

10 Incredible Ways To Close A Sale!

By Larry Dotson

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Larry Dotson
bizreport@sssnet.com

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1. You could end your ad copy by telling people what will happen if they buy your product. Use your most powerful benefit as the example.
2. You could end your ad copy by telling people what will happen if they don't buy your product. Use a problem that they won't be able to solve without it.
3. You could end your ad copy with a question they will always say yes too. They then will be used to saying yes when you ask them to order.
4. You could end your ad copy with a short review of your whole ad. Repeat all the major benefits and features they will receive.
5. You could end your ad copy with a deadline. Tell them it's a limited time offer and they need to order by a specific date.
6. You could end your ad copy with a powerful guarantee. Give them a lifetime or triple your money back guarantee.
7. You could end your ad copy with a testimonial. Use one or two of your customers' testimonials that is believable and includes specific results.
8. You could end your ad copy with a free bonus. When you give them a free bonus it increases the product's perceived value.
9. You could end your ad copy with a discounted price. Just list your regular price and then offer a discounted price off the order right now.
10. You could end your ad copy with a free sample or trial of your product. If your ad didn't attract them to buy, maybe a free sample or trial would.

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