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You Have A Great Idea, Now How Do You Sell It?

By Wild Bill Montgomery

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How well you sell your ideas is just as important as how good those ideas are.

So, let's get started. How do you sell your ideas?

1. Strategic Positioning
2. Savvy Psychology
3. Slick Presentation
4. Structural Persuasion
5. Solving the Problem

Of course I can't give you a complete course in this article, but I can supply you with enough knowledge to become a dangerous adversary in your battle to be heard.

1. Strategic Position:

To sell an idea you must have a strategy. Before you begin defining your selling idea, you must create and define a strategy. Your strategy could be as simple as this; "Our strategy is to gain awareness of the dangerous effects that radon presents to the public and to offer a free detection device. On discovery of the danger, we offer a 1-800 number on the detection device to sell our abatement service to effected clients". Or your strategy could be a complex and diverse plan of attack including TV, Radio, Newspaper and Internet Advertising Campaigns. Whatever your strategy may be,

the most important is that you believe in it. If you don't believe in your selling strategy, you have a poor chance in convincing the client to believe in it.

2. Savvy Psychology:

Selling an idea in any form really comes down to "talking to people". Think about how they feel when they read, see and/or listen to your selling idea. The principle of writing up a good selling idea is in the presentation. Learn to involve others in your selling idea and presentation. Test your ideas out on friends,

family and peers involved in your industry. Listen to what they have to say. They will often have very valuable input and will help to make your selling idea better.

Pay close attention to the psychology of your client. Your client will have one question in mind, "What's in it for me"? Understanding that one point alone can be the difference between success and failure. You need to gain insight into how the client will feel and react to your presentation. This is Savvy Psychology in action!

3. Slick Presentation:

A good presentation makes people want to read, watch or listen to what you have to say. Presentation (other than audio alone) requires the joint effort of two distinct facets. One is the actual copy; the other is the layout and graphics. One is an integral part of the other. Presentation of a selling idea is not unlike presenting a play. Writing and presenting it is like writing a script and staging it. It requires a believable script, rehearsal and timing. Layout and graphics are more important now than ever. The client can often fight back the words, but visual stimulation is an unconscious reaction and a strong selling tool. A great layout and a good storyboard will make your client want to "do" the presentation.

4. Structural Persuasion:

How do you persuade people? It's simple! By meeting

their needs and aspirations, which is not always so simple. Persuasion is not a science, but an art. Art is a form of expression and so is presenting an your selling idea. The most critical part is the entry or the beginning. First impressions are important in any part of life. Presentation is no exception. In everything that you communicate, whether it's the first sentence in your copy or the first thought in your presentation, you must be concerned with that vital step. In today's "advertising congested" world, you must fight to get your presentation noticed. That's why the first words and visual stimuli are so important. You must literally capture your reader or viewer immediately.

So what about the rest. Try starting out with a rough outline of the presentation with titles and subheads

for each part of the presentation sequence. Think about the toughest questions that will be asked and supply them with the answers. The more doubt a client has, the less likely they are to believe in what you have to say. Always know what you are doing and where you are going with it. Know where the client is and how to get them where you want them to be. Be organized and sequential. Do things step by step and by the numbers. For the best results, learn to organize your thought processes and develop good organizational habits. Your layout and presentations will reflect this.

5. Solving the Problem:

What's the problem? The problem, or should I say problems, are "needs and answers". Clients have needs. Knowing what those needs are is an essential factor in solving the problem. You can't present a solution without first knowing that they have a need for one. You must also provide the client with the answers, answers to questions they haven't asked. If you can fill the "needs" and answer the "questions" you can "Solve the Problem"!

Remember:

Salesmanship = Strategy + Structure + Style – Doubt

Wild Bill Montgomery GO AHEAD! GET PERSONAL!"The Personalized Newsletter Program"

5 WINNING Ways to Increase Sales at Your Site Right NOW!

By Derek Podlubny

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You have a great product to sell, and a beautiful website with which to sell it. However, having an Internet presence alone is not enough, you have to consider every step of the process a potential customer will go through before they make that purchase on your site. Then, you have to increase their chance of making a purchase by doing a few simple things.

1. Traffic.

Increasing the traffic that your site gets is a great start. The more people you can get visiting your site means more sales for you. An even better way to increase sales is to make sure that your visitors are "qualified" buyers for your product. This means that they fit into a certain group that would be most likely to benefit from your product. You can get your message out to qualified buyers in a number of ways; A well-designed banner can get an important message across quickly, an ad placed in an e-zine involving a related topic is sure to interest qualified buyers, a good description placed in meta tag of the main page is also a good way to get qualified visitors.

2. Navigation.

Your site navigation is an important factor in your sales. Not only should it be simple and consistent throughout your site, but it should have a purpose. What I mean is that you have to use your navigation as a tool to lead your customers where YOU want them to go. They have no idea where they have to go if nothing stands out on the page. So tell them. If you are selling one product or service, be sure that the link to your product is somewhere at the top of the page and be sure that it stands out. You want to make sure that everyone that visits your page will click on that link and at least have the chance to buy.

3. E-mail capture.

It is a good idea to set up an e-mail capture form. Something like a Free Newsletter or Information request that enables you to get a potential customer's e-mail address so that you can inform them of special sales or offers. This is beneficial because the customer has obviously already been to your site and has an idea of what your product is, now you just have to sell him on that idea. The key to sales is in the follow up!

4. Customer Testimonials.

It's a good idea to ask for feedback from past customers not only to see if there's anything that you can improve upon, but also for a customer

testimonials section. These are valuable because it is not you talking about your product, it is someone else. Customers often take what other people say into consideration more than what the company itself says about the product, simply because they know that that person was a customer just like them.

5. Updated Info.

If there are sections on your site that are updateable, then do so as often as possible. Updating your site not only increases the rank in some search engines, but it also brings interested potential customers back to your site. Maybe they didn't buy this time, and they didn't sign up for the free newsletter, but next week's article on Bee Pollen may bring them back. Not only that, but they might e-mail your URL to a friend whom they think would find the article interesting.

So you see, it's not enough to be online anymore. You have to be online effectively! Do what you can to improve every aspect of your site, and you'll have them coming back for more!

Derek Podlubny is a member of the Worldprofit Design Team. Let our expert design marketers work for you! Contact <mailto:customerservice@worldprofit.com> Want to get more expert design tips free? Take our free online course at: <http://www.worldprofit.com/autoresponse>

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