

Increase Your Sales by Giving Your Customers a PUSH

By Joanne L. Mason

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One vital concern on the minds of most online owners is how to convert more repeat visitors into paying customers.

The very fact that a customer returns to your site often reveals that he/she is very interested in what you have to offer. Now all these likely customers need is a PUSH.

Here's an easy acrostic for PUSH - Perceived Value, Unique Selling Proposition, Strong Guarantee, and Huge Bonus. Let's consider how you can use this proven formula in your sales letters and web site copy to boost your sales.

Perceived Value – Every potential buyer wants to know that he/she will get more than his/her money's worth from your product or service. Therefore, it's your job to offer the highest perceived value possible.

The perceived value is not just the actual dollar and cents cost of an item; it's the total benefits derived from having it.

The best way to increase the perceived value of your product is to bring out as many benefits as you can. Never advertise your product in a "generic" manner that offers few benefits. For example, if you're selling laundry detergent don't just sell it as a 5 lbs. of soap powder. Instead, you want to sell every possible benefit connected to your product. Convince your customers that with your product they'll get the whitest, freshest smelling, best looking clothes in town. People want benefits and they'll gladly pay you for them.

Unique Selling Proposition - In order to build a successful business, you must have a Unique Selling Proposition (USP). A good USP separates you from any other generic competitor. Your USP tells your customer why your product is better, stronger, faster, cheaper, or more reliable than any similar product. Your USP also gives would-be customers a logical reason to justify the emotional desire that they already feel to buy your product.

Discover how to create your own USP in this "must read" free report from master marketer Jay Abraham at

http://www.abraham.com/articles/How_To_Create_A_Unique_Selling_Proposition.html

Strong Guarantee – One of the fastest ways to make your sales soar is to completely remove all risks of doing business with you. This can be accomplished by offering your customers a strong guarantee.

Here's what expert marketer Kevin Donlin says about why your business should always offer strong guarantees, "With Guaranteed Marketing your aim is to eliminate all danger from the buying transaction from your customers. If you do so by removing the risk with money back or other strong guarantees, you make it less threatening for people to consider your offer. You lower the barriers that prevent people from doing business with you. You give them a compelling reason to buy today without fears of looking bad tomorrow. It's that simple."

For more information on creating, properly using, and profiting from a strong guarantee, visit Kevin Donlin's web site and download a free copy of his ebook, Guaranteed Marketing, at <http://www.guaranteedmarketing.com>

Huge Bonus – Finally, a sure-fire way to increase your sales is by offering a huge bonus along with your primary product. Fortunately, it's extremely easy to add on bonuses simply by offering additional information products on the same subject as your main product. Give away a free ebook, special report, or software. Even better, you could write a free report yourself. That way your bonus becomes even more valuable because it that cannot be found anywhere else online.

See how easy it can be to overcome your potential customer's hesitancy by giving them a little extra PUSH? Apply this formula to all of your sales letters and watch your sales soar.

Article by Joanne L. Mason, the creator of Money Making Sales Letters. Discover how to create ads and sales letters guaranteed to increase your sales. Joanne invites affiliates to earn 50%(\$30)on each sale!

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