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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
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**What's Standing Between You and More Sales?**

**By Raynay Valles**

**What's Standing Between You and More Sales? by Raynay Valles**

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 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?

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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 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.

### **Where is Your Phone Number?**

**By Jeff Mulligan (c) 2003**

### **Where is Your Phone Number? by Jeff Mulligan (c) 2003**

There is probably a major problem lurking on your sales page right now. And it could be hurting your profits.

## What's Standing Between You and More Sales?

Experts agree that one of the most important factors in a successful website is credibility. This frequently translates into the credibility of the site owner. People are more likely to buy from somebody they believe in.

Is your website as credible as it could be?

People judge credibility by many subtle factors. Does the design of the site look professional? Is the site well written? Are there typos and grammar errors strewn throughout the site? Is the author believable? Does the author have experience in this market or with this product? These are all important factors.

We also know that a strong guarantee is a key part of a successful sales page. Taken one step further, the reader needs to believe he will actually get a refund if requested. And herein often lies a major inconsistency.

Look at your sales page and ask yourself: Who is standing behind the product? What do you provide for contact information?

If there is only an e-mail address, or worse yet, no contact information at all, then you do not have a believable guarantee.

If you want someone to believe that you stand behind your product you need to be reachable. Put your complete contact information on your web site. I'm not just talking about an e-mail address. Consider adding your snail mail address and even, dare I say, your phone number.

At first, I worried about using this approach. I feared getting calls at all hours of the night. I worried about getting overwhelmed. But, I reasoned, I could always remove the phone number if it became a problem.

Turns out, having my phone number on the site is a blessing. I have made dozens of sales because I have been available to answer one or two simple questions from a prospect. I now look at each telephone call as an opportunity to help someone solve their problem and, frequently, earn their business.

I have received numerous comments from customers saying that one of the reasons they purchased is because they can tell there is a real person standing behind this

business. The fact it is, I only get about one or two phone calls a day. And my sites have thousands of visitors every day.

In summary, take a look at your own sales page or contact page with a critical eye. Do you look like just another anonymous web site? Or is there a person there; ready, willing and able to help. The answer to these questions may have a lot to do with your

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conversion rates.

At the very least, test putting your phone number on your web site. Even if your web business is part time, with a good voice mail system you will sound professional and you can return phone calls when you are able. Try this credibility improvement. And see if it doesn't improve your sales.

<http://www.cbmall.com/15ways.asp?storefront=mcbbcn>

Jeff Mulligan has an MBA and 20+ years of marketing experience as an ad agency Senior VP and VP Marketing for two software companies, one of which was publicly traded. Jeff owns CBmall, a site that provides 15 different ways for ClickBank affiliates to earn income on thousands of popular InfoProducts.



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