

Your Products Don't Have To Be The Cheapest.

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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

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By Akinori Furukoshi

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Don't Fight A "Cheapest Price" War

As a business owner, you want people to spend money on your business rather they go and shop at other places. Because of the e-commerce boom, shoppers have too many choices these days. Your business must stand out from hundreds or even thousands of competitors.

---Cheaper is Better?---

Maybe, you are thinking the cheapest price will attract customers. Sure, it does, but that's the way most of dot coms end up deleted from cyberspace. They priced their products or services too low. Their profit barely covered their expenses. Webmasters hope increased business volume will give them big bucks someday, but that "someday" never comes. If each sales doesn't make any net profit, increased sales volume won't make any profit either. Zero times one million is still zero. That's simple arithmetic, isn't it?

---The Best is Good?---

OK, the cheapest doesn't work. How about being the best or better? Well, providing the best products or services is essential, but telling people yours is the best doesn't work. Phrases like "the best deal," "the best quality," etc., are overused already. Today's shoppers are accustomed to those phrases. They don't think any product can REALLY be the best. They just think "Here comes another one," and they

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are gone.

--Be Different and Be Unique--

To win the game, make your business appear different from others. Be unique. Again, using over used phrases won't make your business unique. It only makes your business alike – like other businesses. So, how do you make your products or services different from others? You can call your products or services by a special name, or in some cases, tell the world what you have been doing. Honestly and in detail.

--Here is An Example or Two--

You might be a photographer and offer on-location wedding photography like many other photographers do. Don't just list "weddings" in your ad. Instead, offer your service by saying "Ask us about our 'Moment of Life' wedding photo package." If you sell walking aid equipment, don't promote your business by advertising, "Try the latest walking aid." Say instead, "Try our 'Space Walk' for your next fun excursion."

--More Example--

Now, let's say you own a gas station along a busy highway with competitors on both sides of your store. You and your competitors put up the same price. You want more customers, but you don't want to risk your profit by lowering your price any further. Instead, you put up a new sign that says, "We clean your car's windshield so it's clean!" The competitors also clean windshield but they don't SAY so, and customers aren't sure. When you drive into a gas station that offers full service, you "assume" they will clean your windshield, but you are not 100% sure. Putting up the sign gives customers "confidence" and makes them think your service (and product) are special. You have just made your service different! But don't stop there. You can add, "We clean your car's headlights." or even "Clean washrooms are available."

Do you see how to make your products or services extraordinary and how easy it is? Do you think it won't work? Remember when you had to go to a washroom while you were on the highway. Now, you can see the BIG difference,

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can't you? Make your products or services different. Don't fight the "cheapest price" war.

Protecting Your Asset With The Cheapest Homeowners Insurance

By Oliver Turner

While the media and Press are always advertising for affordable and cheapest homeowners insurance, it is a difficult task in reality to get one if you don't have the elementary knowledge of homeowners insurance. The most important issue is to know from where to start. Here are some guidelines to look for the cheapest homeowners insurance.

How to shop around for cheap home owners insurance? Your search for a cheap home owner insurance does not need a lot of time or numerous phone calls– you can just do it with the help of your PC.

While using internet, search for homeowners insurance quote because it is free and at the same time speedy and you don't need to talk to anyone, hence it is time saving. You can use Internet 24 hours a day and 7 days a week. With online homeowners insurance quote you can get discount from your insurer because there is less administration to do for the insurer. So you can get a discount of 10%–15%.

You should collect at least three home insurance quotes to ensure that you find the right policy at the best price.

You can get some discount without help of any insurance agent as some home insurance companies provide discount on the basis of your home security system. So by installing home security equipment(from the insurance company's associates) like home video camera, fire alert, burglar alarm, carbon monoxide detector and smoke detector you can get discount up to 10%.

Many insurance companies offer you discount if every member of your family is non–smoker because main cause behind home fire is smoking.

Age group also plays a role in getting discount. If you belong to "62 or 62+" age group then you can apply for a discount of 10%–12%, as some companies provide discount for senior citizens.

While comparing the quotes always keep an eye on coverage offered by the policies and then make the investment .

We have made the most comprehensive research on homeowners insurance . Find the results on

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