

Website Not Making Any Sales?

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By Marketing Basics

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If your website isn't making any sales, that means there's a problem somewhere. Okay, so it doesn't take a rocket scientist to figure out that there's something's wrong.

However, it does require a certain amount of ingenuity to identify and fix the problem. For example, do you know:

- * How to identify your target market
- * How to quickly attract your perfect customer
- * How to discover your unique selling proposition
- * How to create a marketing message that will have people saying "Tell Me More!"
- * How to write a compelling headline using the 5 human motivators
- * Why people buy and how to make them whip out their wallet to purchase your product or service
- * The 12 most powerful words in the English language

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- * 2 FREE things you can do immediately to increase sales (they're not what you think!)
- * The ONE sentence you absolutely MUST KNOW that increases sales by 52%—every single time!
- * What your customers are thinking when they come to your site—and how to let them know you care
- * The deadly mistake that many business owners make with their websites (Are you making this same mistake?)

Chances are, you don't know the answers to any of these questions. Don't worry about it. 95% of businesses struggling to sell something online don't know the answers either. That's why they're

struggling.

That's the bad news. The good news is, your website doesn't have to continue to struggle to make sales.

Starting today, you can quickly and easily learn how to fix what's wrong with your website yourself. Plus, you'll learn the answers to all of the aforementioned questions, as well as even more hard-hitting, profit-generating website selling strategies guaranteed to produce blockbuster results for you, every time you use them!

And it doesn't matter what kind of business you own—service, retail store, restaurant, or even if you sell business to business. You will learn powerful, proven strategies that will skyrocket your bottom line right away!

Interested in learning more? Just click on the link below to get started.

What's Standing Between You and More Sales?

By Raynay Valles

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Are your sales where you want them to be? No? What should you do first to build sales? First, assess where you are. Your answers to the following questions will put you on the road to increasing your sales.

Question #1 – What have you done so far to market your business?

Set aside ten minutes, grab a pen and paper, or a keyboard and write it out. Writing out what you have already done

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is key. Once you write down what you've done, you may see overlooked techniques you can implement.

Question #2 – How many leads do you get each week?

If you have a store or website, your leads are your visitors. Many business owners don't know this critical number. They assume that if they have low sales, they just need to build traffic. They could be throwing money away. Here's how:

Imagine spending money to bring visitors to an online store that looks unprofessional or where visitors can't find what they want. Most, maybe all of the visitors leave without buying. The same money that is spent on bringing more traffic would be better spent making the website work or look better.

Question #3 – How many leads become your customers each week?

When you know how many people visit each week and how many become customers, you know a very important number. This number is how well you convert visitors to customers. Is it 1 in 100? 20 in 100? Maybe it's 1 in a thousand. Can your business do a better job in converting visitors to customers?

Question #4 – Where do your visitors come from?

Which ads are sending you leads or visitors? Which websites and email newsletters are referring visitors to you?

Question #5 – Where are your SALES coming from?

At first glance, this seems to be the similar to "Where do your visitors come from", but it's not. Website A may refer a thousand visitors and give you 0 sales. Website B can refer a hundred people and 20 buy from you. You'll want to find more Website B's.

Question #6 – What measurable outcome would you like from your marketing efforts?

Lots more sales! Of course. But how do you hit this target? What are you aiming for so you can get more sales?

You can't hit what you're not aiming for. Would you like

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more visitors, more leads, and more phone calls from people who want what you have to offer? Or, if you're already getting plenty of inquiries, would you like to close more sales? Or would you like more current customers to buy again?

By evaluating what you have been doing, you can get on track to marketing better and building sales.



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