotion materials the terms may be suitably used whenever talking to potential customers. You ought to speak with confidence and emphasis if they are to believe your claims regarding your products.

Here is a listing and brief descriptions of these terms:

FREE: Perhaps the first and foremost of these terms. You ought to give the customer something free to persuade him to buy your product and not those of your competition. It could be free advice, a free report or another product of lesser value. But the free offer must be tied to the buying of the product otherwise you may not make substantial sales.

MONEY: Mention money and everybody's attention is caught. It could be "great Value for money" or a donation to a worthy cause or a sweepstake tied to the buying of the product. Find out a way of factoring the issue of money in your sales material if you want to make more sales.

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NEW: If the product is new or if there are new facts or ingredients in the product then say so. It will create interest from potential buyers. Everyone loves new things and people are willing to abandon old unattractive products for new better ones. Some do it just to break the monotony.

SAVINGS/REDUCED PRICES/PRICES SLASHED/DISCOUNT: Customers want goods at lower prices and use the money saved for other needs. If you can demonstrate that the prices have been reduced whether by giving a discount or by selling at a lower price then you are likely to attract prospective customers.

QUALITY: You ought to tell your customers that your products are of a high quality to win their confidence. Mentioning a quality standard you have attained or showing a quality mark from a national or international standards body such as the International Standards Organisation (ISO) may easily demonstrate this

BUY NOW!: Don't forget to mention this term at the end of your ad. Put it in a conspicuous place in a bold, big font size somewhere in your ad and it may work like magic. This term helps to inform the doubting prospect to take action now and not later.

LIMITED TIME OFFER: If you are giving away free goods with your product or are giving an irresistible offer it is best to make it for a short but reasonable time. This will cause whoever is interested in what you are offering to expedite his buying decision so that he does not miss it. This is where the use of this term comes in. The use of this term should be used after taking into consideration the type of offer you are giving whether it is attractive enough to prospective customers and the quantity of products in stock whether they will be sold in sufficient quantities within the time offer period.

MONEY BACK GUARANTEE: By giving your customers a 30 days money back guarantee and no questions asked if they are not satisfied with the product if they return it in a saleable condition, you are demonstrating a measure of credibility and reliability of the product. Do not fail to give this guarantee. You will definitely win over the doubting customer by giving him the guarantee.

TESTIMONIALS: Provide brief statements from satisfied customers who liked your product and include their names and location. This shows that your product is genuine and has been tried and tested to some customers' satisfaction.

BENEFITS/GAIN: Explain to the customer the benefits he is going to get by using the product. We use products because of the utility we expect to derive from them and an explanation on what will be obtained from their use is important.

ADVANTAGES: Even if you do not mention this term, please explain the superiority of your products over you rivals' products. What features are more outstanding? Is the quality much higher? Are the ingredients more and is the price lower?

ONLY: By specifying the uniqueness of your product you are very much likely to entice prospective customers to buy your products. This uniqueness may best be expressed by using the term "only" appropriately. This shows customers you have an edge over competitors, materials and products to

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delight their customers and stay ahead of the competition.

Please note that the use of these terms on their own will not make high sales without the presence of a valuable product and the right mix of factors such as a strong distribution network, attractive packaging and a strong brand name, an effective and efficient friendly customer service among a host of other factors.

The whole business must be geared towards providing better customer service and care and continually improve its marketing materials.

Mere usage of terms without ensuring that your products meet the highest safety standards and customer expectations will not do much to improve sales. The company must develop ways of measuring and meeting customer expectations if it is to gain and maintain a high market share.

Abdallah Khamis Abdallah is a freelance copywriter and ghostwriter. To learn more about how you and your business can benefit from our viral and credibility marketing solutions visit his website at:

Two Top Ways To Promote Your Business In Ezines

By Ken Hill

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If you'd like to increase your sales and profits, two of the best and most effective ways to advertise your business in ezines are to:

1. Place top sponsor ads.

These ads are typically placed at the very top of the ezine you purchase advertising ensuring that your ad will get noticed.

Many ezines also provide an archive of their past issues on their websites which means that you can continue to get exposure for your business even long after your ad is originally run.

When placing your ad, make sure to track your advertising so that you will know which ad copy you use that is most effective and which ezines pull in the best response for your offer.

Some companies that offer ad tracking services are:

1. <http://www.adminder.com>
2. <http://adtrackz.com>
3. <http://www.hypertracker.com>
4. <http://www.roibot.com>
5. <http://www.statcruncher.com>

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Once you know by tracking your ad which ad copy and ezines pull in the best response, all you have to do is keep running your ad.

2. Place solo ads.

Placing solo ads can be a very effective way to generate more sales for your business.

The main reason placing a solo ad can be so effective is that your solo ad will not have any competition from any other advertiser.

Some ezines also give their subscribers the option of opting out of receiving solo ads which will provide an even more targeted audience for your offer.

When placing your solo ad, keep your ad copy short and try to come up with a good headline to draw people into reading your ad.

As with sponsor ads, make sure that you track how well your ad does so that once you know that placing a solo ad in a particular ezine brings in a good response you can continue to run your ad.

Article © 2002 by writer Ken Hill. Discover proven tips, techniques and strategies to successfully advertising your business in ezines. Get your FREE 6 part "Guide To Profitable Ezine Advertising" mini-course now at <mailto:freezinecourse@zipresponse.com>

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