

What do your prospects want?

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What do your prospects want?

By Vic Carrara

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One of my main promotions is web hosting.
A great package with lots of extras, but it's been a bit slow lately.

But I couldn't figure it out why. Every time you look around there's another new site!
So what's wrong with my deal? It's not as if I don't get customers, I do. But not on the scale I believe that the package merits.

So what do I do?
Test (and if you didn't know the answer to that, shame on you!).

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 Sidebar:
 Are you testing your ads, copy, mailshots?
 How do you know which work and which don't?
 How do you know which offer the best rate of return?
 Code all your adverts and then you'll be able to see if you're wasting or investing your money.
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I looked at what I've been offering, and put myself in the mind of the prospect.
Great they might say, but it doesn't have this, or that, or how will I be able to do...?

Doing that I came up with a few possible answers. Web design was a big one, copywriting another, fear of not making it work

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another.

I ended up with a list of 12 'problems' which could hold a prospect off from signing up.

The next step was working out which ones I could do something about. That left me with three problems that I could solve for my prospects – and the main thing – make it easier for them to do business with me.

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Sidebar:

Make a complete list of all your skills.

Don't undervalue any. It 's easy to 'ignore' something that you do everyday that someone else might find difficult or threatening.

Examine that skill list and see which could be of benefit to who.

Either you'll come up with an idea for a brand new product/service, or you'll discover 'an added value extra' that you could add to an existing product/service.

You could also look at the potential of re–packaging several products together and make something "new".

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So which one of these three potential prospect–problem solvers to choose? In this case the answer was quite simple. The quickest and cheapest to test. Why make life harder for yourself.

For me, that was web design.

Although I wouldn't classify myself as a professional web designer, I do design all my own sites and know enough to produce a clean, simple and productive site (well, 'I like to think so!).

So off go the coded emails with my 'latest hot offer'.

For several days I post the same offer testing different headlines, and adding the essential 'this is a limited offer', just to cover myself – I didn't want this to be too successful and get inundated with hundreds of people.

And? Well I hit a hot spot. I got several new clients directly from those adverts and have had to introduce a waiting list!

Infact having discovered the need out there, I'm getting some

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software written which will allow people to edit their own websites with no knowledge of html (the language of the internet). Once that comes on stream, there won't be a limit to the number of new clients that I can take on.

So do you get the message?

*** Know exactly what it is that your product/service is offering potential customers, so that:
*** You can discover what is lacking in your offer that is holding potential clients back from buying from you, because then:
*** You can become an even better 'solution provider', and increase your business and customers satisfaction.

It doesn't matter whether you're competing with loads of other people selling the same thing, infact that's great!

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Sidebar:

What do you mean?

The more people promoting the same thing means that prospects can get used to the product/service name. It becomes familiar. Considering that most people don't buy anything till the sixth or seventh approach, you're still in with a great chance especially as you are adding something extra to the deal.

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Whatever you are selling, find a way to be 'unique', in either presentation: don't use the same adverts/leaflets as everyone else – delivery: repackage, add something extra – or customer service: faster, better refund (risk reversal) policy. In fact make up your own. That's really unique!

And to prove a point, I must compete with several thousand people with my web hosting affiliation. But now (as far as I know), none of the others can compete with my offer.

10 Important Things To Tell Your Prospects!

By Larry Dotson

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1. Tell your prospects that you offer free delivery. This may cost a little money, but, you will gain the extra customers to make up for it.
2. Tell your prospects that you offer a lower price. If you can't afford to offer a lower price you could always hold the occasional discount sale.
3. Tell your prospects that your product achieves results faster. People are becoming more and more impatient and want results fast.
4. Tell your prospects you've been in business for a longer period of time. People think if you've been in business longer you have more credibility.
5. Tell your prospects that your product tastes, smells sounds, looks, or feels better. When you target the senses you're triggering human appeal.
6. Tell your prospects your product is compact or light. People may want to take the product on a trip or don't have much room where they live.
7. Tell your prospects that your product lasts longer. People don't like to spend more money purchasing replacement products all the time.
8. Tell your prospects that your product is easy to use. People don't want to buy a product that they have to read a 100 page instruction manual.
9. Tell your prospects that your product has better safety features. People want to feel safe when they use your products.
10. Tell your prospects that you stand behind all your products. People want to know that you back-up any claims you make about your product.

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