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Warm Up Online -- How to Put More of Yourself into Your Online Business to Increase Sales

By Lisa Lake

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Picture yourself with a client on the golf course, loving the sunny day and the easy conversation. Despite your below-average game you ease closer to a sale with each bogeyed hole behind you. Or imagine finishing up an important sale over a hearty restaurant meal. Aaah. Now hit the delete key if your business is operated online.

You do business on the cold screen. There's no sunshine. No outstretched hand to shake. No hot appetizer to share while you break the ice. So how do you warm up to your customers? You be yourself -- but on the screen. To be successful your writing must be clear, be enticing, and be truly 'yours'. The words you write are your handshake, your conversation, and in the end, they make your sale.

So, haven't written much since your last five-paragraph theme on "To Kill a Mockingbird?" Expressing yourself creatively and originally while writing can be frightening for most people. That's because most people aren't comfortable and confident writers. So take some time, at least a couple of hours, to review a good book on writing. A great, easy read is a snappy book by Joel Saltzman titled, "If You Can Talk, You Can Write." (Warner Books, and a Writer's Digest Book Club Selection.) He gives the novice writer courage to "talk" on paper. You'll read sections like "From Fear to Freedom", "Okay, I've Finally Got a First Draft, Now What?" and "Rules of the Road". The little paperback is packed with knowledge, and in the end will take you from a

blank page to final copy. Study a couple of books like this and you'll soon be writing clear, energetic copy. Doesn't your reader deserve that?

But it will take practice. There's an irony about the writing you and I enjoy for its ease and simplicity. In fact it took the writer real work to arrive at that look of ease and simplicity. So maybe you'll never be a Hemingway, but strive for clarity in your writing above all things, while communicating in a 'voice' as close to your own natural voice as possible.

Exhausted already? Maybe as captain of your small business, you can't squeeze one more hat on your head. You're the creator, the

systems engineer, the accountant, the in-house advertising agency and, late at night, the worn-out janitor. You have no desire to, nor will you ever get around to becoming a good writer.

There are options.

The cheapest? Write up your own rough draft, and have someone who passed Advanced Placement English take a look at it. Ask him to help you edit for clarity and grammar while preserving your 'voice'. I edited some writing for a neighbor who is a heck of a great meat salesman but wouldn't have sold bologna with his written communication. My family ate Boarshead brand smoked ham that night.

Still affordable and guaranteed good? Use an Internet writing service. Don't be afraid! Editors don't bite. At least we don't, at Internet Writers. Dr. Nunley, with a PhD. in Communications, wears no-iron sports shirts and puts a lot of happy exclamation marks in his effervescent emails, for example. Meridith Pond wrote 'We need a redwood deck and outdoor furniture' on the office wipe board. (But her press releases are realistic and sharp.) You couldn't call Kent snooty in his flip-flops and backwards baseball cap. But he was born to find the right word like a cat was born to jump onto three-inch ledges. Ron, with a Masters in Communications and an expert in public speaking, is friendly and approachable and super generous in sharing his knowledge.

Warm up online through good writing. It takes practice, or perhaps even professional assistance. But it's positively essential to your success.

Lisa Lake shares her ability to communicate through good writing with anyone who wants to learn. See her free tips at <http://MyAdBlaster.com> and catch advice from the staff at <http://InternetWriters.com>. Quick turnaround on writing from classified ads to ezines and ebooks. Reach Lisa at atlisa@drnunley.com or 801-328-9006.

Generate Sales with Lead Generation Marketing Tools

By Erick Shipmon

One of the best projects to undertake as an online marketer is to master the art of generating sales from your warm market contacts. A warm market is simply people who have already been exposed to your business and marketing plan. It can be described as "breaking the ice" with your potential customers. The best way to generate a warm market is with lead generation marketing tools.

A marketing tool is a tool that people use to create what we call lead prosperity. If you are not in lead prosperity, you are not making money with your online business. With lead generation marketing tools you may decide to create several lead capture pages which are designed to generate interest from prospects on your business. The pages will contain a place to enter their contact information i.e. (name, telephone number, and email). This is also called a lead capture form.

After the information is filled out on the lead capture form, the individual is redirected to a URL that contains your main site. This sounds very easy to do, and it is, however when marketing online, most opportunities have a lack of effective lead capture systems and worse, a lack of professional presentations. The goal is to seek powerful lead generation marketing tools and presentations that capture leads and allow proper follow-up no matter the opportunity presented. Seek out professional designers and ad copy writing services that can create professional lead capture pages and the software to manage it all. Also conduct follow-up marketing with the Auto responder systems that follows up with every lead that fills out your capture page. Next, search for a robust prospect manager to properly manage your hot-response leads. Remember, your warm market is created as soon as the prospect enters their information on your lead generation page. You should experience an increase in sales from using this marketing approach.

Erick Shipmon has been an Internet Marketer Since 1997. His website

uses a new revolutionary concept that includes lead generation

and other advanced marketing techniques in a easy to use turnkey system that generates online profits.

Generate Sales with Lead Generation Marketing Tools

Sell Your Product Online

Do You Play Hit and Miss With Your Marketing?

Online Holiday Shopping Sales Meet Record Breaking Expectations

A New Way To Shop - Online

How To Win The War Of Internet Marketing

The Wonderful World Of Podcasting

Secrets Revealed Of A Successful Online Marketer – Willie Crawford

The Amazing Bonus Pack

147 Killer Epublishing Strategies



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