

Want More Visitors? Customers? Clients? Make it easy for them to "Buy"

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!

Want More Visitors? Customers? Clients? Make it easy for them to "Buy"

By Judy Cullins

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Today, I almost lost a sale because when a potential customer went to my site under "teleclasses" and ordered the 3-audio-tape series at a discounted price of \$50, she noticed it said \$90. Of course she didn't make the order. Just a little mix up, but if she hadn't told me, the mistake could be sending many other buyers away. The how to buy wasn't clear enough, and the price was wrong.

Although my Web master and I fixed it in a few minutes, this mistake reminded me to update and "check and correct" each part of my site more often. To make up for the mistake, I offered her 3 free eBooks valued at \$30 free when she revisited.

Damage Control or Regular Maintenance?

I'd much rather be sure all links and information are tested before I load that information to my site. It makes you wonder how many sales are you losing because somehow, you don't make it easy for your customers to "buy."

In all of my free eSpecial Reports, I add an order page that gives potential buyers more choices. Some people will never give out their credit card information on the Web, so to increase responses, I give them these choices:

Five Easy Ways to Order:

1. Go to "Discounts of the Month" at www.bookcoaching.com/discounts.shtml. Fill out the order form

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with your credit card name, number and expiration date.

2. Call the toll-free number 1/888/306-4537 or the local telephone number at 1/619/466-0622. Have your credit card information ready along with the titles and prices.

3. E-mail Judy at judy@bookcoaching.com with proper credit card information and product names, prices and totals.

4. Mail your check to Judy Cullins, 7000 Melody Lane, La Mesa, CA, 91942 with the title, prices and totals. Use the order form on the following page

5. Fax the order form on the following page to the toll-free number 1/888/306-4537.

When I surveyed potential buyers. I asked them which way they would prefer to buy. Many were afraid of the safety of their credit card information over the Internet.

While many like the free 800 number to order, others really like a coupon like the magazines offer to buy a product or service. All their credit information goes on it, their name, address, email and even Web site. They can mail it to you with the credit card information or include a check.

Buyers can also fax the order page to your free 800 number and give you their credit card information on the coupon you send them. Since putting this choice in place in my "Discounts of the Month" home page offers, orders are humming along and people are able to buy the best way for them.

Making it easy for your customer to buy is all-important.

Judy Cullins: author, publisher, book coach
Helps professionals manifest their book dreams
Special Offer: "Discounts of the Month"
<http://www.bookcoaching.com/discounts.shtml>
Send an email to Subscribe@bookcoaching.com
The Book Coach Says – includes 2 free eReports
Email: Judy@bookcoaching.com
Ph./Fax: 619/466/0622

10 Reasons To Survey Your Visitors, Subscribers And Customers!

By Larry Dotson

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1. You'll find out what type of content visitors want to see at your web site. This will attract your visitors to revisit and read the content.

2. You'll find out how to improve existing products or services. This will attract new customers to buy from your business.

3. You'll find out which products or services your customers would like to see you sell in the future. This will increase your back end product sales.

4. You'll find out how to improve your customer service. This will cut down on customer complaints and how to better resolve problems.

5. You'll find out how to improve your sales letters or ads. This will increase your sales, traffic or ezine subscribers.

6. You'll find out what kind of articles or interviews they want to see in your free e-zine. This will raise your e-zine's readership.

7. You'll find out how to design your web site to fit your visitors needs and wants. This will increase the time your visitors spend on your web site.

8. You'll find out what kind of non related products or services your customers would buy. This will help your business easily move into a different market.

9. You'll find out how to better price your products. This will help you sell your products or services at a price that will pull the most orders.

10. You'll find out where your potential customers are hanging out. This will inform you where to market and promote your products.

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