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Impair Healthy Healing In People Over The Age Of 30!

Using Flyers In Your Business

By Sue and Chuck DeFiore

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If you are not using flyers in your business you are missing out. Flyers can be used to sell your product, promote your product, promote your services, and in a number of other areas.

Our lease purchasing students learn very quickly the importance of using flyers. Flyers, however, are not exclusive to lease purchasing. They are useful in almost every business I can think of. I'm sure there might be a business out there they don't work for, but I can't think of one.

To give you an idea of how we use them in lease purchasing. We use them after we get a property, by making up a flyer with the property characteristics, along with what we are asking for the property and the terms. We will place these flyers in various areas around the property, and we also use them to market in a number of other areas. In addition, this same flyer is faxed or emailed to our networking partners.

We use flyers to announce our seminars to various clubs and organizations. We also have a specific flyer for our seller and tenant buyer do it yourself manuals. We place this flyer in apartment complexes and a variety of other areas to get manual sales.

We have different flyers for sellers, tenant buyers, manual sales, seminars, and properties. We also have a number of different versions of each.

Many times after placing flyers up around a property we just left, by the time we get back to the office we will have messages regarding the flyer we placed.

For those of you running businesses other than lease purchasing, you can also use flyers in your business. Flyers can be used to announce a Grand Opening or the re-opening of a business, the addition of a new product line, basically any number of things. They are a lot cheaper than running a ad, in addition to giving you a lot of space to say and/or show what your business does. You can have a couple thousand of flyers made up and place them on cars in parking lots, or use a mailing service to mail them to a particular neighborhood. You can have another publication place your flyer in with their

mailing or you can have someone hand them out. You can mail them to current customers to announce an upcoming event or product. You can put a coupon on them and offer a discount, or dollars off amount.

So what are you waiting for. Do up a flyer and see how it can increase your profits.

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How To Use Ebay's "Promotional Flyer" Tool.

By Kirsten Hawkins

If you have an eBay store, then you can print off promotional flyers for it for free.

You might have seen ones that other sellers have sent you - they're basically lists of items available in their eBay stores, usually bearing this default message: "Thank you for your purchase! Please visit my eBay Store for more great items and friendly, reliable customer service." If you know what you're doing, though, you can really make your flyer stand out from the crowd.

How Do I Do That?

Go to `My eBay', then `Manage Your Store'. Now click `Promotions', and you'll see the `Store Promotional Flyer' option there for you to use. A flyer will be automatically created using the settings and items from your eBay store, and you can customise it however you want. Be sure to add a border, to make your flyer more attractive visually.

Once you've created a flyer, you can print it as many times as you need to - it will be updated each time you print it to show your latest items, so you should only print what you need that day.

What Can I Do With the Flyers?

Well, there are all sorts of uses for promotional flyers.

While you could go and hand them out on the street, that probably wouldn't be especially effective. Most of the people who walk past you and take the flyer will have no interest in your product, and it'll just be a waste of paper, ink and time. No, as with all marketing, there are better ways to target your flyers.

Put them in envelopes: if you've been putting business cards or compliment slips in your envelopes, use the flyers instead. It's like sending out a mini-catalogue to your buyers, and including the right items on it might help you make a few backend sales.

In your shop: If you have a real shop or business, then you can hand flyers out to your customers to let them know that you also sell things on eBay.

Using Flyers In Your Business

At a rival's shop: This is a bit of guerrilla marketing, but maybe you're into that. You can try handing your flyers out outside a shop that sells your items. Be aware that this might get the shop's owners a little upset if they see you, however - you should only give flyers to people leaving the shop, not entering it.

Send them to businesses: Look up the addresses of businesses in the area that might need what you're selling, and send them flyers in the post.

Flyers give you another advantage: If someone types your store's address as it appears on the flyer and then buys something, then you'll get the 75% final value fee credit for advertising, without even having to pay anything for advertising!

Users who are inexperienced on eBay, though, can create a few problems for you - they might not quite know what they're doing, and that's never good. In the next email, we'll cover how to report and handle eBay transaction problems.

Kirsten Hawkins is an Ebay and internet auction enthusiast from Nashville, TN. Visit

for more great tips on how to make the most from Ebay and other

online auctions.



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