

## 3 Immediately-Usable Selling Tips!

By Larry Dotson

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10,000 Sales-Producing Words & Phrases! <http://www.ldpublishing.com>

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### 1) Keep Them Interested

Keep people at your site for as long as possible. Allow them to download free e-books, sign up for contests, use free online services, etc. This will help increase your sales. You could also use pop-up pages, pop-under pages and exit pages too. But be warned, this can annoy some visitors.

### 2) Know Your Prospects

Anticipate any objections your visitors may have about your product's offer. You must research your target audience's needs and wants. For example, your target audience may not like businesses that use free web site domains. Another example, they may not like to buy from web sites that don't accept offline checks.

### 3) Make Them Believe

Remember not to use outrageous or unbelievable claims in your ad copy. People are too savvy online and won't believe you. For example, don't say, "You can make 1 million dollars in 2 days!" Another example, "You can fold paper at home and make up to \$2000 a day!"

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